



October 6, 2023

Dear Valued Customer:

Alessi USA is rapidly acting upon areas of opportunity and growth.

One of our top priorities is MAP enforcement and compliance. We retained Vantage BP®, a top-tier agency to monitor and address violators with enforcement tools. Moreover, we are examining all sources of inventory external to the US marketplace and closing down all unauthorized sellers. This significant action is ongoing and over a period-of-time dramatically reduce MAP violators shipping goods from outside of the US.

MAP enforcement is an important part of our brand equity. Our ambition is to achieve compliance across all e-commerce platforms. Achieving compliance through strict enforcement policies will extend over the upcoming months. As a note, many of our trading partners are in full Map compliance. We are thankful for our trading partners' MAP cooperation.

We appreciate your support and understanding. Our goal is to make the Alessi brand a success and a meaningful part of your ongoing business. We will keep you posted on our progress with MAP and other advancements we are making with the business.

Sincerely,

Jack Hooe,
Managing Director North America

David Di Meco,
Vice President US Sales