



MAP Pricing Policy – US Market

1. Policy Statement

Walther Arms, Inc, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any applicable product(s) covered by this MAP policy at a price lower than published MAP pricing.

2. General Guidelines

- The products covered by this policy are listed in section 5 (MAP Product Listing). WAI may modify this list at any time.
- WAI recognizes that retailers are free to make their own decisions to advertise and sell any Walther product at any price they choose, without consulting or advising Walther. Similarly, WAI will exercise its right to make its own decisions regarding the Walther Authorized Reseller Program, supplemental marketing materials, point of purchase displays, product allocation, new product availability, or future sponsorship programs.
- The MAP policy applies to advertised prices, not the price at which MAP products are actually sold or offered for sale to an individual in-store.
- Walther believes in maintaining a well regulated and fair marketplace for all its authorized dealers.

3. Advertising Guidelines

- The MAP policy applies to all advertisements of MAP products in any and all media, including but not limited to Flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage, as well as internet sites, social media sites, apps or any other electronic media.
- The MAP policy does not apply to solely on-premise or in-store advertising that is not distributed to customers.
- Website features such as “click for price”, “members pricing”, “log in for price” will be consider a MAP violation.
- This MAP policy also applies to any activity in which Walther determines, in its soles discretion, is designed or intended to circumvent the intent of this MAP policy. Such as Online auctions with no reserve.
- It shall not be a violation of this MAP policy to advertise in general that the retailer has “the lowest prices” or will match or beat its competitors’ prices, so long as the retailer does not include any advertised price below MAP and otherwise complies with this MAP policy.
- Periodically, Walther choose to grant permission for retailers to advertise MAP products lower than the MAP retail price. In such events, Walther reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.



- Periodically, Walther may offer a direct manufacturer's rebate to consumers. In such events, this shall not be a violation of this MAP policy to advertise the availability of the manufacturer's rebate, provided that:
 - I. The advertisement includes a MAP compliant price, the rebate amount, and the net price after manufacturer's rebate in the same type size and style.
 - II. An asterisk is placed next to the net price after manufacturer's rebate; and
 - III. "after manufacturer's rebate" appears in the same area of the advertisement as the advertised product.

4. Policy Enforcement

- If a retailer with multiple store locations violates this MAP policy at any one store location, or on any associated website, then Walther will consider this to be a violation by the dealer.
- Walther reserves the right to cancel any pending orders, restrict future orders, or suspend dealer's accounts of Walther reasonable believes
 - I. A retailer has violated the provisions of this policy; or
 - II. A dealer intends to violate this policy
- Walther Dealers found to be in violation will be given two (2) warnings. Upon failure to correct said violation the dealer will be placed on a Do Not Ship list until their pricing is corrected.
- Three (3) occurrences of being placed on the Do Not Ship list will result in an indefinite blacklisting from selling Walther products.
- Walther's MAP administrator is solely responsible for determining whether a violation of the MAP policy has occurred, as well as determining appropriate sanctions.
- Waivers to this MAP policy may be granted in Walther's sole discretion by the MAP administrator in writing.
- Walther reviews the advertised prices of retailers, either directly or via the use of third-party agencies or tools. Dealers are expected to provide reasonable cooperation in any Walther investigations regarding MAP policy violations. Failure to cooperate with a Walther MAP policy investigation is a violation of this MAP policy.
- The MAP policy will be enforced by Walther in its sole discretion and without notice. Dealers, Distributors, and resellers have no right to enforce the MAP Policy. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law. All questions related to this MAP policy should be directed in email to MAP@Waltherarms.com.



WALTHER ARMS, INC.

7700 Chad Colley Boulevard · Fort Smith, AR · 72916 · WaltherArms.com