



JENN^{AIR}[®]

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 (b/w & color)	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

JENN AIR

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

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

Trade Customer View

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

**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
Subtotal	\$26,896
NCP <i>Discount</i> (4+ units = 25%)	(\$6,724) <i>25% off invoice</i>
Promo Price	\$20,172

Trade Customer View

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

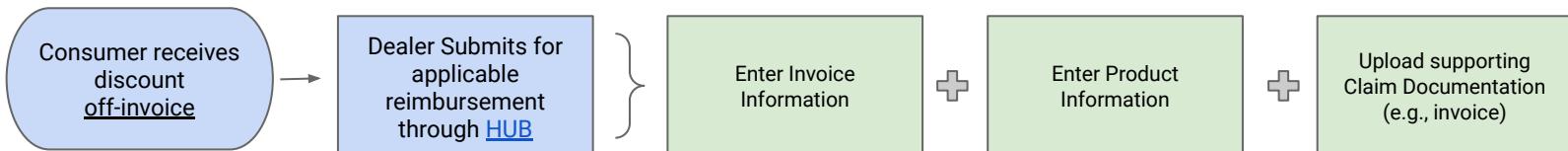
**Trade Margin
Opportunity**

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		INVOICE					
123 Example Street New York, NY 12345 Phone: 123-555-1234 exampleinvoice@email.com		INVOICE # 1234 DATE: July 1, 2024					
BILL To John Doe 123 Consumer Street New York, NY 12345		SHIP To John Doe 123 Consumer Street New York, NY 12345					
Salesperson	Job	Shipping Method	SHIPPING TERMS	DELIVERY DATE	PAYMENT TERMS	DUUE 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			

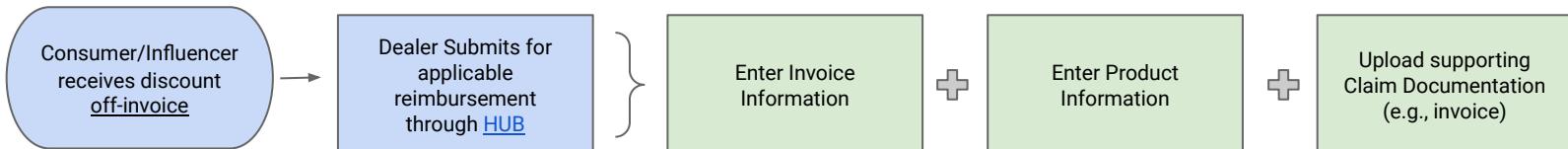
Important reminders:

- 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.



INVOICE EXAMPLE:

THE EXAMPLE STORE		INVOICE																																																							
123 Example Street New York, NY 12345 Phone: 123-555-1234 exampleinvoice@email.com	Premier Influencer information and Premier Influencer Code are provided and clearly noted on invoice	INVOICE # 1234 DATE: July 1, 2024																																																							
BILL To	Example Builder 123 Builder Street New York, NY 12345	SHIP To	John Doe 123 Consumer Street New York, NY 12345																																																						
JennAir Premier Influencer Code: JAI123456																																																									
<table border="1"> <thead> <tr> <th>SALESPERSON</th><th>JOB</th><th>SHIPPING METHOD</th><th>SHIPPING TERMS</th><th>DELIVERY DATE</th><th>PAYMENT TERMS</th><th>DUUE DATE</th></tr> </thead> <tbody> <tr> <td>Mary</td><td>Builder JAI123456</td><td>Home Delivery</td><td>Sign and Date</td><td>July 1, 2024</td><td>Due on receipt</td><td>July 31, 2024</td></tr> </tbody> </table>				SALESPERSON	JOB	SHIPPING METHOD	SHIPPING TERMS	DELIVERY DATE	PAYMENT TERMS	DUUE DATE	Mary	Builder JAI123456	Home Delivery	Sign and Date	July 1, 2024	Due on receipt	July 31, 2024																																								
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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.

With influencer code / discount:

3 Units

20%

4+ Units

25%

Next Steps

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Next Steps (Trade Customers)

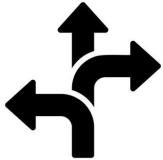
- Download updated price sheet from Whirlpool Portal (www.WhirlpoolPortal.com), and ensure your system is updated by July 1
- For any consumer orders in your system that have not been submitted to Whirlpool, please enter **ASAP**
 - Reference table below to ensure appropriate pricing (& margin opportunity)

Open Orders Placed 5/2 or Earlier	<u>Will NOT</u> be repriced (regardless of Requested Delivery Date)
Orders Placed between 5/3 and 6/30	RDD on 9/30 or earlier – <u>will NOT</u> be repriced RDD AFTER 9/30 – <u>WILL</u> 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
JDPS244PL	Dish	\$1,599
Total UMRP		\$30,995
CURATE REBATE (15%)	(\$4,649)	
Final Consumer Price		\$26,346

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
Total UMRP		\$31,245
NCP	(\$3,748)	
Final Consumer Price		\$27,497

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
ZDT925SPNNS	Dish	\$2,100
Total UMRP		\$32,600
NCP	(\$3,600)	
Final Consumer Price		\$29,000

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
JB36NFXRE	36" BM BIR	\$9,499
JXW9036HP	36" Pro Hood	\$2,449
JDPS244PL	Dish	\$1,599
Total UMRP		\$24,545
CURATE REBATE (15%)		(\$3,682)
Final Consumer Price		\$20,863

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
Total UMRP		\$25,245
NCP		(\$3,548)
Final Consumer Price		\$21,697

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
Total UMRP		\$26,400
NCP		(\$3,600)
Final Consumer Price		\$22,800

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
JDPS2244PL	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