



Manufacturer's Advertising Policy (MAP)

Auclair is a leader in providing high performance, quality hand wear to discerning consumers worldwide. Due to an increase in certain advertising practices which undermine the trade reputation, brand and image of Auclair products to our consumers and retail partners, Auclair is introducing the following Manufacturer's Advertising Policy (MAP).

This policy is simple and is applicable to all advertisements of Auclair products either digitally through web, email, social media as well print, tv and radio or other forms of media advertising.

WEB ADVERTISING:

While retailers remain free to advertise and sell Auclair products at any price they deem appropriate, it is in violation of this policy for a retailer to advertise Auclair product pricing below the Manufacturer's Suggested Retail Price (MSRP). Auclair is solely responsible for Establishing the MSRP.

No trans-shipping or cross-advertising is permitted unless approved by New Wave Sports.

No one is allowed to cross-sell or list Auclair products on 3rd party retail marketplaces. Ex. Amazon.

1. This policy will be in effect as of **August 1st 2025** and will remain in effect until otherwise noted. Auclair retains the right to make any in-season policy adjustments as may be required by then existing circumstances.
2. This policy is applicable to all in-line, current year product as defined by the product listing on our price list.
3. This policy is NOT applicable to discontinued, closeout or SMU products.

MAP POLICY NON-COMPLIANCE

If Auclair determines, in its sole discretion, that a dealer has taken any action inconsistent with this MAP Policy, including without limitation, advertising a current Auclair product below the MSRP listed on the attached Current Auclair Products List, then Auclair will take the following actions:



- a. **First Incident Warning:** A warning (and screenshot for Internet violations) will be sent to the dealer upon the very first incident. Dealer will be given 24 hours to remove advertisement, or it will be recognized as a first violation.
- b. **First Violation:** All shipments and orders will be held for 45 days. No new orders will be accepted during this period.
- c. **Second Violation:** All shipments and orders will be held for a period of 90 days. No new orders will be accepted during this period and dealer will lose all discounts and terms on any open orders (not shipped).
- d. **Third Violation:** refuse to accept all new orders from such dealer and terminate dealer's accounts with Auclair and any open invoices will be due immediately.

MAP POLICY EXCEPTIONS

Retailers may advertise Auclair, except exclusions noted below, product lower than **MAP** for the following time periods and occasions:

Black Friday – Cyber Monday: November 26th, 2025 – December 2nd, 2025

Post-Holiday Sell-Off (Boxing Day): December 25th, 2025 – January 6th, 2026

During both of these periods, advertising discounts **cannot exceed 20% below MSRP** on in-line products.

End of Season: Beginning March 15th, 2026, all non-carry over styles considered to be “OFF MAP” unless the styles are clearly identified as being a carryover style. All **Junior styles** can move “OFF MAP” as of January 15th, 2026. Pricing on carryover styles **cannot exceed 20% below MSRP**

In the instance of a style being deemed as a carryover style, any advertisement of said carryover styles **cannot exceed 30% discount** during the period of March 15th and July 31st 2026. After August 1st 2026, all Carryover styles can only be advertised at full MSRP pricing.

This policy applies only to advertised prices and does affect the prices that a retailer may charge for Auclair products. Retailers are free to sell Auclair products at any price they choose.

The policy will be enforced by Auclair in its sole discretion and without notice. Auclair sales management and executive team is solely responsible for making decisions regarding this policy, determining violations and making exceptions. No one outside of that group has the authority to discuss or change the policy. Retailers have no right to enforce the policy.