



## **BULLETPROOF 360, INC. MAP POLICY**

Effective **12/21/2020**, Bulletproof 360, Inc. (hereinafter referred to as "Bulletproof") is unilaterally implementing this Minimum Advertised Price Policy (the "MAP Policy") to encourage our Resellers to promote and invest in the effective marketing and sale of Bulletproof's products.

Resellers of Bulletproof Products have the right to make independent decisions to advertise and sell Bulletproof products at any price without consulting or advising Bulletproof, and this MAP Policy does not determine, control, or influence the price at which any Reseller sells its products. Bulletproof similarly has the right to make its own unilateral decisions regarding the composition of its Reseller network, and Bulletproof reserves the right, in its sole discretion, to discontinue business with or to take any other appropriate action with respect to any Reseller that fails to adhere to this MAP Policy.

The MAP Policy establishes standards for all applicable consumer advertisements of Bulletproof products. It applies equally to a Reseller's organization. Each Reseller is responsible for compliance with this Policy by all segments of its organization (online, mail-order and in-store). If any one segment within a Reseller's organization violates any component of this MAP Policy, Bulletproof may consider the entire Reseller organization to be in violation of the MAP Policy.

Bulletproof has established a Manufacturer's Suggested Retail Price (MSRP) for its products. This MSRP may be amended by Bulletproof at any time at its sole discretion. **It is a violation of this MAP Policy for any Reseller to advertise a product below MSRP without the express, written approval from Bulletproof.** Products not specifically identified with a MSRP are not covered by this MAP Policy. Bulletproof reserves the right to add or delete a MSRP to any product at its own discretion.

**It is a violation of this MAP Policy to include in any advertising any additional discount, rebate, coupon, gift card, or other incentive that would result in an immediate price reduction where the cumulative effect of the price reduction is an Advertised Net Price that is less than the MAP without the express, written approval from Bulletproof.** Advertised Net Price is defined as the Reseller's offered price less the value of any advertised discounts, rebates, coupons, gift cards, or other incentives. It is also a violation of this MAP Policy to indicate in advertisements that an Advertised Net Price lower than the MAP is available. It is in violation of this MAP Policy to imply that a price lower than MAP is available. Examples of such unauthorized advertisements include "drop in cart" pricing, "add to cart" pricing, "click to see" pricing, and "call for" pricing. Also prohibited are advertisements that indicate that discounts may be available when a customer takes specific action that goes beyond buying the product, such as "special price option" or "name your price".

The MAP Policy applies to all forms of public consumer advertising in any and all media, including the following categories:

- Print Advertising: such as, but not limited to, newspaper, magazines and multi-page inserts.
- Broadcast Advertising: such as, but not limited to: radio, television, public or cable television sponsorships.
- Direct Mail Advertising: such as, but not limited to: catalogs, catalog inserts, fliers, newsletters and broadcast faxes.



- Email blasts: Any promotional email originating from the Reseller or web site that is linked to the email are considered part of the same advertisement.
- Internet Advertising: all areas of a website above the shopping cart level such as, but not limited to: banner ads that click through to a website, forums, web sites of traditional Dealers, Distributors, mail-order businesses that offer covered products, Internet only e-retailer's that offer covered products, on-line services and portal sites that advertise covered products, shopping sites (bot's) and pricing search engines that advertise prices on covered products and auction sites with a minimum or starting bid below the MAP.

Where Bulletproof products covered by this MAP Policy are bundled with or sold as part of a package that includes other products, including free or discounted products (whether made by Bulletproof or another manufacturer), it is a violation of this MAP Policy to advertise the bundle or package at a price that has the effect of discounting the covered Bulletproof product below the MAP.

This MAP Policy also applies to any activity which Bulletproof determines, in its sole discretion, is designed or intended to circumvent the intent of this Policy.

This MAP Policy does not apply to the following activities:

- In-store advertising that is displayed only in the store and not distributed to any customers.
- Advertising in general that the Reseller has "the lowest price" or will match or beat it competitors' prices or similar phrases; so long as the Reseller does not include an Advertised Net Price below MAP.
- Value- added services such as free shipping, installation, technical support and maintenance.
- Store wide discounts on all items or "all on sale" promotions, so long as promotions are for a limited time and Bulletproof products are not separately identified.
- Items discontinued by Bulletproof.

\*You will not sell or offer for sale on any Third-Party Platforms/Marketplaces (This will include sites such as Amazon, Buy, Walmart.com, Rakuten, eBay, auction web sites, etc.) any Bulletproof products over the Internet or any interactive electronic network without prior written approval from Bulletproof. Without prior written approval you are subject to an immediate 4<sup>th</sup> violation listed below.

As an approved Reseller you are required to follow all of Bulletproof's requirements to retain this approval. If you for any reason fail to comply with Bulletproof's MAP Policy, you will have this approval terminated immediately.

It is the responsibility of each online, mail-order, or in-store Reseller to monitor Bulletproof's MAP Policy and review all aspects of their business practices to ensure compliance. Bulletproof does not intend to do business with dealers or Resellers that compromise the brand, reputation, and competitiveness of Bulletproof by violating this MAP Policy. Bulletproof will maintain a Do-Not-Sell list of Resellers that have not corrected violations to the MAP Policy. A list of Bulletproof Authorized Resellers/Distributors is available on the company's websites.

Bulletproof reserves the right to take any action, in its sole discretion, with respect to any Reseller in violation of this MAP Policy, and no dealer, or Reseller will have the right to enforce or otherwise rely on



the continued existence of this MAP Policy or any effort by Bulletproof to enforce this MAP Policy. In most cases, Bulletproof will respond to violations of this MAP Policy in the following manner:

First Violation:

- In the event Bulletproof unilaterally determines that a Reseller has violated the MAP Policy a notice will be sent to the Reseller alerting them to the violation. The Reseller must become compliant with the MAP Policy within two (2) business days.

Second Violation:

- If, after two (2) business days the initial violation has not become compliant or the Reseller violates the MAP Policy a second time with any of Bulletproof product covered by this Policy, Bulletproof will add the Reseller to the Do-Not-Sell list for a period of thirty (30) days.

Third Violation:

- The third violation of this Policy will result in the Reseller being added to the Do-Not-Sell list for a period of ninety (90) days.

Fourth Violation:

- The fourth violation of this policy will result in the Reseller being added to the Do-Not-Sell list indefinitely. In addition, the Reseller may not use any of Bulletproof artwork, graphics, photos or text that relates to Bulletproof products.

Bulletproof shall solely determine whether and when to remove a violating Reseller from the Do-Not-Sell list or to otherwise authorize the use of Bulletproof artwork, graphics, photos or text that relates to Bulletproof products.

This MAP Policy is the unilateral decision of Bulletproof. Bulletproof will not discuss any conditions of acceptance related to this policy. Bulletproof senior management is the entity authorized to communicate MAP Policy updates, changes and decisions regarding violations to this Policy. No other member of Bulletproof, Authorized Distributors or Distributor Sales representatives are authorized to modify or amend the MAP Policy without written authorization from the company.

Bulletproof reserves the right to implement a MAP Holiday during the year depending on market conditions and or during promotional periods. During a MAP Holiday enforcement will be temporarily on hold and sellers may temporarily sell below MAP price. During a MAP holiday the Third-Party Platforms/Marketplace restrictions will remain in place.

Bulletproof reserves the right to add, change or delete the MAP Policy. If you wish to be notified of any MAP Policy changes, or have any questions, please send a written request to MAP Administrator at **bplegal@bulletproof.com**. You may also contact Bulletproof with any questions at the following address:



Bulletproof 360, Inc.  
1012 1<sup>st</sup> Ave  
#400  
Seattle WA 98104

Signature:

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Printed Name:

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Name of Business/Reseller:

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Date

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