



NILS Skiwear Online Dealer Agreement

At NILS, we recognize the potential that the Internet has for growing your business and promoting your brand, as well as our own. We believe that by clearly articulating our policies for selling NILS products online, we can support our dealers who wish to take advantage of online commerce while delivering a precise and consistent brand message to NILS online customers.

NILS encourages and welcomes Internet dealers; however, we ask that all authorized Online Dealers meet and maintain adequate brand representation and product standards throughout the shopping experience. At NILS, we have worked hard to develop a brand that consumers relate with top-quality technical products and ask that our Online Dealers treat the NILS brand with respect in order to help maintain the quality of the brand perception. To ensure compliance with these standards, we require that authorized Online Dealers comply with the following Online Dealer Policy. We reserve the right to amend or change this policy at any time.

Authorized Online Dealer Agreement

2023 | 2024

Authorized on-line dealer- _____

1. Authorized internet sales-

- a. Dealer treats web site as an additional store location and will purchase product accordingly.
- b. NILS works with a limited number of on-line partners.

2. Pricing- MAP

- a. All NILS's products for the current season (2023/2024) must be sold at or above MSRP until 02/15/2024.
- b. Coupon sale and discount prohibitions. All promotion other than stated in section a. must be approved by NILS Inc. in writing.

3. Duration/Termination- June 1, 2023, through May 31, 2024

4. Website standards- If you are working with major Ski, Outdoor or Snowboard brands the standards are already established.

5. Product representation/-

- a. NILS brand specific and not mixed with other brands and easily accessible. NILS Logo prominent on the home page.
- b. Product placement is critical to NILS sales Performance on site.
- c. Photos must be approved by NILS Inc. All images current
- d. Dealer must use inhouse or NILS supplied video for each style.
- e. Use thumbnail and expanded image accompanied by correct product description, technical specifications and ratings. All information must be consistent with the NILS site.
- f. Products sold that are not in the current season (2023/2024) must be clearly identified as past season. Seconds, samples or otherwise not first quality must be clearly designated as such.
- g. Video will be available for 2023 for select styles and categories- Contact Sharon@nils.us for access
- h. We ask that you work with NILS marketing to expand brand awareness.
- i. NILS will be doing lifestyle photography in March of 2023, and we will contact you for input on style/color selection.

6. Inventory-

- a. Carefully project the inventory required to support sales. NILS Inc does not guarantee the product performance.
- b. Dealer website not to be used to liquidate excess inventory.
- c. Back up orders are non-cancelable and subject to a 20% restocking fee.
- d. Back up orders for the following are non-cancelable but may be adjusted subject to available inventories at NILS Inc.-Body zone in colors black and white, Bottom-line pants in black

7. Customer responsibilities- Consistent with standards already established.

8. Territory managers responsibility-

- a. Weekly monitoring of dealer site.
- b. Nils Logo, Product information correct and consistent with NILS site, Videos used? All images correct and current.



Frequently Asked Questions

- 1 **Am I allowed to ship outside of the country where my online store is located?** Yes, if you make sure that the consumer understands that they must send returns back to your store (not a NILS store in their country of residence). Not authorized to sell to Australia.

- 2 **I have an eBay Store. Can I sell NILS products on eBay?** No, eBay is not an approved sales channel for NILS products.

- 3 **My Online Store is linked from www.nils.us. Can I link products that are on sale?** No, sale products cannot be linked to www.nils.us. Please remove products from the data feed BEFORE they go on sale so that they do not appear linked from www.nils.us

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Online Dealer Signature

I certify that I have read and understand the above Agreement and will comply with its provisions should my company be chosen as an authorized NILS Online Dealer.

Please list all dealer owned URLs where you intend to include NILS product:

1. _____
2. _____
3. _____
4. _____
5. _____

Company: _____

Territory Manager: _____

Title: _____ Date: _____

Territory Manager Signature: _____

Date: _____

Email: _____



Please send all signed agreements to:

NILS
3151 Airway Avenue.
Building V
Costa Mesa, CA 92626
1.800.933.6457
Fax 866.756.4463
jordan@nils.us
Sharon@nils.us

<https://nils1.sharepoint.com/sites/NILSGDrive/Shared Documents/Sales/NILS Marketing and CS/2022 Marketing/Sales Materials 2022/Online Dealer Agreement 2022.doc>