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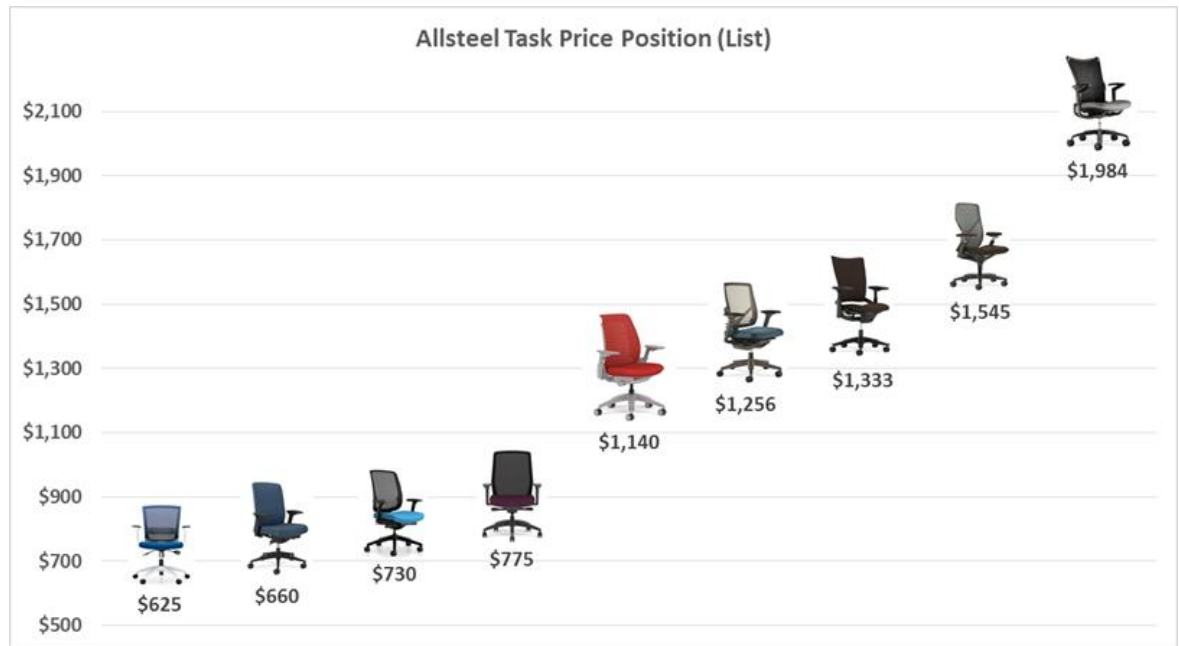
QUIP™ GO-TO-MARKET BRIEF

<p>Key Message</p>	<p>Quip has a range of standard features with a broad color palette.</p> <ul style="list-style-type: none"> ▪ Great design ▪ Broad upholstery and mesh offering ▪ Expansive standard features <p>“Meets needs, exceeds expectations” (Message to end-users) “The workhorse task chair you asked for” (Message to DSRs)</p>	
<p>Target Audience</p>	<p>Primary: DSRs currently specifying competitive task seating</p>	
<p>Product Background</p>	<p>DSRs requested a workhorse task chair at an entry-level, competitive price point. Quip answers the \$300-and-under price point with options.</p>	
<p>Market Trends</p>	<p>Dollars spent to cover the floorplate with multiple settings means some customers are spending less on task seating. Customers want effective and well-designed seating options at lower prices.</p>	
<p>What types of customers should we target?</p>	 <p>Our client base is so diverse. Some are cool and hip. Some are traditional. Explain to me how your chair meets their needs.</p> <p>We all want cool stuff, but it can't be costly.</p> <p>NO MORE black chairs, please....</p> <p>I don't want a space that is matchy-matchy but still works together.</p> <p>My budget is tight, but we can't sacrifice comfort.</p> <p>It's gotta be intuitive. I don't need an ergonomist telling me how to work the chair.</p> <p>I need 12 chairs in three weeks.</p>	
<p>Product Differentiators</p>	<p>Easy-to-buy, competitively priced task chair.</p> <ul style="list-style-type: none"> ▪ Competitive net price, Spiff, Edge Points ▪ 2 frame finishes, including white; 6 coordinated mesh colors ▪ Seat depth adjustment as standard feature 	

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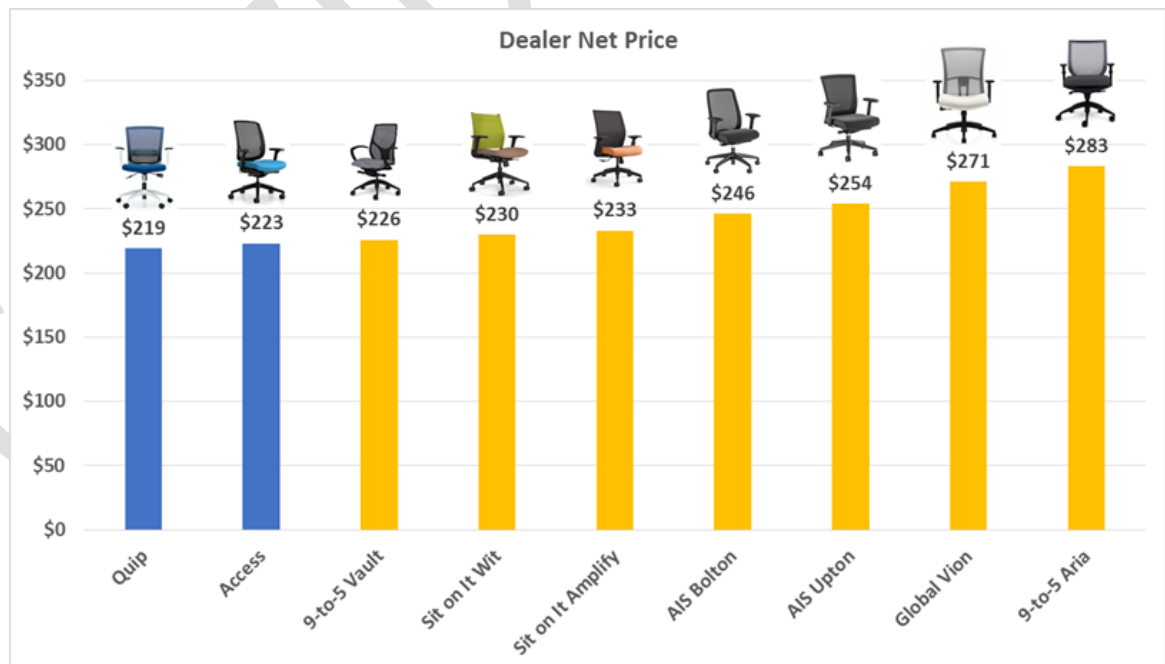
Allsteel Price Positioning

Discount: \$20 Spiff and Edge Points on discounts ≤65%. \$5 Spiff and Edge Points on bid discounts >65%.








Competitive Price Positioning

- Allsteel Quip at 65% Everyday Advantage discount
- Sit On It Wit and Amplify at 62% day-to-day discount
- Comparable model: Mesh back, 3D arms, synchro control



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<p>Competitive Advantages</p>	<p>Allsteel Quip</p>  <ul style="list-style-type: none"> ▪ Quip offers 3 control mechanisms and seat depth plus 3 arm options ▪ Optional lumbar support ▪ Task plus coordinating stool ▪ 6 mesh options plus <u>white</u> and black frame finishes ▪ Allsteel brand through limited distribution 	<p>9-to-5 Vault</p>  <ul style="list-style-type: none"> ▪ Vault offers 3 control mechanisms plus 6 arm options ▪ Task, stool, and headrest options available ▪ 8 mesh options plus black frame finish ▪ Open distribution 	<p>Sit on It Wit</p>  <ul style="list-style-type: none"> ▪ Wit's task options include Thintex upholstery and mesh with 3 control mechanisms (swivel, swivel tilt, synchro) ▪ Task plus coordinating stool; mid-back and high-back available ▪ Available in 12 mesh colors plus silver and black frame finishes ▪ Open distribution 	<p>Sit on It Amplify</p>  <ul style="list-style-type: none"> ▪ Amplify options include upholstery and mesh with two control mechanisms (swivel tilt and synchro) ▪ Mid-back mesh task and stool and high-back mesh; upholstery task and stool available ▪ Available in 10 mesh colors plus black and fog frame finishes ▪ Open distribution 	<p>AIS Upton</p>  <ul style="list-style-type: none"> ▪ Upton available with synchro-tilt mechanism ▪ Task only ▪ Available in black mesh plus black frame finish ▪ Open distribution
<p>Statement of Line</p>	<p>Mesh: 6 (Platinum, Poppy, Graphite, Clay, Navy, Carbon)</p> <ul style="list-style-type: none"> ▪ Frame: 2 (Black, White) ▪ Base: 3 (Black, Titanium) ▪ Arms: 3 (Armless, Fixed, Adjustable) ▪ Controls: 1 (Basic Synchro); Seat Height, Tilt Tension, Tilt Lock, Seat Depth 				
<p>Selling Tools</p>	<p>Visualization Imagery Product Configurator</p>	<p>Specification/Ordering Symbols Spec. Guide/Price List</p>	<p>Literature Spec. Sheet Brochure</p>	<p>Information Sales Presentation AO.com Synergy</p>	<p>Samples Sample chairs</p>
<p>Training</p>	<p>Allsteel University and Online Module</p>				
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