


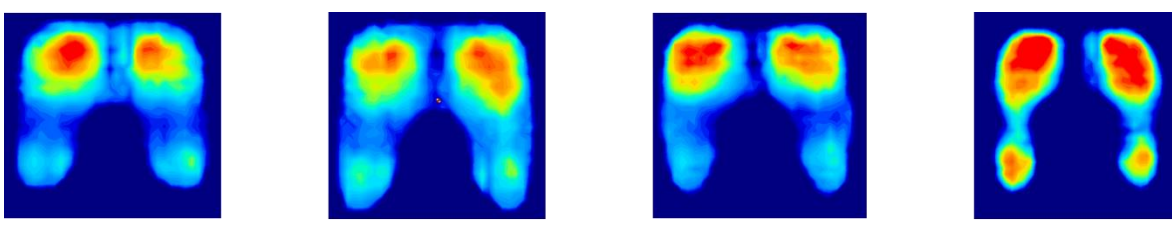
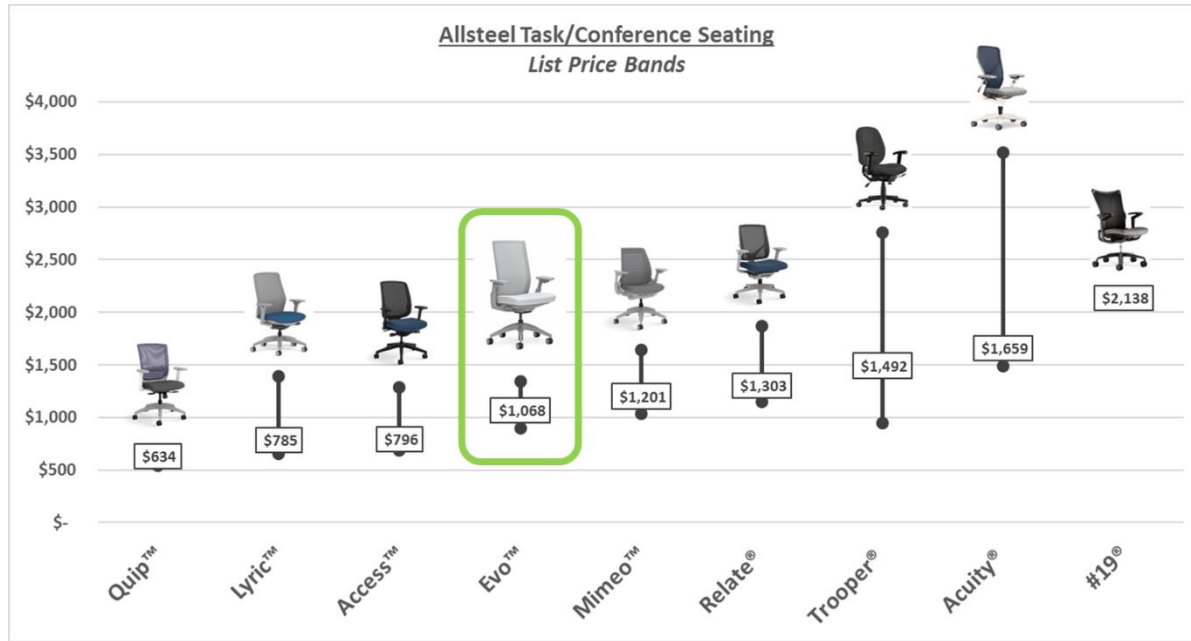


<p>Product Story</p>	<p>A single task chair is rarely used all day long by an individual. People are just as likely to spend a few hours in a meeting room or at a shared bench as they are at their desk getting work done. But little time is spent adjusting the chair. What if there was a chair that provided intuitive comfort with fuss-free controls and looked equally good at the workstation and in the conference room?</p> <p>Evo task chairs and stools, conference chairs, and side chairs are adaptable and interchangeable for use in multiple spaces. Specially sculpted and formulated foam creates a sit that's proven to reduce pressure points through scientific pressure mapping testing. Easy-to-reach, up-front controls allow finger-tip user access and ergonomic adjustment.</p> <p>Evo offers a comfortable seating experience that's easily customizable by the user, wherever they work.</p>	
<p>Key Message</p>	<p>Evo is a complete seating solution for the individual and team that supports a wide array of applications, from the traditional workstation to the private office and conference room. Its versatility in addressing an individual's need for enhanced comfort and control is supported by an intuitively designed seat and weight-activated mechanism.</p> <p>The Evo task and conference seat has been purposefully engineered with comfort in mind. The result is Allsteel's most comfortable seat yet.</p> <ul style="list-style-type: none"> ▪ Creative options for design expression, including accent stitching on the upholstered seat and back and multiple mesh colors ▪ Innovative comfort with unique foam formulation and geometry ▪ Intuitive, easy-access user controls 	
<p>Launch Date</p>	<p>The following products will launch July 2, 2018:</p> <ul style="list-style-type: none"> ▪ Task chair and stool (mesh high-back) ▪ Conference chair (upholstered mid-back) ▪ Side chair (mesh back) 	
<p>Target Audience</p>	<p>DSRs currently specifying competitive task, conference, and guest seating A&D community seeking rich design, clean details, and appropriate scale End-users that desire options to customize furniture for their business and want visual coordination with interior design</p>	
<p>Product Background</p>	<p>Evo is the direct result of market demand for a seating product that merges simple design, choices in options, and ergonomic support at an attractive price.</p>	
<p>Market Trends</p>	<ul style="list-style-type: none"> ▪ Customers demanding soft design in task and conference seating at an attractive price point ▪ Ongoing focus on ergonomic support and user-interfacing control adjustments ▪ Consistency in color and finish offering to allow for design coordination throughout the workspace 	
<p>What types of customers should we target?</p>	 <ul style="list-style-type: none"> ▪ I desire options to customize furniture for my business ▪ I have significant furniture experience and I know what I want ▪ I'm looking for a product that allows for and enables premium design specification ▪ I'm always on the move. I want a chair that fits me and requires minimal adjustment ▪ I need a conference chair that doesn't overwhelm the space ▪ I need a core collection of seating that will fit private offices, workstations, and guest seating applications ▪ I want furniture that coordinates not only with other furniture, but with interior design 	
<p>Product Differentiators</p>	<p>Feature-Rich in Details</p> <ul style="list-style-type: none"> ▪ Polished aluminum options – casters, base, and fixed arms ▪ 10 accent stitch options, for seat and back (conference) upholstery – including coordinated stitch <p>Intuitive Control Adjustability</p> <ul style="list-style-type: none"> ▪ Weight-activated mechanism automatically responds to the individual user ▪ Finger-tip user adjustments with iconography for ease of ergonomic tuning <p>Ergo-Centric Design for Comfort</p> <ul style="list-style-type: none"> ▪ Unique seat foam formulation and geometry provides enhanced user comfort ▪ Adjustable and retrofittable lumbar for post-purchase installation  <p>The Evo seat has been purposefully engineered with comfort in mind, resulting in Allsteel's most comfortable seat yet</p>  <p>Competitor A Competitor B Competitor C Competitor D</p>	

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Internal Price Positioning



Up-Sell

Sell the task/conference chair plus the side chair

Discount

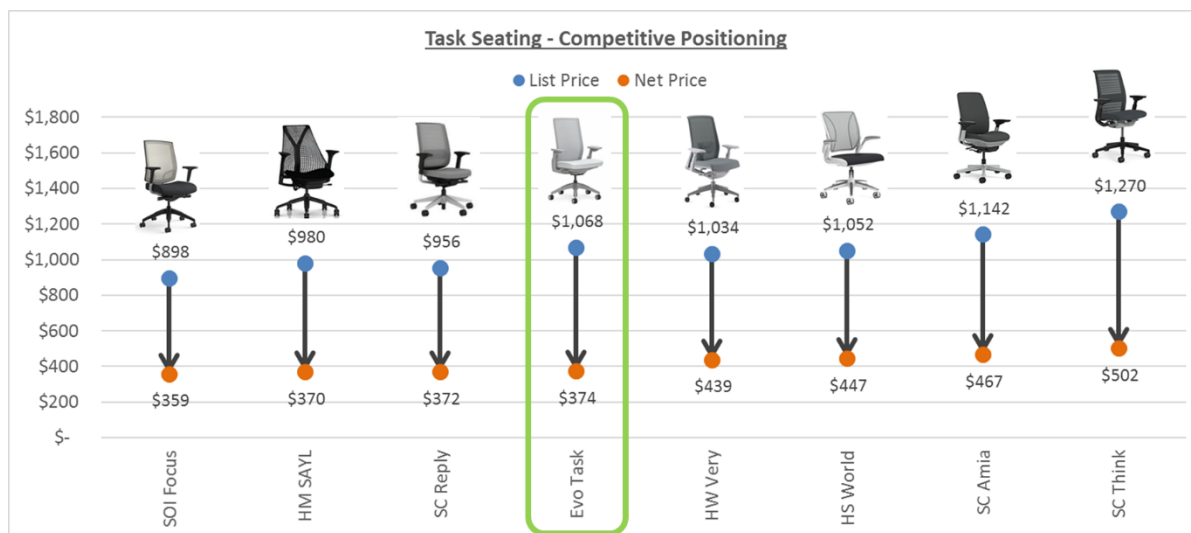
65% off on Everyday Advantage program

Dealer Incentives*

5% Edge payout (1% base + 4% additional earnings) on all Evo seating models. No Inside Edge payout on sales with discount > 78%.

*Through Sept. 29, 2018

Competitive Price Positioning



Comparative Model Builds Task Chair

- Mesh high-back
- 4D adjustable arms
- Poly base
- Lumbar adjustment



Comparative Model Builds Conference Chair

- Upholstered mid-back
- Fixed, polished aluminum arms
- Polished aluminum base








Comparative Model Builds Side Chair

- Mesh back
- 4-leg with casters
- Fixed arms
- Titanium frame finish

Net price for Allsteel product is calculated using Everyday Advantage discounting. Stated GSA discounting and DTD discount assumptions are applied to non-Allsteel product. Pricing noted above is provided as reference only.

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Allsteel Competitive Advantages	<p style="text-align: center;">Humanscale World</p>  <ul style="list-style-type: none"> ▪ Control mechanism doesn't feature recline lock for upright-engaged postures ▪ No dedicated, adjustable lumbar component ▪ Polished aluminum base is not available as an option ▪ No stool-height model 	<p style="text-align: center;">Haworth Very</p>  <ul style="list-style-type: none"> ▪ Control mechanism is 3-point with tilt tension, not weight-activated ▪ Control adjustment levers can be difficult to discern ▪ No fully upholstered back option for conference ▪ No accent stitch detail option for visual creativity 	<p style="text-align: center;">Knoll Remix</p>  <ul style="list-style-type: none"> ▪ Control mechanism is synchro-tilt motion, not weight-activated ▪ Mesh-back models are not available for specification ▪ Polished aluminum loop arms prevent side-sitting ▪ Side chair incapable of stacking due to design 	<p style="text-align: center;">Steelcase Amia</p>  <ul style="list-style-type: none"> ▪ Control mechanism is synchro-tilt motion, not weight-activated ▪ Lumbar support can't be retro-fitted or removed ▪ Fixed, polished aluminum arms are not an option ▪ Side chairs are not part of offering
Statement of Line	<p>Chair Models: 3 (Task/Stool, Conference, Side) Mesh Back: 5 (Dusk, Mist, Lustre, Navy, Clay) Frame Finish: 2 (Black, Titanium) Base Finish: 3 (Black, Titanium, Polished Aluminum) Cylinder: 3 (Standard, Short or Extended – for stool) Arms: 4 (Armless, Fixed Polished Aluminum, 2D, 4D) Control: 1 (Weight-Activated) Lumbar: Yes (optional on Task/Stool only) Stitch Detail: 10 (Coordinating, Yellow, Tan, Natural, Black, Light Red, Orange, Medium Green, Blue, Light Gray) Stitch applied to seat (Task/Stool) or seat plus back (Conference) with option to specify 2 stitch colors</p>			
Selling Tools	<p style="text-align: center;">Visualization</p> Imagery Product Configurators	<p style="text-align: center;">Specification/Ordering</p> Symbols Spec. Guide/Price List	<p style="text-align: center;">Literature</p> Spec. Sheet Brochure Seating Collection Guide Seating Positioning Guide	<p style="text-align: center;">Information</p> Sales Presentation AO.com Synergy
Training	NeoCon – June 2018 Allsteel University and Online Modules			
Promotions & Spiffs	5% Edge payout (1% base + 4% additional earnings) on all Evo seating models. No Inside Edge payout on sales with discount >78%. Through Sept. 29, 2018			
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. <ol style="list-style-type: none"> 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	<p>Product: Anthony Ash asha@allsteeloffice.com or Evan Aschbrenner aschbrennere@allsteeloffice.com Marketing: Brian Parrott parrottb@allsteeloffice.com</p>			