



Exclusive Excess Partnership

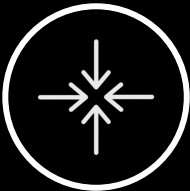
A controlled resale strategy to protect brand integrity and maximize recovery.



Why Exclusivity Matters



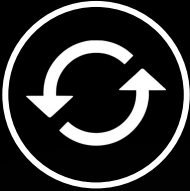
Price Protection
Maintains premium pricing across all channels



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