



www.cressi.com

CRESSI
SINCE 1946

DEALER GUIDE 2025





01
CRESSI USA TEAM

02
DEALER AGREEMENT

- Dealer Agreement
- Credit Card Authorization Form
- Key Person and Rental Pricing Form
- Atelier Line Agreement
- Shipping FAQ
- Atelier FAQ

03
**WARRANTY, REPAIR
AND SERVICE**

- Return Procedures
- Return Authorization Form
- Warranty
- Maintenance/Service Record
- Regulator Service Form

04
MARKETING

- Intellectual property statement
- Sponsorship Request Form

05
E-COMMERCE POLICY

- International E-Commerce Policy
- E-Commerce FAQ's
- Territory Restrictions





www.cressi.com

**20
25** USA
TEAM



41 USA TEAM

INFO



FRANCO RAVANO
 President - CEO USA
 franco.ravano@cressiusa.com
 Office: (201) 301-8450
 Skype: franco.ravano



ROBERT COOPER
 Vice President - CFO USA
 robert.cooper@cressiusa.com
 Office: (201) 301-8450
 Skype: rob.cooper4u



DAVID GUZMAN
 Vice President -
 CEO Mexico Head of Latam
 david.guzman@cressiusa.com
 Office: (201) 301-8457



SUSAN WILLIAMS
 Accounting
 susan.williams@cressiusa.com
 Office: (201) 301-8452



MIKE CORCORAN
 Key Account Manager
 mike.corcoran@cressiusa.com
 Office: (201) 301-8458



MICHAEL BARBATO
 Business Development - Sales
 Manager Canada
 michael.barbato@cressiusa.com
 Office: (201) 983-4034



CECILIA MENDEZ
 Sales Team
 cecilia.mendez@cressiusa.com
 Office: (201) 408-8713



JOSH VICTORIA
 Sales Team
 josh.victoria@cressiusa.com
 Office: (201) 301-8455



IMPORTANT E-MAILS

info@cressiusa.com
 Questions to be sent to Cressi.

orders@cressiusa.com
 To be used for communicate with the office and/or submitting orders.

b2b@cressiusa.com
 E-mail dedicated to all the B2B customers

canada@cressiusa.com
 E-mail dedicated to all the customers located in the Canadian territory.

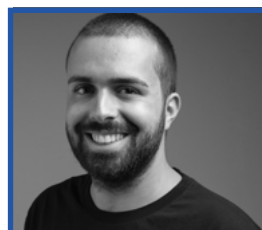
shipping@cressiusa.com
 Use this for warehouse shipping questions.

returns@cressiusa.com
 Use this for warranties and returns.

elearning@cressi.com
 Use this for all online classes and seminars.



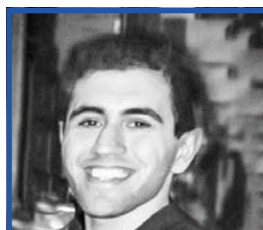
JOANNE GAVILANEZ
 Sales Team
 joanne.gavilanez@cressiusa.com
 Office: (201) 408-8711



MICHAEL BOWMAN
 Sales Specialist
 michael.bowman@cressiusa.com
 Office: (201) 815-4518



SHAHJAN PARVES
 Sales Team
 shahjan.parves@cressiusa.com
 Office: (201) 408-8726



SHANT AGOPIAN
 Sales Team
 Market Place Specialist
 shant.agopian@cressiusa.com



CHRIS MOJICA
 Logistics
 shipping@cressiusa.com



DAVID PECK
 Logistics
 receiving@cressiusa.com



JENNIFER CHAVEZ
 Marketing Manager
 marketing@cressiusa.com
 Office: (201) 301-8463



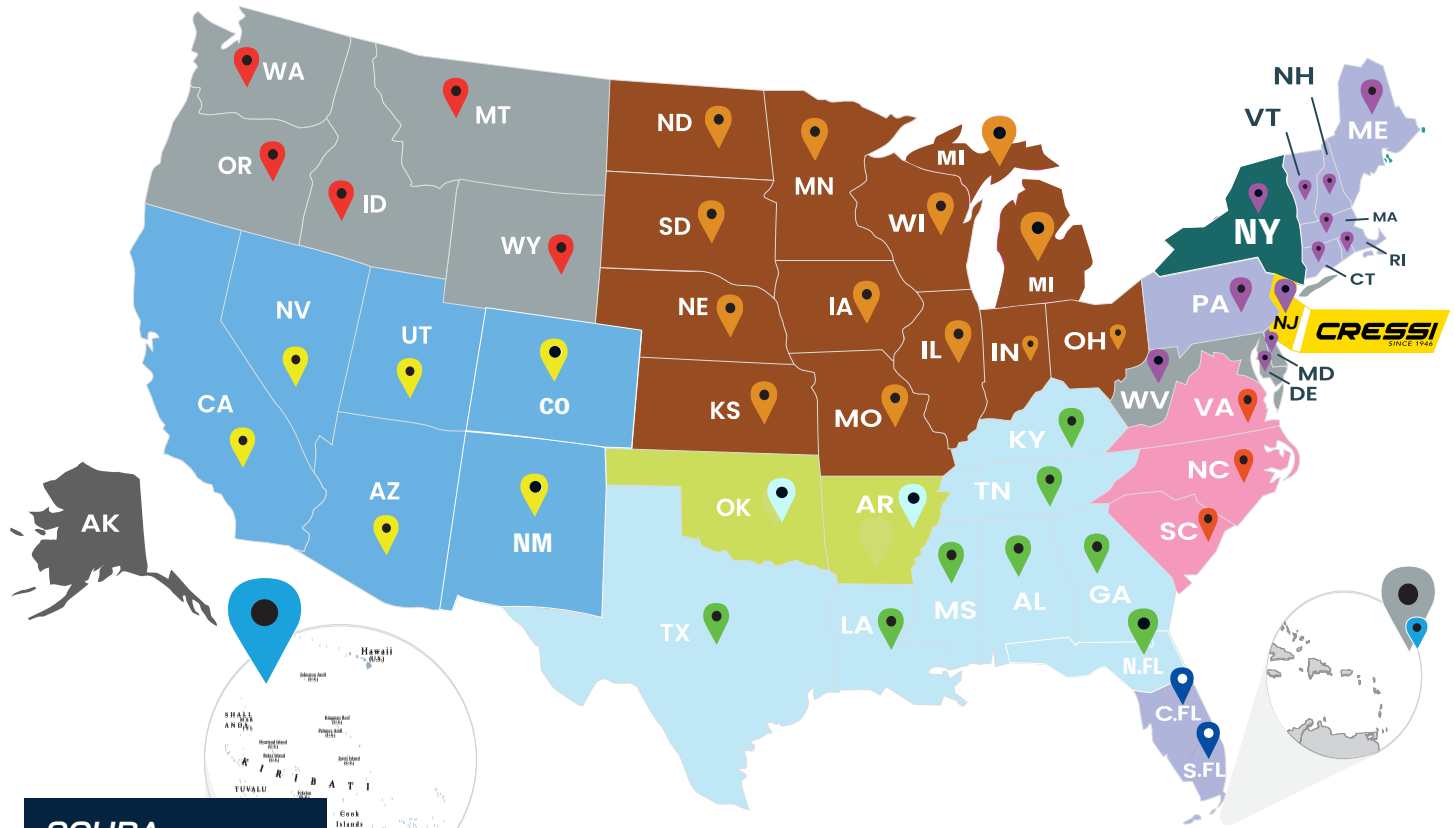
CAROLINA VILLALBA
 Marketing Team
 marketingteam@cressiusa.com
 Office: (201) 301-8463



PHILLIP REXINGER
 Regulator Seminar
 Instructor
 phillip.rexinger@cressiusa.com

51 USA & PACIFIC TERRITORIES

USA SALES TEAM



SCUBA DIVISION MANAGER



THEO KNEVEL
CARIBBEAN
 theo.knevel@cressiusa.com
 Office: (201) 408-8727
 Cell: +31 625433033



ROBERT SIEVENS
 CT, DC, DE, MA, ME, NH, NY, PA, RI, VT, WV
 robert.sievens@cressiusa.com
 Cell: (201) 310-1616



RODOLFO GUILLEN
 AK, AZ, CA, CO, NM, NV, UT
 rodolfo.guillen@cressiusa.com
 Office: (201) 301-8458

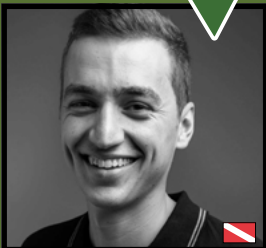


SHAWN HARRISON
 IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
 shawn.harrison@cressiusa.com



CHRIS LUCIER
 ID, MT, OR, WA, WY
 chris.lucier@cressiusa.com
 Office: (206) 480-6740

SPEARFISHING & FREEDIVING DIVISION MANAGER



LUCA DELLA SANTA
SPEARFISHING
CENTRAL / SOUTH FLORIDA
 luca.dellasanta@cressiusa.com
 Cell: (336) 554-3586



FRANCOIS LESAUTER
HAWAII, PACIFIC ISLANDS, FRENCH CARIBBEAN ISLANDS
 francois.lesauter@cressiusa.com
 Cell: +1 201-408-8728
 francois.lesauter



TOM KURRAS
 AL, GA, KY, LA, MS, TN, TX, NORTH FL
 tkurras@comcast.net
 Cell: (615) 804-1669



PETE GIROLAMO
 NC, SC, VA
 pete.girolamo@cressiusa.com
 Cell: (914) 980-4140



BRIAN JUNG
CENTRAL / SOUTH FLORIDA
 bbbjung@me.com



CRESSI NJ
 3 Rosol Ln, Saddle Brook, NJ 07663
 Office: +1 201-594-1450

V1_Rev.15/NOV/2024



61 CARIBBEAN TERRITORIES

SCUBA DIVISION MANAGER



THEO KNEVEL

CARIBBEAN

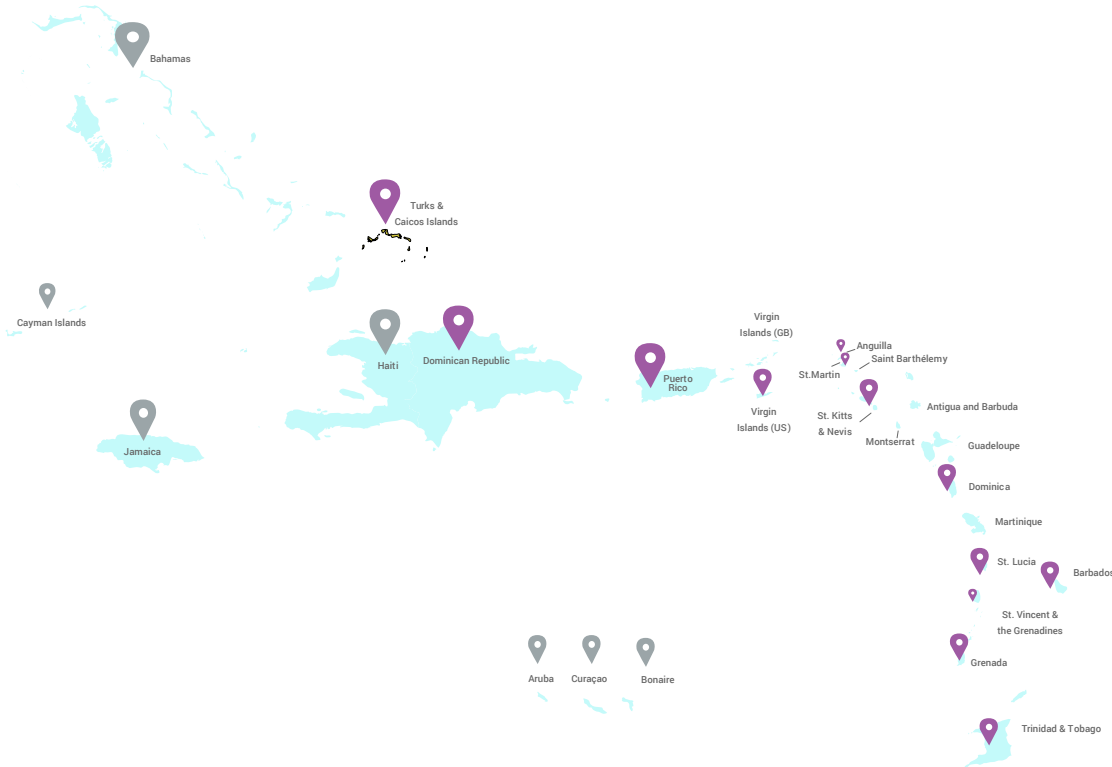
theo.knevel@cressiusa.com
Office: (201) 408-8727
Cell: (599) 782-7383



ROBERT SIEVENS

TCIS, DOMR, PR, USVI, SXM,
BERM, DOMINICA, BRDO, TT,
GREN, SLCA, SVG, BARTS,
ANGUILLA.

robert.sievens@cressiusa.com
Cell: (201) 310-1616



CANADA TERRITORIES

CANADA SALES MANAGER



MICHAEL BARBATO

Business Development Sales
Manager Canada

michael.barbato@cressiusa.com
Office: (201) 983-4034
Cell: (201) 450-6444



MIKE EHL
CANADA

mike.ehly@cressiusa.com
Cell: (604) 868-5787



LATINOAMERICA TERRITORIES

HEAD OF LATAM



DAVID GUZMAN
 Vice President - CEO Mexico
 Head of Latam
 david.guzman@cressiusa.com
 Office: (201) 301-8457



CRESSI MEXICO
 Address: Carretera Cancun-Aeropuerto km 17. SMza. 301 Mza. 4 Lt. 5 Int. 518 Bodega, 1775699 Quintana Roo MEXICO
 E-mail: info@cressi.mx
 Office phone: +52 1 (554) 162-2052



CRESSI BRASIL
 Address: Av. Padre Anchieta, 533, Sala 05, 09891-420 São Bernardo do Campo, São Paulo BRAZIL
 E-mail: luciano@cressisub.com.br
 Office phone: +55 11-4341-4507



CECILIA MENDEZ
 Sales Team
 cecilia.mendez@cressiusa.com
 Office: (201) 408-8713



ROBERT SIEVENS
 Dominican Republic /Puerto Rico /Central America
 Office: (201) 983-4045
 robert.sievens@cressiusa.com




MAR ANTIGUO
 Country representative
 Address: Carrera 34 No.3-89 San Fernando, Cali COLOMBIA
 E-mail: info@marantiguo.com.co
 Office: +57 2 514-6854
 Fax: +54 2 558-7593



ANDERSON LANDING
 Country representative
 Address: West End, Roatan HONDURAS
 E-mail: info@cressiroatan.com
 Office: +504 9959 1149





www.cressi.com

20 25

DEALER INFORMATION
BUYER'S GUIDELINES
SHIPPING FAQ





91

DEALER INFORMATION

DEALER INFORMATION:

BUSINESS NAME:

BILLING ADDRESS:

CITY

STATE

ZIP

COUNTRY

TELEPHONE:

NO. YRS. IN BUSINESS: WEBSITE:

PRIMARY E-MAIL:

RESALE LICENSE #

* Cressi USA reserves the right to ask for copy of resale license.

BUSINESS TYPE (PLEASE CHECK ONE): PROPRIETORSHIP

PARTNERSHIP

CORPORATION

LLC

RETAIL STORE ADDRESS:

ADDRESS(IF DIFFERENT FROM ABOVE):

CITY:

STATE :

ZIP :

COUNTRY :

TELEPHONE:

SHIPPING INFORMATION:

BUSINESS NAME:

SHIPPING ADDRESS:

CITY :

STATE:

ZIP:

COUNTRY :

TELEPHONE:

BUSINESS NAME:

SHIPPING ADDRESS :

CITY :

STATE:

ZIP :

COUNTRY :

TELEPHONE:

BUSINESS NAME:

SHIPPING ADDRESS:

CITY :

STATE ;

ZIP :

COUNTRY ;

TELEPHONE:

OWNERS OR OFFICERS

1. NAME:

SS#:

HOME ADDRESS:

2. NAME:

SS#:

HOME ADDRESS:

CRESSI TECH ID

This Id Is To Identify That The Person Above Successfully Finished The Cressi Tech Education And Is Authorized To Execute Factory-Approved Repairs And Service On Cressi Regulators.

TECHNICIAN NAME:

CRESSI TECHNICIAN NUMBER:

IF CORPORATION, PLEASE LIST NAMES OF OFFICERS

PRESIDENT

VICE PRESIDENT

TREASURER

SECRETARY

DATE OF INCORPORATION

STATE OF INCORPORATION

FEDERAL ID NUMBER

BANK INFORMATION

BANK NAME:

TELEPHONE:

ACCOUNT NUMBER:

ADDRESS:



DEALER INFORMATION

TRADE REFERENCES:

1. COMPANY NAME		TELEPHONE	ACCT. #
ADDRESS		CONTACT NAME	CONTACT E-MAIL
CITY:	STATE:	ZIP:	
2. COMPANY NAME		TELEPHONE	ACCT. #
ADDRESS		CONTACT NAME	CONTACT E-MAIL
CITY:	STATE:	ZIP:	

FREIGHT FORWARDER CONTACT DETAILS:

FREIGHT FORWARDER (IF APPLICABLE)

1. NAME	TELEPHONE	ACCT. #
ADDRESS		

The undersigned person has full authority to bind the customer and is authorized to agree to the terms and conditions outlined in the Cressi USA dealer agreement, including ordering, shipping, and payment policies. We acknowledge and accept these terms and conditions, and personally guarantee payment for all products ordered and debts incurred with Cressi USA. Applicant also agrees to examine immediately upon receipt, each of Cressi's statements, and to advise Cressi of any disputed transactions or statements within 10 days of receipt, together with a written statement specifying the reason for such dispute. Failure to notify Cressi of any dispute in respect to defective goods or billing shall constitute a waiver of all such disputes. We understand and accept the terms and conditions of the Cressi USA dealer agreement ordering, shipping, and payment policy of Cressi USA. I/we state that I/we personally guarantee payment for any and all products ordered and debts incurred with Cressi USA.

1. SIGNATURE

DATE

PRINT NAME

2. SIGNATURE

DATE

PRINT NAME

3. SIGNATURE

DATE

PRINT NAME

The applicant agrees to promptly review all statements from Cressi upon receipt. Any disputes regarding transactions or statements must be reported within 10 days of receipt, along with written explanations for the
ling.



DEALER INFORMATION

B2B AUTHORIZED USERS

STAFF CONTACT (S):

1. NAME TELEPHONE ROLE (sales manager, accounting, technician)

E-MAIL ADDRESS

Authorized Team Member To Use Cressi B2B

2. NAME TELEPHONE ROLE (sales manager, accounting, technician)

E-MAIL ADDRESS

Authorized Team Member To Use Cressi B2B

3. NAME TELEPHONE ROLE (sales manager, accounting, technician)

E-MAIL ADDRESS

Authorized Team Member To Use Cressi B2B

4. NAME TELEPHONE ROLE (sales manager, accounting, technician)

E-MAIL ADDRESS

Authorized Team Member To Use Cressi B2B

Cressi B2B Main Log-in e-mail:

E-MAIL

NAME

COMPANY NAME

APPROVAL SIGNATURE (OR TYPE YOUR INITIALS)

I authorize the listed staff members to order in Cressi B2B on my behalf.

Please Submit This Form To b2b@cressiusa.com

Applicant also agrees to examine immediately upon receipt, each of Cressi's statements, and to advise Cressi of any disputed transactions or statements within 10 days of receipt, together with a written statement specifying the reason for such dispute. Failure to notify Cressi of any dispute in respect to defective goods or billing shall constitute a waiver of all such disputes.



BUYER'S GUIDELINES 2025

EFFECTIVE DATES: JANUARY 8TH, 2025 TO DECEMBER 31ST, 2025

All prices in USD. Total Annual Sales at December 31st, 2024 will determine your Cressi 2025 Partnership Program discount and free freight for 2025. Buyer's Guide Prices consist of 4 different Price Levels. Each level offers a 5% discount versus the previous level on soft goods and 3% on hard goods. All account territories and buying levels are managed by your sales representative. Atelier line purchases will contribute to the annual sales volume. Credit Card Purchases (Master Card / VISA / AMEX / DISCOVER) are immediate Credit Card charges.

	Dealer	Associate	Master	Partner	
BUYERS GUIDE 2024	DISCOUNT LEVEL ON HARD GOODS	0%	3%	6%	9%
	DISCOUNT LEVEL ON SOFT GOODS	0%	5%	10%	15%
	ANNUAL COMMITMENT : \$ AMOUNT <small>THE YEARLY DEALER COMMITMENT LEVELS MAY BE ADJUSTED BASED ON THE DEALER'S GEOGRAPHICAL LOCATION. SUBJECT TO APPROVAL BY THE DIVISION MANAGER</small>	\$1,000 - \$5,000	\$5,000 to \$20,000	\$20,000 to \$35,000	Over \$ 35,000
	OPENING ORDER: \$ AMOUNT	\$1,000	\$1,500	\$3,000	\$5,000
	FREIGHT ALLOWANCE (*) <small>*FOR DOMESTIC USA, CANADA, PACIFIC ISLANDS, CARIBBEAN TERRITORIES AND CENTRRAL SOUTH AMERICA PLS. REFERS TO THE APPROPRIATE PARAGRAPH WITHIN THE FREIGHT CONDITION CHAPTER.</small>	\$1,500	\$1,500	\$1,500	\$1,500
ATELIER	CRESSI ATELIER PRICE CONDITIONS <small>FREIGHT FREE</small>	ONE PRICE FOR EACH BUYING LEVEL			
	ANNUAL COMMITMENT: \$ AMOUNT	NONE			
	FREIGHT ALLOWANCE	\$1,500			

(1) CHECKPOINT WINDOW:

A Date at which a check is performed and verified that the account orders and percentage of the level of the agreements signed are met.

Checkpoint Window	20% by By April 30, 2025	70% By September 30, 2025	100% By December 30, 2025
--------------------------	------------------------------------	-------------------------------------	-------------------------------------

ORDER SUBMISSION METHOD

- Each order has to be submitted on Cressi's B2B site (<https://b2b.cressiusa.com/>) or to orders@cressiusa.com or to the Cressi Territory representative. Orders must contain the Cressi item code and the product quantity. Verbal orders will not be accepted.
- Any order collected by a Cressi Representative will be verified by the office and the Dealer will receive an order confirmation by e-mail before proceeding with the shipping. The order copy will be sent back to the Dealer to verify the order before shipping
- Orders not submitted using a spreadsheet, and/or without indication of the Cressi item code & quantity will be rejected.

FREIGHT CONDITIONS

- Freight Free/Allowance (Ground Service in the continental U.S.) based on buy-in level benefits.
- Any "Freight" or "Full Freight Allowance" (FFA) programs require the use of Cressi's primary designated carrier.
- In the event of free freight being provided, Cressi USA, Inc. reserves the right to determine the most appropriate shipping method and carrier at its discretion, taking into consideration factors such as efficiency, cost-effectiveness, and timely delivery. The customer acknowledges and agrees that Cressi USA, Inc. retains control over the selection of the shipping provider and method for orders with free freight. Past due accounts will not receive Freight Free/Allowance.
- A 15% re-stocking fee shall be placed on authorized returns of saleable merchandise on refused shipments.
- Delivery to carrier constitutes delivery to purchaser.



- Delinquent paid freight free invoices will constitute the billing of the freight charges originally not billed. Cressi Dealer is responsible for full freight charges on refused shipments.
- Claims for merchandise damaged, lost or not delivered must be filled with Cressi within 2 business days

TERMS

- Possession of a price list does not constitute an offer to sell. Cressi USA reserves the right to accept or reject all orders.
- In conjunction with the Cressi USA Partnership Program, all authorized dealers are required to maintain yearly minimum purchases of \$1,000. In the event of a dealer not meeting these requirements, Cressi USA maintains the right to discontinue its business relationship.
- Net 30 with approved credit. Please pay oldest invoice first; indicate invoice and authorized dealer number on your check.
- COD available.
- A monthly service charge of 2% will be assessed on invoices unpaid after the due date.
- All prices are subject to change without notice.
- A service charge of \$10.00 will be assessed on orders of less than \$100.00. This does not apply to orders for repair and/or replacement parts.
- A \$30.00 service charge will be assessed for all returned checks.
- Cressi products may only be sold at agreed upon store locations.
- Change of name, ownership or address requires the signature of a new Cressi Dealer Agreement, to be approved by Cressi Division Manager.
- If an account is delinquent, discounts, program participation, and/or freight allowances are not be available.
- Special conditions differing from those indicated herein must be confirmed in writing by the Division Manager.

Backorders:

Through Cressi's new B2B ordering platform, you will automatically be notified of backorders when they come into stock, via email. For your original backorders that were not on the B2B site, Cressi will contact the Dealer prior to shipping any backorder. Backorders may be cancelled by the Dealer at any time.

Drop-Ship Orders:

Dealer is responsible for maintaining adequate inventory levels and is permitted to sell online only the products stocked in the store location. Cressi might accept drop-ship orders (Payment of drop-ship fee required), when the Dealer unintentionally runs out of stock and on a case-by-case scenario.

Prepaid Orders:

Upon confirmation of payment, a prepaid order will be initiated for processing and delivery. Cressi USA does not hold or reserve products for prepaid orders. Upon receipt of payment confirmation, a prepaid order will be promptly initiated for processing and delivery. |

Information For International Wire Transfers:

All International wire payments to Cressi-sub USA, Inc. must be processed through our beneficiary bank, Santander Bank, and by

using the designated Intermediary bank of Wells Fargo Bank International.

The following details are for International wire payments to Cressi-sub USA, Inc:

Intermediary Bank: Wells Fargo Bank International, 450 Penn Street, Reading, PA 19602

SWIFT (56): WFBUI565

ABA#: 026005092

Beneficiary: Cressi-sub USA, Inc., 3 Rosol Lane, Saddle Brook, NJ 07663

Beneficiary Bank: Santander N.A.

ABA#: 231372691;

SWIFT: SVRNU533 *USE THIS FIRST*

Beneficiary Bank Address: 75 State Street, Boston, MA 02109
Cressi Bank account #8932867054

Please use the exact details as stated above and kindly remember to include the invoice number(s) being remitted to Cressi upon processing your wire payment.

For Domestic Wire Transfers to Cressi-Sub USA, Inc. use:

Beneficiary Bank: Columbia Bank 19-01 Route 208 North, Fairlawn, NJ 07410

Beneficiary Aka: //Fw221271935

Cressi Account Number: 8001484215

Swift: WFBUI565

All correspondence for Cressi USA that relates to any financial institution changes will only be generated by Robert Cooper (CFO, tel# 201-301-8451, robert.cooper@cressiusa.com) or Susan Williams (Accounting Manager, tel# 201-301-8452, susan.williams@cressiusa.com).

ORDER SUBMISSION LAW

Independent Entities

Cressi and the Dealer are separate legal entities and are not representatives or agents of each other. This agreement does not create a joint venture, a partnership, and/or agency relationship between Cressi and the Dealer. Cressi shall bear no responsibility, directly or indirectly, for the Dealer's business, transactions, or operations.

Confidentiality

This information is intended solely for the designated recipient and may include privileged, proprietary, or otherwise confidential details. If you have received this information in error, please promptly inform the sender and delete the original content. Any dissemination, distribution, copying, or unauthorized use of this information is strictly prohibited and may have legal implications.

Governing Law: Arbitration

The account, these Terms and Conditions and any orders placed shall be governed in accordance with the laws of the State of New Jersey without regard to conflicts of law principles. Any litigation in connection with the Account, these Terms and Conditions, and any orders placed to Cressi-sub USA, Inc. shall be heard only by a federal or state court located in New Jersey.

SHIPPING FAQ (FREQUENTLY ASKED QUESTIONS)

Q: What shipping carriers are used?

A: Cressi USA has the flexibility to utilize a variety of preferred carriers for shipping, which may include but is not limited to DHL, FedEx, UPS, USPS, LTL, and FTL. Typically, UPS or USPS is the primary choice for domestic shipments, while for Canada, UPS or USPS is preferred unless an alternative carrier is specified. For international shipments, FedEx may be used, provided that the recipient supplies an account number.

Q: Can orders be shipped to a PO BOX domestically?

A: Yes, however some shipping methods WILL NOT deliver to domestic PO Boxes such as FedEx or UPS.

Q: How can I track my order?

A: In most circumstances, the tracking number is indicated in the invoice. Otherwise, please contact Cressi USA for assistance.

Q: Is it possible to update my shipping address after my order has already been shipped?

A: The feasibility of address changes depends on the shipment's current location and the remaining transit time. Please note that altering the address after shipping will not only delay delivery but also result in a per-carton fee.

Q: Can I upgrade my shipping service once the order has shipped?

A: Once an order has left the facility, the shipping service cannot be upgraded. If the package must be intercepted, each carton intercepted will be subject to a return fee.

Q: What is the latest time for submitting an order to ensure same-day shipping?

A: Cressi USA will accept expedited orders until 2PM EST.

Q: What if my package arrives damaged?

A: 1 – Refuse the package or sign for the package as damaged.

2- Take pictures of the package and email them to your Representative or Cressi USA at returns@cressiusa.com. Cressi will contact you with the next steps. **DO NOT THROW AWAY** any boxes or packaging materials, otherwise your claim will not be honored by the shipping company and subsequently by Cressi USA, Inc.

Q: How do we calculate the Freight Surcharge?

A: The freight surcharge is applicable only to certain territories, and Cressi USA assesses a percentage of the final invoice as the freight surcharge. The specific freight surcharge may vary based on the destination.

Q: What does it mean Freight Allowance?

A: Freight allowance refers to a specific amount of money or a predetermined allowance that Cressi USA, Inc. is willing to cover or offset to assist in the transportation costs of goods.

Q: Is Freight Allowance consistently accessible?

A: No, Freight Allowance only qualifies for specific Territories such as Central South America, Caribbean Territories and Pacific Islands, Including Hawaii.

Q: How the Freight Allowance is calculated ?

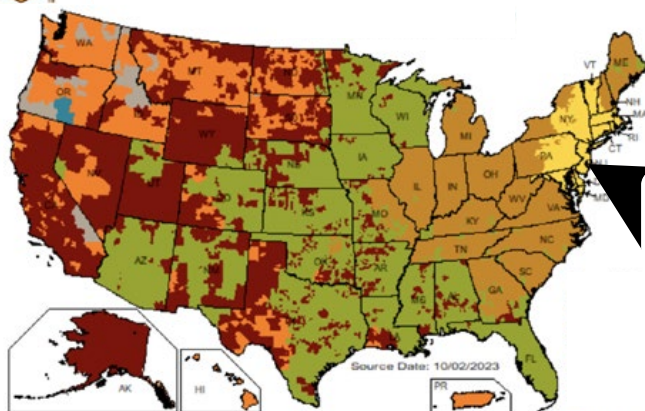
A: Cressi USA calculates the cost of shipping the same size-size order to the dealer destination and from that freight cost, Cressi USA will subtract the cost to the closest domestic point to the customer's location. The resulting difference is the amount billed to the retailer.

Q: Which company selects the forwarding agent?

A: The customer is responsible for selecting the forwarding agent if one should be used for a shipment.

* Check U.S. Ground Maps (This Map is a general representation of UPS Ground transit times.)

UPS United States Ground Shipping



UPS Ground transit times

- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

Cressi will not guarantee carrier delivery schedule.



www.cressi.com

20 25 CREDIT CARD AUTHORIZATION FORM



DEALER CREDIT CARD AUTHORIZATION FORM

BUSINESS NAME:

CUSTOMER ID:

BUSINESS OWNER / MANAGER NAME:

I, _____
account in the amount of \$ _____

, hereby authorize **Cressi-sub USA, Inc.** to charge my credit card
(including any taxes and shipping freight).

CREDIT CARD TYPE:

VISA

MASTER CARD

AMERICAN EXPRESS

DISCOVER

CREDIT CARD NUMBER:

CARD HOLDER NAME:

EXPIRATION DATE:

Month:

Year:

CV#:

CREDIT CARD BILLING ADDRESS:

Street

City

State

Zip Code

Country

As the credit card holder, I also authorize Cressi-sub USA, Inc. to charge my credit card for future purchases verbally approved by me. Changes to credit card information requires the completion of a new credit card authorization form.

Authorization Valid Until

Month

Year

Note: changes to credit card information requires the completion of a new credit card authorization form.

CARD HOLDER SIGNATURE





www.cressi.com

20
25 ATELIER
AGREEMENT



ATELIER PRODUCT LINE 2025

CRESSI ATELIER DISTRIBUTION CONTRACT LETTER

We hereby agree without exception not to offer the following items for sale over the internet, nor advertise them, including on our own business web site, except to indicate that our business is an authorized Cressi Atelier retailer.

CODE	PRODUCT
KS8500	Michelangelo
KS852980	Console Michelangelo 2
DS4700	Zeus
KS8300	Cartesio
IC7710	Commander Evo

We understand and agree that should we fail to comply with the above restrictions, Cressi USA shall have the right to refuse and/or not to fulfill any subsequent orders from us, regardless of any separate agreement between the parties. All opening orders will only be released upon execution of this agreement.

Cordially,

Name of Company: _____

Address/City/State: _____

Signature of Authorized Party: _____



ATELIER

FAQ



Cressi's Atelier Offline Product Line These products are not permitted to be sold over the internet, including on any marketplaces such as Amazon.com, eBay.com, Jet.com, or Walmart.com.

Q: I am a Cressi dealer. Do I have to sign the Atelier Contract ? Do I have to complete the Cressi Terms & Conditions, Credit Card Authorization form ?

A: Yes. Even if you are already an established Cressi dealer, we request a signed document prior to authorized deliveries of Atelier products. We do not require established dealers to resubmit the credit card authorization form and the dealer agreement form.

Q: Is the Cressi Atelier Price Structure the same as the other items in the Buyers Guide ?

A: No. Cressi Atelier prices will be offered with just one price level as our intention is to welcome more retailers into the Cressi Product Line Assortment and to keep the introduction of the line in the stores simple.

Q: Who is responsible for deciding which retailers are eligible to be Cressi Atelier dealers ?

A: Territory Managers will have the sole and ultimate responsibility to select the appropriate Cressi Atelier store to partner with.

Q: Is there a minimum distance among Atelier Stores or a territory restriction ?

A: No. Atelier Products will not be sold online. In case there are Areas with multiple potential traditional stores interested in the Cressi Atelier Line, the Territory Manager will decide how to handle this on a case-by-case basis.

Q: Can a store promote and advertise an Atelier product and price it online ?

A: No. Cressi Atelier retailers are not authorized to promote the products online or to advertise product prices. "Call for Price" or invitations constitutes a violation of the Atelier Policy.

Q: Are the Atelier Prices just more expensive for the retailer and/or the consumer ?

A: Absolutely Not. Atelier Products have been priced for Cressi retailers at a very attractive price for comparable products of Cressi competitor's brands. Cressi, in the Atelier Price List, will recommend a Minimum Suggested Retail Price for each product that will be attractive for the consumers. The margin of the Atelier Line intends to be higher for the retailer, not penalizing the final consumer .

Q: What happens in the case of violations ?

A: In case a retailer, for any reason, will try to price, sell or promote online an Atelier Product, Cressi America will immediately stop shipping any product of the Atelier Line, as clearly specified in the agreement.

Q: Can an Atelier Product be sold for more than a Suggested Retail Price ?

A: Yes. Retailers are free to sell the product at their ideal price according to their market conditions. The Suggested Retail Price represents an amount Cressi considers comparable to similar products of other brands.

Q: Will the Atelier Product line offer special terms and special shipping ?

A: No.



www.cressi.com

20 25 KEY PERSON AND RENTAL PRICING FORM



211 **KEY PERSON AND RENTAL PRICING**

SPECIAL PRICING

INTRODUCTION

Cressi understands and rewards our customer's most important and influential employees by offering our Key Person Program. In return, our Program provides Cressi equipment at discounted prices to them.

FEATURES

Eligible customers are authorized Cressi retailers, instructors and professional sales associates. Orders offer a 20% discount off of Dealer Level prices for soft goods; 15% discount off of Dealer Level prices for hard goods (computers, regulators, bcd's, wetsuits). Additional discounts are not applicable. Orders cannot be shipped Freight Free or be used to obtain Free Freight on retail orders. Cressi's regional sales representatives may limit the Program to a maximum of two orders per retailer each year. All orders are to be pre-approved by the regional sales representative.

TERMS & CONDITIONS

Account balance and payments must be satisfactory and up to date.
Payment for all Key Person Program orders are to be prepaid via credit card.
Orders may only be shipped to authorized retail locations.

KEY PERSON ORDER FORM

STORE NAME:

STORE ADDRESS :

OWNER OR MANAGER SIGNATURE

PHONE NUMBER

DATE

ORDER DETAILS

Program members are eligible to receive 20% off dealer level price on soft goods and 15% off dealer level price on hard goods (computers, regulators, bcd's, wetsuits)

REGULATOR
OCTOPUS
BCD
MASK
FINS
DIVE COMPUTER
SNORKEL
WETSUIT
GEAR BAG

ORDERS REQUIRE THE AUTHORIZATION AND SIGNATURE OF YOUR REGIONAL SALES REPRESENTATIVE

REGIONAL SALES REP:

SIGNATURE OF SALES REPRESENTATIVE:

CREDIT CARD DETAILS

CREDIT CARD TYPE: VISA MASTER CARD AMEX DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE:

Month:

Year:

CV#:

NAME (AS IT APPEARS ON CREDIT CARD): CARD HOLDER'S BILLING ADDRESS:

SIGNATURE OF CARD HOLDER:





www.cressi.com

RETURNS & WARRANTIES

20
25

RETURN PROCEDURES

RETURN AUTHORIZATION FORM

WARRANTY AND DAMAGE CLAIMS

FREQUENTLY ASKED QUESTIONS

SERVICE PRICE LIST



RETURN PROCEDURES

For returns, please complete the Cressi return authorization form in all applicable fields.

RETURNS FOR DEALERS

- All Cressi USA products carry a 2 years warranty against manufacturer's defects, unless otherwise specified. Cressi America maintains the right to void any warranty if product misuse/abuse is determined.
- Claims for shortages in sealed cartons must be reported to Cressi USA, Inc. within three days of receiving the shipment.
- Claims for merchandise that is damaged, lost, or not delivered must be filed with both the carrier and Cressi within 48 hours
- All shortage claims must be done in writing and acknowledged by the Cressi USA office in Saddle Brook, NJ.
- All shortage claims require the original shipping cartons from Cressi to be in the possession of the consignee. Therefore, cartons may not be discarded until an investigation is provided by the freight carrier or Cressi USA.
- Before you send in your Cressi product, please make sure that it is properly rinsed, cleaned and dried. Failure to do this may result in delays in your service, and an additional bench fee may be incurred for cleaning when the technician performs service.

HOW TO GET A RA#

- For returns, retailers are required to fully complete the Cressi return authorization form, filling out all relevant fields. The form can be completed online by [clicking Here](#).
- Service will then issue an RA number, if applicable and you must display the issued RA# on the outside of the package.
- Any return without an RA number will be refused.
- Returns may only be submitted from authorized Cressi USA retailers. Retailers can return products on behalf of consumers prior to Cressi authorization. Any return unclaimed after six months shall be destroyed.
- All resaleable merchandise must be returned in its original packaging and condition.
- Discontinued items may not be returned for credit.
- Authorized returns must be freight pre-paid. Cressi will pay return freight on warranty items.

RETURNS FOR CONSUMERS

- Consumeres are required to retain and provide proof of purchase when contacting Cressi.
- To initiate any consumer related process, consumers must complete the online form available on the Cressi.com website under Support > Contact menu or [click here](#).
- Prior to sending in a product, the consumer needs to ensure it has been thoroughly rinsed, cleaned, and dried. Neglecting to do so may result in service delays and potentially incur an additional bench fee.

RETURN AUTHORIZATION FORM

SHIP TO:
Cressi-sub USA, Inc.
3 Rosol Lane
Saddle Brook NJ 07663
U.S.A.
Phone: (201) 594-1450

BUSINESS NAME:

CUSTOMER ID:

E-MAIL:

ADDRESS - STREET:

CITY:

STATE:

ZIP:

CONTACT NAME

CONTACT PHONE NUMBER

COUNTRY

ITEM(S) BEING RETURNED

ITEM(S) BEING RETURNED:

SERIAL NUMBER:

DATES OF PURCHASE (IF AVAILABLE):

Are all the components included in the item being returned such as hoses for consoles, weight pockets for BC's, straps for dive computers, etc.

YES

NO

Do store labels or price tags remain attached to the product or its packaging?

YES

NO

Is the product still in its original packaging?

YES

NO

PROBLEM DESCRIPTION**KINDLY DESCRIBE THE PROBLEM AND WHAT CRESSI HAS AGREED TO DO FOR THIS RETURN:**

If applicable, please add the circumstances for when, where, temperature, and depth the problem occurred in for the first time, and what you have done with the product(s) after the problem occurred.

*If this is for warranty, have you attached a copy of your purchase receipt and your customer's receipt?
To be eligible for warranty on your product, a purchase receipt is required.*

YES

NO

ADDITIONAL NOTES

WARRANTY & DAMAGE CLAIMS

In accordance with Directive 1999/44 EC, Cressi guarantees its products against inherent and operating defects.

Please refer to any product instruction manuals or associated documents for comprehensive information on warranties, claims, product usage guidelines, and care and maintenance instructions. The following summary is provided as a general reference.

This policy is a consumer warranty extended only to the original retail purchaser, and does not apply to equipment used for any commercial purposes and/or by dive professionals including instructors, dive masters, Public Safety Divers.

This warranty does not cover any representation or warranty made by dealers beyond the express provisions of Cressi.

Warranties are valid in US only but subject to changes based on local laws and conditions.

Because CRESSI cannot control the quality of products sold by unauthorized sellers, this warranty applies only to products that were purchased from a CRESSI authorized seller, unless otherwise prohibited by law. You can view an entire list of CRESSI Authorized Sellers by going to [cressiusa.com- Dealer Locator](http://cressiusa.com-Dealer Locator)

1. **DIVE COMPUTERS - CONSOLES:** The warranty period begins on the date the product is purchased from a retailer by the first buyer. The product may be comprised of different components having different warranty periods; in particular, this limited warranty extends over a period of: A) 2 years for dive computers, B) 1 year for consumables and accessories, including but not limited to, wrist bands, buckles, etc. (whether included with the computer in the original sale package or sold separately).
2. **ANALOG DEVICES:** Two (2) years from the date of purchase (for rental or teaching use: 12 months for operating defects and 24 months for inherent defects).
3. **REGULATORS:** Two (2) years from the date of purchase (for rental or teaching use: 6 months for operating defects and 12 months for inherent defects). Exceptions: Consumable parts, damage due to negligence, blows, or normal wear and tear.
4. **B.C.D.'S:** Two (2) years from the date of purchase (for rental or teaching use: 12 months for operating defects and 24 months for inherent defects). Exceptions: Consumable parts, damage due to scratches, punctures, abrasions, or chemical products (including chlorine), all damage due to exposure to the sun, damage due to negligence, blows, or normal wear and tear.
5. **WETSUITS, BOOTS & GLOVES:** Two (2) years from the date of purchase (for rental or teaching use: 6 months for operating defects and 24 months for inherent defects). Exceptions: Dry suits. Cressi warrants Desert Dry wetsuit (except for the neck seal, wrist seals, zipper and valves) will be free from defects in materials and workmanship for a period of (2) years from the date of your original retail purchase of the drysuit, with proof of purchase. This warranty does not cover wear and tear from normal use. Furthermore, please be aware that Cressi does not offer a warranty or assurance regarding colorfastness during typical usage. This is because prolonged exposure to differing levels of sunlight and chlorine can lead to the fading and premature aging of neoprene materials.

6. **MASKS, FINS, SNORKELS, GOGGLES:** Two (2) years from the date of purchase (for rental or teaching use: 6 months for normal operations and 12 months for defects of conformity). Exceptions: Alterations in the color of the silicone, all damage due to exposure to the sun or the effect of chemical or environmental agents, damage due to negligence, improper use, blows, or normal wear and tear.
7. **LIGHTS:** Two (2) years from date of purchase with proof of purchase. This warranty covers: issues with the light source, housing, waterproof seals, and battery compartment that may arise during normal diving conditions and the charger and internal battery only if they fail due to defects in materials or workmanship (excluding damage due to overcharging or misuse).
8. **SPEARGUNS:** Two (2) years from the date of purchase (24 months for inherent flaws). Exceptions: Damage due to scratches, punctures, abrasions, or chemical products (including chlorine), all damage due to exposure to the sun, damage due to negligence, blows, or normal wear and tear. Warranty does not cover shafts, bands and other consumable parts of spearguns.
9. **BAGS:** Bag's warranty covers defects in materials and workmanship under normal use for a period of two (2) years from the date of purchase. This warranty does not cover: Damage due to misuse, neglect, or improper handling (e.g., overloading, dragging the bag instead of using wheels or handles as intended). Any damage caused by external events, such as accidents or airline handling.

EXCLUSION POINTS FOR DIVE COMPUTERS, ANALOG DEVICES, REGULATORS, WETSUITS, SPEARGUNS, BC'S, DIVE LIGHTS:

- Normal Wear and Tear:** Warranty does not cover damage or deterioration resulting from normal wear and tear, including scuffs, scratches, or fading of paint or finishes.
- Misuse and Abuse:** Damages caused by misuse, abuse, negligence, or improper maintenance of the are not covered. This includes using the products beyond its recommended depth, using it in extreme temperatures, or not following care and maintenance guidelines.
- Modification and Alteration:** The warranty is void if the product has been modified or altered. Modifications may include disassembly, customizations, or adding unauthorized accessories.
- Unauthorized Repairs:** The warranty is not applicable if repairs or servicing have been performed by anyone other than authorized service centers or technicians approved by the manufacturer.
- Batteries:** Batteries and their performance are not covered by the warranty.
- Consequential Damages:** Cressi excludes coverage for any indirect, special, consequential, or incidental damages, including personal injury, property damage, or loss of profits, resulting from the use or misuse of the product.
- Third-Party Products:** The warranty does not extend to any accessories or components not manufactured by the company, even if they are sold together with the Cressi product.

Any Cressi Authorized Dealer is required to provide local assistance to consumers for any product-related issues, particularly if the product is still under warranty. While the dealer may reach out to the Cressi USA sales team for guidance on resolving the matter, refusing to offer assistance is not allowed under any circumstances.



RETURN PROCEDURES

FAQ

Q: Who covers the shipping cost for my authorized return item?

A: The dealer is accountable for covering the return shipping expenses for items assumed to be defective. Following evaluation, Cressi will take responsibility for shipping back the returns and covering the associated costs.

Q: How can a retailer manage the status of a Return Authorization (RA)?

A: Presently, retailers have the option to inquire about the status of a return by either emailing returns@cressi.com or reaching out to the division manager or the sales representative.

Q: Why is it essential for consumers to complete product registration on cressi.com?

A: Registering a product on cressi.com is especially beneficial for consumers in the USA for the following reasons:

- 1) Safety Alerts and Recalls: By registering, consumers can receive timely safety alerts, recalls, or product updates, ensuring that they are promptly informed of any issues or necessary modifications related to their purchased items.
- 2) Product Verification: Registering the product helps confirm its authenticity, guarding against counterfeit or unauthorized products that may lack quality and safety assurances.
- 3) Warranty Coverage: Product registration often extends the warranty period or provides enhanced warranty benefits.

Q: What is the procedure for a retailer to return the product to Cressi USA, Inc.?

A: To ensure a smooth process, a retailer should follow these steps for returning the authorized product with the assigned Return Authorization (RA) number:

- 1) pack the authorized product in a suitable shipping container to prevent any damage during transit and clearly write or affix the provided RA number on the outside of the package. This helps Cressi USA to process a return efficiently.
- 2) Inside the package include the return authorization form with the problem description.
- 3) Notify Cressi USA of Shipment:
Send an email to returns@cressi.com with the subject line "Authorized Product Return Shipment - RA #." In the email, include the tracking number, carrier name, and the expected arrival date.

SERVICE PRICE LIST

For estimation purposes only:

Any order will be processed upon approval, and final pricing is subject to evaluations. Cressi holds no responsibility for any technical parts sold to retailers that, if misused, may result in unforeseen issues for the product or the end-user.

REGULATORS (Labor fee only; parts are not included).

First stage including the Primary Second Stage
Additional 2nd stage (Octopus)

Cressi Service Price
\$ 95.00
\$ 35.00

BUOYANCY COMPENSATORS (Labor fee only; parts are not included).

Bench Service

Cressi Service Price
\$ 30.00

All products sent in requiring testing or evaluation will be subject to a \$15.00 minimum bench charge.

COMPUTER/INSTRUMENTS/ WATCHES

Computer Repair
Computer Battery Change & Pressure Test
Watch Battery Change

Cressi Service Price
\$ 65.00 + parts
\$ 45.00
\$ 25.00

SPEARGUNS

Pneumatic Spearguns Service:
Sling Spearguns Service:
Repairs: pre-authorized amount

Cressi Service Price
\$ 75.00 + parts
\$ 50.00 + parts
\$ 45.00 per hour

MASKS

Optical Lenses Installation (labor only)

Cressi Service Price
\$ 10.00 per lens

MAINTENANCE/SERVICE RECORD CLAIMS

INFORMATION

CLIENT NAME:	DATE:
CLIENT PHONE NUMBER:	CLIENT ADDRESS:
MODEL:	
MODEL SERIAL NUMBER	RA. NUMBER:

TECHNICIAN

NAME OF TECHNICIAN:	LOCATION:	DATE AND TIME:
CRESSI TECH NUMBER:		

UNDER WARRANTY

YES NO
 ANNUAL OVERHAUL
 SPECIAL MAINTENANCE

NOTES:	TECHNICIAN SIGNATURE:
--------	-----------------------

INFORMATION

CLIENT NAME:	DATE:
CLIENT PHONE NUMBER:	CLIENT ADDRESS:
MODEL:	
MODEL SERIAL NUMBER	RA. NUMBER:

TECHNICIAN

NAME OF TECHNICIAN:	LOCATION:	CRESSI TECH #:
---------------------	-----------	----------------

UNDER WARRANTY

YES NO
 ANNUAL OVERHAUL
 SPECIAL MAINTENANCE

NOTES:	TECHNICIAN SIGNATURE:
--------	-----------------------



REGULATOR SERVICE FORM

INFORMATION

CLIENT NAME:

CLIENT PHONE NUMBER:

CLIENT ADDRESS:

MODEL:

1ST STAGE SERIAL NUMBER2ND STAGE SERIAL NUMBER

DATE OF PURCHASE:

STATED DEFECT:

TYPE OF OPERATIONS PERFORMED

- | | |
|---|---|
| <input type="checkbox"/> Full disassembly of the equipment and any accessories | <input type="checkbox"/> Assembly and final check |
| <input type="checkbox"/> Removal of previous lubricants | <input type="checkbox"/> Washing and cleaning after flooding |
| <input type="checkbox"/> Washing of components in ultrasound machine with specific solution | <input type="checkbox"/> Manufacturer's recommended update |
| <input type="checkbox"/> Washing of components with specific solution | <input type="checkbox"/> Calibration of first stage IP valve |
| <input type="checkbox"/> Rinsing and drying | <input type="checkbox"/> Adjustment of second stage lever |
| <input type="checkbox"/> Checking all components subject to wear and/or seal | <input type="checkbox"/> Adjustment of Octopus second stage lever |
| <input type="checkbox"/> Replacement of parts in the annual maintenance kit | <input type="checkbox"/> Inhalation force calibration |
| <input type="checkbox"/> Replacement of defective, worn or worn-out parts (see list) | <input type="checkbox"/> Data check using test bench at different pressures |
| <input type="checkbox"/> Lubrication | <input type="checkbox"/> Pressure seal check |
| | <input type="checkbox"/> Valve functioning and seal check |

OPERATION PERFORMED:

REPLACEMENT PARTS:

REPLACEMENT PARTS AS IT APPEARS ON LIST:

- | | |
|----|----|
| A. | D. |
| B. | E. |
| C. | F. |

TECHNICIAN

NAME OF TECHNICIAN:

LOCATION:

DATE AND TIME:

UNDER WARRANTY

YES NO

ANNUAL OVERHAUL

SPECIAL MAINTENANCE

NOTES:





www.cressi.com

20 **MARKETING**
25 INTELLECTUAL PROPERTY STATEMENT
CRESSI LOGO/PHOTO RELEASE FORM REQUEST
SOCIAL MEDIA/ SPONSORSHIP REQUEST FORM



CRESSI LOGO/PHOTO RELEASE FORM REQUEST

INTELLECTUAL PROPERTY STATEMENT

Cressi owns the rights to all visuals and materials related to their products, like illustrations, photos, logos, and text. You can't use or share these materials without Cressi's written permission, both in print and online. However, if you're a dealer with an active account, Cressi allows you to use their logos and authorized materials for displaying in your physical location(s) and on your website as long as it's in line with their terms and conditions. This permission is valid during the period you maintain an active account, but Cressi can revoke it.

PERMISSION TO USE THE CRESSI LIFESTYLE PHOTOS/LOGOS

Cressi might provide an Authorization letter or contract allowing the use of Cressi's photo/logo in media, educational products, and event marketing materials after getting approval. To get this authorization, the Entity or customer needs to submit the "LOGO/PHOTO RELEASE FORM" to marketing@cressiusa.com. If the Marketing department is involved, use the "THE CRESSI USA APPLICATION FORM CO-MARKETING - SPONSORSHIP- DONATION."

Onsite contact name:

Phone Number:

E-mail:

Website

Address:

Please check the following activity that best identifies you:

Scuba Diving

Spearfishing

Free Diving

Snorkeling

Swim

Kids Swim

Business/Organization/Activity name:

Please explain how you are going to include/use the Cressi LOGO/PHOTO

Date of the event or Media Release

MM

DD

Year

Do not write in this section

Approved by Cressi USA Marketing Dept.

Please send copy to: marketing@cressiusa.com,

DISCLAIMER:

- The Cressi logo must not appear in images containing obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
- The design cannot promote alcohol, illegal drugs, tobacco, firearms (or the use of any of the foregoing).
- The Cressi logo cannot be shown with a distressed or unsafe divers/snorkelers/swimmers.
- The Cressi logo cannot be modified or changed in any way.
- The images/Cressi Logo provided by Cressi for customers use pursuant through agreement shall be solely for customers social media and internal communications (i.e., company Newsletters, staff Presentations, didactic materials etc). The photos may not be used in any other manner without express written permission from Cressi.



2025 CRESSI USA APPLICATION FORM

Do not write in this section
In Charge of: MM DD Year

CO-MARKETING - SPONSORSHIP- DONATION / Please send copy to: marketing@cressiusa.com,

Onsite contact name:

Phone Number:

E-mail:

Website:

Address:

Please check the following activity that best identifies you:

- Scuba Diving
- Spearfishing
- Free Diving
- Snorkeling
- Swim
- Kids Swim

Business/Organization/Activity name:

Please check the following activity that best identifies you:

- Athlete
- Media (T.V, Magazine, etc.)
- Date of event or term of the sponsorship/ co-marketing
- Event (trade shows, outdoor events, etc.)
- Social Media
- Travel Enthusiast
- Retail/distribution
- MM DD Year

Please explain your Business/Organization/Event:

Please list Media/Social media background (feel free to add links):

What do you hope to achieve with a Cressi sponsorship /co-marketing partnership?

How did you hear about Cressi's sponsorship / co-marketing information?

Do not write in this section

Approved by Area representative

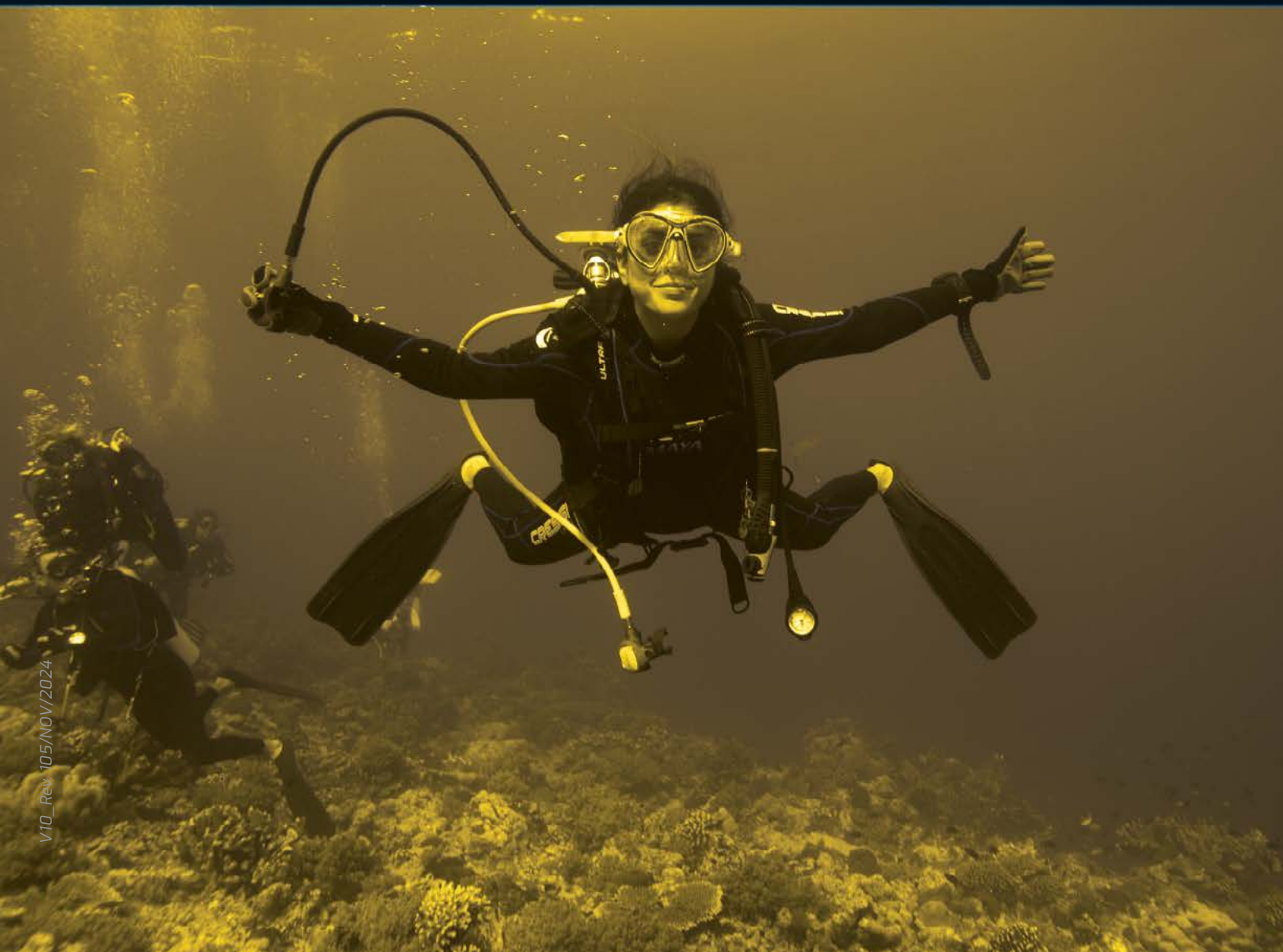
Approved by Cressi USA Marketing Dept.





www.cressi.com

20 E-COMMERCE POLICY 25 PROHIBITION OF MULTIPLE ACCOUNTS ON MARKET PLACES AND PRODUCT BUNDLING



E-COMMERCE POLICY

MINIMUM ADVERTISED PRICING POLICY

Cressi-sub USA, Inc ("Cressi") has determined that advertising its products at prices below certain levels undermines Cressi's brand and discourages our Authorized Dealers from investing in the growth of Cressi product lines, generating a sustainable profit margin for Authorized Dealers and providing the best possible service and support to consumers. Therefore, Cressi has adopted this Minimum Advertised Price ("MAP") policy (the "Policy"), which applies to all Advertisements (as defined below) of Cressi products by all Authorized Dealers of Cressi products (hereinafter, "Authorized Dealers").

Section I

MINIMUM ADVERTISED PRICE

1.1 MAP is established solely by Cressi and will be communicated to all Authorized Dealers. The products, Manufacturers Suggested Retail Prices ("MSRPs"), and MAP may be changed from time to time at Cressi's sole discretion. If Cressi changes the MAP on any product, it will provide notice to Authorized Dealers before such change takes effect.

1.2 It is a violation of this Policy for an Authorized Dealer to advertise any Cressi product(s) at a price lower than the published MAP. This policy applies to all advertisements of Cressi products in any and all media.

1.3 An advertisement includes any and all promotional or pricing information accessible to consumers via any type of media, marketing, or promotional materials, including, without limitation:

- Flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogues, internet or similar electronic media including web sites, email and email solicitations, newsletters, television, radio, public signage, trade shows, billboards; and

- All forms of Internet advertising, including, without limitation, all websites and website pages and banners, social media, emails, blogs, portal sites, and search engines (including but not limited to Google, Google Shopping, Yahoo, etc.) whether or not products are sold from those sites. This includes prices listed in emails, search engines or placement of ads on any other website, including natural or paid search engine listings, shopping sites, marketplaces (including but not limited to Amazon.com and Walmart.com) and auction sites. Internet sites that ask customers to utilize their shopping cart as a way of displaying pricing are in violation of this Policy. At no time may the Authorized Dealer make any statement on its website or other sites in connection with any product that indicates or implies that a lower price may be found at the online checkout stage. Moreover, using another company's website to display a lower price than the MAP and offering a link to your website or to display a lower price than MAP is prohibited.

1.4 Direct or indirect attempts to circumvent this Policy will be considered a violation of this Policy. Such attempts may include, but are not limited to:

- The use of any discount, gift card, coupon, giveaway, rebate offer or incentive (whether in the form of a special event, promotion, condition to doing business or otherwise) in any advertising by a Authorized Dealer where the cumulative effect is to reduce the advertised price of any product(s).

1.5 Unless otherwise approved in advance in writing by Cressi USA, Authorized Dealer may only sell Products in their original pack-

aging, with all seals intact. Authorized Dealer shall not sell or label the Products as "used", "open box" or any other similar descriptors.

- Advertisements that bundle or include free or discounted Cressi products with other products or services (whether or not manufactured by Cressi). In the case of bundles, the advertised price of the bundle must be equal to or greater than the total of the MAP of each product (from Cressi or from other manufacturers) in such bundle. If other products in the bundle do not have a MAP, then its retail price must be used.

- For multipack offers, the MAP of the multipack is the quantity of product in the multipack, multiplied by the respective MAP of the products that comprise said multipack.

1.6 An "advertisement" shall not include any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging that merely states the related product's price are not considered "advertising." Discontinued merchandise approved by Cressi are excluded from the MAP Policy. This MAP Policy does not establish maximum advertised prices. All Authorized Dealers may offer products at any price in excess of the respective product MAP.

Section II

POLICY VIOLATIONS

2.1 Cressi will monitor and review Authorized Dealers' advertisements for violations of this Policy. Violations of the Policy shall be determined by Cressi in its sole discretion. Authorized Dealers have no right to enforce the Policy and Cressi will not communicate with any other Authorized Dealer or third-party regarding violations of this Policy by others. Cressi reserves the right to impose the following if Cressi believes that:

- An Authorized Dealer has violated the provisions of this Policy; or
- An Authorized Dealer has engaged in any activity that Cressi determines, in its sole discretion, is designed or intended to circumvent the intent of this Policy.

2.2 Specifically, Cressi will take the following actions, which apply to all Authorized Dealers, should an Authorized Dealer fail to comply with the Policy:

First Violation: Formal Warning. Request to abide by Policy within 24 hours.

Second Violation: Cressi will restrict Authorized Dealer's access to any and all products with which Authorized Dealer has violated MAP Policy with for 30 days from the date of the notice of the Second Violation.

Third Violation: Authorized Dealer's account is suspended for 30 days from the date of the notice of the Third Violation and will not receive any products.

Any Further Violations: Authorized Dealer will lose its status as an authorized dealer and Cressi will cease doing business with Authorized Dealer.

However, Cressi reserves the right to not provide prior notice before taking action under this Policy.



21

2.3 Notwithstanding anything in this Policy, Cressi retains the full right and ability to terminate its relationship with any Authorized Dealer and terminate the Authorized Dealer's ability to any and all benefits of being an Authorized Dealer.

Section III POLICY MODIFICATIONS

3.1 Cressi-sub USA, Inc reserves the right at any time to modify, suspend, or discontinue this MAP Policy, in whole or in part, or to designate periods during which the terms of the Policy change or are not applicable. No Cressi-sub USA, Inc employee or agent is authorized to modify, interpret, or grant exceptions to this Policy for any Authorized Dealer. No person has authorization to modify this Policy or to solicit or obtain agreement of any person to this Policy, and any such modification or agreement is invalid. Any questions about this Policy should be submitted in writing and directed to Cressi-sub USA, Inc.

Section IV UNILATERAL ACTION

4.1 This Policy does not constitute an agreement between any Authorized Dealer or other party and Cressi-sub USA, Inc. Cressi is not seeking, and will not accept, any agreement or other assurance of compliance from any Authorized Dealer or other party to adhere to this MAP Policy. It is entirely within the discretion of the Authorized Dealer whether to comply or not comply. This Policy is non-negotiable and will not be modified for any Authorized Dealer. The Policy is not intended to control, influence, determine, limit, or affect in any way the actual prices at which Authorized Dealers ultimately sell Cressi-sub USA, Inc products to its consumers. The Policy is strictly limited to restrictions on advertised prices. Each Authorized Dealer remains free to determine its own resale price for Cressi products.

Section V TERRITORY RESTRICTIONS

Due to established distribution agreements, Cressi's U.S. dealers are prohibited from selling Cressi products beyond U.S. territories. Furthermore, Cressi USA does not authorize any Cressi customer to export or offer Cressi products, either directly or through third dealer, without prior written consent, even in cases related to contract bidding or governmental, military, or municipal territory restrictions in foreign countries/entities where a Cressi distributor or subsidiary operates. In the event of any violation of these terms, Cressi reserves the right, at its absolute discretion, to suspend the dealer's account and/or the supply of products associated with the infringement.

Acknowledged by: _____

Date: _____

Name of Dealer in Print: _____

Signature: _____



PROHIBITION OF MULTIPLE ACCOUNTS ON MARKETPLACES AND PRODUCT BUNDLING

Unless otherwise approved in advance in writing by Cressi USA, Authorized Dealer shall not directly or indirectly create any product pages on any e-commerce platform and may only sell Cressi products against the listings provided to them by Cressi USA.

Unless otherwise approved in advance in writing by Cressi USA, Authorized Dealer shall not directly or indirectly bundle the Cressi product with any other products.

Bundling is defined as listings comprising multiple different products to create a new and singular product page offering. Relabeling, repackaging (including the separation of bundled products or the bundling of products), misbranding, adulterating, and other alterations are not permitted.

Authorized Dealer shall not directly or indirectly tamper with, deface, or otherwise alter any batch code or other identifying information on Products or packaging. Authorized Dealer shall not directly or indirectly remove or destroy any copyright notices, trademarks or other proprietary markings on the Products, documentation, or other materials related to the Products. Removing, translating, or modifying the contents of any label or literature accompanying the Products is prohibited. Authorized Dealer shall not advertise, market, display, or demonstrate non-Cressi products together with the Products in a manner that would create the impression that the non-Cressi products are made by, endorsed by, or associated with Cressi.

Authorized Dealers interested in creating bundle options must submit their proposed bundles to Cressi USA for review and approval. Cressi USA will evaluate proposed bundles based on several factors including but not limited to product relevance, customer appeal and compliance with company policies including the MAP Policies for each individual item in the bundle.

Any bundles which were previously created or sold by an Authorized Dealer must be resubmitted to Cressi USA for evaluation and approval. If an Authorized Dealer continues to sell a bundle which has

not been approved by Cressi USA, their relationship with Cressi USA may be terminated.

If any dealer encounters a bundle option created by another dealer that violates this policy or any other company policies, they should promptly report it to Cressi by email to orders@cressiusa.com.

Definition of "Multiple Accounts":

"Multiple accounts" refers to the practice of a single seller or entity operating more than one account on marketplaces such as Amazon.com - This includes, but is not limited to:

- Accounts registered under different names, but ultimately managed or controlled by the same individual or business entity.
- Use of different email addresses, contact information, or business names to create the appearance of separate entities while being managed by the same person or group.

Determination of Multiple Accounts:

Cressi determine if a seller is operating with multiple accounts through a variety of methods, including:

- Cross-referencing contact information such as email addresses, phone numbers, and business addresses.
- Analyzing patterns of behavior, including transaction history, communication styles, that suggest common management.
- Monitoring IP addresses, login locations to identify multiple accounts being accessed from the same device or location.

Any dealer found to be operating multiple accounts that ultimately refer to the same seller will be immediately suspended. This measure is necessary to ensure a level playing field for all sellers.



41 MARKET PLACES

PRE-APPROVAL POLICY FOR RETAILERS SELLING ON AMAZON AS SELLERS

Cressi USA, Inc. recognizes the importance of maintaining brand consistency, product quality, and customer satisfaction when selling on external platforms like Amazon. To ensure that all retailers uphold our standards and represent our brand effectively, a Pre-Approval Policy for Retailers selling on Amazon as Sellers has been established. This policy outlines the guidelines and procedures for obtaining pre-approval before listing and promoting products on Amazon's marketplace.

POLICY STATEMENT:

1. Pre-Approval Requirement:

All retailers intending to list and promote products on Amazon as sellers must be approved from Cressi USA, Inc..

2. Evaluation and Review:

Cressi USA, Inc. will conduct a comprehensive evaluation, taking into consideration several key factors, including:

- Adequate Structure and Organization: The retailer's ability to fulfill orders fast and efficiently.
- Capacity to Maintain Clean Listings: The retailer's commitment to maintaining clean and accurate product listings, free from inaccuracies, duplications, or misleading information.
- Adherence to Price Policies: The retailer's history of adhering to pricing policies and strategies established by Cressi USA, Inc.
- Technical Capacity: The retailer's technical capacity to support and service products.

3. In-Store Presence of Cressi Brand:

While a seller's presence within the scuba industry is considered a preferred solution, it is not an absolute requirement for approval. Cressi USA, Inc. places greater emphasis on a seller's technical experience with the use of the platform and the ability to meet our standards in terms of customer service, accurate listings, and pricing policies.

These factors will collectively determine whether the approval request aligns with Cressi's commitment to maintaining brand consistency, product quality, and customer satisfaction on Amazon's platform. The retailer's track record and capabilities in these areas will significantly influence the pre-approval decision.

4. Cressi Right to Stop Shipping:

Cressi USA, Inc. reserves the right to discontinue shipping products to any sellers who do not adhere to our established standards, guidelines, and policies. This action may be taken if a seller consistently violates our policies.

By considering these factors, Cressi USA, Inc. aims to ensure that sellers on Amazon as sellers are well-equipped to represent Cressi brand effectively.

On marketplaces, such as Walmart Costco and Target, retailers are restricted from offering and promoting:

- Scuba Regulators & Octopuses
- Scuba BC's (Buoyancy Compensators)

- Dive and spearfishing computers
- Spearguns
- All accessories related to the above product categories

Retailers are permitted to offer and promote product categories exclusively within the "Hydro" product range.

Before listing or promoting products on marketplaces, retailers should seek pre-approval from Cressi USA, Inc. to confirm that the product falls within the approved categories.

USA allows sales on Walmart.com and Target.com websites. This policy applies to all vendors, sellers, and third-party partners. Cressi USA will enforce this policy by monitoring sales on the Walmart.com and Target.com websites and conducting regular reviews of products listed on the site. The company will also take appropriate actions against sellers who repeatedly violate this policy, which may include the termination of the seller's account

TRANSPARENCY:

Cressi reserves the exclusive right, at its sole discretion, to enroll any Cressi-branded product in the Amazon Transparency Program ("the Program") as part of its commitment to protecting authorized distribution channels and controlling product authenticity. Enrollment in the Program may involve applying unique Transparency codes on packaging to facilitate verification and prevent unauthorized sales. Cressi retains full authority to determine which products are included in the Program, without prior notice to or consent from distributors, resellers, or other parties. Acceptance of these Terms and Conditions by distributors, resellers, and other authorized sellers constitutes acknowledgment and agreement that Cressi may unilaterally take these actions as deemed necessary to uphold brand integrity and protect its distribution network. Cressi USA also reserves the exclusive right to unilaterally set the price for Transparency labels associated with any Cressi product. Furthermore, Cressi USA retains the right to withhold Transparency labels from dealers who have received Cressi products on close-out terms.

QUARTERLY SALES REPORTING

Cressi USA requests a quarterly reporting for all Amazon sellers, effective Q2, 2025. A Quarterly reporting is an integral part of our Amazon Seller Partnership and Policy Statement, as well as our Pre-Approval Amazon Policy, designed to maintain brand integrity. Each seller will have to provide a Quarterly Sales Report detailing:

The number of units sold for each Cressi product category (e.g., masks, fins, snorkels, etc.).

A summary of advertising expenditures specifically for Cressi-related products on Amazon.

Cressi reserves the right to enforce this reporting requirement and optimize support for our authorized sellers. Failure to comply with this requirement may result in the following actions:

Reduction in Discount Levels: Sellers may lose access to preferential pricing or discounts.

Suspension of Product Supply: Cressi may suspend the supply of new inventory until compliance with reporting requirements is met.

Revocation of Authorized Seller Status: Non-compliant sellers risk losing their authorization to sell Cressi products on Amazon market place.

PROSPECTIVE DEALER FORM

STORE NAME:

STORE ADDRESS :

OWNER OR MANAGER SIGNATURE

PHONE NUMBER

DATE

PRINT NAME

PROSPECT DEALER GENERAL INFORMATION

1. What led to your interest in acquiring Cressi?

2. Are you a physical retail store?

3. Which other brands in both water sports and unrelated categories does your company currently acquire?

4. Do you distribute your products through online marketplaces? currently acquire? YES NO

5. Which platform do you plan to sell on?

6. Which other brands in both water sports and unrelated categories does your company currently acquire?

7. If "yes" , which specific marketplaces do you utilize?

8. What percentage of your sales is generated through your website compared to sales through marketplaces?

9. Do you acknowledge that Cressi directly handles with Amazon a limited % of its product catalog as a vendor

10. Year sales projections:

11. Online advertising budget to promote Cressi

12. Does your company have a certified scuba technician available to service BCDs, regulators, and dive computers?

