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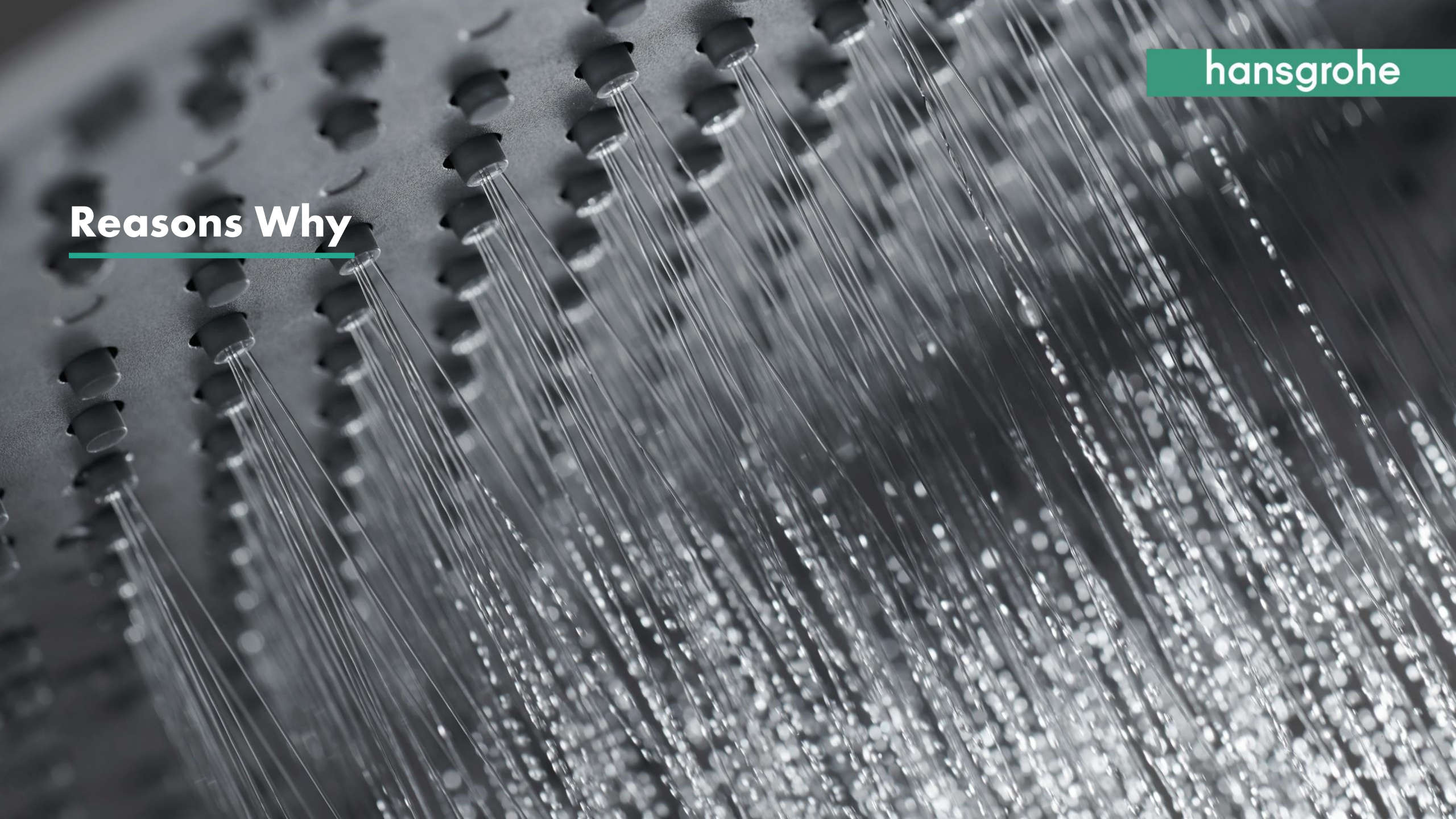
Rainfinity Collection

Customer Launch Presentation

Agenda

- **Reasons Why**
- **How to Sell**
- **Product Overview**
- **Marketing**



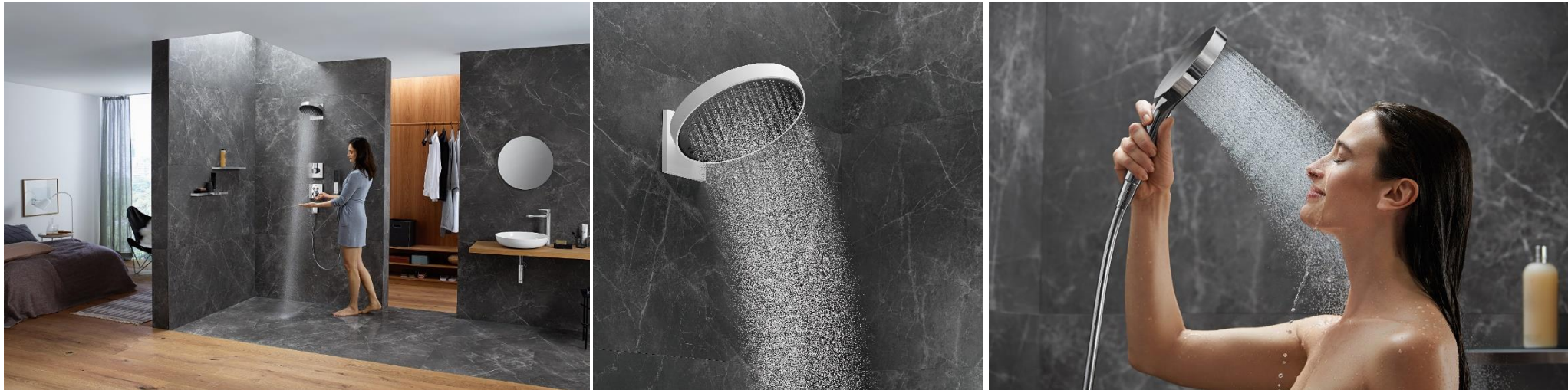


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Reasons Why

Reasons Why

Daily Shower Should Not Be an Afterthought



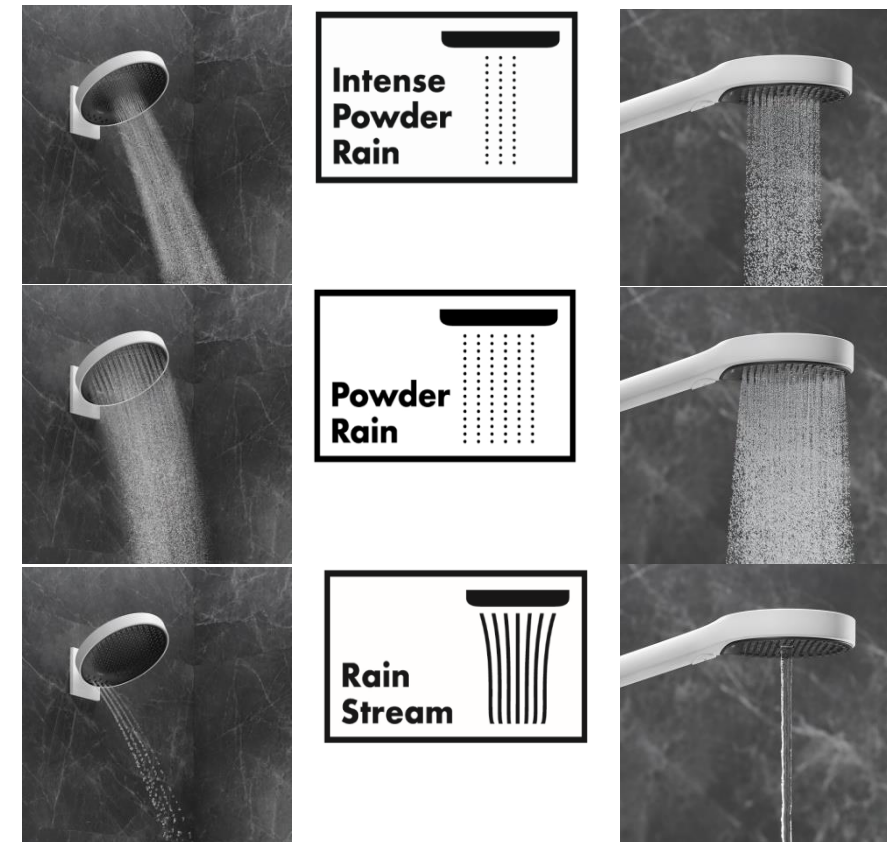
No matter how you spend your time in the shower,
Rainfinity provides uplifting energy to kickstart your day,
and rescues with quiet relaxation in a way you've never experienced.

Reasons Why

Spray Modes

The first hansgrohe shower solution that truly delivers the flexibility of multiple experiences in one product, start to finish, throughout your day

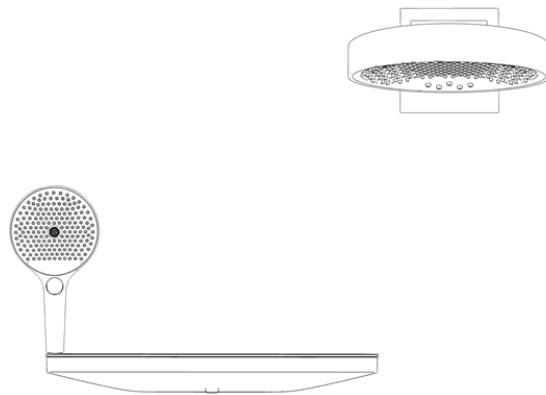
- **Intense PowderRain** - invigorates your morning shower routine with a swift and focused spray that penetrates and cleanses the body in a new way
- **PowderRain** - delivers an enveloping spray that disconnects you from your hectic day
- **RainFlow/Mono** - punctuate your shower with sprays that wash over your skin with a warm and covering flow



Reasons Why

Clients Seeking Ultimate Expression of a Perfect Showering Experience

The Rainfinity showering bundle combines the 250 3-Jet Showerhead but in exclusive Matte White finish, driven by a unique RainSelect 4-function thermostatic shower mixer, and supported by a unique and space-maximizing handshower holder/shelf also in Matte White





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How To Sell

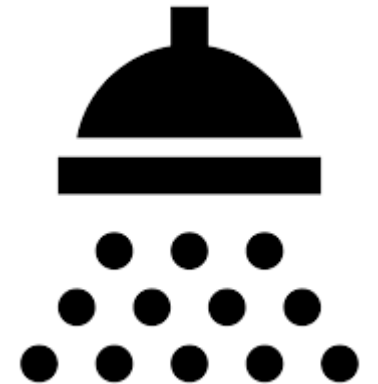
How To Sell

Rainfinity vs “Rain” Showerheads

The inclusion of a larger “rain” showerhead is essentially a “token” during a bathroom/shower project. Conventional showerheads and handshowers are used much more regularly.

We think we’ve identified a few reasons why this is likely:

- Rain showerheads often lack the spray velocity/performance, like a smaller showerhead has
- Rain showerheads’ spray patterns are often wide but not always as dense/full feeling on the skin, limiting daily utility
- Rain showerheads haven’t changed much over the years and still mostly deliver water straight down onto the bather with limited adjustment
- Rain showerheads are often too high or too low for all bathers compromising their experience
- Rain showerheads are often included just because “that’s what you do to bring a “spa/relaxation” element to bathroom investment



How To Sell

Rainfinity vs “Rain” Showerheads

- We also found that because of the specialty nature and single-task oriented function of the rain showerhead, this element is sometimes removed from a project to simplify, reduce clutter, and/or to reduce costs
- When a rain showerhead is NOT removed from a shower, we found that it isn't used daily
- This is unfortunate, because a high-end bathroom project is supposed to be a “treat” for the client, the removal of the rain showerhead really limits the enjoyment one can get out of their showering space
- Rainfinity shower products combine our newest spray technology, our expertise in creating the perfect variety of purposeful spray modes for every mood. It's a clean, attractive, functional new design into a single no-compromise showerhead solution.
- Rainfinity shows what's been missing from a daily routine and reason to reconsider a “Rain” type showerhead

How To Sell

“Rainfinity is....”

- Showing what everyday showers are missing
- Unique new spray technologies designed to deliver exactly for what the customer needs from their shower- day, night, and in-between
- In total, the latest and best award-winning showering experience hansgrohe has ever offered also delivers impeccable design, quality, and utility



How To Sell

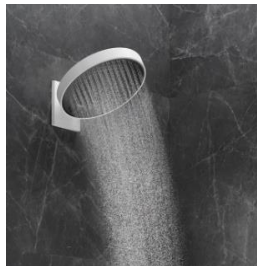
Key Points to Communicate

- Rainfinity products and solutions mean showering without compromise including unique design, materials and textures
- PowderRain spray technology drives comfort, functionality, and a drenching feeling unlike any other
- Hansgrohe's perfected and harmonized spray modes that offer indulgence, relaxation, or invigoration to meet every showering mood
- Adjustable shower position, multiple spray modes, and storage shelves put everything within easy reach and allows for personalization

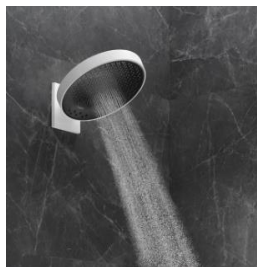


How To Sell

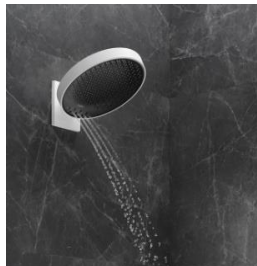
Key Points to Communicate on the Shower Experience



An enveloping spray that disconnects you from a hectic day



A swift and focused spray that penetrates and cleanses in a new way



Washes over your skin with a warm and comforting flow

A soothing spray for therapeutic moments and wellness



How To Sell

Key Points to Communicate About Rainfinity Design

- **Functional Design** - Intuitive controls and height adjustable showerhead allow for the ultimate in personalization
- **Ingenuity in Design** - Concave spray disk and unique textures evokes a clean and modern style
- **Harmony** - Matching Rainfinity RainSelect four user thermostatic trim, shelf and shower accessories
- **High Quality** - Metal construction housing, textured sprayface, sturdy hinge, internal chassis, and body





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Product Overview

Product Overview

Assortment



Rainfinity 250 3-Jet + RainSelect
Thermostat Bundle - Matte White



Rainfinity 250 3-Jet Showerhead



Rainfinity 250 1-Jet Showerhead



Rainfinity Wall Outlet 500 w/ shelf



Rainfinity 500 Shelf



Rainfinity 130 3-Jet Handshower

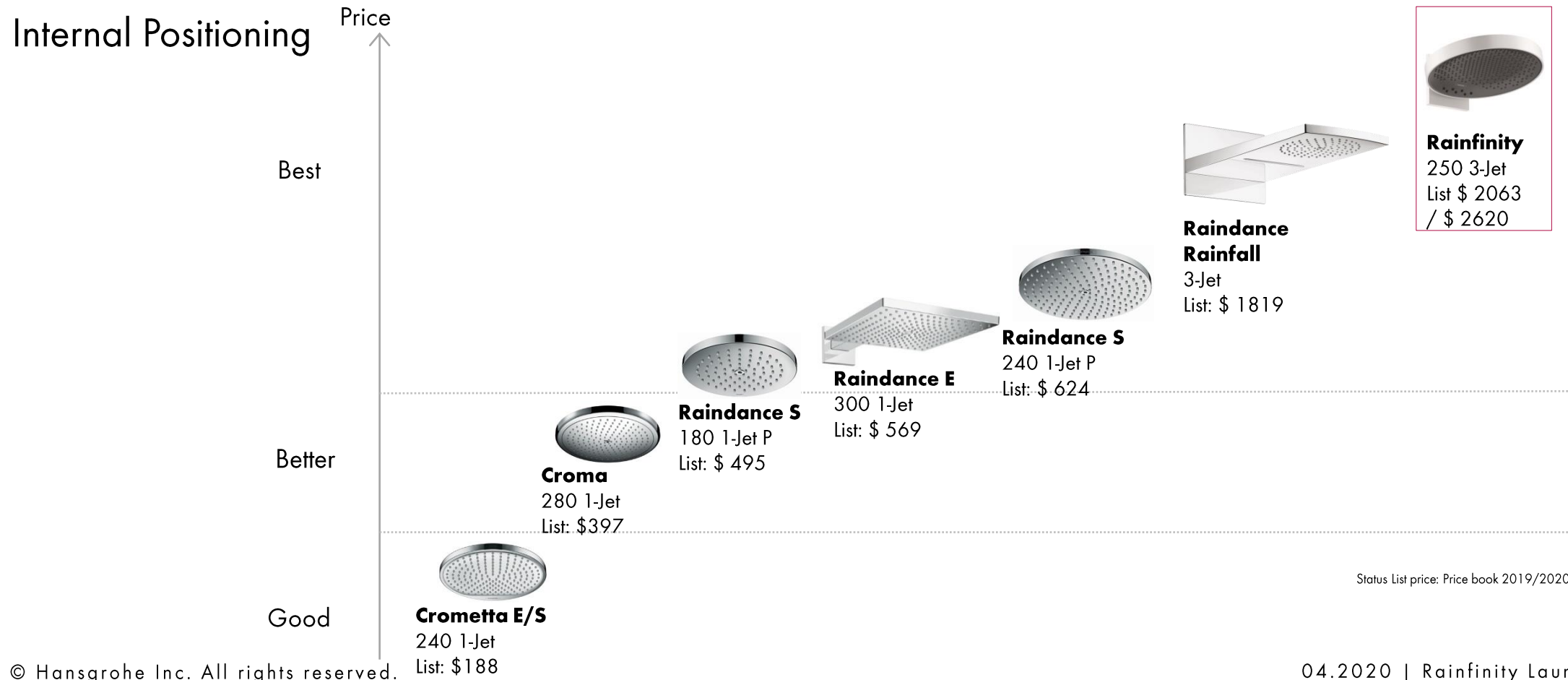


Rainfinity 130 1-Jet Handshower



Rainfinity Handshower Holder

Product Overview



Product Overview

Benefit by Target Group



Architect/Designer

- **Design** – Create harmony with matching Rainfinity RainSelect four user thermostatic trim, shelf, and shower accessories
- **Experience** - Delivers the flexibility of multiple experiences in one product, start to finish, throughout your day
- **Flexibility** – Showerheads and Handshowers in flow rates that meet all requirements. Flow: 2.5 GPM (9.5 L/Min) or Flow: 1.75 GPM (6.6 L/Min)



Plumber/Installer

- **Quality** – Made to last with hansgrohe quality in mind
- **Easy Installation** – Installation is simple and straightforward



End-Consumer













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Marketing

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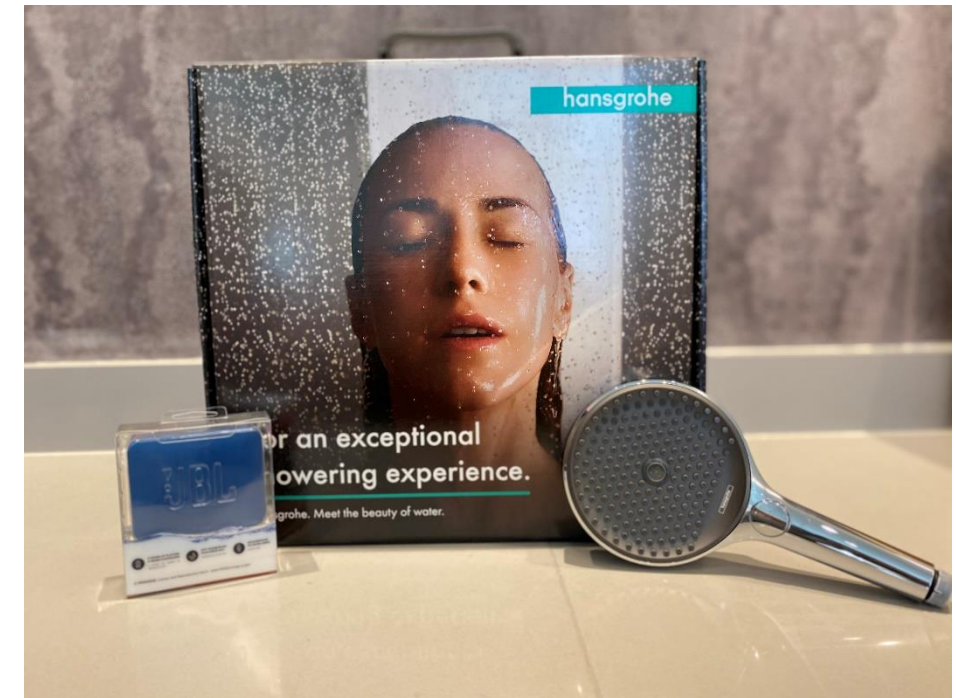
Marketing

Promotions	Rewards Program	Social Media	Displays	Samples	Literature
					
Training	Communications	PR/Media	Website	Trade Shows/Events	Creative Assets
					

Marketing

Promotions

- **Dates:** October-November
- **Promotion Detail:**
 - Customer purchases a Rainfinity Samset or standard Rainfinity Showerhead, available in all finishes, will receive a JBL speaker during the timeframe
 - Each bundle will have their own SAP number, product plus speaker, in one package
- **Type of Promotion:** Sell-Thru Campaign
- **Rewards Component:**
 - Additional points on qualifying Rainfinity bundles plus the opportunity to win a bundle.



Marketing

Rewards Program

- Double points on all Rainfinity products sold May 1 – July 31, 2020
- Email to all Rewards members about products and promotions
- Associates also earn additional points for selling shower speaker bundles (part of Promotion on previous slide October – December)
- Point values:
 - Showerhead w/wall outlet (chrome) =>1818 points
 - Showerhead w/ thermostatic trim => 2273 points
 - Handshower => 273 points
 - Baton Handshower => 273 points
- Ferguson Rewards – double dollars on Rainfinity products



Marketing

Social Media



- **Throughout the Launch**
 - Posts including videos, pictures, and stories on Instagram, Facebook and LinkedIn. Tailored to the appropriate audience.
- **Ugliest Shower Campaign (summer/fall)**
 - Instagram followers post pictures of their ugly showers using correct hashtags for a chance to win Rainfinity handshowers
 - Details TBD
- **Rainfinity/Shower Speaker Promotion**
 - Social ads with customers targeting consumers in their area. Promotes a free shower speaker with purchase.



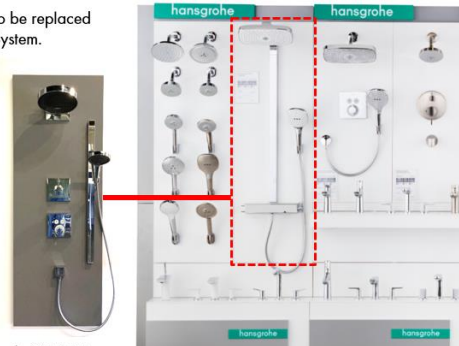
Marketing

Displays

- ShowTec Displays – 215 existing ShowTec will be updated with the new Rainfinity Showerboard and Rainfinity Handshowers
- ShowTec Displays – 200 Rainfinity Handshowers will update Shower power boards on existing ShowTec displays 6' or under
- ShowTec Displays – All 100 displays will include a Rainfinity handshower
- Graphic board updates for all existing ShowTec displays

The 18x55" Showerpipe board is to be replaced with a complete Rainfinity Shower System.

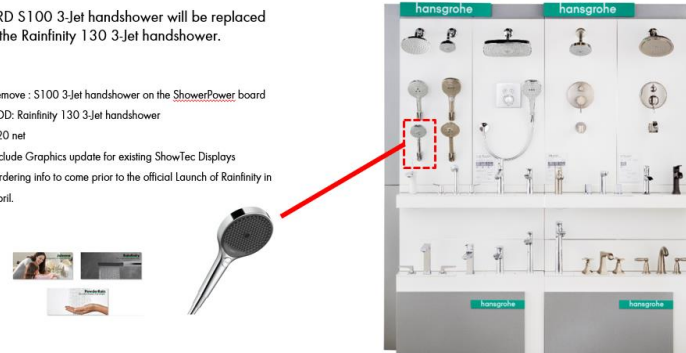
- REMOVE: 18x55
- NEW 18x55" White Board
- Pre-Mounted (less shower products)
- Rainfinity 250 3-Jet Showerhead CH
- Rainfinity 130 3-Jet Handshower CH
- Raindance E 36" Wallbar CH
- ShowerSelect 2 User Dummy CH
- Quattro Square Dummy CH
- Square Wall Outlet CH
- \$100 net



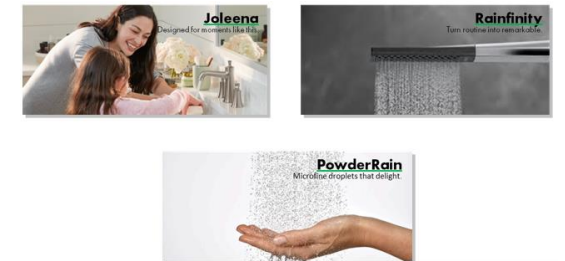
12' & 9' ShowTec

The RD S100 3-Jet handshower will be replaced with the Rainfinity 130 3-Jet handshower.

- Remove : S100 3-Jet handshower on the ShowerPower board
- ADD: Rainfinity 130 3-Jet handshower
- \$20 net
- Include Graphics update for existing ShowTec Displays
- Ordering info to come prior to the official Launch of Rainfinity in April.



6' ShowTec



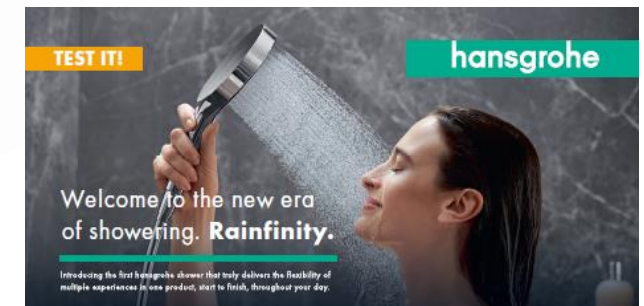
All ShowTec Displays

Marketing

Samples

“Test It” Rainfinity Samset Kits

- Rainfinity is best sold by an experienced professional who has used each mode for a reasonable period of time
- Kit includes:
 - Rainfinity Samset: Handshower, hose and holder
 - Thank you letter: Information about handshower and QR code to register
 - Installation video: Show easy installation and available after registration
 - Heidi Hansgrohe Duck
- In a couple weeks, we will reach back to the registered audience to collect feedback on their experience.



The hansgrohe family would like to thank you for your continued support by sending you a gift to help you through these challenging times.

We would love to hear from you and hope Rainfinity will make a difference. **Please scan the bar code below and share your experiences with us.**

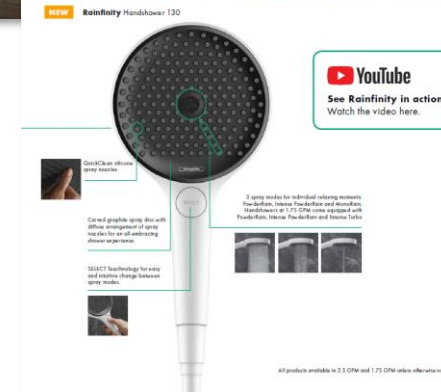
Thanks again for your support and stay safe in the days ahead.

Hansgrohe USA



Interactive Rainfinity PDF Shell Sheet:

-
- hansgrohe
- NEW**
- Welcome to the new era of showering. **Rainfinity.**
- Introducing the first hansgrohe shower that truly delivers the flexibility of multiple experiences in one product, right to finish, throughout your day.
- hansgrohe.** Meet the beauty of water.
- NEW**



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Marketing

Training

- A detailed training presentation is available covering:
 - Reasons Why
 - Assortment
 - Spray mode functions
 - Piping diagrams
- eLearning presentation via Rewards Program and eLearning sites available by beginning of May



Marketing

Communication

- Designated newsletter to customers including:
 - Spray Modes
 - Product Assortment
 - Why Rainfinity Tips
 - Rainfinity Videos

Marketing

PR/Media

Submission of Rainfinity for NYC x Design Awards

- Winners Receive:
 - Extensive coverage across Interior Design's global digital network of 15 million+!
 - Highlight projects/products with regular promotion of the NYCxDESIGN Awards on Twitter, Facebook, Instagram, and via Interior Design's daily newsletter
 - Showcased on Facebook Live awards ceremony
 - Digital coverage, including motion graphic videos, Instagram promotion, a Facebook photo gallery, and a Pinterest board spotlight
 - Special presentation of NYCxDESIGN Awards winners on interiordesign.net



Marketing

PR/Media

Rainfinity Featured on Morpholio

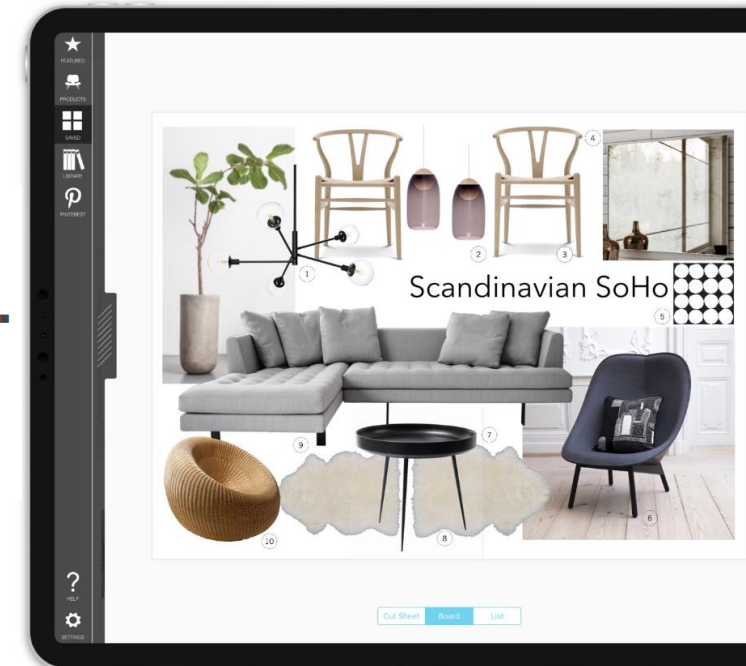
- Morpholio Board is an app that combines a product library with tools and the mobility for the designer to work and present a project anywhere
- Named "BEST INTERIOR DESIGN APPS" by Apple, House Beautiful, and ArchDigest
- Feature will include: eBlast, Social, and Rainfinity products on their site and app
- To learn more: <http://www.morpholioapps.com/board/>

morpholio

**Layout.
Collage.
Illustrate.**

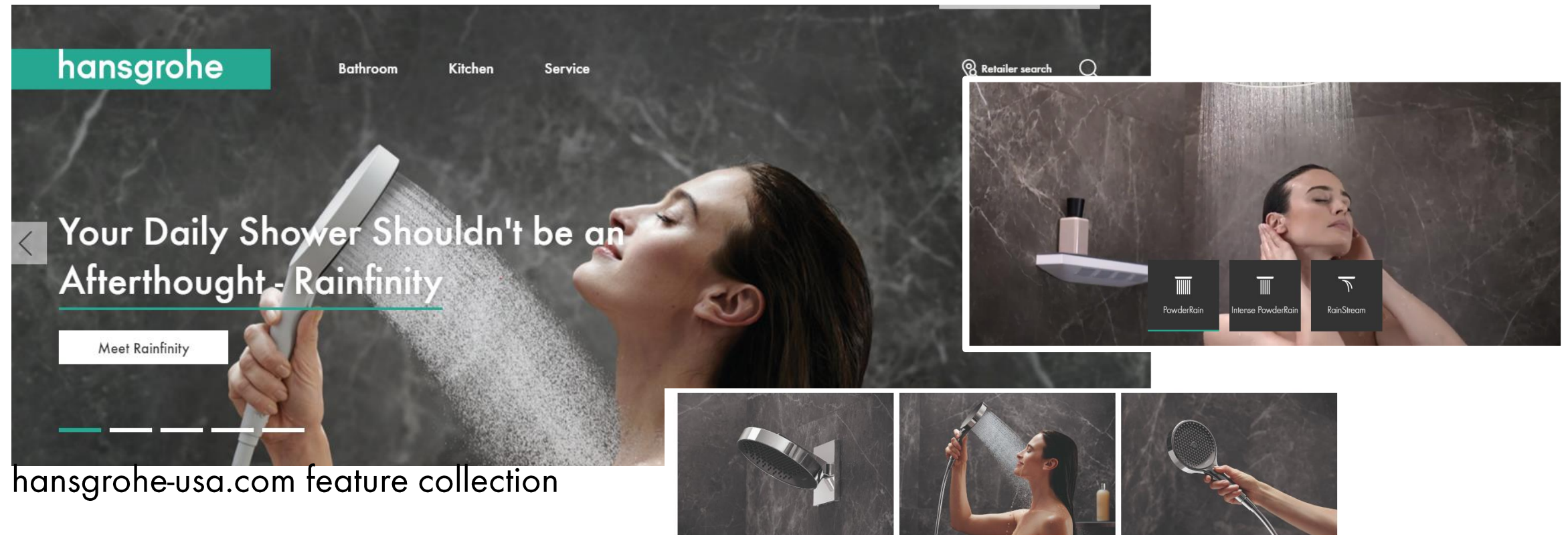


**morpholio
BoardPro**



Marketing

Website



hangrohe-usa.com feature collection

Marketing

Website

Online Partners Assets

- Brand store banners and rich content for PDP (ex: Amazon)
- Robust consumer friendly marketing copy and installation details



Feature Bullet 1

THOUGHTFUL DESIGN: The handshower features a sleek chrome body with a large, 5-inch black metal spray face

Feature Bullet 2

STYLE VERSATILITY: Compatible with the hangrohe Rainfinity shower collection, adding bold style to your shower

Feature Bullet 3

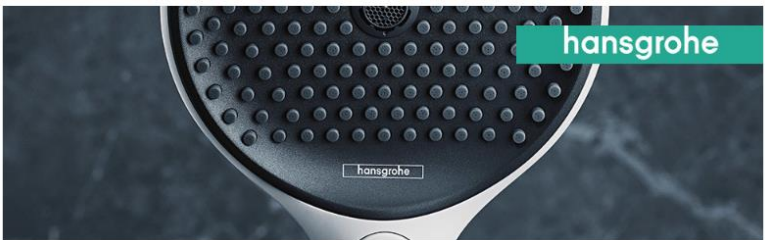
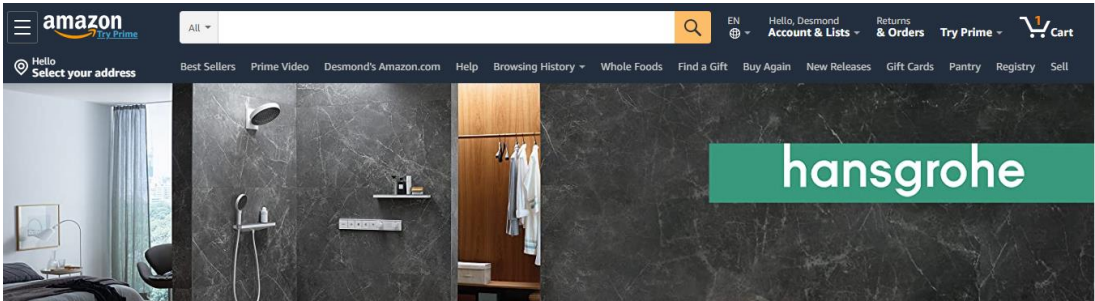
RANGE OF SPRAY MODES: This handshower features 3 sprays: PowderRain - a luxurious rain shower that envelops you in a soft spray, Intense PowderRain - an invigorating spray of fine droplets tha helps wake you up in the morning, and Mono - a focused jet for a soothing, feel-good shower.

Feature Bullet 4

WATER FLOW: The 2.5 GPM flow rate provides thorough water flow

Feature Bullet 5

SIMPLE TO CLEAN: The easy-to-clean anti-limescale silicone spray nozzles optimize water flow performance and can be quickly wiped clean



Your daily shower shouldn't be an afterthought.

Make a bold design statement with the contrast of anthracite grey, a design element that sets this hand shower apart from the rest. The 5-inch hand shower pampers users with three different spray modes, for a shower experience personalized to you. It's perfect for upgrading an existing shower, connecting to all standard shower hoses. But it's even better paired with other products from the Rainfinity line, to create a shower design to remember and a feeling to never forget. No matter how you spend your time in the shower, Rainfinity from hansgrohe provides uplifting energy to kickstart your day, and rescues with quiet relaxation in a way you've never experienced Rainfinity is the first hansgrohe shower solution that truly delivers the flexibility of multiple experiences in one product, start to finish, throughout your day.

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Meet the beauty of water.

For 118 years, hansgrohe has been shaping the landscape of bathrooms and kitchens to make life easier, better and more beautiful. Our determination to enhance the beauty of water and every aspect of your experience knows no bounds. Innovation combined with brilliantly simple, ultra-reliable technology ensures we create timeless and sophisticated products.

Marketing

Tradeshows/Events

- The main presentation of the product assortment took place at KBIS 2020 in Las Vegas
- Visitors had the opportunity to experience the high-quality product live and experience the great new innovation
- **Rainfinity won KBIS 2020 BEST OF IMPACT AWARD**



Marketing

Creative Asset Overview

- Standard Product Photography: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

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Creative Asset Overview

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Marketing

Creative Asset Overview

- Ambience + Lifestyle Photography: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

Creative Asset Overview

- Lifestyle Photography: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

Creative Asset Overview

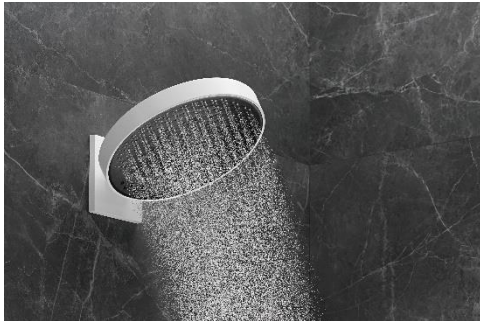
- Photography for Unique Selling Points: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

Creative Asset Overview

- Photography for Unique Selling Points: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

Creative Asset Overview

- Photography for Unique Selling Points: <https://spaces.hightail.com/space/gta9qeCYVp>



Marketing

Creative Asset Overview

- Full Video (1 min.) – Includes spray modes and features: <https://spaces.hightail.com/space/gta9qeCYVp>



Please Note: Rainfinity Showerhead 350 shown in this video is not available for the United States. This video includes a note that Rainfinity Showerhead 250 (not shown) will be offered as the alternative.



Please Note: The U.S. version of the Rainfinity shower system shown in this video requires the addition of Ecostat Diverter Trim Square Trio/Quatro (not shown in video).

Marketing

Creative Asset Overview

- Videos – Spray Modes (5 seconds each video): <https://spaces.hightail.com/space/gta9qeCYVp>





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Thank You!
