

Rebel Trade Customer,

This is the year of JennAir® product PROGRESS we've been waiting for! In 2019 we will execute the most extensive launch in the history of JennAir. Our current built-in product line collections (Pro-Style® & Euro) will transition to our two new faces of luxury, RISE™ and NOIR™ design expressions. This memo is intended to update you on our evolution, share our plan, and ask you for your continued support.

You may be feeling mixed emotions of uncertainty, anticipation, and excitement. Let's be honest, product line transitions rarely go completely as planned, but I can assure you that JennAir progress is taking place internally at Whirlpool Corporation. With that, I'm proud to say we are on track to launch RISE™ and NOIR™ design expressions on our committed date of March 25, 2019.

We've executed multi-million dollar brand activations leading up to this launch (Westedge, Modernism Week and The Architectural Digest Show). We have more news coming on flagship stores and our rapidly growing showroom transformation strategy, which has been highly praised by high-end designers and consumers.

Our strategy remains unchanged. We will continue to focus our investments on five key influencers (Trade Customer / Associate, Servicer, Installer, Designer, Builder). With the launch of the Bound By Nothing™ brand ethos, I'm excited to share JennAir has increased luxury brand consideration by +18%* among modern luxury discerning indulgers. NOW, more than ever, is our collective opportunity to elevate JennAir and enable momentum through our showroom transition.

We have strong inventory of our current Pro-Style® line. Our plan had been to closeout the Pro-Style line later this year. However, with our supply confidence (both current and new) we are pulling up our closeout plan to begin March 1, 2019. Here is a summary of our execution:

- Price sheet reductions to first cost will be published on March 1
- Early closeout Pro-Style® products on the price sheet will move from UMRP** to MSRP***
- All closeout SKUs will remain in active status as we continue to build with plans in place to move to obsolete status in the second half of the year
- All consumer and builder programming will be applicable through 2019

The Euro series transition plan remains unchanged. We will carry Euro as an active line in 2019.

In summary, three key points to leave you with: (1) Have confidence in our progress and supply position. (2) Increase your JennAir sales with the current Pro-Style line series. (3) Place your display orders for RISE™ and NOIR™ design expressions by **March 18, 2019**, allowing us lead time to deliver on time.

Stagnation be damned and let us be industry challengers together!



Travis Tubbs
National Sales & Merchandising Director

*Source: Dark Horse Consulting, 2018 Youtube Brand Study

**UMRP is a unilaterally established minimum retail price for products provided to the trade customer. The dealer alone determines selling price.

***MSRP is manufacturer's suggested retail price. Retailer alone has sole discretion to determine retail and advertised prices. All retail price references are for discussion purposes only.