

Dear Reseller,

At Coletto Brands, LLC (“Coletto Brands”), we are committed to you—the reseller partners 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 Coletto Brands banner.

To protect our brands and the integrity of our authorized distribution channels, we are implementing a Coletto Brands 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 Coletto Brands 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 **Coletto Brands, LLC Authorized Reseller Policy for the United States and Canada** describes our expectations for resellers under our Authorized Seller Program. The key features of the Authorized Reseller Policy are noted below:

- **Permissible Customers:** Coletto Brands is committed to maintaining the integrity of its authorized distribution channels and to stopping the diversion of our products to unauthorized sellers. To this end, you may sell our products solely to end users and not to persons or entities who intend to resell the products.
- **Online Sales: You may not sell our products online without our prior written consent.** This prohibition includes your own ecommerce website(s), as well as sales through third-party online marketplaces such as Amazon, eBay, Houzz, Walmart Marketplace, or Sears Marketplace. Our rules regarding online sales will be strictly enforced. If you wish to apply for permission to sell our products online, please contact us at brandprotection@kichler.com for more information. **To ensure we have the most up-to-date information, Resellers that previously applied and were accepted under a prior Kichler and élan authorized seller program must reapply to continue selling online.**
- **Ensuring Product Quality and an Optimal Customer Experience:** To ensure that the customers who purchase our products have the best experience possible, the Reseller 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, Coletto Brands 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 Reseller Policy or Authorized Seller Program, please contact us at brandprotection@kichler.com.

Sincerely,

Coletto Brands

PROGRESS
LIGHTING | **KICHLER**

Coletto Brands, LLC