



RE: 2025 Price Increase

October 24, 2024

Dear Valued First Tactical Partners,

At First Tactical, our commitment to delivering exceptional value, product availability, and quality uniforms to public safety professionals remains unwavering. Recently, we've observed increases in shipping, labor, and material costs due to global factors. Despite these challenges, we have stayed true to our promise of stocking "Narrow and Deep" as we continue to grow our brand. Thanks to our enhanced purchasing strategy, we've worked closely with our factories and shipping partners to keep costs manageable.

After careful consideration, we want to inform you that we will be implementing modest price increases on a limited number of styles as we enter 2025. This decision enables us to maintain our overall pricing stability while continuing to provide high-quality products that meet your needs and are offered at a competitive price. In addition, our Minimum Advertised Price (MAP) will also rise to ensure that your profit margins remain consistent. Notably, within our top 10 styles, only 4 styles will be affected by this price increase. We truly appreciate the trust and collaboration we've built with our dealers and the agencies we serve.

As we approach the upcoming fall and winter business reviews, we look forward to seeing the growth we can achieve together. During these discussions, we will closely examine year-to-date numbers and may adjust discount levels to align with your dealer contract volume requirements. We believe this collaborative approach will benefit both parties.

We will continue our Quarterly "Fill the Cubes" Program, which helps us anticipate and meet your needs. This program is designed to accommodate orders of any size, with the flexibility to adjust purchases as needed up to 30 days prior to shipping. Please feel free to reach out to your Sales Business Development Manager or your First Tactical Customer Service Representative for assistance in placing your order.

Thank you for your understanding and continued partnership with First Tactical. We look forward to supporting you in 2025 and the years to come.

All the best,

A stylized, handwritten signature in dark ink, consisting of several loops and a long horizontal stroke.

Bob Denny
President
First Tactical, LLC

A handwritten signature in dark ink, appearing to read "Matt" with a stylized flourish.

Matt Sinclair
Vice President of Sales
First Tactical, LLC