

Minimum Advertised Price (MAP) Policy

Jag Division

PURPOSE

Jag recognizes that our success is tied to the success of our authorized retail partners.

The purpose of this policy is to help promote the brand and give all resellers a fair ability to sell Jag products, while at the same time discouraging price-based advertising that would diminish or detract from the perceived value of the Jag brand and products. As a result, effective as of March 1, 2018, Jag has unilaterally established this Minimum Advertised Price (“MAP”) Policy.

TERMS

The MAP Policy applies to advertised price in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage.

Jag will not invite, consider, or accept any input regarding how the MAP Policy is implemented, administered, maintained, or enforced. The MAP Policy is not an agreement, and Jag does not ask for or accept any assurance of compliance or other agreement from any reseller. Jag, in its sole discretion, reserves the right to modify or suspend the MAP Policy at any time.

Jag, in its sole discretion, will determine the advertised prices, on a product-by-product basis, that it believes diminish the value of its brand. Jag will endeavor to provide advance notice of any changes to the MAP Policy, including any changes to the minimum advertised prices or the products covered by the MAP Policy, when made from time to time. Further, to ensure prompt notice to resellers, Jag will publish the MAP Policy, as well as any modifications thereto, at <http://www.westerngloveworks.ca/retailerterms>.

The MAP Policy applies to advertised prices only. The MAP Policy does not, and is not intended to apply to the price at which MAP Products actually are sold.

ONLINE & 3RD PARTY SELLING TERMS

Listing prices of Jag product on an internet site is considered an “advertised price” and must adhere to this MAP Policy. Internet auctions may not display or have reserved bid or other acceptable prices less than the MAP. Discounts at checkout that are applied to the entire order based on a customer’s purchasing history with the retailer, such as discounts for “frequent shoppers”, do not violate this MAP Policy.

Jag products may not be listed for resale on any third party shopping forum such as, but not limited to, Amazon.com or Ebay.com without prior written permission from Jag

RIGHT TO TERMINATION

This MAP Policy will be enforced by Jag in its sole and unilateral discretion. Jag will take enforcement action when it believes that a reseller has violated the provisions of the MAP Policy or intends to violate the MAP Policy. Jag, in its sole discretion, reserves the right to discontinue doing business with, or take any other enforcement action against, any retailer that advertises any product(s) at a price below the minimum advertised price that Jag has determined diminishes the value of the brand.

All questions related to the MAP Policy should be directed to Sheila Dyck, Chief Financial Officer, at sdyc@westernglove.mb.ca or (204) 788-4249 ext 258.