


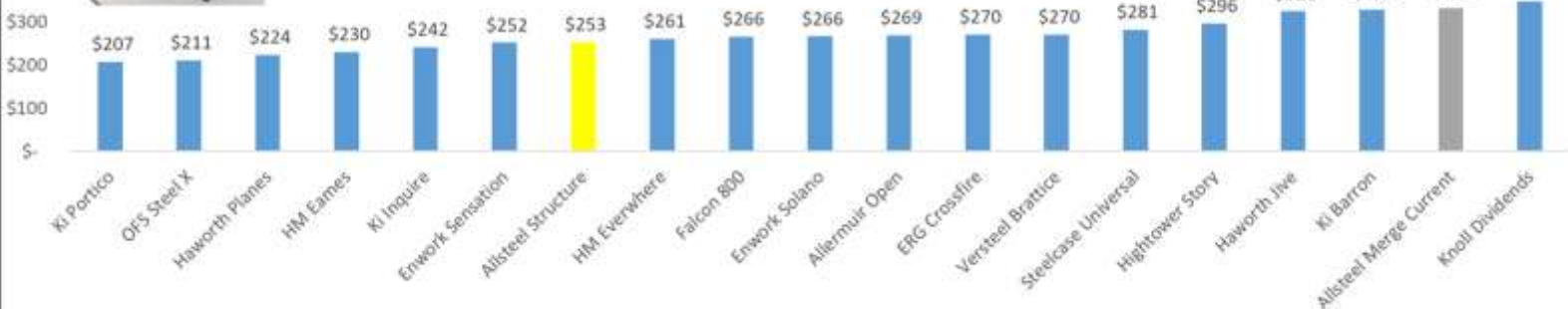

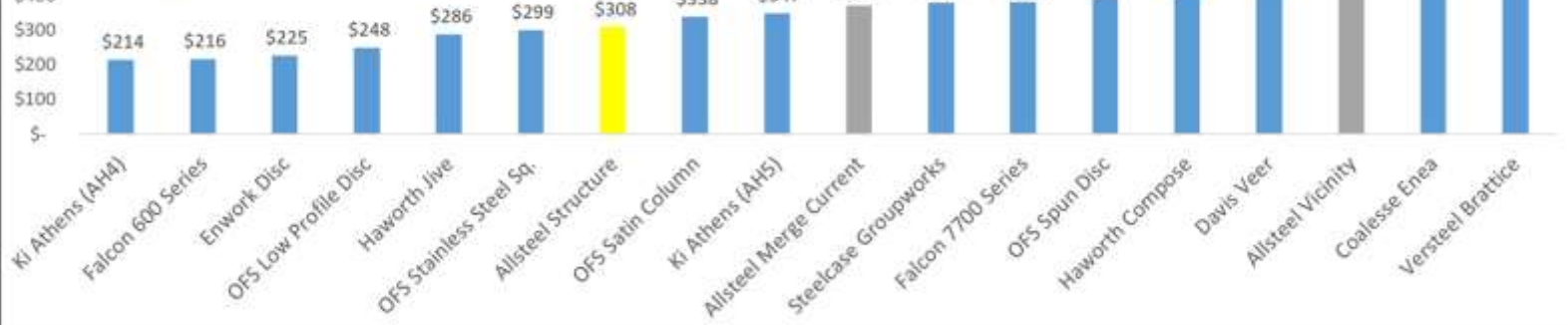




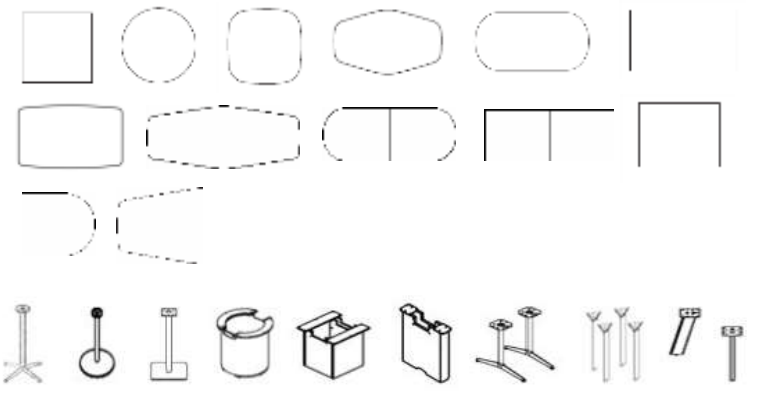


<p>Product Story</p>	<p>Structure rounds out the Allsteel table offering and supports a wide array of applications, from conference rooms to cafe settings and everything in between.</p> <p>The tables are adaptable and interchangeable for use in multiple spaces. The combination of rich details and durable design creates an experience out of any activity at the office while elevating culture and brand. A variety of table top shapes, edges, bases, and finishes ensures a consistent aesthetic throughout the entire floorplan.</p>	
<p>Key Message</p>	<p>This versatile solution addresses the need for adaptable functionality and specification flexibility throughout the entire floorplan.</p> <ul style="list-style-type: none"> • Simple spec • Wide offering of finishes • Versatile – support multiple space types 	
<p>Launch Date</p>	<p>The following components will launch Q4 2019:</p> <ul style="list-style-type: none"> ▪ Tops <ul style="list-style-type: none"> ○ Single piece tops ○ Multi-piece tops ○ Media tops ▪ Bases <ul style="list-style-type: none"> ○ "X" bases ○ Round pedestal bases ○ Square pedestal bases ○ "T" bases ○ Post legs ○ Community legs ○ Cylinder bases ○ Cube bases ○ Panel base ▪ Integrated power and data solutions 	
<p>Target Audience</p>	<p>DSRs currently specifying current product series, competitive options, and open line table options DSRs looking for one table resource for the entire office A&D community seeking rich design, clean details, and appropriate scale End-users that desire table options to fulfill their business needs and want visual coordination with interior design</p>	
<p>Product Background</p>	<p>This is a restructured offering of table tops and bases for customers seeking simple specification and application breadth.</p>	
<p>Market Trends</p>	<ul style="list-style-type: none"> ▪ Solutions that offer design and application flexibility at an attractive price point ▪ Consistency in color and finish offering to allow for design coordination throughout the workspace 	
<p>What types of customers should we target?</p>		<ul style="list-style-type: none"> ▪ I desire options to customize furniture for my business ▪ I have significant furniture experience and I know what I want ▪ I'm looking for a product that allows for and enables premium design specification ▪ I need a conference table that doesn't overwhelm the space ▪ I need a collection of tables that will fit multiple applications ▪ I want furniture that coordinates not only with other furniture, but with interior design
<p>Product Differentiators</p>	<p>Ease of Specification</p> <ul style="list-style-type: none"> ▪ One manufacturing contact ▪ Consolidated product offering <p>Versatile</p> <ul style="list-style-type: none"> • Solutions for various space types across the entire floorplan • Creates settings that promote worker choice, autonomy, and collaboration <p>Variety of Options</p> <ul style="list-style-type: none"> • Coordinating finishes • Technology support for quick power access and collaboration 	

<p>Competitive Price Positioning</p>	<p>Net price for Allsteel product is calculated using Everyday Advantage discounting. Stated GSA discounting and DTD discount assumptions are applied to non-Allsteel product. Pricing noted above is provided as reference only.</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>36' seated height round net at average discount</p> </div> </div>  <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>36' seated height round net at average discount</p> </div> </div>  </div>			
<p>Allsteel Competitive Advantages</p>	<p>Herman Miller Everywhere Tables</p>  <ul style="list-style-type: none"> ▪ No continental or counter Height ▪ No pedestal base ▪ No large conference solution 	<p>Steelcase Groupwork & Universal</p>  <ul style="list-style-type: none"> ▪ Only 2 product lines ▪ No continental or counter height 	<p>Knoll Office Tables</p>  <ul style="list-style-type: none"> ▪ Inconsistent offering across multiple product lines ▪ No continental or counter height 	<p>Haworth Planes</p>  <ul style="list-style-type: none"> ▪ Higher priced ▪ No continental or counter height
<p>Statement of Line</p>	<p>Single Piece Tops: Square, Round, Small Diamond, Soft Square, Diamond, Racetrack, Rectangle, Boat Multi Piece Tops: Diamond, Racetrack, Rectangle Media Tops: Rectangle, 1/2 Racetrack, Diamond Wedge Bases: X Base, Round Pedestal, Square Pedestal, T Base, Post Legs, Community Legs, Cylinder Base, Cube Base, Panel Base Media: Wall Mount Bracket, Table Media Mount, Column Cable Wire Manager, Conference Center Trough, Electrical</p> 			
<p>Selling Tools</p>	<p>Visualization Imagery Product Configurator CET</p>	<p>Specification/Ordering Symbols Spec. Guide/Price List Typicals Gallery</p>	<p>Literature Brochure Tables Guide</p>	<p>Information Sales Presentation AO.com Synergy</p>
<p>Training</p>	<p>NeoCon – June 2019 Allsteel University and Online Modules</p>			
<p>Promotions & Spiffs</p>				
<p>Pre-Sell Criteria</p>	<p>All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce.</p> <ol style="list-style-type: none"> 1. What is the total size of the opportunity (units/invoice)? 2. Who is the customer, and are they currently an Allsteel/HNI customer? 3. Who is the competition? 4. What is the timing for order entry? Installation? 5. Is there a mockup requirement and do we have the timing identified? 			
<p>Contact</p>	<p>Product: LB Ehlers ehlerslb@allsteeloffice.com</p>			