



March 12, 2025

To our valued customers:

Effective April 1, 2025, Electrolux Group will be removing UMRP on Electrolux Kitchen Brand. This change will allow us to better align the brand relative to our competition while also providing an expanded set of selling options for you as a reseller of Electrolux Kitchen product.

Electrolux Kitchen SKU's will be included in our MAP documents, going forward, and will be shared with you via your Electrolux sales contact.

Electrolux is committed to this segment of our business and we are excited to introduce this change to the market as it will help unlock opportunities in your market. The removal of UMRP is a first step in bringing more relevance to the brand. We'll keep you apprised of additional investments we're making, including new product introductions along with marketing and digital investments.

We greatly appreciate your business and continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read 'T.J. Stoffer'.

TJ Stoffer

Senior Vice President, North America Sales