



MINIMUM ADVERTISED PRICE POLICY G5 OUTDOORS, LLC.

Effective January 1, 2026

To support and uphold the continued value of G5 Outdoors' products to consumers and resellers, G5 Outdoors, LLC ("G5 Outdoors") has independently adopted this Minimum Advertised Price Policy (the "Policy") to apply to all advertising of G5 Outdoors' products ("Products"). As the manufacturer of the Products, G5 Outdoors puts considerable effort and expense into promoting and marketing the Products on a national and international level. G5 Outdoors believes that retail customers of the Products rely on advertising to help establish the value of the Products they purchase, and this Policy is designed to ensure that the Products' advertising emphasizes the brand's features, benefits, specifications, warranty, and quality.

This Policy is essential to ensure the correct value of the Products is perceived by consumers.

1. Policy. Resellers may not advertise Products at prices less than the Minimum Advertised Price ("MAP") published from time to time by G5 Outdoors in its then current MAP Schedule of prices. Any and all advertising of G5 Outdoors Products containing or suggesting a price lower than the MAP is a violation of this Policy. In regards to MAP, the word "Price" includes all price-related terms, such as discounts or percentages off, incentives, free premiums, rebates, specials, coupons and other related terms for existing or future purchases. G5 Outdoors reserves the right to revoke, expand, or amend this Policy at any time.

2. Scope. This Policy applies to all forms of advertising including websites, apps, digital platforms, mailings, facsimiles, catalogs, displays, radio, signs, fliers, circulars, broadcast e-mail newsletters, direct e-mail solicitation, automated response pricing e-mails, search engine optimization, banners, pop-up ads, price comparison platforms, shopping feed and portal sites, online display advertising, SMS or text messages campaigns, social media marketing, television, print, and any and all other forms of advertising media, including, without limitation, the internet and any other electronic network. This Policy further applies to any and all direct or indirect displays of information relating to the price of the Products that can be seen on any print, internet, or other media images including, but not limited to images or postings displayed on social media or other forums. Further, any advertisement showing the MAP but suggesting that the advertised offer is less than the MAP will be deemed a violation of this Policy.

3. Exclusions. Advertising under this Policy does not include e-mails sent in response to specific customer inquiries about identified products. Further, language such as "we offer the best prices," "we will meet competitors' prices," or "call for price" is acceptable. For internet sales, prices may be displayed at shopping cart or checkout levels, and nothing in this policy prohibits a "click for price" feature on a website whereby the actual price for the item being sold may be obtained. This Policy does not apply to Products that G5 Outdoors has advertised as "close-out" merchandise.

4. In-Store Advertising. This Policy applies to all in-store advertising with the exception of price tags, which may be marked with the actual price set by the Reseller.

5. Actual Sales Price. This policy applies only to advertised prices and does not relate to actual sales prices of any item. G5 Outdoors does not seek any Reseller's agreement on minimum selling prices, and

•P.O. Box 59 • Memphis, MI 48041

• Email: g5orders@graceeng.com • Phone: 1-866-456-8836 • Fax: (810) 392-2993

• Website: www.g5outdoors.com



no representative or employee of G5 Outdoors is authorized to accept any such agreement from a Reseller of G5 Outdoors brand Products.

6. Minimum Resale Price. Differing from MAP, minimum resale price policies place limits on both the advertised and actual sale price of the products. This policy is in no way intended to be a Minimum Resale Price Policy as G5 Outdoors is not placing any restrictions on the actual sale price. **This policy in no way is intended to limit a Reseller's right to set its own prices and only governs advertisement of prices to the public.**

7. MAP Holidays. G5 Outdoors may in its sole discretion allow limited MAP holidays for specific time periods. Those authorized Resellers and distributors will be notified in writing in advance.

8. Enforcement. G5 Outdoors may in its sole discretion enforce this policy through its own staff, outside consultants, and agents. G5 Outdoors will unilaterally make all determinations relating to a violation of the Policy at its sole discretion.

9. Violations. If it is determined by G5 Outdoors that any Reseller has violated the terms of this Policy (the "Violator"), G5 Outdoors will take the following actions:

I. First Violation. Violator will have forty-eight ("48") hours to restore MAP pricing before G5 Outdoors places the account on a shipping hold for thirty ("30") days. Failure to restore MAP pricing within 48 hours may result in an automatic second violation.

II. Second Violation. G5 Outdoors may place the account on a shipping hold for one hundred eighty ("180") days.

III. Third Violation. A third violation during a twelve ("12") month period may result in a termination of the account.

If warranted, as determined by G5 Outdoors in its sole discretion, G5 Outdoors may forgo the above actions and take any other action it deems appropriate under the circumstances.

10. Enforcement. In any action to enforce the MAP Policy, G5 Outdoors shall be entitled to recover reasonable costs and expenses incurred in such action, arbitration, or referral to a third-party.

11. Reseller Responsibilities. It is the responsibility of all Resellers to assist in the policing of this MAP Policy and to immediately contact G5 Outdoors immediately with details regarding any violations.

12. Independent Development. G5 Outdoors has developed and determined its MAP and MAP policy in an independent manner separate and apart from any other organization, trade association, manufacturers, or brands.

13. Severability and Survival. If any provision of this Policy is found to be invalid, or illegal, or unenforceable for any reason, the remainder of the Policy shall be enforced as fully as possible and the unenforceable provision shall be deemed modified to the limited extent required to permit its enforcement in a manner most closely representing the intention as herein expressed.

14. Waiver and Modifications. G5 Outdoors reserves the right to unilaterally modify this Policy at any time without prior notice to any Reseller. Moreover, failure or delay in enforcing this Policy will in no

•P.O. Box 59 • Memphis, MI 48041

• Email: g5orders@graceeng.com • Phone: 1-866-456-8836 • Fax: (810) 392-2993

• Website: www.g5outdoors.com



circumstances be deemed a waiver of such by G5 Outdoors.

15. Authorized Contacts. The only G5 Outdoors representatives authorized to comment on or respond to inquiries regarding this MAP Policy are Don Beaver, who may be contacted at 810-392-8431 or by email at dbeaver@g5outdoors.com or Brian Harrington who may be contacted at 319-558-7253 or by email at bharrington@g5outdoors.com.

16. MAP Updates. Manufacturer may in Manufacturer's sole discretion update the MAP and MAP Policy from time-to-time.

BY CONTINUING TO SELL THE PRODUCTS, DOING BUSINESS WITH G5 OUTDOORS AND/OR DOING BUSINESS WITH ANY OF ITS RESELLERS ON OR AFTER THE EFFECTIVE DATE OF THIS POLICY, ALL PARTIES WILL BECOME AUTOMATICALLY BOUND TO THE TERMS AND CONDITIONS CONTAINED HEREIN.

•P.O. Box 59 • Memphis, MI 48041

• Email: g5orders@graceeng.com • Phone: 1-866-456-8836 • Fax: (810) 392-2993

•Website: www.g5outdoors.com