



5.11 Global Innovation Center

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June 5th, 2025

To Our Valued Distributor Partners,

In early May we shared that 5.11 was evaluating a strategic price re-structuring. Upon evaluating our rising input costs, we are executing a select re-structure on our wholesale and retail pricing, to take effect across our US omni-channel by Tuesday July 8th, 2025.

These updates are part of a long-term strategy to provide better cost clarity and consistency across our assortment as we continue to deliver best-in-class gear to every customer, every mission, every day.

A few key elements to this price-restructure, 5.11 wants to highlight:

- Margin Neutral – We have sought to maintain your GM% wherever possible.
- Elimination of extended sizes pricing. All sizes within a single style color will have the same wholesale and retail pricing.
- Move to one tier Retail price. We will no longer have a two tier MSRP and MAP price structure. The Retail price is our MAP price for the purposes of our policy.
- Per the 5.11 agreement this serves as written notice in of 30 days of changes to wholesale and retail pricing.

The 5.11 Pro Sales Team will continue to work with you on purchase programs that will benefit your business and extend your runway to adapting to the new price structure.

Thank you for being a vital part of the 5.11 mission.

Sincerely,

Brian M. Tripp
VP, US Wholesale