



We Fit Your Life

VF International SAGL

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Dear Kipling buyer,

We would like to inform you again about important information with regards to our business relation.

Subject : Marketplace Strategy

The Kipling objective is to continue to build a sustainable progression for our brand. Consumer and product segmentation are key strategies to ensure that we are servicing the needs of our consumers in the right way for the brand and its consumers.

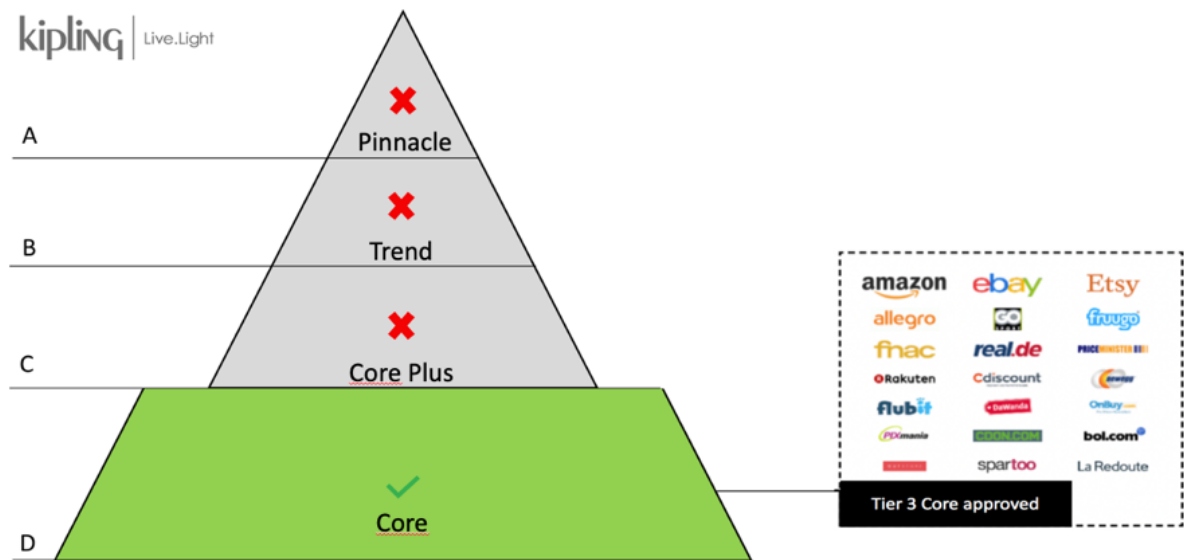
Our goal is to offer the best brand experience for our consumer and engaging with them with the most relevant product proposition. To ensure the brand goals and objectives are reached, as of Spring 2020 - i.e. January 15th, 2020 – Kipling wholesale partners are required to respect the product segmentation strategy and are forbidden to sell non **Kipling Core** products on the marketplaces indicated below. For further details on the products related to these categories, please contact your Kipling sales representative.

Products that cannot be sold via “prohibited marketplaces” can obviously be sold via your own store or via your own website (and via any marketplace that is not prohibited).

LIST OF PROHIBITED MARKETPLACES:

AMAZON – EBAY – ETSY – ALLEGRO - GO SPORT – FRUUGO – FNAC - REAL.DE - PRICE MINISTER – RAKUTEN -
CDISCOUNT – NEWEGG – FLUBIT – DAWANDA – ONBUY – PIXMANIA - CDON.COM - BOL.COM – SPARTOO –
LAREDOUTE – OUTSTORE

If you, dealer, continue to place orders, you will be deemed to have accepted in the terms of this communication. Kipling will take appropriate actions against dealers who do not respect the policy up to and including termination.



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i <https://www.kipling.com/uk-en/resellers/>