

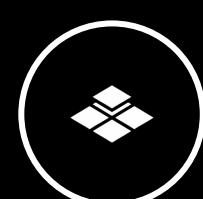


Exclusive Excess Partnership

A controlled resale strategy to protect brand integrity and maximize recovery.

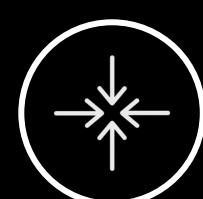


Why Exclusivity Matters



Price Protection

Maintains premium pricing across all channels



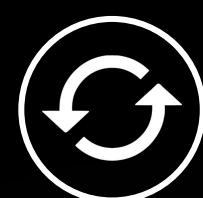
Stronger Retailer Alignment

Unified approach strengthens key retail relationships



Gray Market Prevention

Eliminates unauthorized sellers and protects brand value



Strategic Feedback Loop

Enables real-time insights and pricing adjustments

nok Strategic Advantages



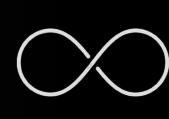
Branded Resale Execution

Pelican units resold through branded D2C not generic clearance



Retailer-Safe Strategy

Nok coordinates resale timing and price floors to avoid channel conflict



Data Intelligence Loop

Unified reporting by SKU, color, region; informs recovery, product dev, pricing



+35% Higher Recovery

On key SKUs vs. multi-reseller environments

The Risk of Multiple Resellers

| Factor | X Multiple Resellers | ✓ Exclusive Reseller |
|------------------|--------------------------------------|----------------------------------|
| Pricing Strategy | Price Competition → Race to Bottom | Controlled Resale Pricing |
| Brand Perception | Diminished | Consistent Messaging |
| Product Sales | Cannibalization of New Sales | Timed Inventory Release |
| Market Control | Grey Market & Unauthorized Resellers | Retailer Relationships Protected |