



Simba Action Sports, Inc.

MSRP SALES POLICY

All SIMBA helmets and accessories fall under the MSRP (Manufacturer Suggested Retail Price) Sales Policy.

In order to maintain an account with Simba Action Sports each dealer is required to have a credit card stored on file along with a current signed authorization form.

SIMBA does not sell product on a model year basis. SIMBA adds product on a rolling basis as changes occur and new models are added. Brick & Mortar Dealers are free to run sales promotions in their stores as needed.

MSRP requirement applies only to pricing of SIMBA helmets and accessories displayed outside of the walls of SIMBA SURF HELMETS Authorized Dealer stores. **SIMBA strictly prohibits advertising product below MSRP in all forms of media, including but not limited to newspapers, magazines, trade journals, television, catalogs, Internet, Amazon, Facebook, Twitter, eBay, newsletters, posters, window signs, flyers, price tags, e-roi and other similar media channels.**

Evidence of out-of-store discounting and failure to adhere to the SIMBA action sports MSRP policy will result in suspension of purchasing privileges at the sole discretion of SIMBA action sports, along with an automatic charge to any credit / debit card on file of any open invoices weather due at the time of the infraction or at any date in the future.

SIMBA helmets must be excluded from "all store" coupon / discount / sale type advertising.

Retailers are strictly prohibited from second party selling. Evidence of second party selling will result in immediate termination of dealer's authorized status. Meaning that **no retailer may sell SIMBA SURF HELMETS on ANY second party sales site such as but not limited to Amazon, Ebay, Facebook.**

Dealer/Store: _____

Signature: _____

Print Name: _____

Date: _____