



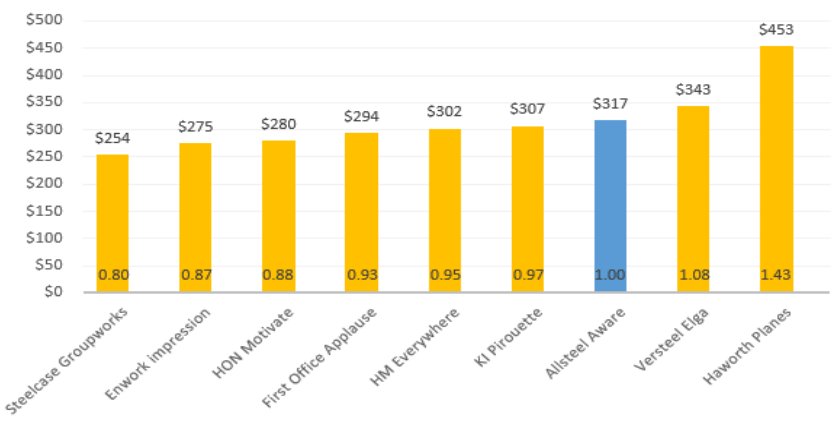
# Allsteel®

## CONFIDENTIAL

### AWARE® COLLECTION GO-TO-MARKET BRIEF

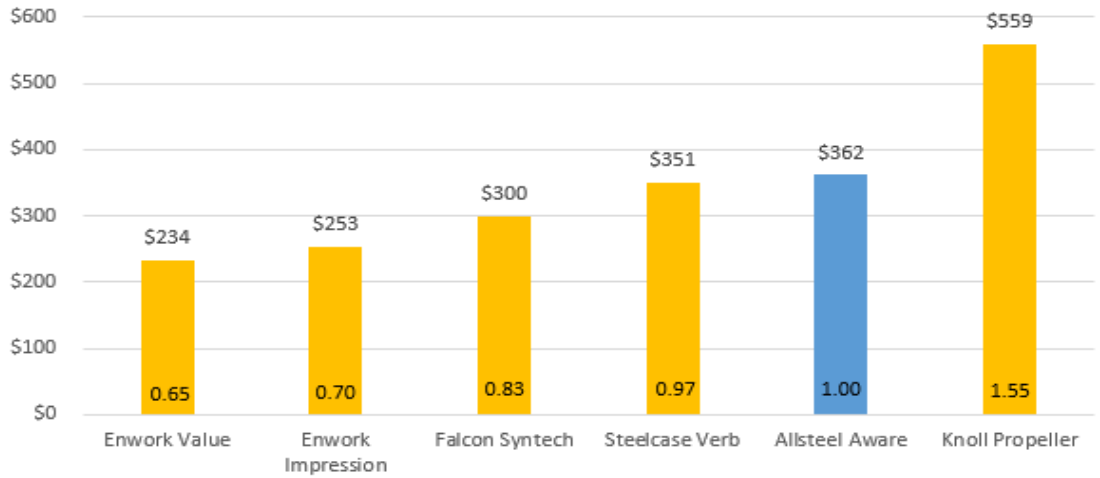
<p><b>Key Message</b></p>	<p>The Aware Collection offers a full solution of tables and AV and hospitality credenzas as well as presentation furniture to meet training and hospitality needs in both corporate and higher education environments.</p> <ul style="list-style-type: none"> <li>▪ Full training environment solution</li> <li>▪ Versatile and movable – adapts to multiple training activities</li> <li>▪ Single source/supplier for corporate training and higher education</li> </ul>	
<p><b>Target Audience</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Primary:</b> Dealer designers/specifiers</li> <li>▪ <b>Secondary:</b> DSRs</li> </ul> <p>Project: Day-to-day (50:50) Typically on ancillary bids</p>	
<p><b>Product Background</b></p>	<ul style="list-style-type: none"> <li>▪ Dealers often go outside of Allsteel for corporate training ancillary products, and many resort to open-line alternatives</li> <li>▪ Allsteel research indicates that around 70% of decision-makers prefer a single source/supplier for the corporate training space</li> <li>▪ Furniture for the training environment is often specified as a total package</li> </ul>	
<p><b>Market Trends</b></p>	<ul style="list-style-type: none"> <li>▪ Landscape of training room is changing due to:             <ul style="list-style-type: none"> <li>○ Real estate compression</li> <li>○ Technology changes</li> <li>○ Generation shift</li> </ul> <p>As a result, training spaces tend to serve more than one purpose and demand flexibility and adaptability for quick reconfiguration of space.</p> </li> <li>▪ Customers are frequently requesting laminate options for casegoods such as buffet credenzas, recycle bins, and lecterns. Laminate offers high durability and longevity at a lower price point compared to veneer casegoods.</li> <li>▪ Training/learning in corporate and education has become more hands-on. Multiple table configurations and user-movable furniture such as mobile boards and mobile lecterns work together to support interactive learning and increase engagement.</li> </ul>	

# Allsteel®

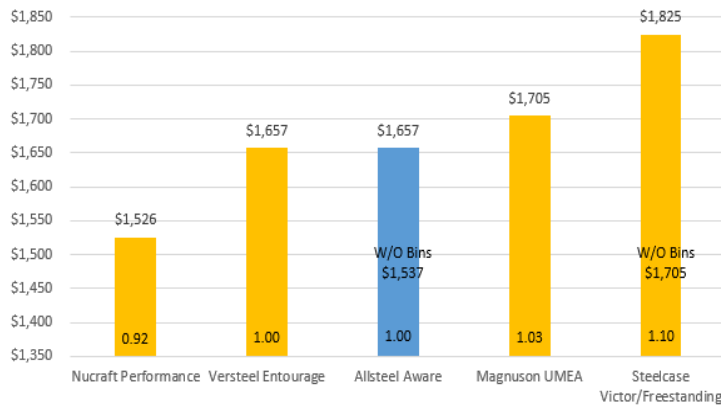
<p><b>What types of customers should we target?</b></p>	 <p>We have Aware tables. Love it, what's new?</p> <p>We need credenzas that are more functional.</p> <p>I have students that learn better when they are standing.</p> <p>We have a space that serves multiple purposes – training, meeting, etc.</p> <p>I want one supplier to design my training space.</p> <p>I am tired of seeing these ugly plastic trash cans.</p> <p>We need to put more whiteboards around the classroom. Our students are so engaged. We need to find a way to capture their thoughts.</p>																														
<p><b>Product Differentiators</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Versatile and functional</b> – Adapt or reconfigure to multiple training activities             <ul style="list-style-type: none"> <li>○ Mobile – Tables, marker/tackable boards, lectern</li> <li>○ Multiple table shapes, technology-supporting credenzas</li> </ul> </li> <li>▪ <b>Looks great together</b> – Pieces complements each other             <ul style="list-style-type: none"> <li>○ Design – Timeless, neutral aesthetic. Will coordinate well with other Allsteel designs without becoming dated</li> <li>○ Finishes – Laminate and paint finishes match other Allsteel products, making it easy to utilize Aware products where needed</li> </ul> </li> <li>▪ <b>Complete solution</b> – One-source solution for all training product needs</li> </ul>																														
<p><b>Competitive Price Positioning</b></p>	<p style="text-align: center;"><b>24x60 Seated Height Table - Dealer Net</b></p>  <table border="1"> <thead> <tr> <th>Competitor</th> <th>Price</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Steelcase Groupworks</td> <td>\$254</td> <td>0.80</td> </tr> <tr> <td>Enwork Impression</td> <td>\$275</td> <td>0.87</td> </tr> <tr> <td>HON Motivate</td> <td>\$280</td> <td>0.88</td> </tr> <tr> <td>First Office Applause</td> <td>\$294</td> <td>0.93</td> </tr> <tr> <td>HM Everywhere</td> <td>\$302</td> <td>0.95</td> </tr> <tr> <td>Ki Pirouette</td> <td>\$307</td> <td>0.97</td> </tr> <tr> <td>Allsteel Aware</td> <td>\$317</td> <td>1.00</td> </tr> <tr> <td>Versteel Elga</td> <td>\$343</td> <td>1.08</td> </tr> <tr> <td>Haworth Planes</td> <td>\$453</td> <td>1.43</td> </tr> </tbody> </table> <p>67% Everyday Advantage discount</p>	Competitor	Price	Value	Steelcase Groupworks	\$254	0.80	Enwork Impression	\$275	0.87	HON Motivate	\$280	0.88	First Office Applause	\$294	0.93	HM Everywhere	\$302	0.95	Ki Pirouette	\$307	0.97	Allsteel Aware	\$317	1.00	Versteel Elga	\$343	1.08	Haworth Planes	\$453	1.43
Competitor	Price	Value																													
Steelcase Groupworks	\$254	0.80																													
Enwork Impression	\$275	0.87																													
HON Motivate	\$280	0.88																													
First Office Applause	\$294	0.93																													
HM Everywhere	\$302	0.95																													
Ki Pirouette	\$307	0.97																													
Allsteel Aware	\$317	1.00																													
Versteel Elga	\$343	1.08																													
Haworth Planes	\$453	1.43																													

# Allsteel®

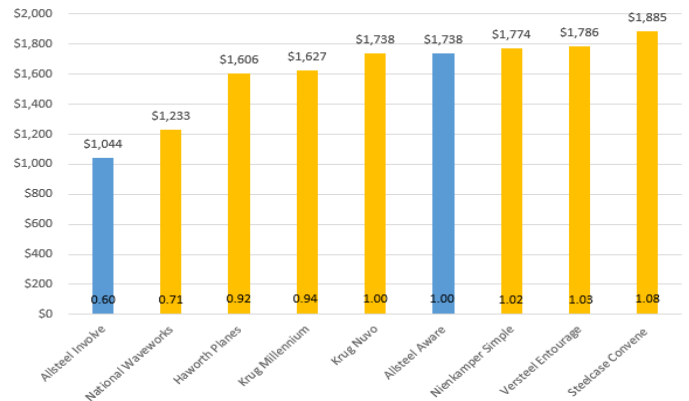
## 24x60 Standing Height Table - Dealer Net



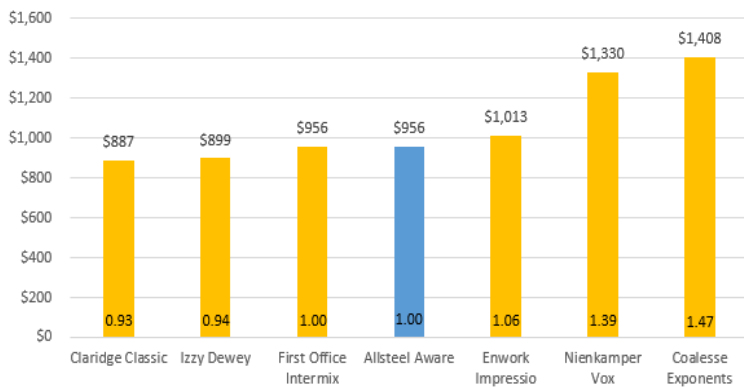
## 57" Recycle Credenza - Dealer Net



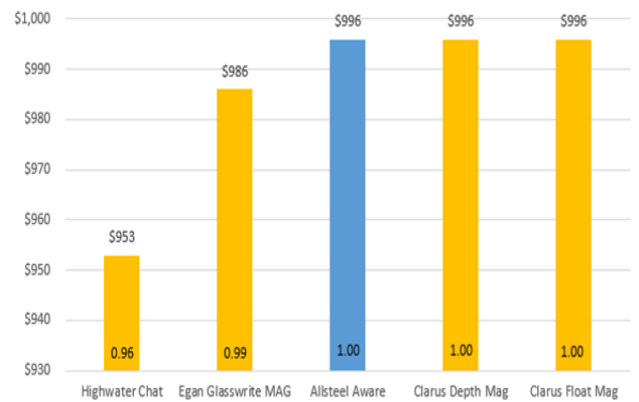
## 72" Buffet Credenza - Dealer Net



## Lectern - Dealer Net



## 48"x60" Glass Wall Board - Dealer Net



# Allsteel®

Competitive Advantages	Open-Line Competitors				
	<p><b>Enwork</b></p> <p>Doesn't offer a mobile tackboard</p> <p>Aware product design and finishes complement each other better</p>	<p><b>KI</b></p> <p>Doesn't offer a buffet/recycle credenza</p> <p>Aesthetics mostly geared towards higher education</p> <p>Aware product design and finishes complement each other better</p>	<p><b>Nienkamper</b></p> <p>Doesn't have a mobile whiteboard and tackboard</p> <p>Credenza has less functionality (can only accommodate small trash can)</p>	<p><b>Nucraft</b></p> <p>Doesn't have a mobile whiteboard and tackboard</p>	<p><b>IZZY</b></p> <p>Doesn't have a credenza</p> <p>Lighter scale, lower height</p> <p>Geared toward education market</p>
	Major Competitors				
	<p><b>Steelcase Coalesse</b></p> <p>Doesn't have a mobile tackboard</p> <p>Have to pick from different product lines to match the Aware collection. More geared towards education market. Some pieces are value driven, and some are design driven.</p>	<p><b>Haworth</b></p> <p>Doesn't have a mobile tackboard</p> <p>Credenza lacks functionality that Aware has (passive ventilation, wire management, removable back, storage options)</p> <p>Less stable units with stacking options</p>			
<p><b>Statement of Line</b></p>	<p><b>Tables (Seated and Standing Height):</b> Rectangle, Trapezoid, Crescent, Polygon, Half-Round, Pie-Connector</p> <p><b>Credenzas:</b> Buffet and Recycle, 2-Bay and 3-Bay units</p> <p><b>Marker Boards:</b> Wall-Hung and Mobile</p> <p><b>Tackboard:</b> Mobile</p> <p><b>Lectern:</b> Mobile; accommodates power and technology</p>				
<p><b>Selling Tools</b></p>	<p><b>Visualization</b></p> <p>Imagery</p>	<p><b>Specification/Ordering</b></p> <p>Symbols</p> <p>Spec. Guide/Price List</p>	<p><b>Literature</b></p> <p>Spec. Sheets</p> <p>Brochure</p>	<p><b>Information</b></p> <p>Sales Presentation</p> <p>AO.com</p> <p>Synergy</p>	
<p><b>Training</b></p>	<p>Allsteel University and Online Module</p>				
<p><b>Contact</b></p>	<p><b>Product:</b> Joe Walczyk <a href="mailto:walcyzkj@allsteeloffice.com">walcyzkj@allsteeloffice.com</a></p> <p><b>Marketing:</b> Theresa Cannavo <a href="mailto:cannavot@allsteeloffice.com">cannavot@allsteeloffice.com</a></p>				

# Allsteel®



### Aware Statement of Line

**Tables**

Rectangle	Trapezoid	Crescent	Polygon	Half-Round	Pie Connector	Standing Height

**Nesting and Fixed Tables with T-Legs**

Rectangle	18", 24", 30", 36"D	x 36", 42", 48", 54", 60", 66", 72", 84", 96"W
Trapezoid	24"D	x 60"W
Crescent	30"D	x 85"W
Polygon	30"D	x 66"W
Half-Round	24", 30", 36"D	x 48", 60", 72"W

**Nesting and Fixed Tables with V-Legs**

Rectangle	24" and 30"D	x 36", 42", 48", 54", 60", 66", 72", 84", 96"W
Trapezoid	30"D	x 72"W
Crescent	24"D	x 70"W
Polygon	24"D	x 55"W
Half-Round	24" and 30"D	x 48" and 60"W

**Lectern**

44 1/2"H x 26"W x 19"D

**Credenzas**

3-Bay Buffet*	2-Bay Buffet**	3-Bay Recycle	2-Bay Recycle

Buffet credenza: 34"H x 48"/72"W x 24"D  
 Recycle credenza: 40"H x 36"/57"W x 20"D

\*Removable right and left back panels.  
 \*\*Available with removable left back panel or removable right back panel.  
 Buffet credenzas available with or without grommet. 25-gallon containers sold separately.

**Writable\* and Tackable Boards**

Wall-Hung Writable	Mobile Writable and Tackable

Wall-hung writable boards (HxW): 36" x 48", 48" x 48", 48" x 60", 48" x 72", 48" x 96"  
 Mobile writable/tackable boards (HxW): 50" x 36", 50" x 48", 72" x 36", 72" x 48", 72" x 60"  
 \*Available in porcelain or glass.  
 \*\*Available in porcelain only.



# Allsteel®

CONFIDENTIAL