

A high-end kitchen featuring Jennair stainless steel appliances. On the left is a large professional-style range with a six-burner gas cooktop, a row of ten control knobs, and a double oven below. To its right is a tall, narrow refrigerator. On the right side of the image is another large professional-style range, similar to the one on the left, with a six-burner cooktop, control knobs, and a double oven. To its right is another tall, narrow refrigerator. The background is dark with dramatic lighting highlighting the appliances and the central text.

# JENNAIR®

**2H 2024**

NCP Change &  
Price Increase

# Agenda

- 1) Go-To-Market Changes
- 2) Marketing Content
- 3) Execution
- 4) Next Steps
- 5) Competitive Impact

# Go-To-Market Changes

# New NCP Structure: “Buy More, Save More!”

**All Appliance Categories Qualify! (& More!)\***

**2 Units**

**5%**

**3 Units**

**10%**

**4+ Units**

**15%**

**Execution remains the same**

*(instant rebate to consumer at time of sale then claim-back through the Hub)*

\*Note: effective July 1, 2024 through December 31, 2024. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Statement Pieces (Burlesque + Smoke & Brass). Any other additional parts & accessories purchased will receive the discount but will not count towards the number of units purchased.

# Premier Influencer Curate Program

**All Appliance Categories Qualify! (& More!)\***

**+10% to Curate for 3+ unit suites!!!**

**2 Units**

**5%**

**3 Units**

~~10%~~

**20%**

**4+ Units**

~~15%~~

**25%**

**NEW - Executed same way as Curate through HUB**  
*(but must also have the influencer code on invoice)*

Note: Effective July 1, 2024 through December 31, 2024. Discount taken off regular or sale price excluding taxes, delivery, install/uninstall and haul-away. Applies to all JennAir appliances and Refrigeration panel kits (including discontinued products). Excludes Statement Pieces (Burlesque + Smoke & Brass). Any other additional parts & accessories purchased will receive the discount but will not count towards the number of units purchased.

# Price Increase

~3.5% weighted average, but varies by SKU (reference price sheet for details)

***In order to enable a simpler & enhanced National Consumer Promotion (Curate) and Premier Influencer Program, JennAir is also taking a price increase effective July 1, 2024.***

## Order Reprice Logic:

**Open Orders Placed  
5/2 or Earlier**

**Will NOT** be repriced (regardless of Requested Delivery Date)

**Orders Placed  
between 5/3 and 6/30**

***RDD on 9/30 or earlier – will NOT be repriced***

***RDD AFTER 9/30 – WILL be repriced***

**Orders Placed 7/1  
(and after)**

New Pricing

**Quotes**

Will not be repriced until expiration date at which point they will be subject to the comparable price adjustment.

# Rationale for GTM Changes



## Simplicity

Simplification of consumer offer and claims process. Our goal is to be easier to do business with for our end consumer, the sales associate, and our trade customers.



## Competitiveness

Ensure our pricing/promotions are competitive in the marketplace, ensuring we continue to bring value and innovation to the market for the consumer.

# Marketing Content



# Marketing Materials Available by Go-Live



- Consumer Brochure
- Digital Consumer Brochure
- Builder Brochure
- In-Store Tent Card
- Digital and Social Banners
- Promotion Integration in Package Builder

# Marketing Material Detail

***Print materials will also be available for order on the E-Store by 7/1***

Type of Material	Timing	Distribution
Consumer Brochure	July 1	Shipped to Retailer
Digital Consumer Brochure <i>(b/w &amp; color)</i>	July 1	Available in the Marketing Playbook
Builder Brochure	July 1	Shipped to Retailer
In-Store Tent Card	July 1	Shipped to Retailer
Digital & Social Banners	July 1	Available in the Marketing Playbook
Promotion Integration in Package Builder	Early to Mid-July	On JennAir.com

# Execution

## Scenario 1 - Retail Only



- Consumer Jane Doe purchases a 4-piece suite from Trade Customer A
  - Since Jane **is not** working with a registered builder/designer, she qualifies for a **15% discount**
- The following slide illustrates how the discount will be executed for both the consumer and trade customer

# Keeping Trade Margin Opportunity @ 28%

(No change vs prior NCP program)

## Consumer View

## Trade Customer View

EXAMPLE	UMRP
JGRP548HL	\$10,999
JBSFS48NMX	\$10,999
JXW9048HP	\$2,599
JDAF5924RL	\$2,299
<b>Subtotal</b>	<b>\$26,896</b>
<b>NCP <i>Discount</i></b> <i>(4+ units = 15%)</i>	(\$4,034) <i>15% off invoice</i>
<b>Promo Price</b>	<b>\$22,862</b>

EXAMPLE	Price Sheet Cost
JGRP548HL	\$7,919
JBSFS48NMX	\$7,919
JXW9048HP	\$1,871
JDAF5924RL	\$1,655
<b>Subtotal</b>	<b>\$19,365</b>
<b>NCP <i>Reimbursement</i></b> <i>(72% of consumer discount)</i>	(\$2,905) <i>from Hub</i>
<b>Net Trade Price</b>	<b>\$16,460</b>

**Trade Margin Opportunity**

**28%**

## Scenario 2 - Builder/Designer



- Builder A purchases a 4-piece suite from Trade Customer B for a future home
  - Since Builder A **is a registered builder**, it qualifies for a **25% discount**
- The following slide illustrates how the discount will be executed for both the consumer and trade customer

# Keeping Trade Margin Opportunity @ 28%

(No change vs prior NCP program)

## Consumer View

EXAMPLE	UMRP
JGRP548HL	\$10,999
JBSFS48NMX	\$10,999
JXW9048HP	\$2,599
JDAF5924RL	\$2,299
<b>Subtotal</b>	<b>\$26,896</b>
<b>NCP <i>Discount</i></b> <i>(4+ units = 25%)</i>	(\$6,724) <i>25% off invoice</i>
<b>Promo Price</b>	<b>\$20,172</b>

## Trade Customer View

EXAMPLE	Price Sheet Cost
JGRP548HL	\$7,919
JBSFS48NMX	\$7,919
JXW9048HP	\$1,871
JDAF5924RL	\$1,655
<b>Subtotal</b>	<b>\$19,365</b>
<b>NCP <i>Reimbursement</i></b> <i>(72% of consumer discount)</i>	(\$4,841) <i>from Hub</i>
<b>Net Trade Price</b>	<b>\$14,524</b>

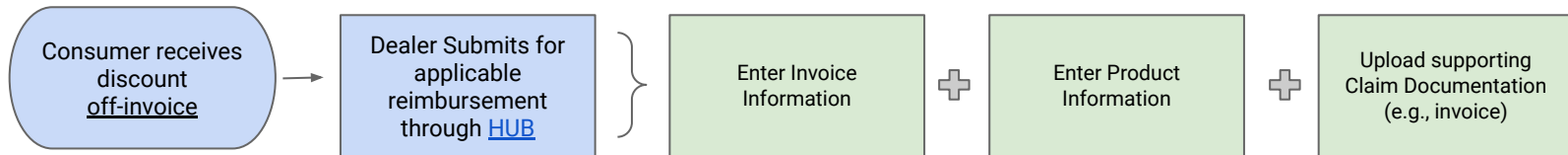
**Trade Margin Opportunity**

**28%**

# Reminder | How To Claim Curate Reimbursement

*Program eligibility is based on date of sale. All program claims should be made as soon as the product is sold.*

- Claims must be submitted on the Whirlpool HUB by the last day of the second month following the sale.
- EXAMPLE | Salesperson sells Curate package on February 15th. Dealer inputs claim on The Hub no later than April 30th.



2 Units  
**5%**

3 Units  
**10%**

4+ Units  
**15%**

## INVOICE EXAMPLE:

### THE EXAMPLE STORE

123 Example Street  
New York, NY 12345  
Phone: 123-555-1234  
exampleinvoice@email.com

**BILL To** John Doe  
123 Consumer Street  
New York, NY 12345

**SHIP To** John Doe  
123 Consumer Street  
New York, NY 12345

### INVOICE

INVOICE # 1234  
DATE: July 1, 2024

Salesperson	Job	Shipping Method	SHIPPING TERMS	DELIVERY DATE	PAYMENT TERMS	DUE DATE
Mary	Consumer	Home Delivery	Sign and Date	July 1, 2024	Due on receipt	July 31, 2024

QTY	ITEM #	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
1	JDRP548HL	48" Pro Range	\$13,999		\$13,999
1	JXW9048HP	48" Pro Hood	\$2,599		\$2,599
1	JBSFS48NMX	48" SxS BIR	\$10,999		\$10,999
1	JDAF5924RL	Flush Dishwasher	\$2,299		\$2,299
	JennAir Instant Rebate	JEN CURATE 15% OFF		(\$4,484)	(\$4,484)
SUBTOTAL					\$25,412
SALES TAX					\$1,525
TOTAL					\$26,936

## Important reminders:

- HUB reimbursements based on date of sale, NOT delivery date
- Invoices must clearly indicate credit was given to the consumer
- Curate credit should be reflected as a single line item on the invoice
- Claim to payment turnaround is between 7 and 10 days.



# \*NEW\* | How To Claim Premier Influencer Reimbursement

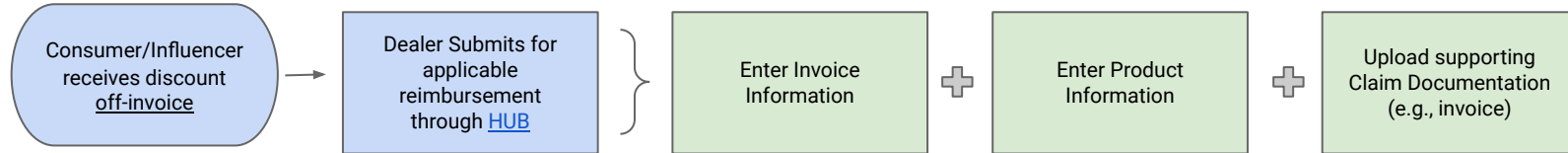
*Program eligibility is based on date of sale. All program claims should be made as soon as the product is sold.*

- Claims must be submitted on the Whirlpool HUB by the last day of the second month following the sale.
- EXAMPLE | Salesperson sells Curate package on February 15th. Dealer inputs claim on The Hub no later than April 30th.

With influencer  
code / discount:

3 Units  
**20%**

4+ Units  
**25%**



## INVOICE EXAMPLE:

### THE EXAMPLE STORE

123 Example Street  
New York, NY 12345  
Phone: 123-555-1234  
exampleinvoice@email.com

**Example Builder**  
123 Builder Street  
New York, NY 12345  
JennAir Premier Influencer Code: JAI23456

**SHIP To** John Doe  
123 Consumer Street  
New York, NY 12345

### INVOICE

INVOICE # 1234  
DATE: July 1, 2024

Premier Influencer information and  
Premier Influencer Code are provided  
and clearly noted on invoice

SALESPERSON	JOB	SHIPPING METHOD	SHIPPING TERMS	DELIVERY DATE	PAYMENT TERMS	DUE DATE
Mary	Builder JAI23456	Home Delivery	Sign and Date	July 1, 2024	Due on receipt	July 31, 2024

QTY	ITEM #	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
1	JDRP548HL	48" Pro Range	\$13,999		\$13,999
1	JXW9048HP	48" Pro Hood	\$2,599		\$2,599
1	JBSFS48NMX	48" SxS BIR	\$10,999		\$10,999
1	JDAF5924RL	Flush Dishwasher	\$2,299		\$2,299
	JennAir Instant Rebate	JEN CURATE + INFLUENCER 25% OFF		(\$7,474)	(\$7,474)
SUBTOTAL					\$22,422
SALES TAX					\$1,345
TOTAL					\$23,767

## Important reminders:

- HUB reimbursements based on date of sale, NOT delivery date
- Invoices must clearly indicate credit was given to the consumer
- **Influencer code must be reflected on the actual invoice to receive the 20% or 25% discount**  
*How to register for influencer code*
- Curate credit should be reflected as a single line item on the invoice
- Claim to payment turnaround is between 7 and 10 days.

# Next Steps

# Next Steps (Trade Customers)

- Download updated price sheet from Whirlpool Portal ([www.WhirlpoolPortal.com](http://www.WhirlpoolPortal.com)), and ensure your system is updated by July 1
- For any consumer orders in your system that have not been submitted to Whirlpool, please enter **ASAP**
  - Reference table below to ensure appropriate pricing (& margin opportunity)

**Open Orders Placed 5/2 or Earlier**

**Will NOT** be repriced (*regardless of Requested Delivery Date*)

**Orders Placed between 5/3 and 6/30**

**RDD on 9/30 or earlier** – **will NOT** be repriced

**RDD AFTER 9/30** – **WILL** be repriced

**Orders Placed 7/1 (and after)**

New Pricing

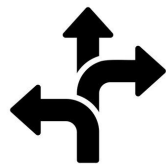
**Quotes**

Will not be repriced until expiration date at which point they will be subject to the comparable price adjustment.

***Also: work with your JennAir sales representative to develop sales associate training plan***

# Competitive Impact

# Competitive WINS



## FLEXIBILITY

- **Removes restrictions** - now nearly every combination achieves savings!
- Not forced to purchase additional units to save - **but rewarded if you do!**



## LARGER SUITES

- **15% off** for 4+ piece suites (plus not capped at a flat \$ value) means **HUGE SAVINGS** in higher \$ value suites!

## EXAMPLE

### 2-Piece

5% off → **\$1,100**

**\$0 Before**

Savings

**BIR** (JBSFS48NMX), **CR** (JGRP548HL)

### 3-Piece

10% off → **\$2,430**

**\$1,400 Before**

Savings

JBSFS48NMX(BIR), JGRP548HL (CR), **+ Dish** (JDAF5924RL)

### 4-Piece

15% off → **\$4,034**

**\$2,800 Before**

Savings

JBSFS48NMX(BIR), JGRP548HL (CR), JDAF5924RL (Dish), **+ Hood** (JXW9048HP)

# Competitive Head-To-Head Example #1

*JennAir's new program structure leads to highly attractive pricing in larger suites*

## JennAir

**\$26,346**



SKU	Description	\$
JBRFR30IGX	Column (30" Refer)	\$7,999
JBZFL30IGX	Column (30" Freezer)	\$7,799
JGRP548HL	48" Gas Pro Range	\$10,999
JXW9048HP	48" Pro Hood	\$2,599
JDPSS244PL	Dish	\$1,599
<b>Total UMRP</b>		<b>\$30,995</b>
<b>CURATE REBATE (15%)</b>		<b>(\$4,649)</b>
<b>Final Consumer Price</b>		<b>\$26,346</b>

## Thermador

**\$27,497**



SKU	Description	\$
T30IF905SP	Column (30" Refer)	\$7,999
T30IR905SP	Column (30" Freezer)	\$7,999
PRG486WDH	48" Gas Pro Range	\$11,499
HMWB481WS	48" Pro Hood	\$2,349
DWHD560CFM	Dish	\$1,399
<b>Total UMRP</b>		<b>\$31,245</b>
<b>NCP</b>		<b>(\$3,748)</b>
<b>Final Consumer Price</b>		<b>\$27,497</b>

## Monogram

**\$29,000**



SKU	Description	\$
ZIR301NBRII	Column (30" Refer)	\$7,700
ZIF301NPNI	Column (30" Freezer)	\$8,500
ZGP486NDTSS	48" Gas Pro Range	\$11,000
ZVW1480SPSS	48" Pro Hood	\$3,300
ZDT925SPNSS	Dish	\$2,100
<b>Total UMRP</b>		<b>\$32,600</b>
<b>NCP</b>		<b>(\$3,600)</b>
<b>Final Consumer Price</b>		<b>\$29,000</b>

**Note: competitor pricing based on publicly available information on company websites as of April 23, 2024 and based on select like-for-like SKUs only.**

# Competitive Head-To-Head Example #2

*JennAir's new program structure leads to highly attractive pricing in larger suites*

## JennAir

**\$20,863**



SKU	Description	\$
JJW3830LL	Double WO (step-up)	\$6,699
JGCP436HL	36" Rangetop	\$4,299
JB36NXFXRE	36" BM BIR	\$9,499
JXW9036HP	36" Pro Hood	\$2,449
JDPSS244PL	Dish	\$1,599
<b>Total UMRP</b>		<b>\$24,545</b>
<b>CURATE REBATE (15%)</b>		<b>(\$3,682)</b>
<b>Final Consumer Price</b>		<b>\$20,863</b>

## Thermador

**\$21,697**



SKU	Description	\$
ME302WS	Double WO (step-up)	\$7,199
PCG366W	36" Rangetop	\$4,499
T36IB100SP	36" BM BIR	\$9,999
HMWB36WS	36" Pro Hood	\$2,149
DWHD560CFM	Dish	\$1,399
<b>Total UMRP</b>		<b>\$25,245</b>
<b>NCP</b>		<b>(\$3,548)</b>
<b>Final Consumer Price</b>		<b>\$21,697</b>

## Monogram

**\$22,800**



SKU	Description	\$
ZTDX1DPSNSS	Double WO (step-up)	\$7,300
ZGU366NTSS	36" Rangetop	\$4,400
ZIC363NBVRH	36" BM BIR	\$9,900
ZVW1360SPSS	36" Pro Hood	\$2,700
ZDT925SPNSS	Dish	\$2,100
<b>Total UMRP</b>		<b>\$26,400</b>
<b>NCP</b>		<b>(\$3,600)</b>
<b>Final Consumer Price</b>		<b>\$22,800</b>

**Note: competitor pricing based on publicly available information on company websites as of April 23, 2024 and based on select like-for-like SKUs only.**

# Competitive Head-To-Head Example #3

*There are puts and takes within the 2-piece and 3-piece suite tiers due to the new structure, however JennAir remains in a competitive range.*

## JennAir

**\$10,543**



## Thermador

**\$9,999**



## Monogram

**\$9,900**



SKU	Description	\$
JB36NXFXRE	36" BM BIR	\$9,499
JDPSS244PL	Dish	\$1,599
Total UMRP		\$11,098
CURATE REBATE (5%)		(\$555)
Final Consumer Price		\$10,543

SKU	Description	\$
T36IB100SP	36" BM BIR	\$9,999
DWHD560CFM	Dish	\$1,399
Total UMRP		\$11,398
NCP		(\$1,399)
Final Consumer Price		\$9,999

SKU	Description	\$
ZIC363NBVRH	36" BM BIR	\$9,900
ZDT925SPNSS	Dish	\$2,100
Total UMRP		\$12,000
NCP		(\$2,100)
Final Consumer Price		\$9,900

**Note: competitor pricing based on publicly available information on company websites as of April 23, 2024 and based on select like-for-like SKUs only.**



THANK YOU