



JUNIPER[®]

PRICING TRANSPARENCY PROMISE

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OUR PROMISE TO YOU, OUR CLIENT, IS THAT WE WILL ALWAYS PROVIDE FAIR, EQUITABLE, AND TRANSPARENT PRICING. AS A DIRECT-TO-CONSUMER BUSINESS, NOT REPRESENTED BY SALES REPS OR LIGHTING AGENTS, WE ARE ABLE TO PUBLISH OUR MAXIMUM ALLOWABLE PRICE (MAP). THIS IS DESIGNED TO ENSURE YOU ARE NEVER ASKED TO PAY QUESTIONABLE AND UNINTENDED MARKUPS. IF A RESELLER QUOTES HIGHER THAN OUR ALLOWABLE PRICE, YOU, THE CUSTOMER, WILL ALWAYS HAVE THE RIGHT TO PURCHASE DIRECTLY FROM JUNIPER AT OUR PUBLISHED PRICE.

OUR PROMISE IN DETAIL:

1. **Public Pricing:** Pricing for all our products is consistent, transparent, and made publicly available to everyone, either upon request or directly from our website.
2. **Fair Pricing Pledge:** We promise no preferential pricing. All similarly placed resellers will receive the same discounts.
3. **Custom Fixture Pricing:** Upcharges for custom or customized fixtures will be quoted separately and made available to you upon request should it not be clearly itemized on a quotation.
4. **No 'Packaging':** Customers receiving packaged or bundled pricing from resellers can request itemized fair pricing directly from Juniper.
5. **No Overages:** Overage is the practice of splitting excess profits between a manufacturer and a lighting agent when a product is sold to a client above the quoted manufacturer's price. This practice has never and will never be employed at Juniper.
6. **Cost-Plus Pricing Model:** We employ a cost-plus pricing model, ensuring that reductions in cost due to improved design or increased production efficiencies are passed on to the client in the form of lower prices.
7. **Direct Sales Model:** We do not pay commissions tied to the sales of our products. We sell direct to you and to the trade (designers and distributors), ensuring we provide the best solutions while keeping prices aligned with customer value.

This is more than just a promise, it is intended to protect our clients from inflated shadow pricing that affects our industry. By employing a transparent pricing practice and direct-to-consumer business model, we play our part in tying prices to value and reducing the uncertainty surrounding the project budget, while also providing an open door for direct client consultation and quality service.

NEW PRICE LIST

We are publishing a new price list. After several years of holding average prices intact, we are required to pass along an increase to offset rising production and overhead costs. Juniper's price list is the Maximum Allowable Price paid by any customer. Our trade and distributor programs offer discounts, and our volume pricing program extends significant reductions in unit price. Also note that price increases only affect products released more than three years ago.

MAJOR PRODUCT ENHANCEMENTS

Continuous improvement is our core value. Our products and systems are never one and done. Every year we reinvest returns into improving our lighting systems and technologies. Having our own in-house design, engineering, manufacturing and electronic assembly (SMT) capabilities allows us to quickly adapt to changes and to invent and implement new technologies on the fly. This keeps us ahead of OEM knockoffs and poor replicas made by companies not incentivized or tooled to keep up.

We are happy to announce some of the significant improvements in our existing lighting systems implemented over the past year that combined put us at the forefront of the architectural lighting industry.

- THIN System Optical Enhancements - The THIN System now features pixelation-free smooth optics via our new in-house manufactured LED light engines and a next-generation lens system
- Light Quality - CRI - all Juniper products now feature industry leading 95 to 98 CRI light quality, and the Multiverse features ultra-low-blue-light Thrive COB technology to help avoid disruption of sleep patterns
- In-house electronics production - Juniper now manufactures the vast majority of our electronics assemblies in our own facility, including all of our light engines, ensuring quality and availability, as well as the ability to provide custom solutions like modified CCTs or output levels
- 0.1% dimming Multiverse - The Multiverse now offers industry-leading 0.1% dimming capability in addition to advanced voltage-drop correction technology for consistent performance over long runs
- Power Supply Program - A complete new Juniper-brand proprietary lineup of remote and local power supplies, all with the same phase + 0-10V dimming capability, UNV input, and dim-to-off performance, means that every Juniper product can be controlled with confidence and ease of specification.
- New finishes - Juniper continues to innovate and offer new craft-based finishes, including our antique bronze and polished nickel.
- Manufacturing Improvements - In-house just in time manufacturing processes have decreased lead times and offer industry leading customizability.