

Gaming Strategy: Internal

DRAFT

FOR INTERNAL USE ONLY

--CONFIDENTIAL--

With increasing urbanization and access to shooting/hunting areas in decline, a primary means for young potential shooters to come into contact with firearms and ammunition is through virtual gaming scenarios, both in gaming/app platforms and through web-based experiences. Gaming allows millennials without access to shooting facilities or mentors to be exposed to shooting.

MCD believes being included in these games will be beneficial to FGI and help create brand preference among the next generation who experiences these games, allowing FGI to win our fair-share of these young consumers.

We must, however, ensure games FGI brands are included in properly reflect FGI's brands, values, and marketing strategies.

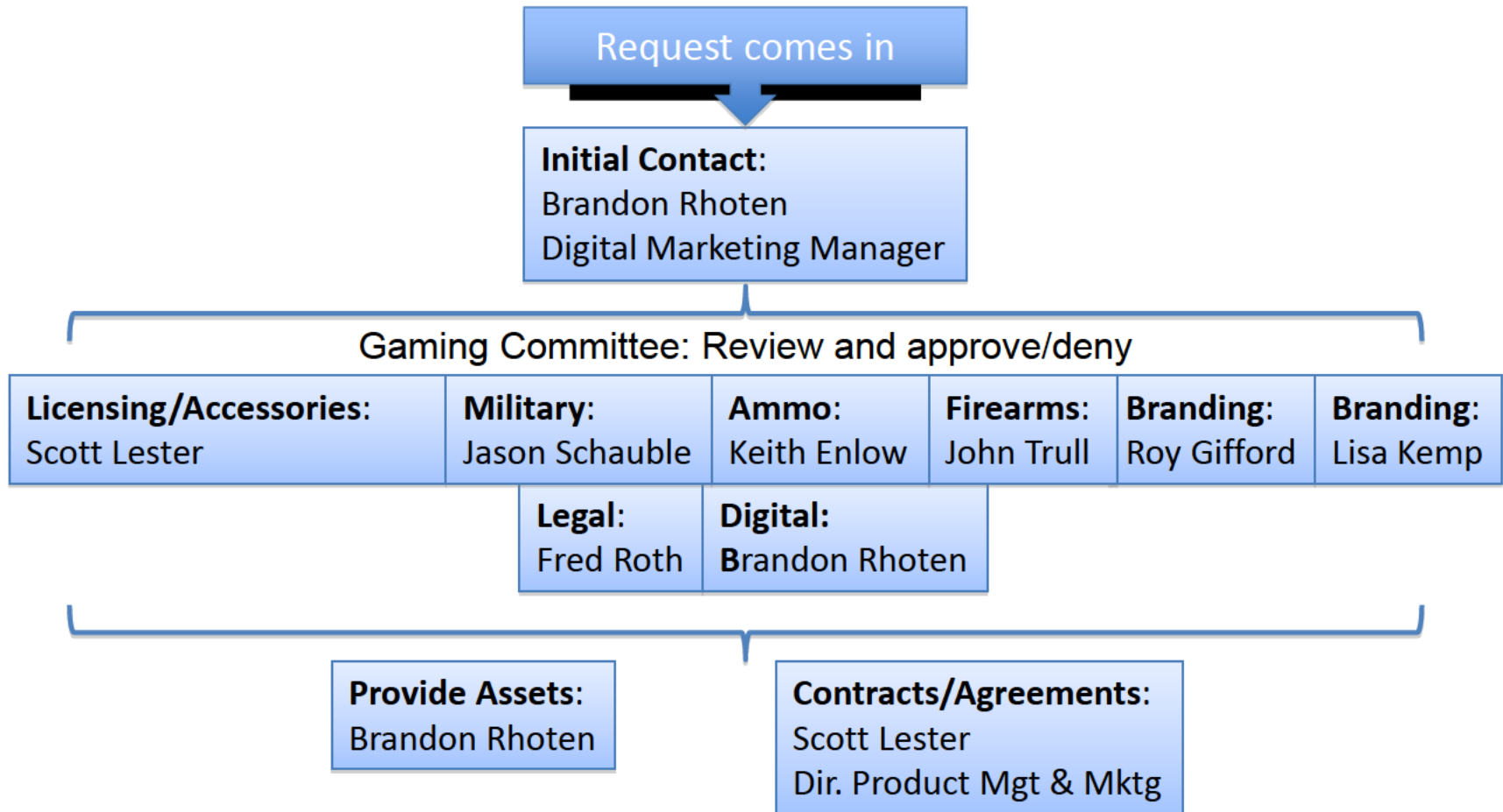
The following are guidelines in which FGI products could and cannot be considered for use in gaming scenarios.

Acceptable Game types:

- Hunting when portrayed in a legal and safe manner.
- Military/LE scenarios where FGI guns are used by U.S./NATO personnel in a ethical and legal way.
- Non-military scenarios where the shooter is acting in a legal and ethical way.
- Games produced by respectable and established developers.
- Games whose quality and theme is appropriate for the brand to be included.
- Games where FGI has authority to approve use and context of FGI products.
- Games that do not conflict with other gaming agreements.
- Games appropriate for the brand's positioning and brand character.

The potential popularity and marketing of the game must be taken into consideration, as well as whether a royalty or fee must be paid by FGI or the developer for the use of FGI products.

Gaming Strategy: Process



Gun ground rules:

- Not where bad guy (terrorist, enemy soldier, criminal, etc.) uses FGI guns.
- Not where non-US soldiers/NATO/military/LE use FGI guns.
- Not where FGI guns used on innocent people or for self-harm.
- Not where FGI guns are used in a clearly unsafe or illegal manner.
- Not used where FGI brands may seem inferior.
- Not used where FGI gun brands directly compete within the same gun type.
 - E.g. do not include DPMS AR and Bushmaster AR in the same game.
- Not where it's unclear if user of FGI guns is good or bad.
- Not where graphics or language are offensive or explicit.
 - Games rated “Mature” must be looked at carefully. Teen and under are acceptable.

Games where non-military bad guys could be targets:

- No brand name on gun, only model.
- No links to other FGI marketing/properties.
- No obvious endorsement of game.
- Only choose guns where models are unique.
- No discussion of game in other marketing efforts.
- No use of FGI ammo or accessories.

Previous experience tells us people will seek out the brands of the guns. A lack of direct branding helps to shield us from implications of a direct endorsement while still receiving benefit from inclusion in the game.

Games with target shooting/hunting:

- Can have brand name on gun and model.
- Can link to other FGI marketing/properties.
- Other game endorsements are acceptable.
- Can discuss game in other marketing efforts (though do not rely on the game to endorse the gun).
- Can use FGI ammo and/or accessories.

Royalties/Fees/Licensing:

- FGI has a three step approval process that must be followed in all licensing situations. Please see Scott Lester for the form and details.
- FGI may seek royalties or other compensation (such as media/promotional consideration) for the inclusion of FGI products or for investments related to participation in a game.
- FGI has a three step approval process that must be followed in all licensing situations. Please see Scott Lester for the form and details.
- Scott Lester will negotiate all contracts with gaming companies.

Gaming Strategy: Contacts

For additional questions or individual requests, please see Brandon Rhoten,
Digital Marketing Manager

- Phone: 336.413.7578
- Email: brandon.rhoten@remington.com

Gaming agreements are managed by Scott Lester.
Scott.lester@remington.com.