10/8/19

**Plan to promote Architectural Digest**

Assuming no restriction if we do not advertise or purchase seal:

1. We will share this in social media and engage with any posts from Architectural Digest – using only factory images of +VENOVO and not of the seal. (U.S. Facebook and LinkedIn)
2. We will share in our localized marketing update we send on monthly basis to all dealers, showrooms
3. We will create a local trade release targeted to Architects and Designers. As this is a pay-to-play honor given by Architectural Digest Magazine – no other consumer magazines will cover the award. The release will be ready before the embargo date of 10/15 and will go out as soon as we can promote it. For these trade releases – we gain approval from Sam Walker prior to sending. We can also send a copy to Anke Eigenbrod for review. If Anke has a release prepared already – please let us know so that we are not duplicating efforts.

Beyond these elements – we would have to invest in the seal in order to place the award in any future advertisements or to display this on the website or in showrooms.

We have won other awards in 2019 in the U.S. market that are also noteworthy which we market in similar fashion (without paying for licensing fees).

1. Product Innovation Award – Architectural Products Magazine - +SEGMENTO Y (also embargoed until 10/15)
2. K+BB Readers Choice Award
3. Interior Design BOY Award (voting phase through 10/18) - +SEGMENTO Y
4. Hospitality Design Award - +VENOVO
5. Architizer A+ - Special Mention - +VENOVO
6. Beautiful Kitchens & Baths - 30 Most Innovative Products Award - +VENOVO
7. KB Culture Award - +VENOVO