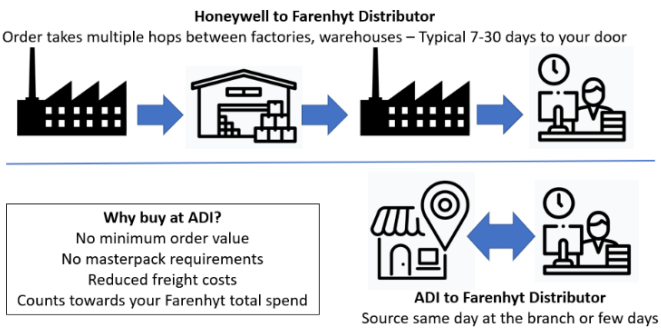
Date: February 2024 Marketing Bulletin M24.1
To: All Farenhyt Series Distributors

Farenhyt Series Products Now Available at ADI Global Distribution

Enjoy the Benefits of Wholesale Distribution with Farenhyt

As part of our continuing efforts to improve the accessibility of Farenhyt Series products to our valuable partners, we are pleased to announce that Farenhyt is now available through ADI for authorized Farenhyt Series Engineered Systems Distributors (ESDs). With the ability to source through ADI, you can now obtain Farenhyt products faster than ever before while also enjoying the many benefits wholesale distribution offers, including:

- Same-day pick-up for many products
- Free/low-cost shipping options
- No minimum purchase order value requirements
- No need to purchase devices in specific quantities
- Additional credit lines and payment terms available
- Easy returns and product replacements
- Credit for purchases towards your catalyst Channel Partner Program (CPP) goals and tier (if an account was registered for the 2024 Ignite Loyalty Program)



All Farenhyt-specific parts (fire alarm control panels, detectors, modules, pull-stations, annunciators, voice evacuation panels, etc.) will be available through ADI with pricing dependent on Honeywell Catalyst CPP tiers. Project discounts will also be available for competitive situations. Farenhyt products purchased from ADI will carry Honeywell's standard 36-month limited warranty.

Farenhyt continues to be a limited distribution ESD brand. In addition to being available factory direct, Farenhyt product through ADI is available to authorized Farenhyt ESDs only.

To receive catalyst CPP credit for Farenhyt purchases made at ADI, your company must have registered your ADI account(s) during the 2024 Ignite Loyalty Program enrollment period. If your company failed to register for Ignite, your company will not receive catalyst CPP credit for purchases made in 2024. However, you can still email your Regional Sales Manager and provide your ADI account number(s) to request access to the Farenhyt line through ADI.

ADI is now able to accept orders for Farenhyt products. Over the coming weeks, ADI will start receiving Farenhyt stocking orders across their branches and hubs to allow for immediate product availability across the country.

By bringing Farenhyt to ADI, we are excited for our partners to experience improved product availability, including same-day pickup for many items, as well as the added customer service and support that ADI provides.

Please read the detailed FAQs on page 2 for additional information about this announcement.

Brian Carlson
Lead Channel Manager - Farenhyt
Honeywell Fire Systems

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Frequently Asked Questions - Farenhyt Series Products Available at ADI

Is Farenhyt still available to order directly through Honeywell? Honeywell is providing our partners with the option to buy Farenhyt directly from Honeywell and/or to source It through ADI.

Will my price be different than what I pay directly from Honeywell? - While ADI ultimately sets its pricing, Honeywell has encouraged ADI to provide similar out-the-door prices (net price plus freight costs) on Farenhyt products based on your Catalyst (CPP) tier.

Am I able to request project discounts at ADI? - We understand that project discounts may be needed for competitive situations on Farenhyt systems in certain circumstances. Please work with your local ADI branch and Farenhyt Regional Sales Manager to provide the required information for any potential project registrations.

Will ADI receive priority on products before my factory direct order? - No, orders from ADI are processed in the same manner as orders placed directly from Farenhyt ESDs using FIFO (first-in, first-out) priority.

Can I return product I purchased factory direct to ADI? - No, if you purchased product directly from Honeywell, then you must return product to Honeywell for credit. Likewise, products purchased at ADI must be returned through ADI and not through Honeywell.

Due to my catalyst CPP tier, I am currently receiving an extended warranty on Farenhyt products. Will I get the same additional warranty coverage on purchases made through ADI? - No, all Farenhyt products purchased from ADI will carry Honeywell's standard 36-month limited warranty regardless of a partner's CPP tier at the time of purchase.

I did not register my ADI account in the 2024 Ignite Loyalty Program. Can I still receive credit for Farenhyt purchases through ADI? - No, unfortunately, registering for the Ignite Loyalty Program was essential to receive credit for purchases made through ADI. Registering your Farenhyt account for Ignite is the only way for Honeywell to track and provide credit for your ADI purchases towards your catalyst CPP goals and tiers.

I'm a "dual ESD" with both Farenhyt and Gamewell-FCI/NOTIFIER accounts and registered for Ignite with my non-Farenhyt account. Can I change the account previously registered to receive credit for Farenhyt purchases through ADI? - "Dual ESDs" that registered their Gamewell-FCI or Notifer account for Ignite will still receive credit for purchases of Farenhyt products made at ADI towards their Farenhyt account. However, non-Farenhyt SKUs, even as part of a Farenhyt project, purchased through ADI will continue to be credited to the account registered through Ignite.

How will you prevent unauthorized purchases of Farenhyt product at ADI? - Honeywell has provided a list of all authorized Farenhyt ESDs and their respective ADI account numbers registered through the Ignite Loyalty Program to ADI to be allowed access to the Farenhyt product line. Accounts not provided by Honeywell will not be able to purchase Farenhyt products from ADI.

Are bulk packs available at ADI? - One of the benefits of purchasing through wholesale distribution is the ability to buy in single-unit quantities without paying premiums. Therefore, at this time, bulk packs of Farenhyt devices will not be offered through ADI.

Are you going to make Farenhyt products available through other Honeywell Fire wholesale distributors? - At this time, Farenhyt is only available through wholesale distribution at ADI, but we may expand the Farenhyt line to additional wholesale distribution partners in the future. If additional partners are added, we will communicate with our Farenhyt ESD partners then.

Do I still need to be factory-trained? Yes, to be an authorized Farenhyt ESD, regardless of where you purchase Farenhyt products, you will be required to complete all of the Farenhyt training requirements, including re-certifications.

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If I purchase exclusively from ADI, will my direct account still be active? - Honeywell will maintain your direct account number even if you shift all your Farenhyt business through ADI. Your Honeywell account number is required for catalyst CPP tiering, training certifications, contract agreements, and authorization to purchase Farenhyt products from ADI.

Does my quota or catalyst CPP tier target change if I purchase Farenhyt from ADI? - All Farenhyt accounts are measured against the same catalyst CPP program tiering based on revenue, growth, and payment history. Revenue and growth results will include purchases made directly with Honeywell and through wholesale distribution accounts registered through the Ignite Loyalty Program.

Are we adding or removing more Farenhyt ESDs now that Farenhyt products are available at ADI? At this time, there are no plans to add or remove Farenhyt ESD partners based on this announcement, but we do regularly review our catalyst CPP scores based on revenue, growth, and payment history to ensure all accounts are meeting their requirements.

Will Gamewell-FCI or NOTIFIER also be available through wholesale distribution? - At this time, only the Farenhyt limited distribution brand is being offered through wholesale distribution.

Will Farenhyt product availability changes and price adjustments occur at the same time at ADI and Honeywell? - Yes, new product availability and pricing changes will be coordinated between Honeywell and ADI.

Any other questions you might have, please contact your Regional Sales Manager (RSM) or Brian Carlson brian.carlson@honeywell.com.