



Herschel Brand Marketing Guidelines

PCNA Distributors,

As you know, Leed's entered into a partnership with global lifestyle brand Herschel Supply Co. in October 2019. Through the agreement, we became the exclusive supplier of Herschel products in the promotional products industry. Since the Herschel launch, the feedback we've received from our valued distributor partners has been overwhelmingly positive.

A major reason for Herschel's unmatched success comes from painstaking efforts to maintain the brand's integrity and standards. Because of this, we wanted to remind you of several important guidelines and restrictions related to the marketing and promotion of Herschel products:

- Marketing and/or promotion of the Herschel brand and its products **online** (via distributor websites, social media or email) is prohibited.
- The **creation of marketing and/or promotional material** (print or online) featuring the Herschel brand or its products is prohibited.
- Using **PCNA's approved marketing collateral** is permitted for presentations and any related sales activity (as long as this is limited to direct end-client sales efforts).

We appreciate your strict adherence to these policies and thank you for your incredibly positive response to our partnership with Herschel.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Nicholson', is written over a light blue horizontal line.

David Nicholson, President PCNA