



Johnson Outdoors Marine Electronics, Inc.
678 Humminbird Lane
Eufaula, AL
36207

E-COMMERCE RESELLER POLICY AND PROGRAM

Johnson Outdoors Marine Electronics Inc. (the “Company”) hereby present this unilateral E-Commerce Reseller Policy (the “Policy”). Company has developed this Policy to ensure that the Company’s products are properly promoted, sold, and supported on the Internet. This Policy governs participation in the Company’s Authorized E-Commerce Reseller Program (the “Program”). Resellers accepted into the Program will be authorized to purchase, from the Company or an authorized distributor, certain Company products under the Minn Kota, Humminbird, and Cannon brands for online resale (the “Company Products”).

If accepted into the Program, the Company will provide a reseller with specific authorization to resell Company Products as either an “Authorized Online Reseller” (resale through the reseller’s website, approved by the Company) or an “Authorized Marketplace Reseller” (resale through a specific third-party, e-commerce platform, such as Amazon). Please note that only Authorized Online Resellers are eligible for consideration as an Authorized Marketplace Reseller.

Authorized Online Resellers and Authorized Marketplace Resellers are urged to thoroughly familiarize themselves with the provisions of this Policy.

1. Application and Approval Process:

To be considered for entry into the Program, applicants must complete the Online Reseller Application Form, found at <https://johnsonoutdoors.zendesk.com/hc/en-us/requests/new>. To be eligible, an applicant must be a registered business entity with a valid tax identification number, and must fully complete and provide the information required in the application, including, without limitation:

- a complete list of its registered business entities and affiliates, and
- any physical locations associated with the applicant, its entities and its affiliates.

If the application is approved, Company will designate the applicant as either an Authorized Online Reseller or the Authorized Marketplace Reseller, and will provide Company Products presentation materials and branding guidelines. Participation in the Program grants no proprietary rights to the Company’s trademarks, copyrights, or intellectual property. Any requests for changes to Company product presentation materials must be submitted to the Company for prior written approval which may be withheld at the Company’s sole discretion. Any authorization granted is non-transferable, and may be terminated by the Company at any time, and in the Company’s sole discretion.

2. Authorized Online Reseller Requirements:

The following are requirements for Authorized Online Resellers to participate in the Program. Failure to comply with these requirements may result in removal from the Program.

A. Business Location: Authorized Online Resellers must have at least one business location. The address provided on the Authorized Online Reseller’s application must match the address provided on its internet website/online platform.

B. Online Platform: Authorized Online Resellers must have an internet website for direct consumer sales with products accessible through site navigation. The website must be well-designed, user-friendly, and search engine optimized with sufficient monthly visitors and page load times. The website must include product detail pages with product details, specifications, and images. Authorized Online Resellers are prohibited from publishing on their websites any direct links to the Company's brands websites for specifications or consumer education materials, without prior written Company approval which may be withheld at the Company's sole discretion. The Company reserves the right to require modifications to any Authorized Online Reseller's website to ensure compliance with this Policy, other related Company policies, and the Company's product presentation standards and branding guidelines.

C. Payment Processing and Payment Options: Authorized Online Resellers must maintain industry-standard website technology to facilitate secure payment processing for online consumer transactions. Authorized Online Reseller must provide multiple payment options to consumers, such as PayPal, Apple Pay, Google Pay.

D. Fulfillment and Territory: An Authorized Online Reseller must fulfill orders through its own inventory, either through its own distribution center or a contracted third-party logistics partner, and not via "drop shipping". Orders must be fulfilled within a minimum of 48 hours after order completion, and must provide multiple reliable shipping times and options to consumers. Authorized Online Resellers must demonstrate a consistent ability to timely fulfill orders either directly or through a third-party logistics provider. Online Resellers are not permitted to fulfill orders outside of their designated territories, unless expressly authorized in writing by the Company.

E. Customer Service Capability: Authorized Online Resellers must possess the capability to provide customer services to consumers, including acceptance of returns within a minimum of 30 days from delivery. Authorized Online Resellers must provide a phone number for customer service during regular business hours, and must respond to e-mail communications from consumers within 48 hours.

F. Marketing and Promotion: Authorized Online Resellers must regularly market and promote Company's products on their website through various strategies, including email and social media marketing. Authorized Online Resellers must also cooperate with the Company regarding any direct-to-consumer emails to promote designated Company Products from time to time.

G. Sales Monitoring and Data Sharing: Authorized Online Resellers must regularly monitor and compile sales data of Company Products to gain insights into consumer or end-user behavior and optimize marketing strategies and online sales. Authorized Online Resellers must provide to the Company sales-related data and information on Company Products within two business days after the Company's written request.

H. Compliance with Company's Unilateral Minimum Retail Price Policy ("MRP Policy"): Authorized Online Resellers must comply with Company's MRP Policy found attached as Exhibit A.

I. Compliance with Laws and Standards: Authorized Online Resellers must comply with all applicable laws, regulations, and industry standards, including but not limited to those laws governing online transactions (e-commerce) and the collection and use of customers' personal data, consumer privacy laws, data security laws, and web accessibility laws. Authorized Online Resellers are solely responsible to ensure any website used for online transactions complies with relevant laws.

3. **Authorized Marketplace Reseller Requirements:**

The following requirements are in addition to the above requirements. For clarity, Authorized Marketplace Resellers must comply with the requirements of section 2 above and also the requirements of this section 3 to be eligible to participate in the Program. Sales on any auction sites (e.g., eBay) are prohibited. Failure to comply with all the requirements may result in removal from the Program.

A. Product Identification Numbers: Authorized Marketplace Resellers must use the Company-approved list of product identification numbers for marketplace sales. Authorized Marketplace Resellers are prohibited from creating or altering product identification numbers for any Company Products without the Company's prior written approval which may be withheld at the Company's sole discretion.

B. Fulfillment Capability: Orders must be fulfilled promptly and efficiently, directly to consumers or through a Merchant Fulfilled Network.

C. Seller Ranking: Authorized Marketplace Resellers are required to uphold a high seller ranking on all marketplaces in which they do business. For Amazon, resellers must hold a sufficient positive rating.

4. **Termination of Authorized Status:** If an Authorized Online Reseller or Authorized Marketplace Reseller's authorization to resell Company Products expires, is suspended, or is terminated, a reseller must promptly: (a) stop using all Company intellectual property, including, without limitation, trademarks, names, logos, and materials; (b) remove all sales listings for Company Products from the corresponding online platforms; and (c) cease selling Company Products online.

Inquiries: For questions about this Policy or the Program, please contact: fishing.onlinereseller@johnsonoutdoors.com.

Company reserves the right to modify, enforce, or make exceptions to this Policy or the Program from time to time without notice. Authorization to participate in the Program is at the sole discretion of the Company, and the Company may terminate any party's authorization at any time. This Policy applies to Authorized Online Resellers and Authorized Marketplace Resellers operating within the United States and Canada engaged in the sale of Company Products online. This Policy does not create or imply any contractual relationship between the Company and the Authorized Online Resellers and/or Authorized Marketplace Resellers. Company sales representatives, distributors, dealers, or customers are not authorized to make any changes to this Policy or the Program.



Exhibit A

Fishing Unilateral Minimum Retail Price Policy