

DO NOT SELL (DNS) POLICY

Effective September 2, 2025

Borla Performance Industries (“Borla”) has spent over 40 years building a premier brand and establishing itself as the world’s finest manufacturer of exhaust systems, air induction kits and related automotive parts. The high quality of BORLA® products is the direct result of our investment in design, innovation, and engineering. Borla expects all its authorized resellers to promote and provide services for BORLA products that satisfy our customers and to maintain the value of our brand. For these reasons, Borla unilaterally enforces the following **Do Not Sell (DNS) Policy** under which entities may, at Borla’s sole discretion, be placed on a Do Not Sell (DNS) List and restricted from purchasing BORLA products.

DNS LIST OVERVIEW

An entity placed on the DNS List is subject to all the following restrictions while the reseller is DNS-Listed:

- The reseller will not be sold or shipped any BORLA branded products.
- No orders will be accepted.
- The reseller may have pending orders cancelled.
- The reseller will be removed from Borla’s dealer locator.
- The reseller loses the right to use Borla’s intellectual property in the advertising and/or sale of BORLA branded products.

The Do Not Sell list is periodically updated and made available to distributors, is available upon request, and is accessible on Borla.com.

Important Note: If a parent company operates multiple entities, online stores or retail websites under a single corporate umbrella, **all affiliated entities and websites may be listed** if any one of them is placed on the DNS List.

DNS LIST INCLUSION

Inclusion on the DNS List is not punitive but reflects a business decision by Borla to protect its brand integrity, business partners and consumers. DNS List inclusion may occur without prior notice and is at Borla’s sole discretion. The following non-exhaustive list provides examples of conduct that may result in being placed on the DNS List.

- Being the subject of excessive customer complaints (including, without limitation, complaints related to order fulfillment, inaccurate product information, poor product knowledge or bad customer service).
- Listing counterfeit or modified products as genuine BORLA parts.
- Engaging in false or misleading sales practices, including without limitation bait-and-switch tactics, deceptive advertising, making false claims regarding fitment, product capabilities or warranty coverage, or operating websites with inaccurate product listings, product imagery or descriptions.
- Sale of products through unauthorized third-party marketplace including, but not limited to, **Amazon, Walmart, or eBay**.
- Fulfillment via third-party logistics centers or drop-shipping models that conceal the identity of the seller.

- Operating websites or storefronts that lack clear branding and/or ownership, or are associated with unauthorized resellers.
- Diversion of BORLA products through unauthorized intermediaries, or selling diverted BORLA products.
- Misuse of BORLA trademarks, trade dress, or other intellectual property. This includes, without limitation, falsely implying endorsement by or affiliation with Borla.
- Selling to an entity on the DNS List.
- Violation of any Borla policy.

REQUEST FOR RECONSIDERATION

Any party listed on the DNS List may request reconsideration by submitting the following:

- A description of actions taken to address the issue(s) that led to DNS placement.
- Contact details of a company representative for follow-up communication.

SUBMIT REQUESTS TO:

compliance@borla.com

Subject Line: DNS Reconsideration Request – [Company Name]

Requests submitted using any other method will be disregarded.

Borla evaluates all requests for reconsideration at its sole discretion. Approval of reinstatement is not guaranteed. Entities approved for removal from the DNS list will receive written confirmation.

MISCELLANEOUS

This policy is not a contract, nor an offer to form a contract. This policy may be modified, extended, suspended, discontinued, or rescinded in whole or in part by Borla at any time. Borla reserves the right, at any time for any reason, in Borla's sole discretion, to decline to accept all or part of any order, to cancel orders, and to terminate any resale agreement, regardless of DNS List status.