



Dealer Policy Manual

Effective October 21, 2019 – December 31, 2020

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Dealer Requirements

FeraDyne Outdoors reserves the right to approve dealer accounts and terms at our discretion. Terms on existing accounts are subject to review and change at any time and without notice as determined by the FeraDyne Outdoors Accounting department.

All retailers and wholesalers wishing to establish an account to purchase directly from FeraDyne Outdoors must meet the following requirements:

1. Complete and sign the dealer credit application and applicable sales tax exemption form
2. Provide a copy of your business license
3. FOR RETAIL STORES: Provide a photo of your brick-and-mortar storefront with permanent signage (no selling out of homes or non-authorized outbuildings)
4. FOR ONLINE-ONLY RETAILERS: Provide a photo of your product warehouse
 - a. Online-only retailers must provide the URL to their functional webstore
5. Order in case pack quantities where applicable
6. Adhere to all dealer program and MAP policies
7. Submit an updated dealer credit application and applicable sales tax exemption form any time one or more of the following instances occurs:
 - a. There is a change in ownership
 - b. The business relocates
 - c. The legal business name changes
 - d. Every four (4) years

Applications can be e-mailed to AR@feradyne.com or faxed to 715.395.9959.

Minimum Advertised Price (MAP) Policy

FeraDyne Outdoors (“FeraDyne”) has unilaterally adopted a minimum advertised price policy (the “MAP Policy”) applicable to all FeraDyne-approved dealers and distributors and to any non-approved dealers to whom the approved dealers or distributors sell or otherwise transfer products (collectively, the “Resellers”). This MAP Policy is effective January 1, 2017, and it applies to FeraDyne products marked and sold under the brands Rage, IQ Sights, Nockturnal, TruFire, GlenDel, Block, and Carbon Express. Below is a list of the products subject to this MAP Policy (the “Products”).

This MAP Policy is being implemented to insure the long-term viability of FeraDyne and its brands, the innovation of FeraDyne’s products, and to protect the investment of the Resellers that provide valuable sales and product assistance and support to their customers.

1. FeraDyne may from time to time unilaterally adjust the attached minimum advertised pricing (“MAP”) for the Products at its sole discretion. Updates will include the effective dates, model numbers, and MAP. Updates will be available on the MAP section of the www.feradyne.com web page.
2. The Resellers are free to advertise, promote, or sell the Products at any price they choose at their discretion. Pursuant to this MAP Policy, Resellers may not advertise or otherwise promote the Products using the internet or other media at a net price less than MAP and may not sell the Products to any other person or entity which advertises or otherwise promotes the Products using the internet or other media at a net price less than MAP. This MAP Policy applies to all advertisements of the Products in any and all media, including, but not limited to the internet, flyers, posters, coupons, mailers, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, other electronic media, television, radio, and public signage. This MAP Policy, however, is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. The “net price” shall mean the published or advertised price that the Reseller makes the Products available to its customers taking into account all discounts, deductions, rebates, allowances, credits, charges, trade-ins, the separate price of products bundled with the Products by the Reseller, coupons, premiums, promotions, free goods, and services and gifts offered with the Products.
4. Pricing listed on any internet site is considered an “advertised price” and must adhere to this MAP Policy. Once pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as “add to cart to see price,” “call for price,” or “we will match any price” are acceptable as long as the price advertised is not below the MAP listed for the items on the previous page.
5. This MAP Policy applies only to advertised prices and not to the actual prices at which the Products are sold. This MAP Policy is not intended to be, nor shall it be construed to be, an agreement as to the minimum prices at which Resellers will sell the Products. Each Reseller must determine at its sole discretion the price at which it sells the Products.
6. In the event that FeraDyne determines a Reseller has violated this MAP Policy regarding the Products, corrective action will be unilaterally imposed. Such corrective action may include, among other things, suspension or termination of the sales of the MAP Policy Products by the violating Reseller. FeraDyne may also cancel all orders and refuse to accept any new orders from any Reseller that violates this MAP Policy.
7. Distributors of the Products will supply a copy of the MAP Policy to any new or existing Reseller for their records and/or make this policy available to them via a website location with other manufacturers’ MAP policies.
8. Any questions regarding this MAP policy should be e-mailed to MAPAdmin@feradyne.com.

Minimum Order Quantities (MOQ)

FeraDyne Outdoors requires all retailers to purchase in case pack quantities where applicable.

No exceptions will be made.

FeraDyne Outdoors reserves the right to change minimum order quantities (MOQ's) at any time and without notice.

Free Freight Minimum Requirements

Yearly free freight minimum requirements (excluding trade shows and other programs approved by FeraDyne Outdoors) are outlined below.

- Orders must be equal to or exceed \$2,000 (including all brands) to qualify for free freight
- If an order does NOT contain targets, crossbows, or Muzzy Bowfishing bows, and does not total at least \$2,000, freight will be calculated at 5% of the order total
- If an order DOES contain targets, crossbows, or Muzzy Bowfishing bows, and does not total at least \$2,000, freight will be calculated at 10% of the order total

Regardless of whether or not an order meets the free freight requirements and the order ships partially due to backorders, no additional freight charge will be imposed on any subsequent shipments.

If an order does not meet free freight minimum requirements, resellers may choose to provide a FedEx or UPS account number and be charged freight collect.

If backordered items are cancelled by the reseller, any freight charges from the initial invoice will not be refunded.

If a reseller chooses to return a product(s) for any reason but elects to keep some of the original order, any freight charges from the initial invoice will not be refunded.

FeraDyne Outdoors reserves the right to change free freight minimum requirements at any time and without notice.

Selling FeraDyne Outdoors Brands Online

Any reseller who wishes to sell any FeraDyne Outdoors brand(s) online must complete the online marketplace section of the new dealer application and disclose any and all seller names FeraDyne brands are sold under. Failure to provide this information could lead to the reseller's account being put on hold until the required information is provided, or termination of the reseller's account.

Resellers selling FeraDyne brands online must adhere to the retail MAP Policy.

Dealer-only items as noted on the dealer price list are not eligible for online sale.

Warranty Policies & Procedures

Please visit www.feradyne.com/warranties/ to review the warranty policies for each FeraDyne Outdoors brand.

If a reseller receives an order and any of the following instances occur, it is the reseller's responsibility to submit a warranty claim (also known as an RMA – Return Merchandise Authorization):

- A product(s) is not functioning as intended and falls within the warranty timeline
- An incorrect product(s) was received and has not been opened/used
- A product(s) was damaged during shipping
 - *Photos will be required for this type of claim*
- Incorrect quantities were received – overages or shortages

Claims can be submitted via our online portal at <https://feradyneoutdoors.returnsportal.net>. A tutorial video walking you through the process of creating an RMA account and submitting a claim can be viewed at

[https://www.youtube.com/watch?v=wpYX9Hobbag&feature=youtu.be&list=PL3E0gOyolsLaZf - MDp2_hFKP2j6Kh25I](https://www.youtube.com/watch?v=wpYX9Hobbag&feature=youtu.be&list=PL3E0gOyolsLaZf-MDp2_hFKP2j6Kh25I)

If a reseller does not have internet access or is otherwise unable to submit a warranty claim through the online portal, they must contact their outside sales rep or FeraDyne Outdoors Customer Service for assistance.

Online Order Writer

Orders can now be placed via our online order writer at https://orgmyrange.com/feradyne/cgi-bin/rm_store_categories.cgi.

If a reseller wishes to place orders through our online order writer, they must contact their outside sales representative to request login information.

All orders submitted through the online order writer are subject to review by the reseller's outside sales rep.

Buying Group Members with Multiple Buying Group Memberships

If a reseller is a member of more than one buying group, the reseller must choose one buying group to purchase through for the remainder of the calendar year.

FeraDyne Outdoors reserves the right to bill exclusively through the buying group with a central bill-to address.