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| <p>Product Story</p> | <p>People are looking for spaces to hide, work alone, focus, or just get away. Previously intended for heads-down work, the workstation is no longer the only space where this type of work is happening. People often take their personal work to large, open environments, but these spaces are not necessarily designed to support this type of work. Teams are also increasingly meeting in open environments rather than enclosed spaces.</p> <p>Additionally, large, shared spaces are used for many activities. The cafe is no longer a break area hidden in the back of the office – it's prime real estate used differently throughout the day. This creates a need for a high level of flexibility, but also a potential for chaotic spaces.</p> <p>The Townhall collection, developed in collaboration with Rainlight Design Studio, is a grouping of moveable soft seating, tables, and accessories developed to activate these large, open, shared spaces. The collection provides solutions that can be moved around, reconfigured, and repurposed for whatever the moment demands. Seating addresses different work postures, like upright, relaxed, and even "fidgeting." Tables are available in multiple sizes and heights for small or large gatherings. A mobile screen provides a visual barrier for private meetings.</p> <p>Each individual component contributes to the collection's ability to create agile micro-environments that add variety to the space. These solutions are intended to help answer the following questions:</p> <ul style="list-style-type: none"> ▪ How do you create flexibility without creating chaos? ▪ How do you support real "team" work in open environments? ▪ How do you support real "I" work behaviors away from the workstation? | |
| <p>Key Message</p> | <p>The Townhall collection supports multiple activities for individuals and teams in large, open spaces with thoughtful, functional design.</p> <ul style="list-style-type: none"> ▪ Destination <ul style="list-style-type: none"> ○ Sought with intent – supports active work ○ Personal space ○ Team space ▪ Agility <ul style="list-style-type: none"> ○ Movability vs. mobility ○ Control the chaos ○ Multiple applications ▪ Wellness <ul style="list-style-type: none"> ○ Humanized environments ○ Support for motion ○ Alternative postures |  |
| <p>Launch Date</p> | <p>The Townhall collection will launch Fall 2018.</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  <p>Peak</p> </div> <div style="text-align: center;">  <p>Wedge</p> </div> <div style="text-align: center;">  <p>Rock and Cloud</p> </div> <div style="text-align: center;">  <p>Picnic Table, Bench, Stool Summit</p> </div> </div> | |
| <p>Target Audience</p> | <p>Primary: Dealer DSRs, Dealer Designers Secondary: Architect & Design Firms</p> | |
| <p>Product Background</p> | <p>Work is happening everywhere in the office environment, from the workstation to the cafe. As an increasing amount of individual and team work is happening in open, shared spaces, it is highlighting the fact that these spaces are not often designed to support this type of work. The Townhall collection addresses these challenges with a thoughtfully designed product offering.</p> | |
| <p>Market Trends</p> | <ul style="list-style-type: none"> ▪ Increasing acceptance of work away from the workstation (work happens anywhere and everywhere) ▪ User choice and control ▪ Focus on wellness ▪ Single spaces must accommodate a greater number of activities | |

What types of customers should we target?

I like flexibility but I don't want the mess.

I want teams to be able to easily change their furniture surroundings.

When I work at my desk, people find me. I need a place to hide.

I'm looking for something kind of fun for the space, but it must support active work.

I love residential-type furniture design, but the posture is not comfortable for working.

I need a simple, straightforward way to divide space.

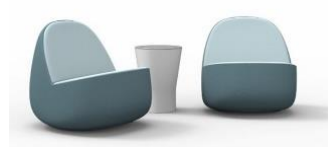
People aren't built to sit still eight hours a day. I want furniture that helps me move.

Product Differentiators



Peak: Moveable Lounge Shaped for Work

- Chaise for GenY postures
- Forward sit for engaged work
- Back peaked to define space, low side to straddle arm
- Open side feels right for separate user at same time
- Create landscapes with simple kit-of-parts
- Slide glides allow rearrangement without chaos of wheels



Rock: Work Rocker

- Posture – work first, relaxed second (work geometry)
- Fidget-friendly design provides subtle rock motion when seated
- Fun – people smile when sitting
- A modern, more refined, more purposeful alternative to the bean bag
- Supports well-being
- Handle enables movability
- Same high-durability material as a kayak



Wedge: A Slice of Privacy

- One chair, many uses (solo, team, shared)
- Comfort-molded back
- Light weight enhances movability
- Small scale complements Reflect® and Retreat™ privacy solutions
- Open design (see feet) communicates occupancy and unavailability at same time



Picnic: Maximizing In-Between Spaces

- Designed for agile touchdowns
- Maximizes in-between spaces with purposefully designed narrow depth
- Layering like Russian nesting dolls
- Two people can easily move like picnic table in backyard
- Soft-touch laminate options
- Upholstered seat becomes personal table when laminate top on same base is specified
- Personal stool can be easily stowed away under bench



Summit: Stackable Fidget Furniture

- Fidget-friendly design provides subtle rock motion when seated
- Supports well-being
- Easily stacks and moves aside when more space is needed
- Unique "two-legged" design reduces visual noise in space



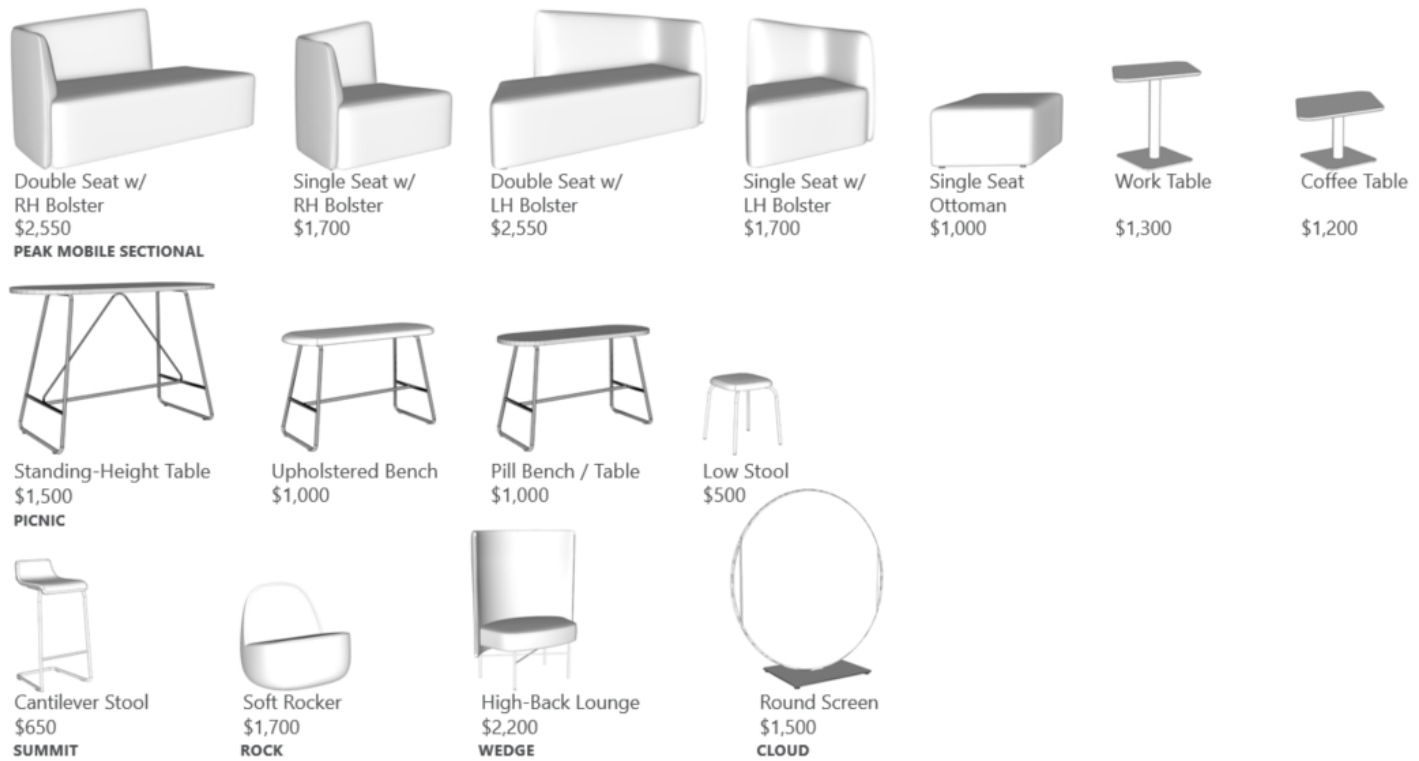
Cloud: Light & Glideable Space Division

- Simple space division increases visual privacy
- Use in large, shared spaces or team environments
- Slide glides enable movability
- Handles make movement easy

Allsteel®

Competitive Price Positioning

Townhall Collection Statement of Line & List Price*



*Note: list price is for Grade A Fabric

Detailed competitive pricing by product available in sales training presentation

Allsteel Competitive Advantages

Rock vs. Bernhardt Mitt

- Rock actually rocks, and Mitt has no movement
- Rock has durable under-structure made of kayak material that will not be damaged with frequent moves

Peak vs. Allermuir Henge

- Henge is a conventional modular system – standalone components are not purposeful unless attached
- Henge does not feature enhanced slide glides

Summit vs. Stylex Allround

- Allround does not stack
- Allround does not feature a gentle rock

Cloud vs. Arper Parentesit

- Parentesit is not easily moveable
- Parentesit does not have handles

Wedge vs. Teknion Fractals

- Fractals is heavy and not easily movable

Statement of Line

Peak – Double and Single Lounge, Ottoman, Work Table, Coffee Table
Wedge – High-Back Lounge
Rock – Soft Rocker
Summit – Stacking Cantilever Stool
Picnic – Standing-Height Table, Upholstered Bench, Pill Bench/Table, Stacking Low Stool
Cloud – Round Screen

Selling Tools

Visualization
 Imagery
 Product Configurators
 Rock Mini Model

Specification/Ordering
 Symbols
 Spec. Guide/Price List
 Typical Gallery

Literature
 Spec. Sheets
 Statement of Line Sheet
 Brochure

Information
 Sales Presentation
 AO.com
 Synergy

Training

NeoCon – June 2018
 Allsteel University and Online Modules
 Designer Learning Path

Promotions & Spiffs

Standard dealer showroom discount – 75%
 Standard A&D discount – 65%; Promotional A&D discount – 75% (Jan.-March 2019)

Pre-Sell Criteria

All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce.

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?

Contact

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