



LASER AMMO EUROPE MINIMUM ADVERTISED PRICE (MAP) POLICY 2026

A Laser Ammo authorized dealer must sign and honor the below MAP agreement. The following is Laser Ammo's policy regarding the advertising and pricing of Laser Ammo's products.

1. **Purpose:** Laser Ammo's goal in enacting this policy is to avoid depreciation of, or damage to, the trademarks, brands or trade names under which its products are sold. Laser Ammo's intention and policy is not to engage any dealer, distributor or retailer that advertises products below Laser Ammo's then current and published Minimum Advertised Price (MAP).
2. **EUROPEAN SALES ONLY:** European dealers may not ship Laser Ammo product outside continental Europe (Not EU) without a written preapproval by laser ammo.
3. **SUB-DISTRIBUTION:** All sellers must receive product directly through authorized channels and may not "sub-distribute" or "resell" any product to *any other* reseller. Authorized channels include: Laser Ammo direct, Distributor, or Buy Group membership.
4. **Minimum Advertised Pricing:** A dealer, distributor or retailer may advertise at any price it chooses, as long as it is not less than Laser Ammo's current and published MAP. Laser Ammo hereby provides notice that advertising Laser Ammo products using its name and copyrighted materials (including photographs from the website, photo library or Laser Ammo- created product descriptions) at a price below Laser Ammo's MAP constitutes a violation of this policy and will lead to remedial action by Laser Ammo which may result in ultimate discontinuance of business with such dealer, distributor or retailer. No part of this policy is intended to influence the actual prices at which a dealer, distributor or retailer resells Laser Ammo products.
5. **Advertising Defined:** For the purposes of this policy, the term "advertising" shall include ANY listing, description or graphic display of Laser Ammo products accessible to consumers/customers directly, including but not limited to, social media, print media, newspaper and magazine ads, television, radio and the World Wide Web. **Advertising shall not include:** a shelf tag in a brick and mortar location, within a booth at a gun show, or a price quotation sent via email to a consumer/customer at the consumer's/customer's request.
6. **SALE ON GUNBROKER, INTERNET AUCTIONS, AMAZON, EBAY, SLICK GUNS, GUN DEALS, AND OTHER MARKETPLACE SITES:**
 - 6.1. Laser Ammo written pre-approval is required for any sale on any 3rd party website, market place or auction site.
 - 6.2. All retailers selling on auction sites or marketplace sites, must register their name or alias with Laser Ammo, if the name being used is different from that of the account name used, when purchasing from the authorized supplier. Selling without registering an identity is a violation of Laser Ammo MAP Policy. Names/Aliases can be registered by contacting: matan@laserammo.com
 - 6.3. Exact UPC codes and Laser Ammo SKUs (not retailer variations) must be used in all listings.
 - 6.4. No pricing below MAP may be listed for any Select Product, anywhere within the listing, except a starting bid, including "Buy it Now" price, "Reserve Price" or "Minimum Bid." For a GunBroker listing, the minimum bid is the starting bid, which is acceptable (Starting bids do not constitute an advertised price, as they are known to fluctuate by the very nature of auctions).
 - 6.5. Reserve must be set to "No Reserve."
 - 6.6. Slick Guns/Gun Deals must reflect MAP pricing or above, throughout the site for all Laser Ammo product.
7. **OTHER NOTATIONS AND RESTRICTIONS:**

It is the intent of the MAP Policy for retailers to provide value to their customers, rather than competing through "price wars." Promoting any type of below MAP pricing online, in any capacity, is not permitted. Therefore:

 - 7.1. Cannot state "lowest price(s)", "low price guarantee", "deep discounting", "blowout prices", "our prices will not be beat" or *any similar tactic* for any Laser Ammo items, with or without MAP.
 - 7.2. Cannot offer to match or beat a lower price. "Price Match Offer", "Price Match Request", "Make Offer", "Submit Offer", "Special Offer", "Best Offer", *or similar tactic or similar terminology*, cannot be used.
 - 7.3. "Call for Price" can be utilized in a non-automated format, where a consumer must contact the retailer directly and independently of the internet process, and an order is placed via phone, or online with a one-time use promotion code, by that particular individual. If this method is used, the only terminology associated with it may be, "Call for Price" or "Contact for price."
 - 7.4. "Email for Price" can be utilized, only in a non-automated format, with a personal response directly from an individual, and it must be independent of the online checkout process. The price response may only be used by the intended, direct recipient



of the email, and may not be forwarded to promote below MAP pricing, or price comparisons. If this method is used, the only terminology associated with it may be, “Email for price, or “Contact for price.” Any other terminology referencing promotions, discounts, coupon codes, or similar tactics, is prohibited.

- 7.5. MAP includes online “click for price”, “in the cart pricing”, “checkout pricing”, or any automated price features and are prohibited on all Laser Ammo products. No automated pricing requests, responses or counter offers are permitted of any kind, including links to special pricing, automatic coupon codes, or similar tactics, within the immediate e-commerce platform.
- 7.6. Public disclosure or comments regarding the Laser Ammo MAP policy, or any reference to not being permitted to post pricing, is prohibited. For example: “Our price is lower than the manufacturer’s MAP, therefore, we cannot show the price.” This, and similar tactics, are prohibited.
- 7.7. For online retailers with brick and mortar stores, you may note, “In-store pricing may vary.”

8. EXCEPTIONS

- 8.1. Free shipping is allowed.
- 8.2. Laser Ammo corporate rebates and promotions are allowed.
- 8.3. Laser Ammo may periodically pre-announce “MAP holidays” when prices may be adjusted below MAP.
- 8.4. In-store events or promotions
- 8.5. Reseller employee purchases are exempt.

9. Military, Law Enforcement, First Responder Sales:

Discounted sales for military, Law Enforcement and First responders are allowed with the following conditions:

- 9.1. Up to 10% below MAP.
- 9.2. All sales must specifically be designated as such and must state that credentials are required.
- 9.3. Sales are allowed on dealer website or store only, and not on market place, action sites or any 3rd party website or social media.

10. **Wholesalers:** This policy does not apply to pricing that distributors sale to resellers. for this agreement, distributors are companies that their business consists exclusively of the resale of product to resellers, dealers or retailers. Laser Ammo requires that all wholesalers make sure to have their resellers sign and enforcing this MAP policy and comply with any published “Do Not Sell” list which Laser Ammo may publish.

11. **Violations of Policy:** All failures to comply with this policy constitute a material breach of the Laser Ammo Distributor Agreement. It is Laser Ammo’s intention to administer the policy fairly, reasonably and in a progressive fashion as follows:

- 11.1. **1st Violation:** written reminder & request for compliance; Laser Ammo will suspend shipments until all violations are corrected
- 11.2. **2nd Violation:** demand for compliance with termination deadline; Laser Ammo will suspend shipments for 25 days, after all violations are corrected
- 11.3. **3rd Violation:** Failure of a dealer, distributor or retailer to comply after two or more violations or a failure to comply after a demand for compliance will result in termination of business.

12. **Changes in MAP and Products:** All Laser Ammo products are subject to this policy, including any new products. Laser Ammo may at any time, in its sole discretion, revise its MAP policy for any product manufactured by it. Each addition and each revision shall be effective at such time specified by Laser Ammo in its pricing schedule, which will be provided to each dealer or distributor. Laser Ammo’s last price lists are available to all dealers, distributors and retailers at its office. All changes of such prices, as and when made, will also be available.

13. **Price Reductions, Inventory Reduction & Clearance:** Laser Ammo may exempt certain designated designs, models, and items from this policy for the purpose of inventory reduction and model closeouts. Laser Ammo has the exclusive authority to resolve all disputes, conflicts, controversies or questions in relation to this Policy.

Printed Name _____ Signature _____
Company _____ Date _____



PRE-APPROVAL REQUEST FOR SALE ON A 3RD PARTY WEBSITE

(if you are not seeking to sale on a 3rd party website, no need to fill this page)

Company Name: _____

Company Address: _____

Contact Name: _____

Email: _____

Telephone: _____

Name / Alias name used on 3rd party website: _____

We request an approval to sale on the following 3rd party websites:

AMAZON: YES / NO

EBAY: YES / NO

GUNBROKER:

YES / NO

WALLMART.COM: YES / NO

SLICK GUNS: YES / NO

GUN DEALS:

YES / NO

OTHER MARKETPLACE SITES: _____

OTHER INTERNET AUCTIONS: _____

OTHER 3RD PARTY SITES: _____

With this signature we acknowledge that we understand and agree with Laser Ammo MAP policy:

Signed: _____

Name: _____

Date: _____

Approved By: Laser Ammo Europe.

Signed: _____

Name: _____

Date: _____

Approved By: Laser Ammo USA Inc.

Signed: _____

Name: _____

Date: _____