

EFFECTIVE OCTOBER 20, 2026 | POLICY IA-MAP-1.0

MINIMUM ADVERTISED PRICE

Policy & Dealer Acknowledgment

Effective October 20, 2026. This policy applies to U.S. dealer advertising. Read it together with the current, dated written IA MAP schedule supplied separately.

01 Purpose and covered products

Innovative Arms ("IA") adopts this policy to support consistent brand presentation and dealer service. Only products expressly listed on a current, dated written IA MAP schedule are covered. Product-specific MAP prices are stated in that separate schedule. A product is subject to MAP only after its applicable schedule and effective date have been provided in writing.

02 Advertised prices and independent selling prices

For covered products, public advertisements must not state a price below the MAP in the applicable written IA schedule, subject to applicable law. MAP concerns advertised prices only. Each dealer independently determines its actual selling prices and may sell at any price. This policy does not establish a minimum resale price. IA does not request an agreement, promise or assurance about the dealer's actual selling prices.

03 Advertising covered by the policy

Subject to applicable law, the policy applies to public-facing price advertising the dealer creates, authorizes or controls, including websites, marketplace listings, social media, paid ads, promotional emails, catalogs and flyers. It excludes solely in-store displays and private, individual quotes that are not publicly advertised.

04 Promotions, discounts and exceptions

A public advertisement stating a separate price for a covered product is evaluated using that advertised price, including an expressly advertised product-specific coupon, rebate or discount. Any IA-issued exception must identify its covered products, dates and conditions in writing. A dealer's private selling price remains independently determined.

05 Independent administration

IA alone administers its policy and independently evaluates advertising concerns. After its own review, IA may provide notice and independently decide future dealer relationships or advertising support, only as permitted by applicable law. Any action under this policy is determined independently by IA and remains subject to applicable law. IA does not negotiate dealer resale prices or coordinate pricing among dealers.

06 Changes, questions and applicable law

Any revised policy, MAP schedule or change will state its effective date and be provided in writing before application. Send administrative questions to info@innovativearms.com. Applicable law controls; no provision applies where prohibited. Acknowledgment records receipt only; it is not a pricing agreement.

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DEALER ACKNOWLEDGMENT

Acknowledgment of receipt only - no promise concerning resale prices.

Complete your company details below. Review this policy and the MAP schedule supplied by IA, then sign and date the acknowledgment.

LEGAL COMPANY NAME**STORE / DBA NAME (IF DIFFERENT)****BUSINESS STREET ADDRESS****CITY****STATE****ZIP CODE****AUTHORIZED REPRESENTATIVE - PRINTED NAME****TITLE****REPRESENTATIVE EMAIL****POLICY VERSION / EFFECTIVE DATE****MAP SCHEDULE VERSION / DATE RECEIVED**

I acknowledge receipt of the IA MAP policy and the MAP schedule identified above. I am authorized to acknowledge receipt for the company named above. I understand that this acknowledgment is not an agreement to set advertised or actual selling prices and does not authorize IA to dictate my company's actual selling prices.

AUTHORIZED SIGNATURE - SIGN IN A PDF APP OR BY HAND**DATE (MM/DD/YYYY)**

Complete the fields, sign, save both pages and upload the signed PDF with the dealer form. Maximum upload size: 5 MB. A typed printed name alone does not complete the signature field.