



Riddell Consumer Products Minimum Advertised Pricing (MAP) Policy

Updated January 9, 2024

The Riddell MAP Policy takes effect March 1, 2024, for all MAP products and is subject to change at the sole discretion of Riddell.

This MAP policy applies to all Riddell Direct Accounts selling Riddell Consumer Products in the United States (the “Dealer(s)”). While Riddell Dealers retain complete discretion as to pricing practices, Dealer advertisements must comply with the following:

- The “Posted Price” in Dealer advertisements must be equal to or higher than the MAP reflected on the attached Riddell MAP price list for the specific products listed. Riddell reserves the right to amend, terminate or otherwise modify this MAP Policy or the attached MAP price list at anytime upon notice to Dealer.
- Dealers who advertise a price below Riddell’s MAP price through any means are in violation of Riddell’s MAP Policy. Dealers are encouraged to advertise above Riddell’s MAP price.
- Advertisements subject to Riddell’s MAP Policy include any advertisement displaying a “Posted Price” to a Purchaser by any means, including but not limited to: (a) catalogs, mailers, emails, flyers, newspapers, handouts, brochures, sale publications and newsletters, (b) advertisements or coupons offering percentage discounts off the MAP price of Riddell Products, (c) websites, radio, or television advertisements.
- Advertised discounts, coupons, or instant rebates do not constitute a violation of Riddell’s MAP Policy if: (a) the price of the Riddell Product, minus the advertised or distributed discount, is not less than the MAP price, or (b) the advertisement or coupon contains an asterisk stating that the discount is “Not applicable to products subject to manufacturer-imposed advertising restrictions,” thereby making the offer inapplicable to Riddell MAP Products.
- An advertisement where no pricing is shown, or “Call for Price” is shown, is compliant with Riddell’s MAP Policy.
- Advertisements, which show Riddell’s MAP Products bundled or sold together, may not be advertised at less than the combined MAP of the component products.
- Advertisements showing Riddell MAP Products bundled or sold together with any other products must be submitted in advance for approval by Riddell’s SVP of Consumer Products.
- Adherence to this Policy will be closely monitored.
- Riddell may unilaterally choose to impose one of the following actions for any violation of the MAP Policy at its discretion, without consultation with the non-complying Dealer or others. The actions may include:
 - Cancellation of all unfilled orders to that Dealer for all products listed on this MAP Policy.
 - Refusal to take orders or re-orders for all MAP products (and/or their replacements) indefinitely.
 - Indefinite termination or suspension of all future customer shipments.
 - Permanent termination of the Authorized Dealer business relationship.

Riddell will not seek or respond to any complaints about violations of this Policy. No employee or sales representative of Riddell is authorized to discuss with any Dealer any complaint or violation of this Policy by any other Dealer. No employee or sales representative of Riddell is authorized to discuss, amend, interpret, or modify this policy.

Any questions concerning Riddell’s MAP Policy must be made in writing and directed to the attention of Senior Vice President, Consumer Products, Riddell Inc., 1700 West Higgins Road, Suite 500, Des Plaines, IL 60018.



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CORE: NFL / COLLEGE

(Includes Current, Throwbacks, On-Field Alts)

SUGGESTED RETAIL

MAP

| | | |
|----------------------------|----------|----------|
| SpeedFlex Authentic Helmet | \$739.99 | \$665.99 |
| Speed Authentic Helmet | \$389.99 | \$350.99 |
| Speed Replica Helmet | \$169.99 | \$152.99 |
| Speed Mini Helmet | \$34.99 | \$31.49 |
| NFL Tracker Set | \$34.99 | \$31.49 |

SLATE COLLECTION: NFL / COLLEGE

SUGGESTED RETAIL

MAP

| | | |
|----------------------------|----------|----------|
| SpeedFlex Authentic Helmet | \$769.99 | \$692.99 |
| Speed Authentic Helmet | \$419.99 | \$377.99 |
| Speed Replica Helmet | \$199.99 | \$179.99 |
| Speed Mini Helmet | \$39.99 | \$35.99 |

2024 SALUTE TO SERVICE COLLECTION: NFL

SUGGESTED RETAIL

MAP

| | | |
|----------------------------|----------|----------|
| SpeedFlex Authentic Helmet | \$789.99 | \$710.99 |
| Speed Authentic Helmet | \$439.99 | \$395.99 |
| Speed Replica Helmet | \$219.99 | \$197.99 |
| Speed Mini Helmet | \$44.99 | \$40.49 |

This policy sets MAP at 10% off the MSRP across all helmet styles, including any helmets that carry an upcharge/higher MSRP based on design. For example, the current Falcons Speed Authentic has a \$40 upcharge/MSRP of \$469.99. MAP on this helmet is \$422.99. Please reach out with any specific questions.

Agree to and accepted:

Date:

Print name:

Company:
