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CLUBHOUSE™ GO-TO-MARKET BRIEF

Key Message	<p>Gather Clubhouse is a space-provisioning solution that enables concentration for small groups in the open plan without the need for architecture.</p> <ul style="list-style-type: none"> ▪ Concentration for individuals ▪ Focus for small groups of 2-3 people ▪ Retreat from the primary workstation ▪ Visual and perceived privacy without building enclosed, architectural spaces 	
Target Audience	<p>Primary: A&D (Ancillary projects and Gather enthusiasts) Secondary: Network DSRs</p>	
Product Background	<p>The introduction of Gather in 2011 proved very successful. In addition to solving for collaboration, effective workplaces also need solutions for concentration. The need for more breakout rooms and additional spaces is increasing.</p>	
Market Trends	<ul style="list-style-type: none"> ▪ Distractions (verbal + visual + acoustical) interfere with the ability to get focused work done ▪ Open offices can improve work performance, but must also support concentrative work ▪ More spaces to meet is desired, but fixed construction is not ideal for speed and flexibility ▪ Technology is driving change and must be supported in all applications ▪ A healthy workplace is more than ergonomic task chairs. It includes the ability to choose where and how you work and control your level of privacy. Also supports multi-posture sitting and longer-term work away from the dedicated workstation. 	
What types of customers should we target?	<p>Vertical Markets</p> <ul style="list-style-type: none"> ▪ Corporate America (including start-ups, co-working spaces) ▪ Higher Education <p>Existing Gather Customers</p> <p>The new additions to the Gather Collection address the need for finding refuge outside of the workstation to focus in an open, collaborative environment.</p> <p>Key Considerations</p> <p>New furniture installations, new construction positioned as substitute for architecture, and very effective at solving for “Day 2” requests for more meeting spaces.</p>	
Product Differentiators	<p>Architectural, but not architecture: Substantial aesthetic while maintaining lightness through use of translucent screens. Additional flexibility as Clubhouse does not interfere with HVAC/sprinklers.</p> <p>Communicates unavailability: By combining the visual permanence of architecture with the flexibility of furniture, Clubhouse forms a room instead of filling a room.</p> <p>Longer-use comfort: Seat provides comfort for extended use and supports multi-postural sitting. Oversized armrest and consoles provide ancillary worksurfaces.</p> <p>Supports technology: Integrated media wall and power access.</p>	

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Competitive Price Positioning



Up-sell: Opportunity to position against architectural products, including Day 2 when there is no furniture event but more “meeting” space is desired.

Cross-sell: Show the entire range of Gather products to solve both concentrative and collaborative needs.

Discount: Standard Gather Collection discounting at 55% off.

Competitive Advantages

Architectural-based Substitutes



- No need to interface with HVAC, sprinklers, ceiling
- Easier to install for “Day 2” opportunities
- Less expensive

Furniture Competitors

Haworth Openest



- Clubhouse provides better space delineation and visual separation without blocking light
- Openest does not provide power distribution or technology support
- Clubhouse’s seat comfort is designed for longer- term use and provides worksurfaces to support active work

Allermuir Haven




- Clubhouse provides better space delineation and visual separation without blocking light
- Haven’s power is not accessible at tabletop
- Haven has very limited breadth of options and finishes (i.e., no storage or consoles, black paint only)
- Haven only supports up to four people

Bernhardt Code



- Code does not support TV-mounted display
- Code has very limited breadth of options (i.e., seating only, no storage or consoles)
- Code’s power distribution requires very specific placement of floor core

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Statement of Line	<p>14 models (SKUs): Two heights, three depths with storage, seating, and media options</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: left;"> <p>Medium Frame 54"H</p> <p>High Frame 83"H</p> <p>Seat Height 16½" - 18¼"</p> </div> <div style="text-align: center;">  </div> <div style="text-align: center;"> <p>56¼"D x 102"W 70"D x 102"W 84"D x 102"W</p> </div> </div> <p>Seating: Single or double; optional armrests and consoles provide comfort for extended use and support multi-postural sitting</p> <p>Screen: Provides visual privacy while maintaining a level of translucency</p> <p>Surfaces: Optional worksurface available (consoles can also act as writing surface); additional worksurface extension accessory enables up to 7" in extended depth</p> <p>Storage: Storage provides space for books, bags, and other portables in common shared space</p> <p>Technology: Optional media wall supports monitor and power availability</p>			
Selling Tools	Visualization Imagery Product Configurator	Specification/ Ordering Symbols Spec. Guide/Price List	Literature Spec. Sheet Product Card Inspiration Card	Information Sales Presentation AO.com Synergy
Training	Allsteel University and Online Module			
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