

2019-2020 Pricing, Terms and Policies

Preseason Order Deadline: 10/01/19

First Preseason Shipping Date: 11/15/19

Pricing and Preseason Volume-Based Discounts

Order Volume	Price Level	Base Margin	Terms
Under \$2000	Wholesale	40%	2% 30, Net 45
\$2,000-\$5,000	Level 1	45%	3% 30, Net 60
\$5,000-\$10,000	Level 2	50% / 45% Nets	3% 30, Net 60
Over \$10,000	Level 3	52% / 50% Nets	4% 30 Net 60

Existing accounts not writing preseason orders by the order deadline date of 10/1/19, will receive our standard dealer pricing. Our standard dealer pricing is 40% off retail with Net 30 terms on all orders. Prices are subject to change without notice.

Preseason orders and Changes

When you place a preseason order, it means that we immediately set aside your order in our warehouse and reserve inventory to best ensure delivery of product on your scheduled ship dates. In the event you need to edit your preseason we **MUST** receive those changes 15 days prior to your scheduled ship date. Additions to preseason orders will depend on product availability. Changes may result in a revision of the pricing level.

Preseason Cuts

Individual preseasons that are reduced by 30% or more in total volume will result in a reduction of terms to Net 30, as well as any other resulting change in price level.

Preseason Shipping Period

Dealers may specify up to four preseason order ship dates with the first one being scheduled no earlier than 11/15/19.

Preseason payments

Preseason order payments paid by bank check and received within 30 days of the invoice date will qualify for the achieved discount level. Discounts do **not** apply to credit card payments. Early payment discount is calculated on the product total only. Shipping charges are not eligible for a discount.

Fill-In Pricing and Terms

Earned preseason Base Margin Level will apply to all reorders during the season. Terms for fill-in orders are Net 30

Shipping

For U.S. orders, normal shipping is FedEx Ground or USPS. We do offer expedited shipping if you need an order quickly. We can ship out orders via Next Day or Second Day. International orders will be shipped on a freight collect basis.

Freight Terms

All orders are F.O.B Denver, Colorado, U.S.A.

Backorders

On occasion, circumstances arise that result in a backorders. Since we reserve inventory for preseason products, we will immediately ship products on backorder as soon as they hit our Denver warehouse. If the backordered item/items are small and would have been consolidated with the initial pre-season, we will cover the freight. If however the item is larger, or would occupy the majority of the package, the freight will be billed just like it would have been on the scheduled preseason date. All fill-in backorders freight will be charged, since they are not a preseason order.

Drop Shipments

We offer this service for dealers who occasionally receive an order for an item that they are temporarily out of stock on, but the customer needs it asap for a trip. We always want to support retail sales but, due to our large base of dealer accounts, it is impossible for us to drop ship product on a regular basis without affecting our ability to efficiently fulfill orders for our other customers. All drop ships **must** be pre-paid with a credit card. A \$15.00 fee is charged for items retailing under \$75, and a fee of \$25 service charge will apply to drop shipments with a retail value of over \$75. We reserve the right to limit the number of drop shipments per dealer, and we will not operate on a drop-ship basis.

Online Dealer Requirements/Terms

In an ever-evolving digital landscape Fishpond wants to ensure that our brand remains intact and inline with our ethos and guidelines, and this translates into our dealer sites. To ensure this, **any** affiliate site selling Fishpond products must be registered with, and pre- approved by Fishpond management. All approved websites should be updated regularly to insure accurate information and correct image placement. When listing a product online and indicating in stock availability the item **MUST** physically be owned by the dealer at that time.

Except for discontinued merchandise, it is Fishpond's policy that products are sold at manufacturer suggested retail pricing, and products should not be placed on sale, discounted, or included in any promotion without the expressed consent of Fishpond. Bundling of products together that results in a combined price less than the unit MAP price is considered a violation of this policy.

Credit Policy

All new accounts must complete a Fishpond Application for an Open Account.

Late Payments

Pending orders for accounts with past due invoices will not be shipped until the account is current. Accounts past due more than 30 days will be assessed a finance charge of 4% per month. Returned (NSF) checks will be assessed a \$25 fee and will result in the loss of credit terms. Any orders that are being held for 45 days, or greater due to delinquent status will be canceled. If an account is delinquent to the point of being sent to collections a 20% collections fee will be added to the statement balance to cover the collection process.

Returns

No returns will be accepted without prior approval and a Return Authorization Number, which may be obtained by calling our local number 303.534.3474. Unauthorized returns will be refused. Shipping charges will not be refunded.

Termination

Fishpond reserves the right in its sole and exclusive discretion to discontinue supplying products to a dealer that does not comply to the above terms.

Business Hours

Our offices are open Monday through Friday from 8:30 a.m. to 5:00 p.m. Mountain Standard Time. Our local number is 303.534.3474

International Accounts

International dealers please call us at (303) 534-3474