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CONFIDENTIAL

REFLECT® GO-TO-MARKET BRIEF

Key Message	<p>Gather Reflect is a personal soft-seating solution that supports individual concentration within a collaborative environment or small-group focus when multiple units are used together.</p> <ul style="list-style-type: none"> ▪ Private, productive space for individuals ▪ Swivel accommodates group-focused work by allowing inward or outward movement ▪ Attractive asymmetrical design accommodates use of devices ▪ Looks great from all sides 	
Target Audience	<p>Primary: A&D (Ancillary projects and Gather enthusiasts) Secondary: Network DSRs (1:1 DSRs also sell a lot of Gather)</p>	
Product Background	<p>The introduction of Gather in 2011 proved very successful. In addition to solving for collaboration, effective workplaces need solutions for concentration. There is more demand for individual space products.</p>	
Market Trends	<ul style="list-style-type: none"> ▪ Distractions (verbal + visual + acoustical) interfere with the ability to get focus work done ▪ Open offices can improve work performance, but must also support concentrative work ▪ Technology is driving change and must be supported in all settings ▪ 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>Existing Gather Customers The new additions to the Gather collection address the need for finding refuge outside of the workstation.</p> <p>Key Considerations Reflect works well in any open space and excels when planned along a bank of windows. It allows user to face into the action or create a focused window seat.</p>	
Product Differentiators	<p>Function</p> <ul style="list-style-type: none"> ▪ Ability to rotate enables multiple work modes ▪ Enhanced seat comfort for longer-term work ▪ Back height surrounds user and blocks visual distractions without being claustrophobic ▪ Upholstered/padded interior creates perceived privacy <p>Perception</p> <ul style="list-style-type: none"> ▪ Visual messaging – enclosure communicates unavailability ▪ Asymmetrical form creates visual interest ▪ Mixed materials with on-trend veneer finish <p>Proportion</p> <ul style="list-style-type: none"> ▪ Enables multiple postures with generous seat width allowing room for personal belongings ▪ Generous side ledge for ancillary devices; provides support for technology and writing surface 	

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<p>Competitive Price Positioning</p>	<p style="text-align: center;">Reflect Competitive List Pricing</p> <table border="1"> <thead> <tr> <th>Model</th> <th>Price</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>Teklion Fractals</td> <td>\$2,501</td> <td>0.56</td> </tr> <tr> <td>Steelcase Brody</td> <td>\$3,100</td> <td>0.69</td> </tr> <tr> <td>Bernhardt Code</td> <td>\$4,229</td> <td>0.94</td> </tr> <tr> <td>Allermuir Haven</td> <td>\$4,375</td> <td>0.97</td> </tr> <tr> <td>Coalesse Lagunitas</td> <td>\$4,389</td> <td>0.98</td> </tr> <tr> <td>Gordon International Oracle</td> <td>\$4,415</td> <td>0.98</td> </tr> <tr> <td>Reflect</td> <td>\$4,500</td> <td>1.00</td> </tr> <tr> <td>Haworth CAPD</td> <td>\$5,610</td> <td>1.25</td> </tr> <tr> <td>Haworth Tulip</td> <td>\$9,409</td> <td>2.09</td> </tr> <tr> <td>Vitra Alcove</td> <td>\$10,030</td> <td>2.23</td> </tr> <tr> <td>Buzzispace Buzzit-Up</td> <td>\$14,433</td> <td>3.21</td> </tr> </tbody> </table>	Model	Price	Ratio	Teklion Fractals	\$2,501	0.56	Steelcase Brody	\$3,100	0.69	Bernhardt Code	\$4,229	0.94	Allermuir Haven	\$4,375	0.97	Coalesse Lagunitas	\$4,389	0.98	Gordon International Oracle	\$4,415	0.98	Reflect	\$4,500	1.00	Haworth CAPD	\$5,610	1.25	Haworth Tulip	\$9,409	2.09	Vitra Alcove	\$10,030	2.23	Buzzispace Buzzit-Up	\$14,433	3.21	<p>Up-sell: Sell in packs of 2 or 3 to use in a collaborative area.</p> <p>Cross-sell: Use Further hub for power and Transfer for worksurface.</p> <p>Discount: Standard Gather Collection discounting at 55% off.</p>
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<p>Statement of Line</p>	<p>Steelcase Brody</p> <ul style="list-style-type: none"> ▪ Brody's hard upper shell creates distracting sound resonance ▪ Brody cannot rotate to accommodate multiple work modes ▪ Brody's posture is overly prescriptive 	<p>Allermuir Haven</p> <ul style="list-style-type: none"> ▪ Haven's base is fixed and cannot rotate ▪ Reflect provides support for ancillary devices such as tablet, notebook, cup ▪ Haven doesn't offer mixed materiality with veneer shell 	<p>Vitra Alcove</p> <ul style="list-style-type: none"> ▪ Alcove's base is fixed and cannot rotate ▪ Reflect has significant price advantage ▪ Alcove doesn't offer mixed materiality with veneer shell 	<p>Coalesse Lagunitas</p> <ul style="list-style-type: none"> ▪ Lagunitas' base is fixed and cannot rotate ▪ Reflect provides support for ancillary devices such as tablet, notebook, cup ▪ Lagunitas doesn't offer mixed materiality with veneer shell 																																		
<p>Screen: Enveloping top</p> <p>Surface: Asymmetrical design allows ample room for technology or writing</p> <p>Power: Use in combination with Further hub</p> <p>Finishes: Veneer base adds premium option that competition lacks</p>																																						

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Selling Tools	Visualization	Specification/ Ordering	Literature	Information
	Imagery Product Configurator	Symbols Spec. Guide/Price List	Spec. Sheet Product Card Inspiration Card	Sales Presentation AO.com Synergy
Training	Allsteel University and Online Module			
Contact	Product: Tony Ash asha@allsteeloffice.com or Darren Keele keeled@allsteeloffice.com Marketing: Chelsea Hillman hillmanci@allsteeloffice.com			

