



September 21, 2016

## **Customer FAQs**

### *Glen Dimplex Group Acquisition*

#### **Q: *Who is Cadet Manufacturing?***

A: Founded in 1957 by Dick Anderson, [Cadet](#) is a market-leading Vancouver, Wash.-based manufacturer of efficient and affordable electric heating products.

#### **Q: *Why did the company sell?***

A: Cadet founder Dick Anderson wanted to ensure that employees would feel secure about their jobs and customers would continue to count on Cadet to produce high-quality, reliable heating products. After plenty of due diligence, he found that in the [Glen Dimplex Group](#).

#### **Q: *Who is Glen Dimplex?***

A: Based in Dublin, Ireland, Glen Dimplex is a leading international industrial group with business and manufacturing bases in Ireland, United Kingdom, Europe, North America, Australasia and Asia. It is a privately held, family-operated company that was founded in 1973 by Martin Naughton. Martin's son, Fergal Naughton, leads Glen Dimplex as CEO.

Glen Dimplex started as a manufacturer of oil-filled radiators, with seven employees. Today, the company owns more than 30 companies, with upwards of 10,000 employees.

#### **Q: *When did the acquisition happen?***

A: The sale will be effective as of closing, later this fall 2016.



***Q: How much was the sale?***

A: Both Cadet and Glen Dimplex are privately held companies and do not release financial information.

***Q: How will Cadet employees be impacted by the sale?***

A: There will be no impact for Cadet's 109 full-time and 20 part-time employees. The goal in the sale to Glen Dimplex will allow Cadet to grow its market share and therefore its employment base and economic impact in Southwest Washington.

***Q: Will Cadet move its operations from Southwest Washington?***

A: No. In the foreseeable future Cadet will continue to be headquartered and operate at its current location in Vancouver, Wash.

***Q: Will the Cadet company name change?***

A: Not for the foreseeable future as Cadet is one of the top selling electric heat brands in the U.S.

***Q: What will change about the way Cadet does business?***

A: From an operational standpoint, nothing. Cadet will simply operate as a wholly owned subsidiary of Glen Dimplex. The company's existing management team will continue to be led by President Hutch Johnson, who joined Cadet in 1998 and was promoted to CEO as part of the sale. Dick Anderson will retire from his position as CEO and remain with the company in a consulting role. Glen Dimplex believes in a local management approach to running the companies and brands it purchases, and that will continue with the Cadet acquisition.

***Q: Will Cadet products continue to be manufactured in the Vancouver plant?***

A: Absolutely. There may be some additional products sourced from Glen Dimplex, as well as additional products manufactured at Cadet. Any additional production output will be determined in the coming months.



***Q: Will there be any noticeable difference for Cadet's customers or end-users?***

A: No. The Cadet brand will continue to be a leading consumer and commercial heating brand known for its high quality and customer satisfaction. All relationships with its distribution and retail networks will remain, and there will be no impact on product workmanship or warranties.

***Q: Will Cadet compete with other brands owned by Glen Dimplex?***

A: Yes, and no. The acquisition of Cadet provides Glen Dimplex with a manufacturing facility in the U.S., as well as the Cadet branded product line. Glen Dimplex also owns Dimplex North America, a Canadian-based manufacturer of electric heating products that sells similar products in the U.S. under the Dimplex brand. Glen Dimplex plans to grow market share with both brands in the future through a coordinated North America sales effort.

***Q: How will the change in ownership impact Cadet customers?***

A: Nothing will change, actually. You will still receive the same high level of customer care that we've always provided. You will have the same sales reps and customer service agents, and the same product warranties. You'll receive invoices from Cadet, and send payment to Cadet. Our mission to deliver warmth, comfort and energy savings to every end user will continue long after this transaction closes.

***Q: Will I still be ordering products from Cadet?***

A: Yes. Our sales and distribution practices will continue to operate uninterrupted and unchanged. All of our contact information will remain unchanged. You can send your representative an email, or call us any time at 855.CADET.US.

***Q: Will my Cadet representative be in Vancouver, or Ireland?***

A: You will continue to work with the same sales representative, who will remain in Vancouver.

***Q: Will service warranties be the same?***

A: Yes.



***Q: How will the acquisition impact Cadet's product inventory?***

A: Cadet product inventory will remain unchanged for the time being. If anything, we may soon be in a position to expand our product line. We'll be sure to keep you informed.

***Q: Will my product costs change?***

A: The acquisition will not impact product pricing or any costs associated with delivery.

***Q: Will the acquisition change the lead time on orders?***

A: No, there will be no changes to the lead time required for placing orders.

***Q: Does this mean Cadet will expand its product line?***

A: We may very well expand our product line in the future. We will be sure to let you know as soon as we confirm any plan to do so.

***Q: Will I be able to place orders with Cadet for Glen Dimplex products not currently manufactured by Cadet?***

A: Eventually, yes. Glen Dimplex plans to leverage the Cadet brand in the U.S. and expand the customer reach of its related products.

***Q: Who do I call if I have any customer service issues or product concerns?***

A: Please feel free to contact us at 855.CADET.US, and we will pick up the phone line right here in Vancouver, as always.