

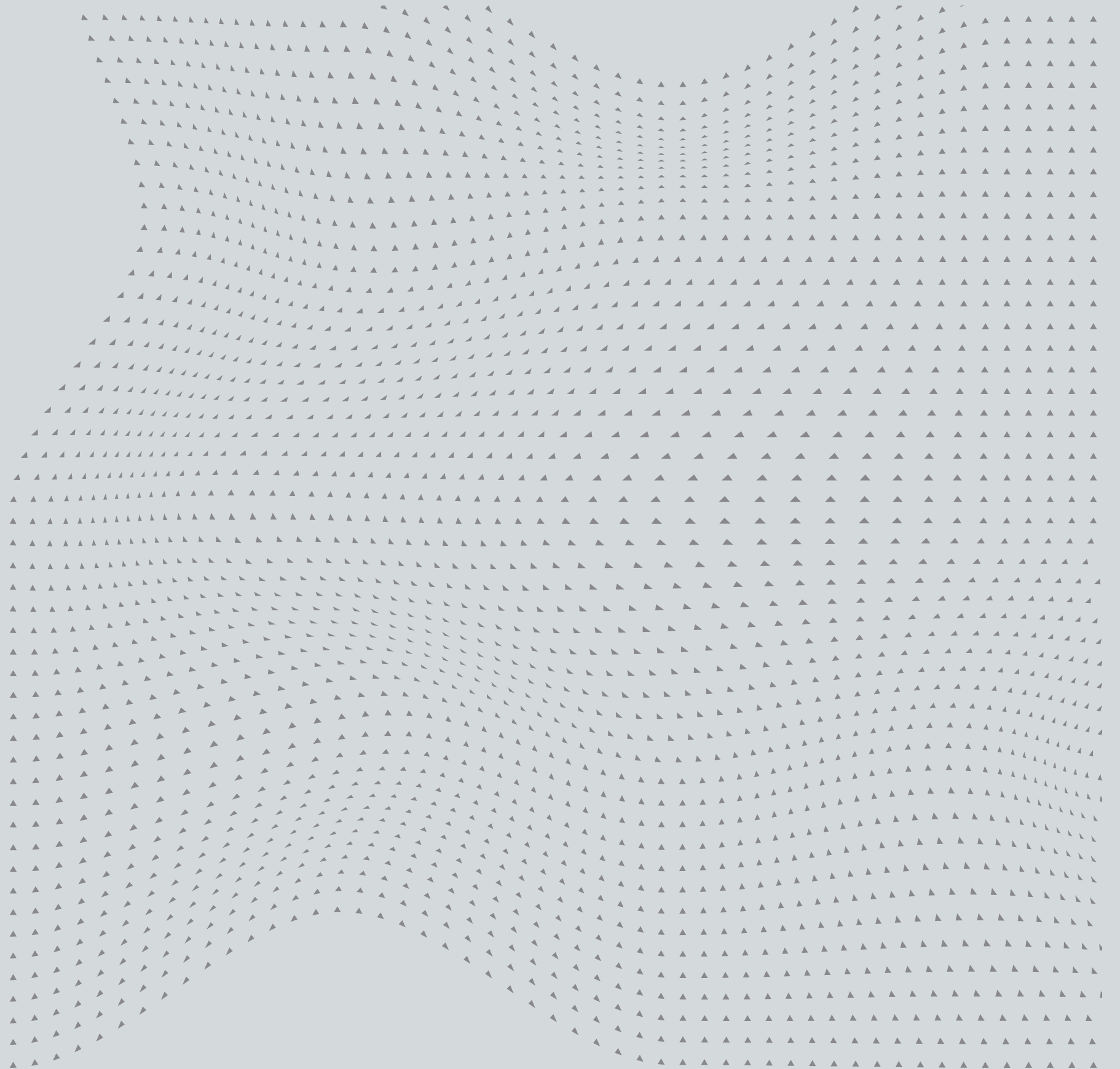
Steelcase Partner Welcome Guide

Welcome to Steelcase. It is a genuine pleasure to partner with you in evolving the modern workplace.

Please enjoy this Welcome Guide, intended to introduce Steelcase and provide you with quick access to important and frequently used information to enrich and engage your customers.

Here's what you will see:

- [The Steelcase core values](#)
- [What drives growth for customers](#)
- [The benefits of being a Steelcase partner](#)
- [Support information](#)



This Is Who We Are

With over \$3.1 billion in annual revenue, 1,800 patents worldwide and over 110,000 companies served, Steelcase has a proven record of being a leader in understanding work, workers and the workplace.

The result? We understand how to help customers integrate technology, furniture and architecture.

We're also a global company with an extensive and experienced distribution network that allows us to deliver great experiences to our customers, at both local and global levels. With the largest production capacity of any manufacturer in the workplace solutions industry, we have facilities that are strategically located in North America, Europe, the Middle East, Africa and Asia Pacific, so we can deliver the right products in a timely, cost-effective manner.



Steelcase

|
Founded in 1912

\$3.1 Billion

|
Global Revenue

1,800 Patents

|
Worldwide

Family of Global Brands:

| | |
|----------------------------------|-------------------------|
| Steelcase [®] | DESIGNTEX [®] |
| coalesse [®] | PolyVision [®] |
| turnstone [®] | AMQ |
| Smith System [®] | orangebox |

110,000+

|
Companies Served

12,000 Employees

800 Authorized Dealers

15 Manufacturing Facilities

7 Global Business Centers

**2 Global Learning +
Innovation Centers**

Curiously Insightful

At Steelcase, our passion is understanding how work is changing and the impact of that change on people. For over 100 years, we've been dedicated to exploring and sharing insightful workplace solutions that help people thrive. We look forward to partnering with you to provide customers the solutions they need to be at their best.

Our solutions resonate with customers because everything we do is passionately data-driven. We've invested more than \$110 million in research, design and development activities over the past three years, engaging teams of anthropologists, psychologists, technologists, design strategists and more to drive uniquely user-based solutions.

Steelcase



Established in 1912 as the Metal Office Furniture Company.



The Green Standard

Our sustainability performance is assured through 20+ third-party-verified programs and certifications covering operations, facilities, materials and products worldwide, meaning our partners can be assured of—and pass on to their customers—the highest-possible green standards and practices.

Our renewable energy investment is equal to **100%** of global electricity use. We were an early member of the **Circular Economy 100 (CE100)** and have been a UN Global Compact participant since 2009. And as a global supplier, we are subject to a **Supplier Code of Conduct**—a comprehensive document that includes our expectations and requirements dealing with many aspects of human rights, fair labor practices and environmental sustainability.

Steelcase



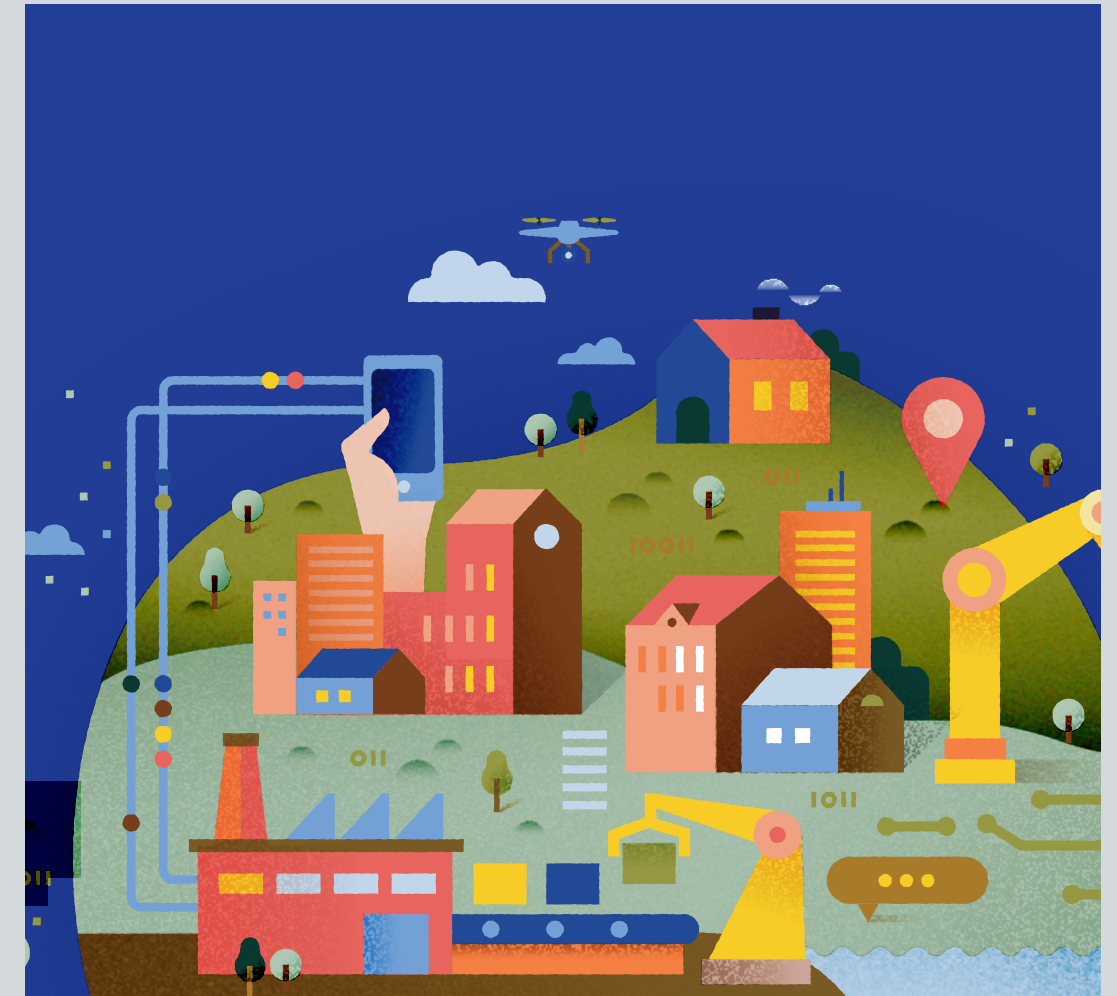
This is Power of Partnership

The choice to partner with Steelcase brings a multitude of practical benefits to your business.

As an established and trusted company in the contract furniture industry, we can expand your customer base, opening up fresh channels to increase revenue growth exponentially.

Steelcase is also uniquely positioned to deliver fast and responsive service anywhere in the world, thanks to an incredibly broad distribution channel with locations across North America, Europe, Asia and Australia.

Steelcase



Today's modern workplace demands new ways to optimize creative thinking and collaboration. That's why Steelcase and Microsoft partnered to provide a solution for teamwork without boundaries.

By combining our vast and varied fields of expertise—in devices, physical spaces and the ways in which we work best—we're uncovering new and innovative ways to integrate the needs of people, places and technology. Our collaboration has resulted in more effective spaces with enhanced mobility, insightful tools and, ultimately, more empowered teams.

Steelcase



Microsoft

Empowering the Creative Process

No one does their best work when they're limited. Our customers want their employees to work creatively, but face challenges due to traditional or rigid work environments. To support the creative process, we've composed an immersive ecosystem that links space, technology and people to effectively generate new ideas and move them forward.

Creative work demands different interrelated places and devices to support the different stages and activities of the process. Our diverse ecosystem includes mobile and integrated technology, as well as spaces designed for individual work and group work. In May 2017, Steelcase and Microsoft co-developed Creative Spaces, a strategic exploration of how a thoughtfully designed ecosystem of places and devices can support the ways people create and innovate. The workspace solutions were designed by our team, integrating Microsoft Surface products and showcasing the Surface Hub. The work we did together helped our teams learn from each other about how space can make technology better—and how technology can make space better.

Steelcase



Teamwork Without Boundaries



Introducing, a revolutionary way for teams to create and collaborate.

This is the new Surface Hub 2S, an all-in-one digital whiteboard, meetings platform, and collaborative computing device that brings the power of Windows 10 to teamwork. Roam was designed to perfectly pair with the Surface Hub 2S, offering approachable design, enhanced flexibility and innovative mobility—empowering you to take teamwork anywhere

Steelcase



Teamwork Without Boundaries

Take teamwork anywhere.

This is Roam. A new system of mobile stands and wall mounts that allows teams the freedom to collaborate anywhere their ideas take them. Roam is the only mobile stand with a built in APC mobile charge battery, allowing you to truly unplug.



Teamwork Without Boundaries



Innovative Mobility

Roam moves easily on smooth-rolling casters for on-the-go transitions throughout any space, from a conference room to a private office to casual spaces and beyond.



Approachable Design

With a minimal design, Roam integrates seamlessly into any workspace. The stand is a familiar easel-style design, making it stylish and approachable for collaboration anywhere.



Enhanced Flexibility

The wall mount makes any space more flexible, from smaller huddle spaces and conference rooms to private offices. It's building code- and ADA-compliant, keeping the large-scale screen of the Surface Hub 2 very close to the wall—completely unobtrusive and inviting for a team to work together naturally.



Thoughtful Integration

Roam was created to perfectly complement Surface Hub 2S for collaboration anywhere, with an industry exclusive storage tray that can hold an optional APC Charge battery and a smart cord management system designed for untethered use.

Resources

Supporting Roam. Supporting Customers.

We've created a comprehensive collection of resources—including collateral, links and helpful information—to help your customers take on teamwork and successfully integrate Roam into the workplace.

These materials can be found at:

[Steelcase.com/Roam-Channel-Resources/#Sales-Tools](https://steelcase.com/Roam-Channel-Resources/#Sales-Tools)

Sales Tools

Brochure
Sales Presentation
Photo Collection
Video
360 Article
Product Page

Technical Information

Warranty
Wall Mount Install Guide
Mobile Stand Assembly Guide
Mobile Stand and APC Battery
Set Up Video

Media

Press Release
Steelcase and Microsoft
Partnership Info

Contact Steelcase today.

We look forward to developing a long-lasting partnership.
Please contact partners@steelcase.com to learn more.

Steelcase