

JACUZZI® RETAIL ADVANTAGE



AN EXCEPTIONAL RETAILER EXPERIENCE



THE JACUZZI® RETAIL ADVANTAGE PROGRAM

This program offers a full suite of products, tools and services you can use to increase store sales and boost profitability.

BUILD YOUR BUSINESS WITH INNOVATIVE DESIGNS FROM THE WORLD'S #1 HOT TUB BRAND

The Jacuzzi® Brand introduces innovative new designs and marketable improvements every year, ensuring your product mix is always exciting, on-trend and affordable at key price points. In fact, we have introduced more than 30 new models in a decade, and every Jacuzzi® model has been updated within the past 6 years.

KEEP YOUR INVENTORY FRESH WITH AN EXTRAORDINARY PRODUCT PORTFOLIO OF HOT TUBS AND FEATURES

The Jacuzzi® portfolio includes a full breadth of hot tubs and swim spas from our Luxury, Designer, Comfort, Modern and Classic Collections, with lounge and open seating offered in nearly every collection. Good/better/best features and pricing tiers make selling easy. All are protected by the industry-leading Jacuzzi® warranty. Preferential shipping terms reduce the cost of getting products to your showroom and your customers.

ATTRACT MORE CUSTOMERS TO YOUR SHOWROOM WITH OUTSTANDING MARKETING AND ADVERTISING SUPPORT

We supplement your marketing efforts to attract attention, drive traffic to your showroom and convert prospective buyers into happy customers. Turnkey advertising materials and marketing campaigns promote your company via email, on websites and social media outlets, in print and digital publications, and at consumer events.





CONVERT LEADS INTO SALES WITH COMPREHENSIVE SALES TRAINING

We arm you with training and sales tools grounded in a deep understanding of the product and consumer.

Product and sales process training from Jacuzzi experts is available online and via live, instructor-led classes, and the information is refreshed every time a new model or feature is introduced. Professionally designed, customer-facing assets, including sales presentations and brochures, assist your sales team in telling the Jacuzzi® story and presenting the product line to its best advantage. Our partnership with Wells Fargo consumer credit as well as Financelt gives the sales team customer financing options for every budget.

PROVIDE EXCELLENT POST-SALES PRODUCT AND SERVICE SUPPORT FOR AN EXCEPTIONAL EXPERIENCE

A well-cared-for customer is a customer for life. Jacuzzi provides technical support to your customers that ensures their hot tubs remain in top condition, year after year. Our dedicated customer service team receives regular training on Jacuzzi® products, features, warranties, financing and services and is available to answer customer questions and process requests.

TURN ON-SITE TRAFFIC INTO SALES WITH EXCEPTIONAL DIGITAL MERCHANDISING AND SHOWROOM DISPLAYS

Eye-catching merchandising, digital design centers, and inviting hot tub displays encourage people to explore the Jacuzzi® product line and interact with your sales team.

JACUZZI IS AN INNOVATIVE PARTNER DEDICATED TO YOUR SUCCESS

YOUR SUCCESS IS OUR SUCCESS

When you choose the Jacuzzi® Brand, you are investing in an iconic brand that exemplifies quality and performance; you are partnering with a team of product, service and industry experts committed to accelerating the growth of your business. At Jacuzzi, a promise made is a promise kept.

The moment you join the Jacuzzi® Retail Network, we pair you with a dedicated Jacuzzi business consultant who will ensure that the brand is seamlessly incorporated into your portfolio and that you have a strong business plan in place for sustainable growth.

And that's just the beginning.

AN ICONIC BRAND, AN EXCEPTIONAL RETAILER EXPERIENCE

As a preferred partner, you already have a luxury showroom that sets you apart from competitors, along with active marketing efforts and a dedication to customer service that is truly exemplary. Together, we'll take your business further. The Jacuzzi® Brand offers a broad and innovative portfolio, a rich training experience, unparalleled local and national marketing support, access to consumer data and financing options, and much more.

Explore the possibilities.

INVEST WITH CONFIDENCE IN A SIGNATURE BRAND

We believe that an extraordinary experience gives people confidence that their investment in a signature brand is well-placed. We create the best experience for our retailers and collaborate with you to create your own incomparable customer experience — one that entices new buyers and builds relationships for long-term success.



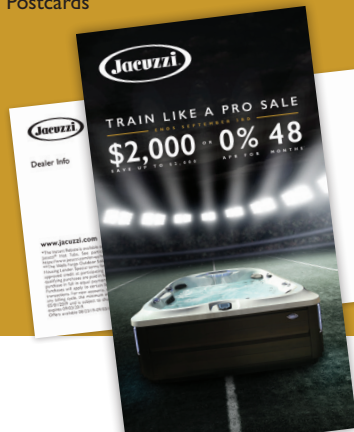
**80% OF PEOPLE KNOW THE JACUZZI® BRAND
AND RECOGNIZE IT AS THE WORLD'S MOST ICONIC HOT TUB BRAND.**

Retailers in the Jacuzzi® Retail Advantage program gain access to an ever-changing and comprehensive library of Jacuzzi® Brand marketing assets, including:

Banners



Postcards



Digital Ads



Print Ads



HYDROTHERAPY FROM THE COMPANY THAT PIONEERED IT

The Jacuzzi family invented the first hydrotherapy pump for home use more than 60 years ago and has led innovation in the industry ever since. Today, Jacuzzi® Brand hydromassage combines the buoyancy of water to reduce joint pressure, warmth to ease pain, and the Aqualibrium® formula — the perfect mix of air and water — to deliver a jetted massage that increases circulation and targets discomfort. From jet placement to optimal positioning of the body in ergonomic seats, a Jacuzzi® Hot Tub is a showcase in quality design. Partner with the brand that launched the industry and continues to redefine it — get the Jacuzzi® Retail Advantage.

- Alleviate arthritis and fibromyalgia
- Relieve stress
- Recover after workouts
- Lessen pain
- Reduce symptoms of leg cramps and restless leg syndrome
- Sleep better



• **1950s** Introduced J-300 hydrotherapy pump

• **1960s** Introduced Roman, the first integrated jet whirlpool bath

• **1970s** Introduced indoor family-sized hot tubs

• **1980s** Introduced models that functioned as hot tubs, whirlpool baths, or both, both indoors and outdoors

• **1990s** First to promote backyard hot tub as family entertainment

• **2000s** Jacuzzi® became the first global brand to sell in more than 60 countries worldwide

• Launched **JLX® Contemporary Collection**
– 2 new models added

• **J-400™ Designer Collection**
– 3 new models added
– 4 new color options added to offering

• **New HPP+ Collection Launched**
– 2 new models added

• **Full-color ProTouch™ Control** on J-400™ Designer Collection launched

• Introduced first **4G LTE-enabled SmartTub™ System** with remote monitoring and control

• **J-400™ Designer Collection**
– 4 models with redesigned cabinetry and features

• Introduced **CLEARRAY Active Oxygen™** Clean Water System

• **Jacuzzi® Swim Spa Collection**

– 3 Collections and 5 models launched

• **Jacuzzi® Play™ Collection**

– 3 models launched

• Complete redesign and launch of 8 new **J-300™ Comfort Collection** models
3 new **patented jets** introduced to the Designer Collection

• **J-400™ Designer Collection**
– 2 new sizes added

• Launched **J-100™ Basic Collection**
– 2 new models added

• **J-300™ Comfort Collection**
– 8 redesigned models launched

• **J-400™ Designer Collection**
– 2 redesigned models launched

• **CLEARRAY® UV-C System** launched on all models

• **BLUEWAVE® Spa Stereo System** utilizing Bluetooth® launched

• **J-200™ Classic Collection**
– 3 new models added

• Expanded **Designer Collection**
– 3 new models added

1950-2009

2010-2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

INNOVATIONS, FEATURES AND PRICE POINTS FOR EVERYONE

Driven by the desire to continually develop products worthy of the Jacuzzi® Brand, our engineers, designers and craftsmen never stop seeking perfection. Our passion for innovation has resulted in a constant stream of new, category-leading hot tubs and frequent updates being made to existing hot tub lines. It is our goal to ensure there is a Jacuzzi® Hot Tub available at most every price point, with the technology and features one would only expect from the Jacuzzi® Brand.



J-500™ LUXURY COLLECTION

- SmartTub™ System Standard
- Dual Elevated Edges With Multi-color Waterfalls
- Curvalux™ Designer Woven Exterior
- ProTouch™ Glass Control
- Integrated Corner Exterior Lighting
- CLEARRAY® On-Demand
- CLEARRAY Active Oxygen™ Clean Water System
- 5-Stage Filtration System
- ProEdge™ Interior Illumination

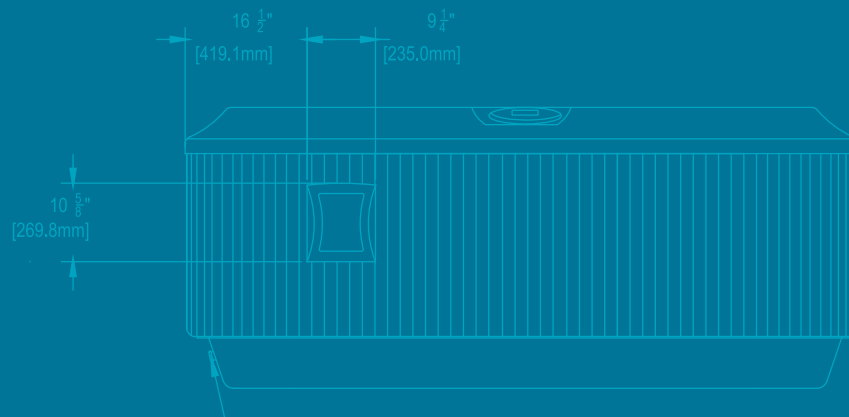


J-400™ DESIGNER COLLECTION

- SmartTub™ System Compatible
- Distinct High Back Design
- ProTouch™ Control
- Specialty PowerPro® Jets
- CLEARRAY® On-Demand
- CLEARRAY Active Oxygen™ Clean Water System
- 5-Stage Filtration System
- Tool-free Cabinet Removal and Quick Drain System

84"
[2133.6mm]

TOP VIEW



J-300™ **COMFORT COLLECTION**

SmartTub™ System Compatible
Specialty PowerPro® Jets
Illuminated Control
CLEARRAY® On-Demand
CLEARRAY Active Oxygen™ Clean Water System
4-Stage Filtration System
Tool-free Access



J-200™ **CLASSIC COLLECTION**

SmartTub™ System Compatible
Classic Jets
CLEARRAY® On-Demand
CLEARRAY Active Oxygen™ Clean Water System
2-stage filtration system



REMOTE MONITORING SYSTEM Simplified Hot Tub Ownership

Now you can offer your customers the SmartTub™ system, the only system to run on a cellular platform and have cloud integration designed to provide you and your customers insight on their hot tub's performance in real-time, from any location.

After a simple download of the free SmartTub™ app, a quick pairing with the Jacuzzi® Hot Tub allows the SmartTub™ System to immediately begin monitoring your customer's hot tub performance and provides you both with notifications, basic troubleshooting tips and guidance on filter replacement, routine maintenance, water quality and more.

Now, you can literally place in your customers' hands the product capabilities, excellence and innovation available on most Jacuzzi® Hot Tubs, while providing you with the peace-of-mind knowing your customers are being taken care of.

AS A JACUZZI® RETAILER, YOU'LL HAVE ACCESS TO INDIVIDUAL HOT TUB DIAGNOSTIC VIEWS THAT HELP YOU SERVE YOUR CUSTOMERS BETTER.

- Cellular technology means the monitoring never stops — even when the power is out
- Real-time notifications sent to you and your customer when service is required on their hot tubs
- Easy reminders to your customers regarding routine maintenance
- Remote control of key settings for both owner and store personnel to maximize hot tub efficiency and energy usage
- Easy “click for service” keeps your store and your people as the go-to-service resource
- No IT expertise required to manage or use
- Exclusive partner portal and at-a-glance diagnostics to track hot tub performance
- Fleet management software to easily track current notifications and status of hot tubs





CLEARARRAY
ACTIVE OXYGEN™
— CLEAN WATER SYSTEM —

CLEARARRAY ACTIVE OXYGEN™ CLEAN WATER SYSTEM

The CLEARARRAY Active Oxygen™ Clean Water System is engineered to harness the power of nature to work harder to clean the water longer. This hands-free approach to water care ensures spa owners enjoy the cleanest, freshest water every time they use their Jacuzzi® Hot Tub.

Ozone and UV-C technology are used in drinking water plants, aquariums, hospitals, and water treatment plants.

Make your customers' hot tub ownership a clearly better experience.

- Eco-friendly
- No set-up or special programming required
- Standard on all Jacuzzi® acrylic hot tubs
- No chemical odors or skin irritants
- Low-maintenance solution with only a single bulb to replace

BLUEWAVE®
SPA STEREO
SYSTEM

BLUEWAVE® SPA STEREO SYSTEM

Jacuzzi® Hot Tubs were among the first to bring music into the overall customer experience with its proprietary BLUEWAVE® Spa Stereo System. Utilizing Bluetooth® technology, hot tub owners can stream their favorite music to premium, built-in, waterproof speakers while enjoying the benefits of their Jacuzzi® Hot Tub.

- Wireless connection from Android and iOS devices that support Bluetooth® technology
- USB port for a wired connection
- Premium speakers designed specifically for hot tub use
- Fully waterproof speakers
- No wires

The SmartTub™ system uses cellular-based communications and requires cell service from our provider partner in your area. See website for details, or verify coverage here:

att.com/maps/wireless-coverage.html

www.t-mobile.com/coverage/coverage-map

www.rogers.com/consumer/wireless/network-coverage

INVEST WITH CONFIDENCE IN AN ICONIC BRAND

ENSURE YOUR BUSINESS RUNS AT AN OPTIMAL LEVEL

Your Jacuzzi business consultant provides ongoing support to ensure your processes, business plan and sales operations produce optimal results. They collaborate with you to reinvest selling, general and administrative SGA savings; increase gross margins; and scale with you as your business grows.

“ We’ve carried hot tubs for decades and it wasn’t until we added Jacuzzi® products that we saw a tremendous lift in our business. Our margin has grown as a direct result of that. ”

– Ronak Shah, Galaxy Home Recreation



FROM TRAINING TO SHOWROOM,
WE'VE GOT YOU COVERED.



BRAND TRAINING THAT SETS YOU UP FOR SUCCESS

The Jacuzzi® Brand has the most comprehensive retailer training program in the industry. Our goal is to ensure every Jacuzzi® Brand retailer has the knowledge they need to be successful. We offer four levels of training at no cost to our retailers.

LEVEL ONE

1

Online Brand Knowledge & Solutions Selling

More than 200 on-demand, self-paced courses are available online to retailers worldwide, making them a convenient way to immerse yourself in the Jacuzzi® Brand and our proven solutions selling approach. The courses take approximately 10-15 minutes to complete. We encourage you to take advantage of them and compete for points with your peers. New courses are added as design innovations come to market, ensuring you stay abreast of every hot tub and feature in the portfolio.

LEVEL TWO

2

In-store Regional Manager Support

We understand the value of personal relationships. Every retailer is partnered with a seasoned, knowledgeable Jacuzzi® Brand regional manager whose job it is to help you drive growth. They meet with retailers at their location, providing guidance on everything from business planning and merchandizing to product knowledge, marketing support and solutions selling.

LEVEL THREE

3

Regional Training Workshops

Every year, retailers in the U.S. and Canada are invited to attend in-depth, full-day workshops where they can learn from Jacuzzi® Brand experts and each other. The agenda changes each year to keep pace with new innovations, market data and best practices. Selling acumen is reinforced through role-playing opportunities. The workshops are a great way to network and build relationships with your peers. To keep the environment non-competitive, we invite retailers in competitive markets to attend different regional training.

LEVEL FOUR

4

At Jacuzzi® Locations Celebration of Excellence

Jacuzzi® Brand is instituting its Celebration of Excellence in 2020 to honor the best of the best and give them an opportunity to take their skills to the next level at our Centers of Excellence in Toronto, London and Southern California (Italy coming soon). Approximately 20 people will be chosen from among the salespeople, managers and individual contributors nominated by their retailers or regional managers to attend.

WE HELP RETAILERS
ESTABLISH A CONFIDENT
SALES FORCE WHO CAN
DELIVER EXCEPTIONAL
CUSTOMER SERVICE AND
OUTSTANDING RESULTS.



An iconic brand. An exceptional retailer program.

Jacuzzi® Retail Advantage

When you choose the Jacuzzi® Brand, you are investing in the hot tub brand that exemplifies innovation, quality, and performance, and you are partnering with the world's leading product, service, and industry experts — all of whom are committed to accelerating the growth of your business.

JacuzziAdvantage.com | Jacuzzi.com
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