



Dear Ferguson Supplier:

In today's competitive sales environment, accurate and timely product data is the key competitive advantage to successfully setting your products apart from the competition. In an effort to enrich and increase our product data and drive both online and offline sales, we are kicking off an initiative to collect Marketing and GDSN (logistics) product data.

Ferguson is excited to announce its partnership with Big Hammer and the launch of the Data Collection Program, an initiative that our suppliers can utilize to exchange marketing product content and logistical data in a way that is seamless and error-free. The Data Collection Program is designed to benefit Ferguson *and* our suppliers.

With your enrollment and entry of your product content in these Big Hammer's data pools, you will immediately see benefits through:

- Visibility of your products in Ferguson Online – our transactional website/work site for industry professionals;
- Increased speed of new product introduction;
- Reduction in the disparate data requests from Ferguson for print catalogs and other promotional activities;
- Increased opportunities to have your product included in Ferguson's other selling tools – both online and in the store;
- Increased awareness and accountability through product content collection, tracking and reporting

The MDP includes marketing attributes (e.g. marketing copy, product features) and standard digital assets (e.g. images, warranty pdfs). The GDSN Pool includes logistic attributes (e.g. size, weight). The complementary nature of these pools will provide a single source of attribute rich product data.

In order to achieve our mutual objective of more product sales across all channels, we must have your support. This is critical for doing business with Ferguson, and we have initiated an aggressive timeline that moves swiftly through the data collection process.

You will be receiving additional information directly from Big Hammer regarding the Program, their MDP, and the GDSN Data Pool. Please review these communications carefully and follow the steps as outlined.

You may review program details at Ferguson's Supplier website by following the link below:
<http://www.bighammer.com/ferguson/main.html>

If you have any questions about this program or our expectations, please email Ferguson at ebusiness.content@ferguson.com. We look forward to a successful implementation and tangible benefits for all!

Sincerely,

Chris Ann Jackson
Manager, eBusiness

Ferguson Enterprises, Inc.