

HELLY HANSEN MINIMUM ADVERTISED PRICE POLICY

Season: FALL WINTER 2025

Start of MAP Period: August 1, 2025

- MAP will lift at End of Season on:
 - **December 26th, 2025**
 - Kids/Jr Styles
 - Footwear
 - **January 31st, 2026**
 - All other style items except LIFA/Baselayer carry forward styles/colours.

Seasonal MAP Break Dates:

- Black Friday Week; Nov 24th-Dec 2nd, 2025
- Boxing Week; Dec 26th, 2025 – January 2nd, 2026