



BECOME A DEALER

Retail conditions

August 2018

AER B.V.

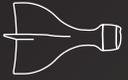
De Hems 10
7522NL Enschede
Netherlands
www.aervideo.com

Pablo Trautwein
+31 644496831
pablo@aervideo.com



The brand:

Our mission is to create new ways of seeing and capturing the world around us. We encourage you to break the rules of traditional filmmaking, look for new perspectives and leave your comfort zone.



The product:



AER - Throw Your GoPro

With AER, every GoPro enthusiast becomes a master of aerals. No batteries, no hassle, no empty wallet. Just stunning aerial footage accompanied by the experience of a lifetime.

Compatible with GoPro HERO 3+, HERO 4, HERO 5, HERO 6.

We made it our mission to create a product that fits the action camera perfectly: The sleek aerodynamic wings ensure a long and stable flight while the foam bumper protects the GoPro.

Every AER comes with all necessary accessories and a drawstringbag to keep the customer on the move.

Available in three colors: Original Blue, Obvious Orange, Stealth black

Made in Germany.

We're working with experienced manufacturing partners in Germany, who guarantee an excellent quality standard.



The cooperation:

In order to grow our brand even bigger and reach customers all over the world, we are now starting to cooperate with selected retailers.

We're proud to have a meaningful and close relationship to our customers. We will continue to offer customer service and support to all new customers. When a customer approaches you with questions, remarks or complaints about the product, we encourage you to forward those directly to us. In most cases, we will contact the customer directly and do all necessary steps to resolve the issue. In order to meet our high standards in customer service, we strive to have a close and long-lasting relationships with all of our dealers. You will be in direct contact with one of the founders and can reach us 7 days a week.

All dealers will be featured on our website and customers will be actively encouraged to find them.

For now, the cooperation will entail the sales of our product "AER - Throw Your GoPro". But we're already working on the development of our next product, which will be introduced in Q2/Q3 of 2019.



The financials:

Get a sample: In order to review our product, we will send you a sample. We charge a fee of €51,50 for this sample. That amount will then be deducted from your first order.

Pricing: Our suggested retail price is €79

We can offer the following wholesale prices:

Minimum order quantity	Wholesale price <small>excluding tax</small>	Services
10 units	€ 51,50	
20 units	€ 46,00	
40 units	€ 39,50	- In-store product display
>100 units	<i>individual offer</i>	- In-store product display - exclusive color option

The plan:

We're starting production of the next batch of AERs in September 18. We hope to be able to deliver the first wholesale orders before the end of October, just in time for holiday season!

We will arrange shipping and legal affairs together with you, after you have seen the sample and are ready to place your order.

The marketing:

We're putting a lot of attention in building our brand. AER stands for fun, action and creativity. We will assist and encourage you to do your own marketing campaigns, while maintaining our brands values.

We have built our community and brand in a magical place called the internet. Social Media is our home, we know how to navigate the different channels and always strive to produce high quality content. We will happily provide you with all different types of digital marketing materials that you can use on your own social media channels. You can imagine an endless dropbox folder full of videos and fotos..

Nevertheless, we are not ignorant towards more traditional marketing approaches. We don't have any experience in that regard, but are open for suggestions.

