

Fjällräven Minimum Advertised Price (MAP) Policy

April 3, 2017

Dear Valued Customer,

Fjällräven recognizes that our Authorized Resellers invest significant time and resources into educating the public about Fjällräven products, training knowledgeable staff, and providing support services. Fjällräven is committed to supporting our Authorized Resellers' efforts and maintaining the reputation of Fjällräven products for quality. We strive to maintain a high level of customer confidence in the quality of Fjällräven products, and to protect the investment of our quality Authorized Resellers, by instituting the following Minimum Advertised Price (MAP) Policy.

Only resellers who have been authorized under the Fjällräven Authorized Resellers Policy ("Authorized Resellers") may sell Fjällräven products on any third-party online marketplace (e.g. Amazon, eBay, jet.com, Walmart.com, Sears.com).

- Authorized Resellers may only sell via the Merchant Fulfillment Network (MFN) and may not sell via Fulfilled by Amazon (FBA) or offer "Prime" badging via the Seller Fulfillment Network without separate written authorization to do so.
- We do not allow any of our accounts to sell to Amazon directly or to any of its affiliate companies without separate written authorization to do so.

Fjällräven Minimum Advertised Price (MAP) Policy

1. Fjällräven recognizes that any Authorized Reseller can make its own independent decisions to advertise and sell any Fjällräven product at any price it chooses without consulting or advising Fjällräven. Fjällräven neither solicits nor will it accept any assurance of compliance with the MAP Policy. However, Fjällräven similarly has the right to make its own independent decisions regarding product allocations and participation of any individual reseller as an Authorized Reseller.
2. Advertising Fjällräven products for sale online at any price lower than the price listed in Fjällräven MAP Price List will be considered a violation of this Policy. The MAP Policy applies only to advertised prices and does not apply to the final resale prices at which the Fjällräven products are actually sold. The Fjällräven MAP Policy applies to both online sales and brick and mortar sales.
3. The MAP Price List shall be unilaterally determined by Fjällräven and may be changed from time to time at the sole and exclusive discretion of Fjällräven. Any changes in the MAP Price List shall be communicated to Authorized Resellers by providing thirty (30) days' notice of the price change in writing or by electronic transmission through email or facsimile.
4. Fjällräven reserves the right, in its unilateral discretion, to take any action with respect to an Authorized Reseller that violates this Policy. Such actions include, without limitation, canceling all orders, indefinitely refusing to accept any new orders, terminating the Authorized Reseller's right to sell Fjällräven products online or otherwise. Fjällräven will not discuss any conditions of acceptance related to the MAP Policy, as it is non-negotiable and will not be altered for any Authorized Reseller. Any Authorized Reseller who's right to sell Fjällräven products is terminated must immediately cease using Fjällräven intellectual property on any online or written advertisement.

5. Fjällräven, at its sole discretion, may hire a third party to monitor and/or enforce the Policy.
6. If a reseller has multiple seller accounts/marketplaces/web domains and violates this Policy with any account, Fjällräven will consider this to be a violation by all of the reseller's accounts.
7. For purposes of this MAP Policy, listing prices on a webpage is considered advertising. Similarly, promotions, exchanges, coupons, discounts, product combination specials, internet specials or deals, and package deals shall be considered advertising. Such advertising is a violation of the MAP Policy if it causes the Authorized Reseller's advertised prices to fall below the MAP.
8. Fjällräven may, at its discretion, sell products to wholesale distribution resellers or exchange its products at a discount off of wholesale or for less than the MAP. No such arrangement shall be considered consent by Fjällräven for Authorized Resellers to advertise Fjällräven products at prices below the MAP.
9. Fjällräven reserves the right to advertise retail products below the MAP for product promotions and brand awareness.
10. Fjällräven authorizes a 20% discount off Manufacturer Suggested Retail Price (MSRP) for the dates below. Kånken products are excluded from all MAP price break windows.

May 26, 27, 28 & 29 of 2017
Friday at 12:01 AM through Monday at 11:59 PM

September 1, 2, 3 & 4 of 2017
Friday at 12:01 AM through Monday at 11:59 PM

November 24, 25, 26 & 27 of 2017
Friday at 12:01 AM through Monday at 11:59 PM

December 26, 27, 28, 29, 30 & 31 of 2017
Tuesday at 12:01 AM through Sunday at 11:59 PM

Fjällräven will publish any additional promotional discounting dates 60 days in advance.

11. Fjällräven's published end of season's are listed below. A non-carry over product list will be provided thirty (30) days in advance. Discounts are not to exceed 50% off Manufacturer Suggested Retail Price (MSRP) on published non-carry over product. Kånken products are excluded from all non-carry over lists.

Fall | Winter published end of season – February 1st
Spring | Summer published end of season – August 1st

Fjällräven Authorized Reseller Requirements

April 3, 2017

Dear Valued Customer,

Fjällräven recognizes that our Authorized Resellers invest significant time and resources into educating the public about Fjällräven products, training knowledgeable staff, and providing support services. Fjällräven is committed to supporting our Authorized Resellers' efforts and maintaining the reputation of Fjällräven products for quality. We strive to maintain a high level of customer confidence in the quality of Fjällräven products, and to protect the investment of our quality Authorized Resellers. We have adopted and require all Authorized Resellers to follow these Authorized Reseller Requirements.

Without the written approval from Fjällräven, Reseller is not authorized to offer Fjällräven products for sale through any other Internet websites or any third-party Internet websites, including, but not limited, to auction sites such as eBay and shopping sites such as Amazon.com. There are no exceptions.

- Approved Resellers may only sell via the Merchant Fulfillment Network (MFN) and may not sell via Fulfilled by Amazon (FBA) or offer "Prime" badging via the Seller Fulfillment Network without separate written authorization to do so.

Fjällräven reserves the right to revise, amend, or change these Authorized Reseller Requirements at its sole discretion. The revisions are effective once posted at https://www.mediafire.com/folder/nqk278io2xko2/MAP_Policy or provided to the Authorized Reseller unless the Authorized Seller gives written notice to Fjällräven within 14 days after the new Authorized Reseller Requirement are posted or provided to the Authorized Reseller.

To qualify as and remain a Fjällräven Authorized Reseller, your business must adhere to these Fjällräven Authorized Reseller Requirements at all times.

1. Maintain Current Business Information & Disclose eCommerce Accounts

An Authorized Reseller must maintain accurate and up-to-date company information with Fjällräven and disclose all selling accounts associated with its company on all marketplaces. Authorized Resellers must provide Fjällräven with any new or changed selling account IDs by emailing them to services@fjallraven.us.

2. No Shipment Outside United States.

Authorized Reseller will not ship Fjällräven Product to any address outside of the United States, unless it obtains Supplier's written approval prior to each shipment. Authorized Resellers website will state that it is not authorized to ship Fjällräven products to addresses outside the United States.

3. Resale Limitation

Authorized Reseller will not sell Fjällräven products to any other retailer or distributor or to any individual or entity for resale or export.

4. Sell to Retail Consumers Only and Do Not Sell in Bulk

An Authorized Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. All bulk sales are prohibited. An Authorized Reseller may sell to end consumers only.

5. Ship eCommerce Orders Directly to Customers

An Authorized Reseller must ship all eCommerce orders directly to customers from its warehouse or storefront (merchant fulfilled). An Authorized Reseller may not use Amazon Fulfillment services for Fjällräven products including Fulfilled by Amazon (FBA) or Seller Fulfilled Prime without separate written authorization to do so. Resellers may not offer "Prime" badging on the Amazon Marketplace without separate written authorization to do so.

Any Authorized Reseller found selling our brand as Fulfilled by Amazon (FBA) or using the "Prime" badge, without separate written authorization to do so, will be required to move said inventory to the Merchant Fulfilled Network (MFN) within three (3) business days from violation notification. Any charges for the transition will be incurred and the sole responsibility of the Authorized Reseller (current charges are \$0.50 per unit).

6. No Bundling Fjällräven Products

An Authorized Reseller must not re-SKU or bundle Fjällräven products in its online assortments and data feeds.

7. Only Purchase Fjällräven Products Directly from an Fjällräven USA, LLC

An Authorized Reseller must not buy Fjällräven products from other retailers, or from other sources not explicitly endorsed and authorized by Fjällräven. Reselling for purposes of resale may induce a breach of contract. Product warranties and other benefits may only apply to products sold by Authorized Resellers and may not be honored or supported for products sold online by unauthorized Resellers.

8. Report all Feedback Concerning Fjällräven Products

An Authorized Reseller must report all feedback it receives concerning Fjällräven products to Fjällräven. Emails should be forwarded to services@fjallraven.us. Hardcopy feedback should be scanned and forwarded to the same email address.

9. Only Sell Fjällräven Products in original, unaltered packaging

An Authorized Reseller may not alter, modify, or remove Fjällräven packaging, material, labels, or instructions.

10. Inspection of Products Before Shipment

Authorized Resellers must inspect the condition of all Fjällräven products for damage and tampering before shipment.

11. Logo, Images, and Product Descriptions

Authorized reseller's website may not incorporate images or descriptions of Fjällräven products or Fjällräven's logos other than those images, descriptions, or logos that Authorized Resellers obtains directly from

Fjällräven. Consumer education information must be available for each product listed on the site. This includes, but is not limited to: a full graphic image of the product, Supplier’s specifications on each product, and an explanation of the key performance technologies. Linking to the Supplier website for specifications, graphic images, or other basic consumer education information does not comply with this provision and is prohibited.

12. Customer Service

An Authorized Reseller must provide and display contact information, such as a phone number or email address, on any website where the Authorized Seller offers Fjällräven products for customers to contact the Authorized Reseller.

Failure to comply with all of the terms in Fjällräven Authorized Reseller Requirements will result in suspension or termination of your account.

If you have any questions or concerns, please contact us at 303-996-3737 or at services@fjallraven.us.

By signing below, the Authorized Reseller and signatory represent and warrant that the signatory is authorized to enter into this agreement on behalf of the Authorized Reseller.

This Addendum is made a part of the Fjällräven Minimum Advertised Price (MAP) Policy and should be read and interpreted consistently with the Fjällräven Minimum Advertised Price (MAP) Policy. To the extent the terms cannot be read consistently, the terms of the Addendum apply.

[AUTHORIZED RESELLER]

Company Name: _____

Customer Contact Name (print): _____

Title:

Signature: _____

FJALLRAVEN USA, LLC

By:

Title:

Signature: