



**louis
poulsen**

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5 October 2022

To our Valued Partners,

North America is one of Louis Poulsen's key strategic markets and our ambition is to become the leading luxury lighting design brand in North America. We see great potential in North America, and we want to strengthen our position in both the BtB and BtC markets.

To support and enable Louis Poulsen to achieve the future ambition, we have decided to structure the US market in a BtB and a BtC division. The BtC division will be based in New York together with the other Design Holding brands and will mainly focus on building the consumer brand within the BtC. The BtB division will continue out of South Florida under the responsibility of Kent Pedersen and his new distributor company NEO Architectural Lighting.

NEO Architectural Lighting will manage the Business to Business segment growth through independent representatives starting January 1, 2023. NEO Architectural Lighting is owned and operated by Kent Pedersen, President and CEO and Amir Bagherlee, COO. Most of the current team at Louis Poulsen USA today will be retained and join NEO Architectural Lighting. This will ensure continuity and provide the market with an experienced team that will be ready to continue the growth of the Louis Poulsen brand through product promotions, Regional Sales Organization, Marketing, Inside Sales, Technical Services, Customer Service, Supply Chain, Warehouse and Production from their South Florida facility. The sales channels will continue with Independent Representatives to further strengthen the relationship with Architects, Lighting Designers, Landscape Architects & Engineers.

Further details regarding the transition of the Louis Poulsen USA Business to Business segment to NEO Architectural Lighting will be communicated directly to the Independent Representatives.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "KSP", written over a light blue horizontal line.

Kent S. Pedersen
President & CEO
NEO Architectural Lighting

A handwritten signature in blue ink, appearing to read "Tommy Rothoff", written over a light blue horizontal line.

Tommy Rothoff
Chief Sales Officer
Louis Poulsen A/S