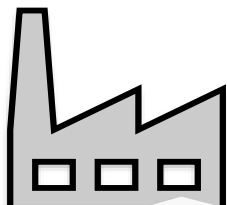


Quarterly Rep Call

February 2021

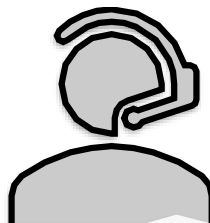
Topics Covered



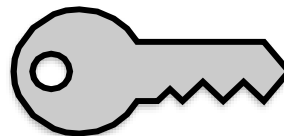
Organizational
Development



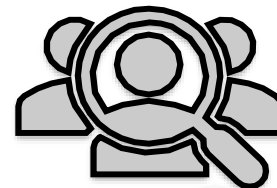
New Products



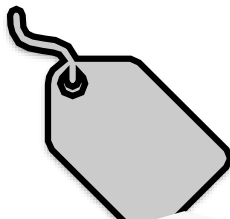
Sales Updates



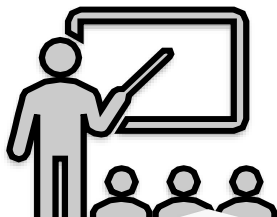
Key Account Update:
Ferguson



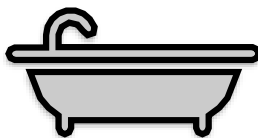
Communications



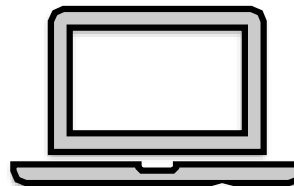
Rewards Program



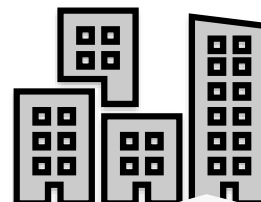
Training
Opportunities



Displays



eBusiness



Global Projects

Organizational Development

Strategic Focus



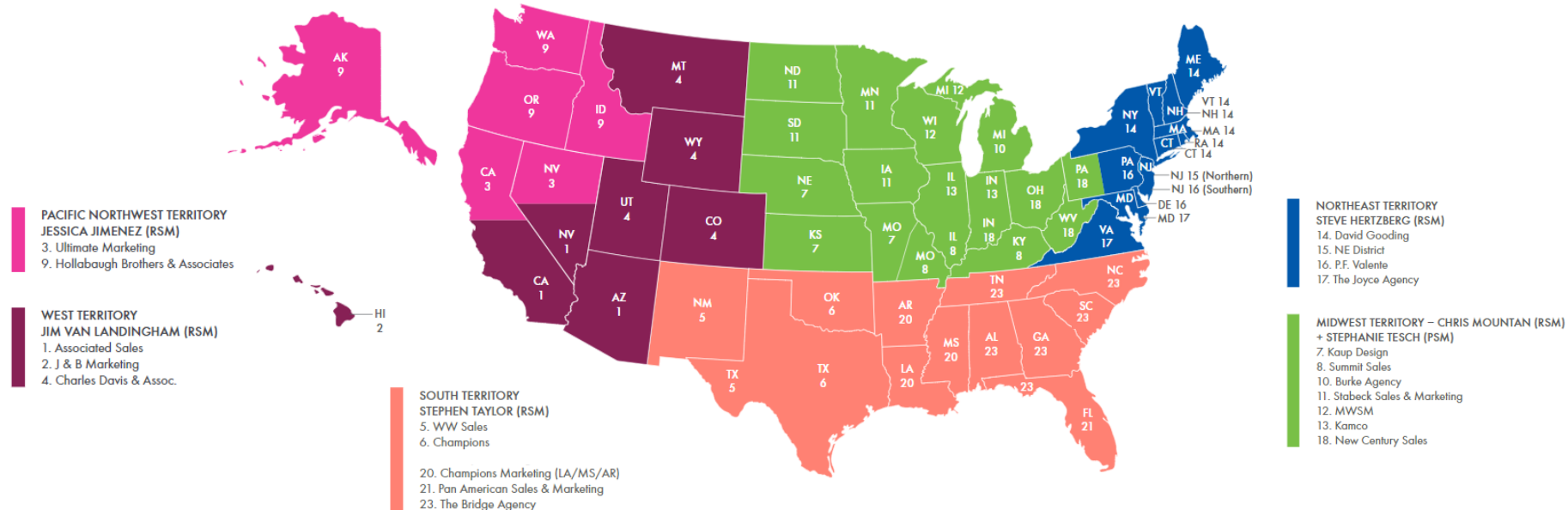
Prioritization

Discipline

Focus

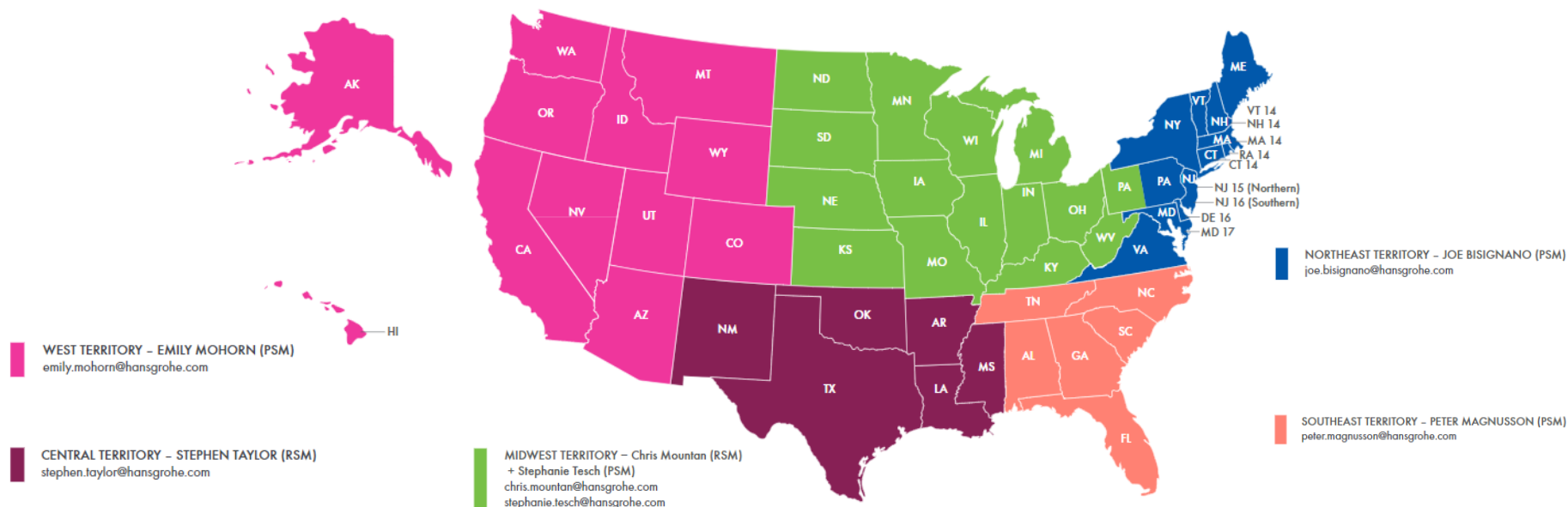
Organizational Development

Personnel Update: Trade



Organizational Development

Personnel Update: GP



Organizational Development

Personnel Update: Other Departments



New Associates

Jimmy Barksdale	Accountant	Jimmy.Barksdale@Hansgrohe.com
Donna Armstrong	Accounting Manager	Donna.Armstrong@Hansgrohe.com
Lori Ford	Customer Experience Manager	Lori.Ford@Hansgrohe.com
Eric Phelps	Business Dev. Manager, Drainage Solutions	Eric.Phelps@Hansgrohe.com



Recent Promotions

Vanessa Pilch	Inside Account Manager- Trade	Vanessa.Pilch@Hansgrohe.com
Kristina Shubel	Inside Account Manager- Key Accounts	Kristina.Shubel@Hansgrohe.com



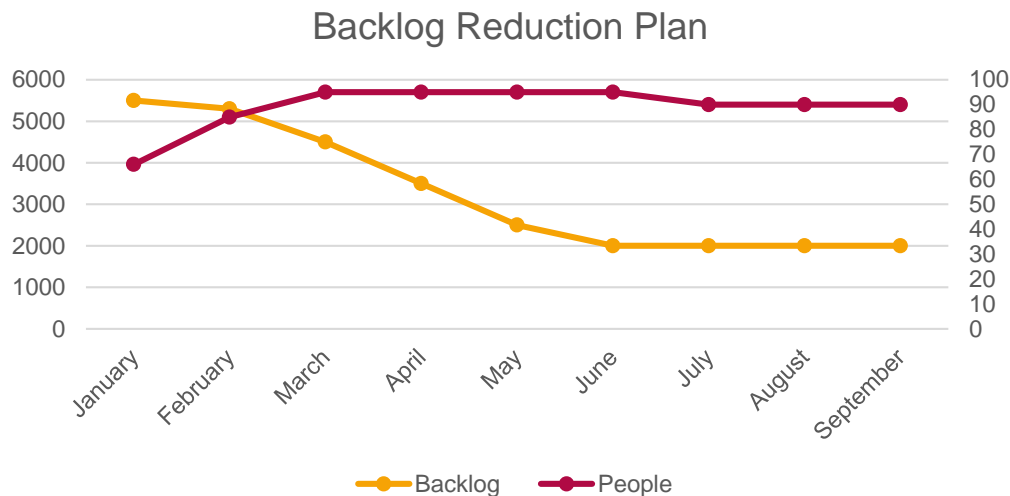
Contact Changes

Karyn Evans	Contact for all GP quotes/requests	Karyn.Evans@Hansgrohe.com
TBD	New position: A&D Spec. Rep NYC	TBD

Organizational Development

Challenges

- Production update:
- We have hired 30 new employees since the beginning of the year for production and shipping. The team is working 60 hours a week and fully understand the importance of satisfying our customers. Our bottleneck is in PVD due to lack of people to buff but the situation is improving.
- Customer/technical service incoming calls and emails
 - Improvement plans in process



New Products



HG FinishPlus



Locarno

New Products

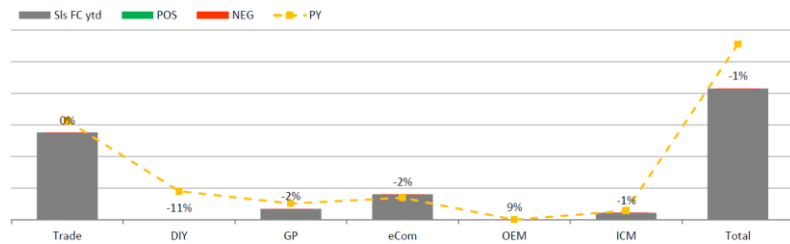
Locarno Launch

- Customer Presentation
 - Presented to all reps on Fri. 1/22/21
 - Saved to Rep Login: Service >> Marketing Support
- Hotel Locarno VIP Event: Feb. 23rd
- Live Aquademie Booth Tours
 - 2 days: Feb. 24th and 25th
 - 9am-12pm EST (every 30 minutes)
 - 1pm-3pm EST (every 30 minutes)
- Accepting orders now
- Official launch: March 1st

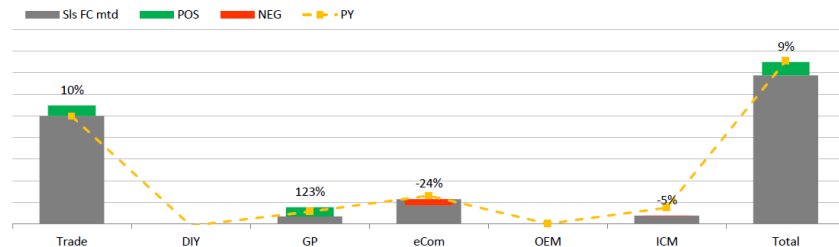


Sales Updates

Q1 News



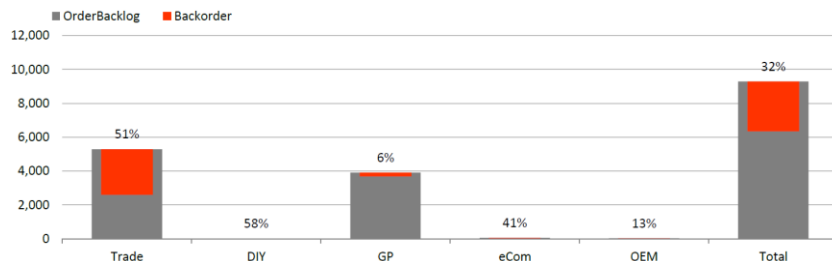
2020 YE Results



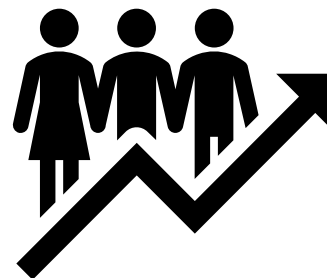
2021 JAN MTD Results

Sales Updates

Q1 News



Backlog + Backorder



Reboot USA Initiatives

Focus on rep teams
Brand story + selling

Sales Updates

2021 Sales Program

- Available on rep login
 - Service >> B2B Training Presentations>> Sales section

- Program Highlights:
 - ✓ Simple 2-tier pricing structure
 - ✓ Base rebate (accounts \$100k+)
 - ✓ Growth rebate (accounts \$100k+)
 - ✓ Business development funds (accounts \$100k+)



Sales Updates

AXOR 2021 Program

- Program for “A” customers finalized
- Program highlights:
 - ✓ Exclusive offering for 12 partners in 2021
 - ✓ Benefits are additional to 2021 sales program
 - ✓ Discounted multiplier for AXOR products
 - ✓ Double rewards points
 - ✓ 2 display purchase options
 - ✓ Marketing funds



Sales Updates

AXOR 2021 Program

- 12 accounts approved for AXOR A Destination showroom offer

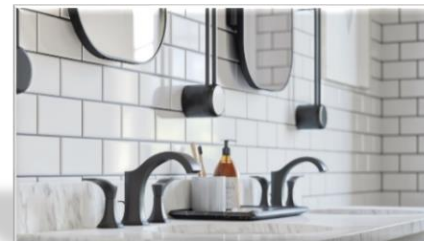
Customer Name	HG Region
Remodelers Supply (Studio 41)	Midwest
Advance Supply	Midwest
FW Webb	Northeast
AF Supply	Northeast
Abbrio (Master Source)	Pacific Northwest
Rubenstein Supply	Pacific Northwest
Farrey's	South
Decorator's	South
TBD- South FL	South
Snyder Diamond	West
Faucets 'n Fixtures	West
Mountainland Design	West

Ferguson

Key Account Update

New Products

- All 2021 items added to FEI system
- DC orders placed for Locarno
- **Action Needed:** Train all showrooms on Locarno collection



Marketing Update

- Spotlight Campaign: Locarno- Aug/Sept 2021
- Switch It Up Campaign: February - March 2021
- Connect Newsletter and Digital Signage Programs: Ongoing
- **Action Needed:** Associate awareness and engagement



Ferguson

Key Account Update

Displays

- Universal display updates submitted + in process
- Legacy (branded) locations receive display updates based on field efforts
- 30+ FEI locations nationwide have old/gray HG display; targets for 2021 updates. Estimated display availability: May 2021.



Co-op Funds

- 2020 funds must be used by 3/31/2021
- **Action Needed:** Plan virtual events and utilize funds where necessary with HG RSM and FEI Director



Communication

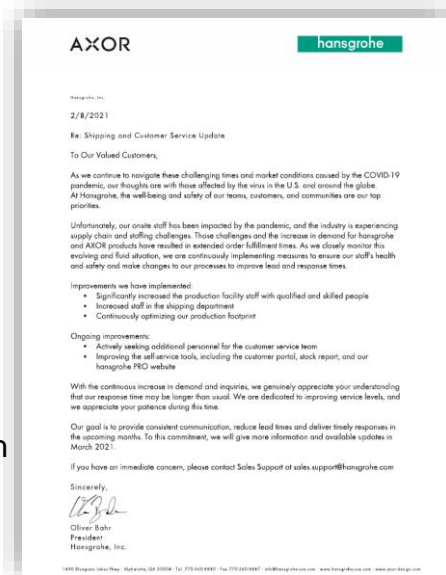
2021 Pricebooks

- **Date: 2/26/21**
- **Details:**
 - Intended delivery mid-Jan
 - COVID outbreak resulted in production delays



HG USA Update

- **Date: 2/10/21**
- **Details:**
 - Update for all US customers on current situation and improvements
 - Next update will be sent in March 2021

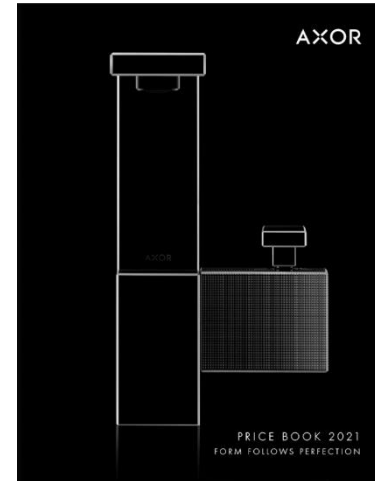


Communication

Digital Pricebooks



[hangrohe 2021 Flipbook](#)



[AXOR 2021 Flipbook](#)

Communication

Social Media: Q1 & Q2 Campaigns

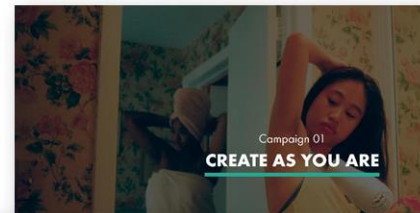
Locarno

- **Timing:** Feb/March
- **Focus:** Locarno, art deco design
- **Platforms:** IG + FB
- **Posts:** Organic



"Create As You Are"

- **Timing:** April
- **Focus:** FinishPlus
- **Platforms:** IG + FB
- **Posts:** Paid and organic



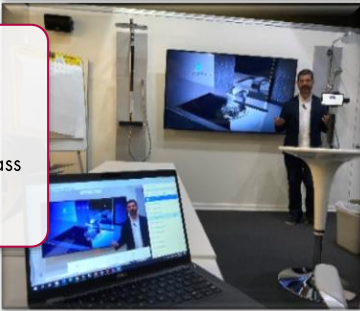
There are as many family constellations as drops in the ocean. From the classic to single parents, (some sex) couples with or without children to roommates that treat each other like siblings or team members that are bound by sweat and ambition. But all of them start their days and end their nights in the bathroom. So, we will portray the bathroom as the intimate centre of every home that - thanks to FinishPlus - matches individual needs and taste.

Training Opportunities

2021

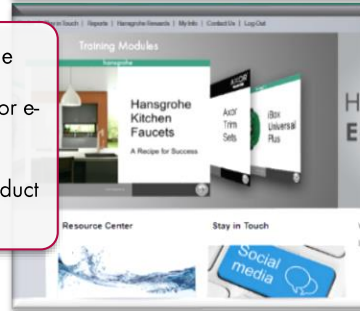
Virtual Aquademie

- Live class held via WebEx
- Custom class content



eLearning

- Accessible via HG Rewards or e-Learning website
- New product trainings



CEU Events

- New product trainings
- CEU topics



Training Opportunities

2021 Virtual Aquademie Trainings

We had a very successful 2020 training customers
Virtually and will continue to do so in 2021

- Pre-scheduled monthly training events starting in April.
 - Product focus PK (short duration)
 - Production PK's (Tour PVD, how a faucet is made)
 - Stay Tuned for more details!
- In person class are still TBD but we are hopeful to offer some this fall.



Training Opportunities

2021 Product Trainings

- **Locarno: Training now available on the rep login**
- **2020 New Product Overview: Available March 1st**
 - Collections included:
 - Joleena
 - Rainfinity
 - Finish Plus
 - Aquino
 - Talis N

Training Opportunities

CEU Courses

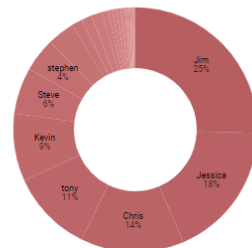
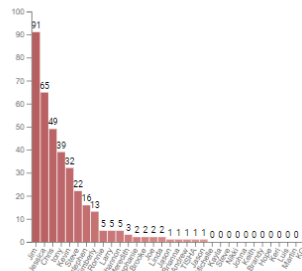
- Please continue to register your trainings in CEU Events
- 2020 Totals: 358 attendees, 858 events
- New CEU for 2021

Title: It's a Thirsty World 2.0

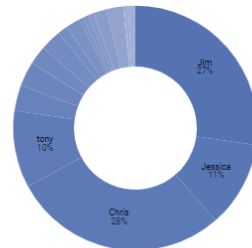
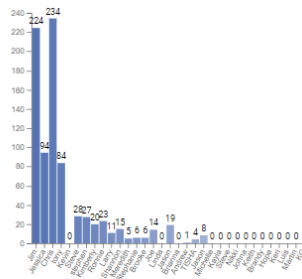
Availability: April 2021

Details: An up-to-date look at the world's use of water and solutions for high efficiency showers.

EVENTS



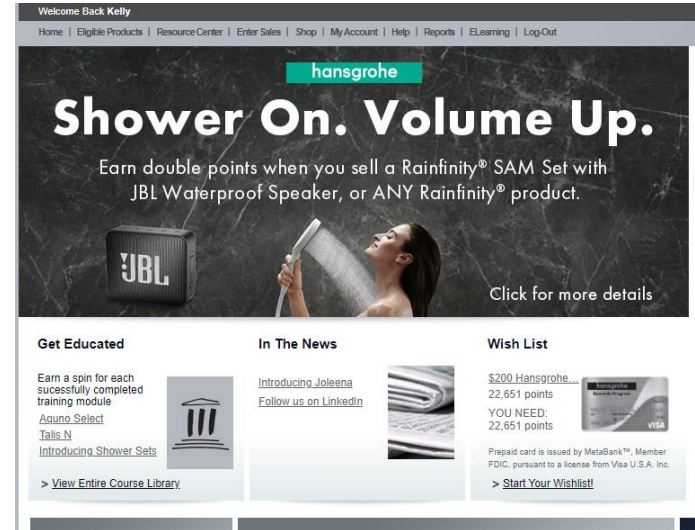
ATTENDEES



Rewards Program

Updates

- New, refreshed dashboard and logo coming soon!
- Locarno rewards promotion – TBD (March/April)
- Locarno learning module: COMING SOON!
- Eligible products list: New additions coming soon!
- FEI Rewards: MAP products only



Displays

ShowTec NEXT

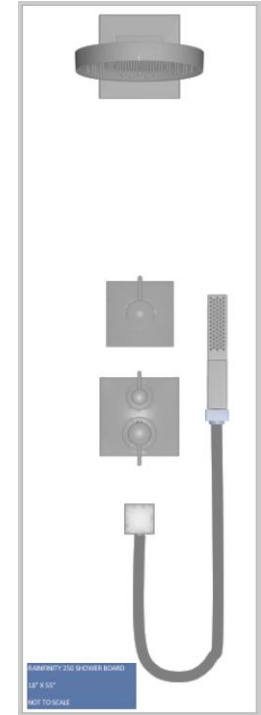
- Available to order
- Consult with your RSM on available quantities and estimated ship dates



Displays

Rainfinity Board Update

- All in-house orders have shipped
- Additional 100 units will be produced in 2021
 - 50 units: available now
 - 50 units: availability TBD



Displays

Kitchen Pods

- Kitchen pods are now in stock and ready to ship
- Consult with your RSM on available quantities



Showtec

Locarno and Finish Plus Updates

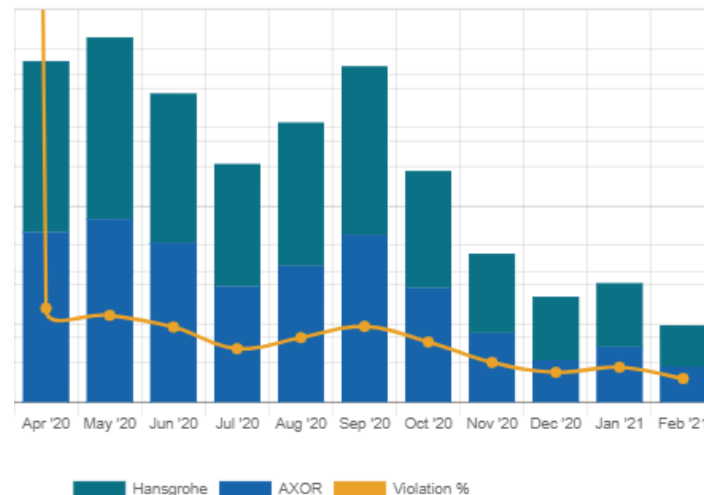
- Locarno display updates for ShowTec and ShowTec Next will be available starting in April. Please contact your RSM for more information.
- Finish Plus display updates for ShowTec and ShowTec Next will be available starting in June. Please contact your RSM for more information.



Brand Protection

Authorization Policy + MAP Policy

- **Continued commitment and investment** alongside MASCO BU's in both tracking resources and internal processes
 - **Introduced Prowl service in May 2020**
 - **MASCO eControl team established**
- **Violations down 97%** since Jan 2020 Intro
- **Average discount** of advertised violation greatly improved (yellow line)



Hansgrohe Professional Website Relaunch

Enhanced Experience Introduced January 2021

Webinar training: Monday, Jan. 18th

- Recording sent to all participants via email for later reference.

New content in support of product launches

Feedback should be sent to:

- Content: desmond.harris@hansgrohe.com
- Access: vanessa.pilch@hansgrohe.com
- General Topics: sales.support@hansgrohe.com

PROServices



AXOR products

hansgrohe products

New products

FinishPlus Surface Designs

Rainfinity

Aquino Select

Talis N

Metris Select

Bathroom products

Kitchen products

Spare Parts

AXOR

hansgrohe

The latest products from hansgrohe

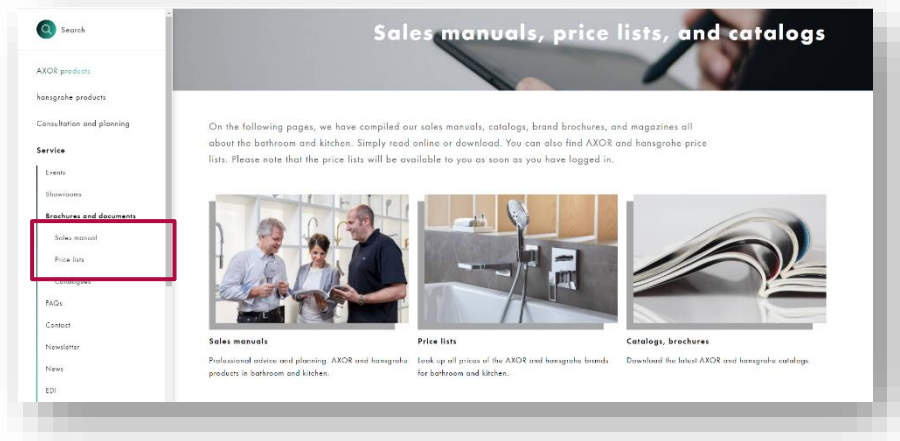
Sanitation professionals, plumbers, architects, and retailers can get an overview of the latest hansgrohe product and ranges for the bathroom and kitchen here. With new products by hansgrohe, you can offer your customers durable fixtures that bring more quality, functionality, design, and joy into their lives.

Bathroom: New products from hansgrohe

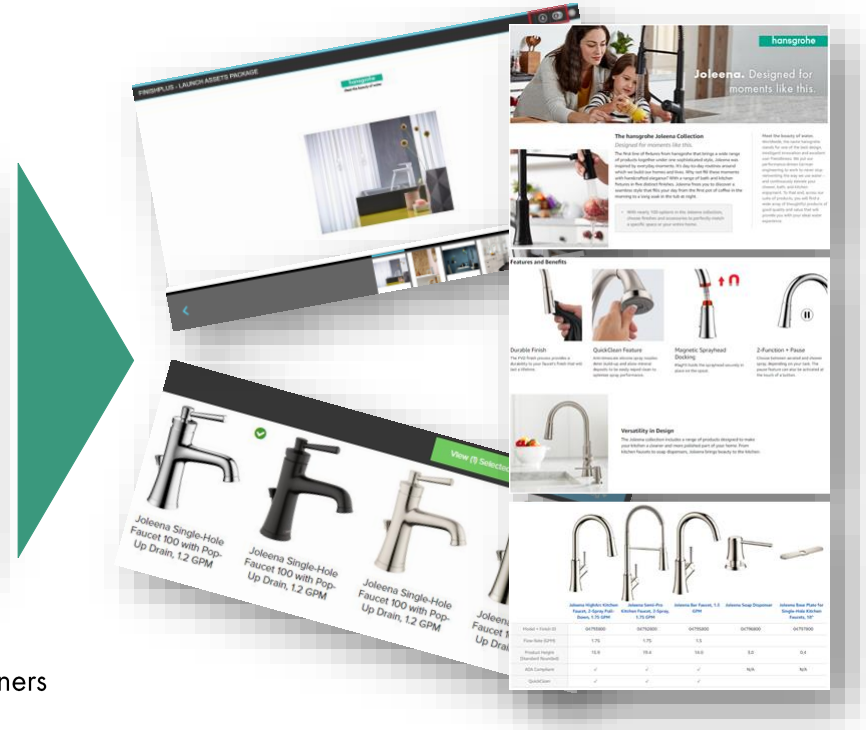
For the premium brand hansgrohe, we delight in reinventing the use of water over and over again. On the following pages, you'll discover our innovations for the bathroom in all their facets and features. In addition to detailed product information, we'll provide a wealth of selling points, brochures, and tips for safe installation.

Hansgrohe Pro Website

Accessing collection specific high-res content



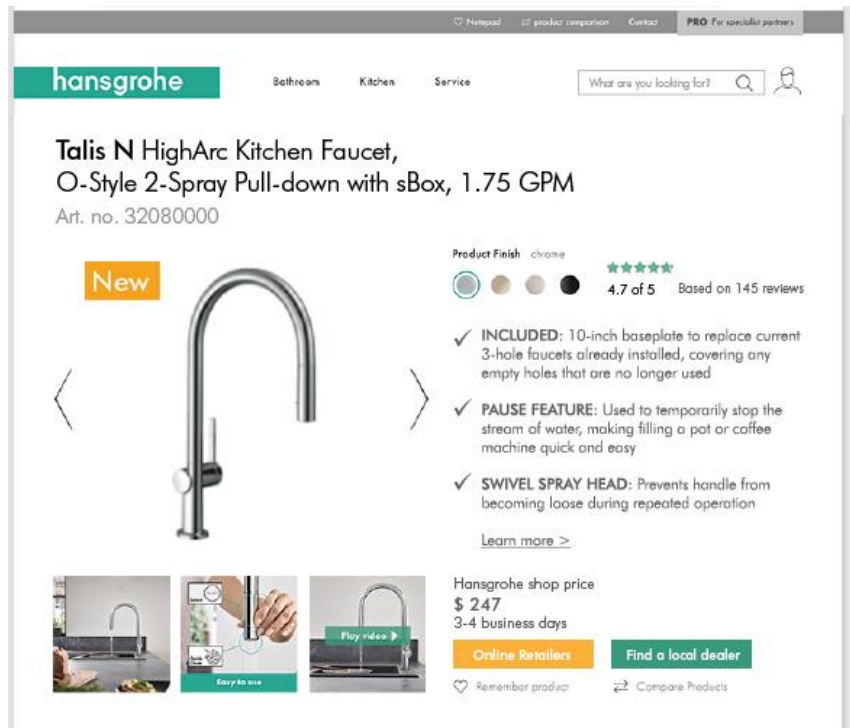
- Content accessible via the login area of the new Pro Site
- The link in navigation will be visible to our authorized online partners



Hansgrohe Website

Product Page Refresh

- New filtering tool
- Consumer friendly product overview
- Pull content above the fold
- Inspirational imagery available
- Consumer generated content via:
 - Ratings/Reviews – May launch
 - Q&A – May launch
- Digital sales consultation
 - Live messaging
 - After hours contact us BOT
 - Drive contacts into C4C



Global Projects

News + Updates

ADA Handshower

Hospitality plans for min. 10% of all hotel rooms be ADA rooms and certain counties will demand that developers plan for "aging at home" possibilities are planned from the start up of residential projects.

- Approval ready by April 4th
- Raindance model 04903000 – plan to add good, better and AXOR solution
- Will be included in all brand standards moving forward



Global Projects

News + Updates

Rebate for indirect customer

- Case-by-case for each project
- Contact Thomas M for contract template (legal approvals complete)

Vernis collection – HG Low entry GP products

- Showers ETA April-May 2021
- Faucets ETA December 2021

PSM Northeast – A&D specialist

- Final interviews completed week of Feb. 1
- Offer pending to candidate – official communication soon



Global Projects

Hospitality Brands Update



- Full focus on AC Marriott properties
- Residence Inn, Fairfield, Courtyard and Sheraton – pending final design book approval
- Moxy in proposal phase



- Stephanie Tesch will reach out to each territory once properties come
- Hard spec



- Contract agreement pending
- 50/50 split with Grohe for brand standard
- Mainly focus on Blu and Red brands – future investments into the US market



- Presenting design proposal on May 12th
- Some technical requirement gaps being solved

Questions?