

February 1, 2021

Dear Valued Customer,

At House of Rohl[®], we are committed to managing our business to provide luxury kitchen and bath products that allow our customers to tell their own story of a life well crafted.

This letter is to inform you that effective March 1, 2021, all House of Rohl brands including Riobel[®], Perrin & Rowe[®], Shaws[®], ROHL[®] and Victoria + Albert[®] will have new list pricing and price books.

To cover inflationary costs, the weighted average list price increase is 5.2%.

KEY PRICE INCREASE DATES

Sunday, February 28, 2021 — Last day to submit purchase orders with 2020 pricing for the five brands listed above. Cutoff time is 12:00 P.M. PST (3 P.M. EST). All purchase orders received after this date and time will receive new 2021 pricing. *Please note that February orders cannot exceed 110% of your average monthly dollar purchases based on your past three-month order history.*

Monday, March 1, 2021— Updated list prices go into effect. Please note the future availability dates of several of the new collections in the price book.

QUOTED PROJECTS

House of Rohl is committed to your partnership with respect to project work. We are reviewing all job quotes to ensure that the most competitive pricing is in place as a result of the increase. Please contact your House of Rohl representative to ensure you have updated pricing. House of Rohl reserves the right to change a quotation for any reason upon 30 days written notification.

For quick reference, all new House of Rohl[®] products as well as product deletions, which were also communicated in October 2020, can be found in the front of each price book and in the accompanying Excel pricing file. Physical books will be delivered to your showroom by February 28, 2021. Kindly distribute them to your showroom consultants upon arrival. Based on showroom consultant feedback, we have made several improvements to the 2021 price books to make the selling process even easier for you. This includes interactive versions of all five brand price books that will enable you to search and find product with the click of a mouse.

I am confident that the new launches listed in the price book will make the House of Rohl[®] offering stronger than ever and we look forward to meeting with you to discuss how we can continue to grow all our brands with you. Thank you for your continued support.

Sincerely,



Chad Rogers
Vice President of Sales, House of Rohl

NEW KITCHEN COLLECTIONS

ECLISSI™



MYRINA™



TENERIFE™



KITCHEN LINE EXTENSIONS

CAMPO™



GRACELINE®



NEW BATH COLLECTIONS

TENERIFE™



BATH LINE EXTENSIONS

ECLISSI®



GRACELINE®



MISCELO™



SHOWER EXTENSIONS



CATEGORY DISCONTINUATIONS

ALL CARE & MAINTENANCE PRODUCTS



KITCHEN DISCONTINUATIONS

ACQUI® KITCHEN



Five-Spoke Cross Handle
(X)



A1459



A1461



A1676

Sidespray versions will remain active

BATH DISCONTINUATIONS

ACQUI®



Crystal Cross Handle
(XC)

ARCANA™



Ornate Metal Lever
(L)

GRACELINE®



Satin Brass Finish
STB

VIAGGIO®



Crystal Metal Lever
(LC)



Crystal Cross Handle
(XC)

DECK MOUNT BIDETS

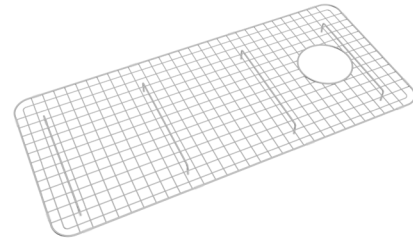
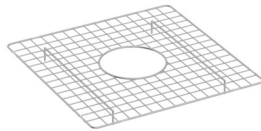




2021 NEW PRODUCT HIGHLIGHTS

KITCHEN SINK LINE EXTENSION

SHAKER™



NEW KITCHEN SINK FINISH EXTENSIONS



Matte Black
MB



Matte Grey
MG

Lead times may vary

NEW BATH PRODUCT





2021 NEW PRODUCT HIGHLIGHTS

KITCHEN LINE EXTENSIONS

AZURE™

AZURE™ TOUCHLESS



FINISH EXTENSION



Polished Nickel
PN

TRATTORIA™ TOUCHLESS





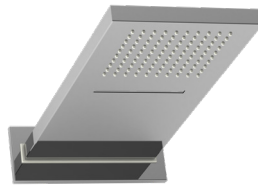
2021 NEW PRODUCT HIGHLIGHTS

NEW BATH COLLECTION

REFLET™



SHOWER EXTENSIONS



404

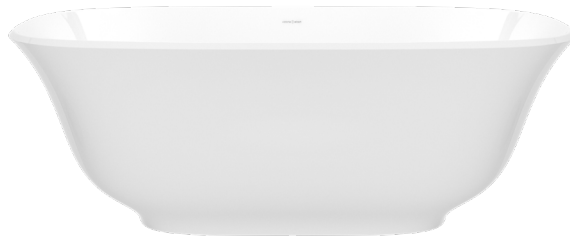
BATH DISCONTINUATIONS

DECK MOUNT BIDETS



60" BATHTUB LINE EXTENSIONS

AMIATA



AMIATA 1

BARCELONA



BARCELONA 1

TOULOUSE



TOULOUSE 1

CATEGORY DISCONTINUATIONS

ALL WASHSTANDS



DROP IN SINKS



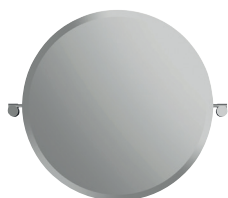
LARIO 100 SOLO



MANDELLO 114 SOLO

BATH ACCESSORIES

ALL MIRRORS



ALL BOTTLE TRAPS



KITCHEN LINE EXTENSIONS

ARMSTRONG™



HOLBORN™



BATH LINE EXTENSIONS

HOLBORN™



SHOWER EXTENSIONS



100126RS1

U.5235

U.5237

70127SA

150127SA

0126BS1

0126SBHS1

402HS5

50126HS3

40126HS1

U.5825

310127SB

0127WO

5927SH

2021 DISCONTINUATION HIGHLIGHTS

CATEGORY DISCONTINUATIONS

ALL CARE & MAINTENANCE PRODUCTS



ALL SANITARY WARE



BATH DISCONTINUATIONS

ALL DECK MOUNT BIDETS

