



March 18, 2019

Dear Kent Vendor,

As you know from my January 18th letter, Kent has made a major investment in a new ERP platform and we are launching this new ERP across our enterprise in mid-year. In addition, we are expanding our eComm presence. Both these very important initiatives require us to totally rebuild our product master files and to obtain all available rich data, digital content and related product information from ALL of our suppliers.

To complete these two initiatives as scheduled, and to ensure future automated product data synchronization for item changes, deletions and new products, we are using the Commport GDSN data pool. We want to be clear about our requirements for this initiative:

1. Your company has been identified as **a required participant** in our GDSN initiative
2. If your products use bar codes, you must use your current GDSN data pool or join Commport or a different GDSN data pool and publish your product content to us – **the GDSN is Mandatory**
3. We will be **expanding our eCOMM catalogue product selection** and we are asking you to publish 100% of your catalogue SKUs to us via the Commport data pool so we can expand your eCOMM offering

The GDSN will remove the need for new product forms, spreadsheets, emails and discussions about product data and allow us to focus our mutual efforts on selling more of your products.

As you know, there are competitors of ours using the GDSN today and we know of others that will be joining. As such, using the GDSN is becoming an industry initiative. The GDSN will save all of us time and money.

Thank you in advance for your continued commitment to grow your partnership with Kent. We look forward to sharing the benefits we will both derive from this important collaboration.

Patrick O'Neil

A handwritten signature in black ink, appearing to read "Patrick O'Neil". The signature is stylized and cursive.

Director of Supply Chain