



**WORLD HEADQUARTERS • 2000 NORTH M63 • BENTON HARBOR, MI 49022**

June 01, 2018

Dear Trade Customer,

JennAir is instituting a price increase effective Aug 1, 2018. The increase will impact kitchen products across JennAir branded products. This does not affect models included in the previously communicated price increase effective July 1, 2018. While price changes vary by model, the weighted average increase is 3.5%. The Unilaterally Established Minimum Retail Price (for JennAir's UMRP Policy) will increase by comparable amounts.

Component raw material costs have increased significantly in the last 24 months. While JennAir continues to identify and implement productivity initiatives and cost controls, these actions alone are not enough to offset rising costs. JennAir is therefore instituting a price increase to continue funding investments to deliver innovative and high quality products to consumers.

Consistent with our promise, JennAir products and brands will continue to offer compelling value to your customers. If you choose to sell at UMRP, we believe consumers will enjoy feature rich, innovative appliances at a great lifetime value while you will also have the opportunity to increase your profits and invest in your business. Consistent with our UMRP Policy, each dealer remains free to establish its own independent resale prices for JennAir products and services.

New price sheets will be available on June 1, on the Trade Customer website [www.whr.com](http://www.whr.com) or from your JennAir account representative. Price increases, including corresponding increases of UMRP, will be effective Wednesday, Aug 1st, 2018. At this time, open orders that have a requested delivery date on or after Aug 15, 2018 will be re-priced at the new levels unless cancelled by the Trade Customer, regardless of the reason.

Our top priority remains delivering the most compelling and innovative products and services to your customers, and providing unparalleled sales support to you, our trade customer

Kind Regards,

A handwritten signature in blue ink, appearing to read "Alessandro Perucchetti".

Alessandro Perucchetti, VP JennAir