

GARP POLICY

GOPRO AUTHORIZED RESELLER PROGRAM POLICY

To qualify and remain a GoPro Authorized Reseller, your business must adhere to this GoPro Authorized Reseller Policy at all times.

1. Maintain Current Business Information & Disclose All Locations That Carry GoPro Products

Reseller must maintain accurate and up-to-date company information and disclose all retail locations that carry GoPro throughout the term of your reseller relationship with GoPro.

Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, tradeshow, pop up stores, etc.).

2. Report Sell-Thru for Physical Retail Location(s) and E-Commerce Sites

Reseller must provide sell-thru information by SKU and approved retail location upon request. GoPro reserves the right to perform an audit of financial statements pertaining to GoPro sales or the business operations (conduct) to ensure compliance with this policy.

3. GoPro's Trademarks & Brand Policy

Reseller must comply with GoPro's Trademark & Brand Policy and represent yourself as a GoPro Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of GoPro's trademarks is strictly prohibited. To ensure compliance with GoPro's Authorized Reseller Policy, you must only use approved marketing materials for all GoPro products.

You can read the entirety of GoPro's Trademark & Brand Policy here:

<http://gopro.com/authorized-reseller-program/us/trademark-policy/>

4. GoPro's Minimum Advertised Price Policy

Reseller must understand their obligations under GoPro's MAP Policy and abide by them. You can read the Policy in its entirety here:

<http://gopro.com/authorized-reseller-program/us/minimum-advertised-price-policy/>

5. Sell to Retail Consumers Only

Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. Reseller may only sell to your end consumers only.

6. Only Purchase GoPro Products Directly From Assigned & Authorized Distributor

Reseller must not buy GoPro products from other retailers, or from other sources not explicitly endorsed by GoPro.

7. Only Sell GoPro Products in Original Packaging

Reseller may not alter original GoPro packaging in any way prior to reselling GoPro products. Removing GoPro products from packaging and reselling GoPro products in a different packaging or under a different name is strictly prohibited.

8. Use GoPro Supplied Core Product Data in Feeds

Reseller must be able to use standard set of GoPro supplied data in product data feeds that you distribute to 3rd party advertising venues unless prior written permission is obtained from GoPro.

9. No Bundling GoPro Products Without Obtaining Permission

Reseller must not re-SKU or bundle GoPro products in your online assortments & data feeds without receiving prior written permission from GoPro.

10. Bulk Sales

Reseller agrees to reasonably cooperate with GoPro in preventing unauthorized exportation of GoPro® Products. For GoPro® products which incorporate an individualized numerical designation (e.g. serial number) and which are sold in bulk, defined as four (4) or more units in a single transaction, or ten (10) or more units purchased by the same individual within thirty (30) days ("Serialized Bulk Products"), Reseller shall endeavor to request the following information: customer name, customer address, customer phone, product serial numbers, and dates of transaction. The customer information is not required to be transferred to GoPro, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Reseller should reduce the transaction quantity to below the applicable Serialized Bulk Products threshold.

11. Customer Confusion

Reseller will not advertise, market, display, or demonstrate non-GoPro products together with GoPro products in a manner that would create the impression that the non-GoPro products are made by, endorsed by, or associated with GoPro.

12. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible ecommerce enabled web pages hosted on approved websites owned and operated by your company.

Selling on 3rd party sites (eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

13. Sell to Customer(s) Within An Assigned Geographic Territory

Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping GoPro products to end consumers online if your territory does not include the online channel.

14. Ensure PCI Compliance

Reseller must ensure PCI compliance for all approved commerce-enabled websites owned & operated by your company.

15. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

16. Operate Ecommerce Business Separately from Offline Retail Business

Reseller must plan inventory for your ecommerce business separately from inventory planned for your physical store's business & provide accurate sell-thru numbers for each.

17. Security Measures for E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

18. Additional Reseller Obligations for GoPro Dealer Locator

Reseller's store locations may be listed in the GoPro dealer locator at GoPro's sole discretion. If a Reseller markets non-GoPro products intended for use as add-on, accessory or to be marked as compatible products to GoPro Products, they forfeit the opportunity for their brand to be listed on the GoPro dealer locator.

19. Obey the Law, Abide by Policy Rules & Serve Customer Needs

Reseller must comply with all applicable laws, rules, regulations & policies related to advertising, sale, & marketing of GoPro products. Must provide a level of sales support & customer support for our customers that, at a minimum, demonstrate industry best practices.

Failure to comply with all of the terms in GoPro's Authorized Reseller Policy will result in suspension or termination of your account.