

Dear Distributor,

At Coletobrand, LLC (“Coletobrand”), we are committed to you and your customers—the distributors and resellers that help our company deliver products that illuminate new possibilities and inspire beautiful living. We are reaching out with an important update regarding our efforts to integrate the Progress Lighting®, Kichler® and élan® brands under the Coletobrand banner.

To protect our brands and the integrity of our authorized distribution channels, we are implementing a Coletobrand Authorized Seller Program for the United States and Canada, effective November 1, 2025.

The Authorized Seller Program will ensure that authorized sellers of all products available through Coletobrand and its portfolio of brands understand and take the steps necessary to ensure product quality and provide the excellent customer service that is integral to the reputation of our brands. In addition, our Authorized Seller Program will assist us in taking action against unauthorized sellers that harm you and your customers through the sale of damaged and diverted products.

The **Coletobrand, LLC Authorized Distributor Policy for the United States and Canada** describes our expectations for distributors under our Authorized Seller Program. The key features of the Authorized Distributor Policy are noted below:

- **Permissible Customers:**

- *Authorized Resellers.* You may sell our products for purposes of resale only to customers who are classified as “Authorized Resellers.” To become and remain an Authorized Reseller, your reseller customers will be required to abide by the *Coletobrand, LLC Authorized Reseller Policy for the United States and Canada*. **To this end, we ask that you provide the attached “Authorized Reseller Packet” to your reseller customers as soon as possible and to any new reseller accounts in the future.** This packet contains: (1) a letter describing the Authorized Reseller Policy and the purposes of our Authorized Seller Program; (2) the Authorized Reseller Policy; and (3) our unilateral minimum advertised price policies.
- *End Users.* You may also sell products directly to end users, which include the ultimate users of our products as well as entities that purchase our products to install them for an ultimate user.

- **Online Sales:** **You may not sell our products on any publicly accessible website, online marketplace, or other online platform without Coletobrand’s prior written consent.** However, you may use an online order portal to facilitate orders from Authorized Resellers, as long as that portal requires Authorized Resellers to obtain an account and log in to view product listings and pricing information. This rule will be strictly enforced.

- **Ensuring Product Quality and an Optimal Customer Experience:** To ensure that the customers who purchase our products have the best experience possible, the Distributor Policy outlines our expectations for the service you will provide to your customers and describes certain steps you must take to maintain the quality of products until they reach end users.

In addition, Coletobrand is issuing a unilateral Minimum Advertised Price Policy for the United States and Canada for the Kichler and élan Brands and a unilateral Minimum Advertised Price Policy for the United States and Canada for the Progress Lighting Brand. These policies apply to all authorized sellers of our products in the United States and Canada that advertise to end users. Copies of these policies, which will be effective on November 1, 2025, are attached for your review.



Thank you for your careful attention to the attached documents and for your continued support of Coletto Brands and the Progress Lighting, Kichler and élan brands. If you have any questions regarding the Distributor Policy or Authorized Seller Program, please contact us at brandprotection@kichler.com.

Sincerely,

Coletto Brands, LLC