

2024/25 SUMMER & FALL HAYES BICYCLE GROUP RETAIL INCENTIVE PROGRAM				
Retailer Price Level	PRO	EXPERT	COMP	Dealer
Minimum Annual Purchases 1*	\$15,000	\$5,000	\$2,500	N/A
Margin (All Brands)	50%	45%	40%	30%
2025 Summer & Fall Partner Terms 2*	NET 120	NET 90	N/A	N/A
Standard Terms	Net 30	Net 30	Net 30	STANDARD
PARTNER PROGRAMS AND INCENTIVES				
Wheel Demo	60%	60%	50%	N/A
Athlete & Ambassador (Team & Scholastic support)	60%	60%	50%	N/A
Manitou Suspension Seeding*3	65% NET 180	60% NET 180	60% NET 180	N/A
Hayes Brake-up Program	40%	40%	40%	N/A
Employee purchases 4*	65%	60%	50%	40%
Map window 5*	January 1, 2025 thru December 31, 2025			
New launch ordering priority	TOP PRIORITY	PRIORITY	PER AVAILABILITY	N/A
E&O and Prostock wheels				
Wheel Freight Incentive	3 SETS	3 SETS	3 SETS	N/A
Other Freight Incentive	\$400	\$400	\$400	N/A

1\* Partners that meet this requirement with their first opening order, receive same price level on all Hayes Bicycle Products Families of finished product until June 31st, 2025. Service items excluded.

2\* Program terms are available on approved credit by Hayes Bicycle Group accounts receivable department. Updated credit / account app may be required to complete approval process.

3\* Any 3 Manitou forks earns you your Program price level. Terms available on approval.

4\* Employee purchase is based on availability and must be paid via CC.

5\* Hayes Bicycle Group of family products shall be advertised in accordance with the following Minimum Advertised Price(MAP) policy. Acceptable MAP pricing is MSRP.  
MAP is enforced on all regular / in-line skus during the selling year - 1/1 - 12/31. MAP is not enforced during select promotional periods during the year. **MAP is not enforced on discontinued or other unique / non in-line products**  
Retailer Partner is eligible to run two sales per year in accordance with the MAP agreement.

6\* 2024 Year end special. Level up your year!! Expert pricing at Comp "Buy in" Pro at Expert "Buy in" 10/23-12/31