

We Make It Easy

 MASTERBRAND™

EST 2005
KEVIN J. KREMER
CABINETS AND COUNTERTOPS INC.

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CABINETS AND COUNTERTOPS INC.



ultracraft



Schrock

KEMPER.



HOMECREST
CABINETRY



URBAN EFFECTS



MANTRA



MasterBrand™ Highlights

1 residential cabinet manufacturer in North America

- 1 in 4 kitchens sold include Master Brand Cabinets
- Complete portfolio of brands
- Headquartered in Cleveland, OH
- Over 14,000 employees
- 20+ manufacturing facilities across North America
- An independent operating company; MasterBrand, Inc. – MBC (NYSE)

Guiding Principles

Four Basics



Safe and clean workplace



Quality at or above expectations



Complete on-time delivery



Fashionable products at a fair price

Six for Success



Be trustworthy



Commit to your team



Listen to understand



Serve your customer



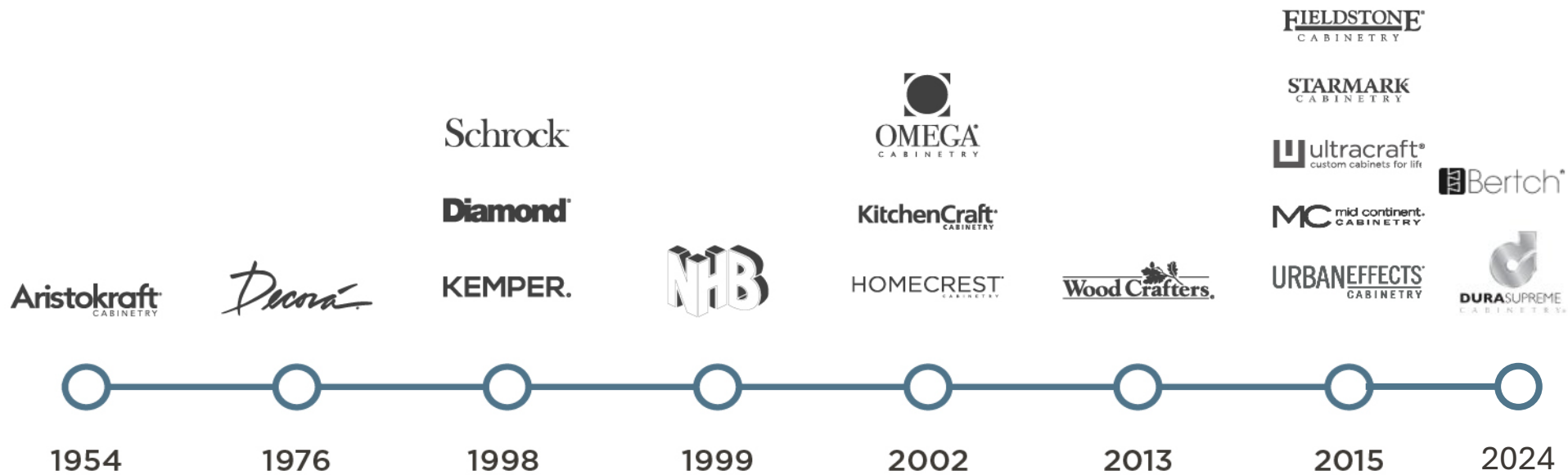
Prepare and plan



Deliver the result



Portfolio Growth



Expansion through strategic acquisitions

Cabinets for Everyone



Aristokraft™

Schrock®
entra series

Schrock®
trademark series

Schrock®
boutique series

OMEGA®
CABINETS

MANTRA™

Diamond®
VIBE™ SERIES

Diamond®
DISTINCTION™ SERIES

Diamond®
EDGE™ SERIES

STARMARK®
CABINETS

KEMPER®
ECHO™ SERIES

KEMPER®
CHOICE™ SERIES

KEMPER®
EMERGE™ SERIES

FIELDSTONE®
CABINETS

mid continent.®
PIVOT™
SERIES

mid continent.®
SIGNATURE™
SERIES

Decora™

ultracraft™

HOMECREST®
CABINETS

KitchenCraft®
CABINETS

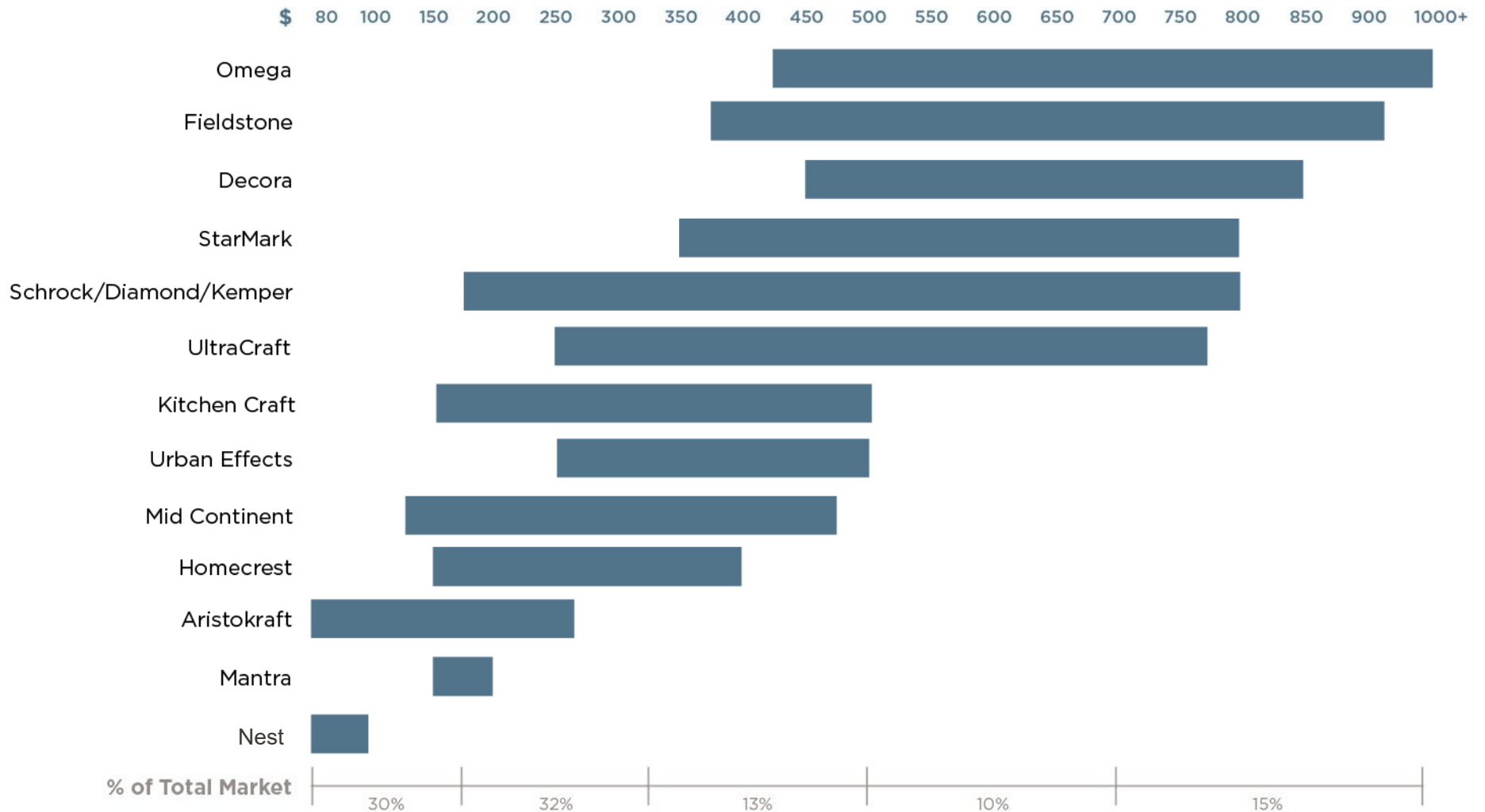
URBANEFFECTS®
CABINETS

Bertch®

DURASUPREME®
CABINETS

Product Breadth

ASP's from \$80 to \$1000 per box



Channel Leadership



***6,000+ independent
kitchen & bath dealers***

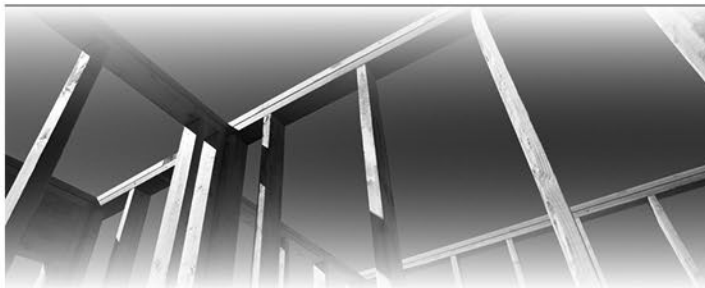
Dealer and Wholesale

- Industry-leading distribution
- Multi-unit, single-family homes and remodel projects
- Brands covering stock, semi-custom and premium segments



Retail

- Strong positions with major home centers
- Differentiated brand and product approach
- In-stock and special order products
- Brands covering stock, semi-custom and premium segments



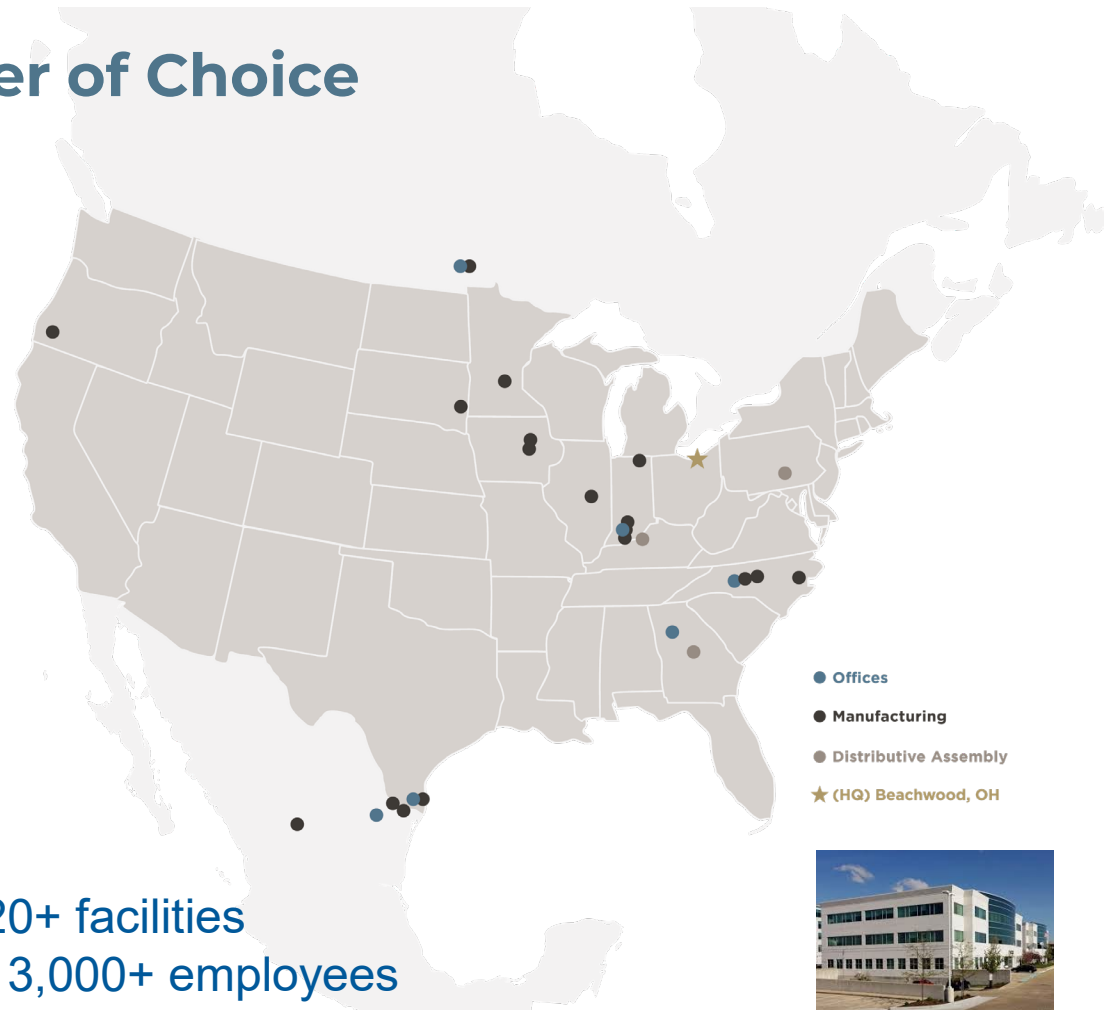
Builder Direct

- National contracts with builders of over 500 homes per year

What Makes Us the Partner of Choice

- #1 residential cabinet manufacturer in North America enables scale, service and product availability
- Diverse fashionable product portfolio allows MasterBrand products to span the most attractive categories of the cabinet market
- Our continuous improvement culture provides our dealer partners a true competitive advantage
- 20+ manufacturing facilities across North America strategically positions the company for speed to market, best-in-class service and support
- Headquartered in Beachwood, OH
- More than 13,000 employees driven by a shared passion for our customers

- 20+ facilities
- 13,000+ employees
- 50,000 cabinets/day
- 500,000 kitchens/year







EXPERIENCE OMEGA®

ON-TREND INNOVATION...
FLAWLESSLY CRAFTED,
EXPERTLY SERVICED.

PRODUCTS THAT EXCITE

Custom stains & paints
Specialty finishes & techniques
Framed, inset & full access construction
Positioning: core of Premium market

BLUEPRINT™ CUSTOM PROGRAM

DEDICATED, SKILLED SERVICE & SUPPORT

DEPENDABLE DELIVERY

DEDICATED TRUCKS

4-5 week lead time

6-8 weeks for custom orders



WHERE WE
ARE SERIOUS
ABOUT OUR
CRAFT.™



Our workshop provides the easiest and fastest way to get premium craftsmanship and custom flexibility in any color imaginable.

Positioning: Core of Premium market

- Unlimited colors, backed by the trusted Sherwin Williams® name
- 30 standard paints at a 4-week lead time
- Continual refresh of trending finishes & techniques
- Full overlay framed & inset construction
- Easy customization with robust offering & Decorá by Design™
- Limited Lifetime Warranty



Welcome to Kitchen Craft®

Kitchen Craft is a leading manufacturer of full access cabinets with a broad offering of finishes and materials.

POSITIONING: SEMI-CUSTOM

- Full access construction
- Variety of products
 - Stains and Paints
 - Melamines
 - Thermofolds
 - Acrylics
- Strong service and support
- 4-week lead time
- Limited Lifetime Warranty
- Made in Canada for over 45 years

Diamond[®]

Part of the
MasterBrand[™]
Family



 **EDGE[™] SERIES**
Premium Semi-Custom Cabinetry

 **DISTINCTION[™] SERIES**
Framed Semi-Custom Cabinetry

 **VIBE[™] SERIES**
Framed Value Semi-Custom Cabinetry



ONE BRAND. THREE SERIES. EPIC OPPORTUNITY.

Trust Diamond[®] to deliver the design flexibility you want, the price breadth you need and the service you deserve, in one simple, complete brand experience.

Product Positioning: Semi-Custom

- Wide-ranging design solutions
- Broad palette of designer-inspired color including the Color By Number program of unlimited Sherwin-Williams[®] and Benjamin Moore[®] paint colors.
- Multitude of organization and storage solutions
- Superior service & support
- Limited Lifetime Warranty

 **MASTERBRAND[™]**

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MANTRA™



SPEED. SERVICE. QUALITY.

Time doesn't wait, and we know that every project is on a deadline.

Our mantra rests on product delivery via cycle-ship delivery within 4-6 business days* and full truckload delivery within a 10-15 business day lead time.

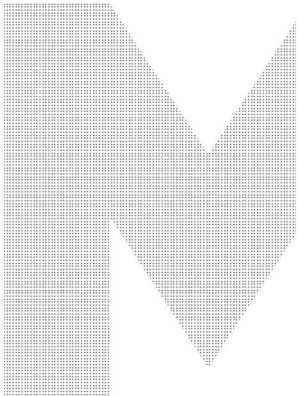
Positioning: Stock

Warranty: Limited (5) year warranty

Our industry-leading service sets Mantra apart, and we pledge to every partner:

- Consistent Support
- Personal Approach
- Proven Commitment

*NE only



Aristokraft®



Dependability Matters™

Rely on Aristokraft® for the consistent delivery of quality cabinetry at a competitive price, and the industry-leading service needed to close on time, every time.

Positioning: Stock

Lead Time: 2-3 weeks

Warranty: 5 Year Limited

- Exceptional service & support
- Flexible design solutions
- Relevant styles & finishes



MASTER BRAND®

Thank you!

EST 2005

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