

Kohler Introduces Voice-Command Technology in the Kitchen and Bathroom

New Smart Home Products With 'KOHLER® Konnect' Launching Soon

We are thrilled to announce that KOHLER Konnect, a new platform that allows consumers to conveniently personalize their experience with KOHLER products through app presets, and automate everyday tasks in the kitchen and bath through voice-control, recently made its debut. This was the first year that KOHLER attended the Consumer Electronics Show in Las Vegas, NV where KOHLER Konnect was first introduced, and we're really excited to share that this new platform has already received a significant amount of PR. CNET, Fortune, Architectural Digest, and The Verge make up just a small fraction of the total number of media outlets who have posted articles, and the list continues to grow.

The new KOHLER Konnect application will be compatible on iOS and Android devices and will include the following capabilities:

- Operate the kitchen faucet
- Control features of an intelligent toilet
- Adjust the lighting embedded in a bathroom mirror
- Run an invigorating shower
- Automatically fill a bath to a desired depth and temperature

For more information on KOHLER Konnect, please visit www.kohler.com/KohlerKonnect.

Sensate® Kitchen Faucet with Kohler Konnect and Verdera® Voice Lighted Mirror with Amazon Alexa will be available to order shortly. The Sensate kitchen faucet with KOHLER Konnect, which allows you to turn the water on and off or dispense water to a measured volume with simple voice commands or touchless motion-based interactions, will be available on the Spring 2018 HYU; look for more details in the next few weeks. Verdera Voice Lighted Mirror with Amazon Alexa is the first-to-market bathroom lighted mirror available that has Amazon Alexa embedded inside. We have already received some incredible feedback from the tech industry that these are innovative and exciting products that will be highly sought after.

In an effort to showcase all of the great features Verdera Voice Lighted Mirror with Amazon Alexa offers, we've created a unique demo SKU to show customers how this award winning product works in a live setting without having to connect to WiFi or set up a new Amazon account. All it requires is a flat wall and an electrical outlet. With a push of a button, the display SKU will run through a one minute demo that highlights all of the key features for shoppers, including: adjusting light intensity, showcase the nightlight feature, check weather, calendar and traffic, play music, and add items to a shopping list. To make sure we have enough display demo SKUs built for Verdera Voice Lighted Mirror with Amazon Alexa, for a limited time only, we're offering a pre-order opportunity for our distributor partners taking place now through February 9, outside of the standard Spring 2018 HYU display ordering process.

Not only do you have the opportunity to order display demo SKUs, but you are also able to pre-order inventory of Verdera Voice so that you can be the first to have this innovative new product as soon as it's available; and for every \$5K net pricing of inventory pre-ordered, distributors will receive a free 34" x 33" demo display SKU.

You may be asking, why do I need to pre-order inventory for this now? We have already received an unprecedented amount of media attention around this product before it has even launched, and we want you to be able to take advantage of this to drive business to your showroom. When available, units will ship out on a first

come, first serve basis beginning in March so we want to make sure you have product available right away to meet consumer demand.

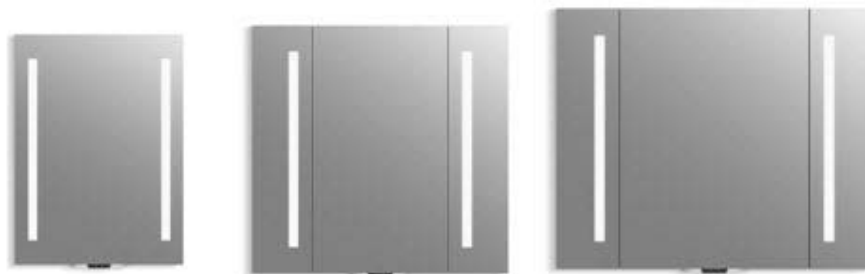
Keep in mind, this is a limited time only offer for Verdera Voice Lighted Mirror with Amazon Alexa. The demo display order placed now until February 9 will be locked in the showroom carts for the Spring 2018 HYU. Any display SKUs ordered outside of this pre-sell window are not guaranteed to ship out with the Spring display offer.

We know people will research a product online and then come into physical brick and mortar locations to see and interact with the product. The demo display SKUs will allow consumers the ability to experience the product in person and the pre-order opportunity for Verdera Voice Lighted Mirror will allow you, our distributor partners, to capitalize on that experience by having product they can go home with the same day.

To place your order for the Verdera Voice Lighted Mirror demo display and pre-order opportunity, go to www.kohlershowrooms.com. For additional information on this pre-order opportunity and/or KOHLER Konekt, please reach out to your local Kohler Sales Executive.

Verdera Voice Lighted Mirror with Amazon Alexa Pricing Overview:

SKU	Description	Demo Display Price (\$)	List Price (\$)	IMAP/ Consumer (\$)
99571-VLAN-NA	24" x 33" VERDERA Voice Lighted Mirror w/ Amazon Alexa	532.80	1,332.00	999.00
99572-VLAN-NA	34" x 33" VERDERA Voice Lighted Mirror w/ Amazon Alexa	639.47	1,598.67	1,199.00
99573-VLAN-NA	40" x 33" VERDERA Voice Lighted Mirror w/ Amazon Alexa	692.80	1,732.00	1,299.00



** Because the display SKUs will be modified, price already reflects display discount. No additional display multiplier beyond distributors .40*