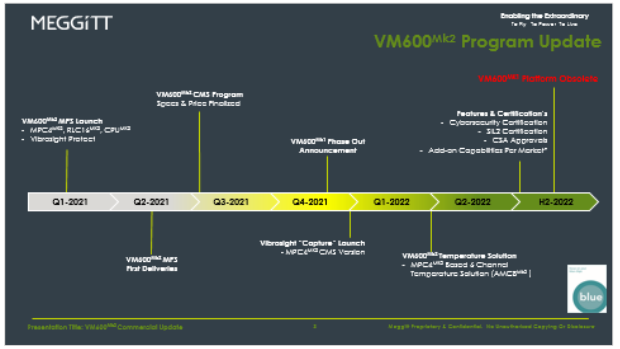
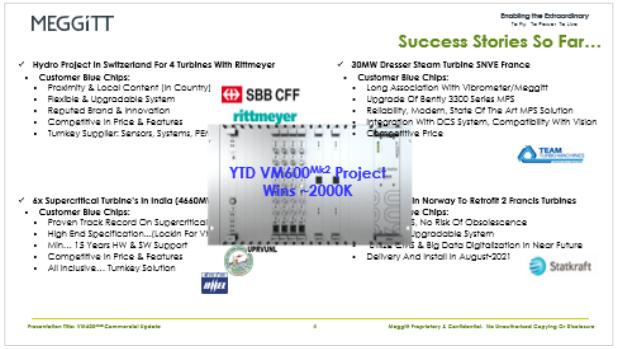
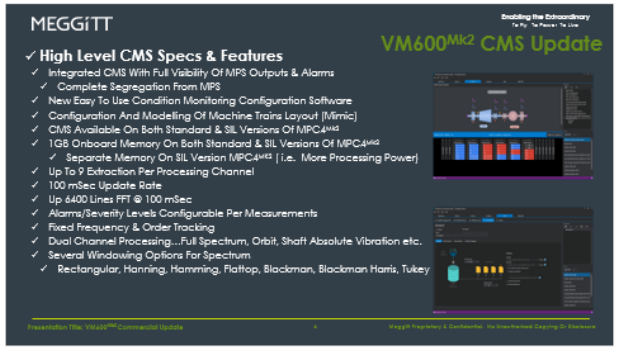
VM600Mk2 Commercial Update

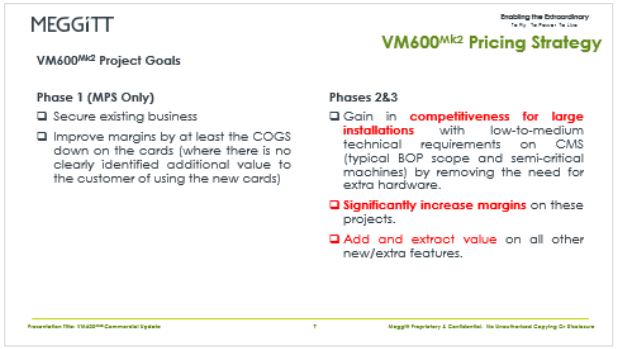
stay curious

be here now

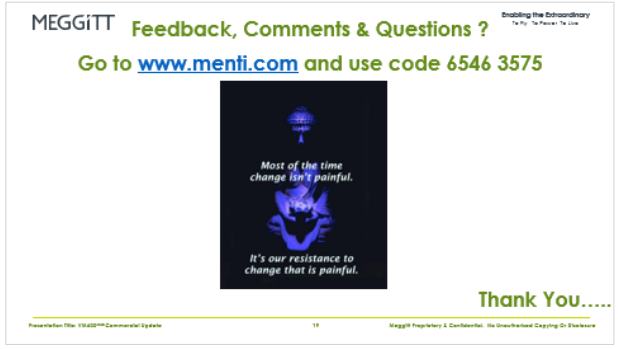








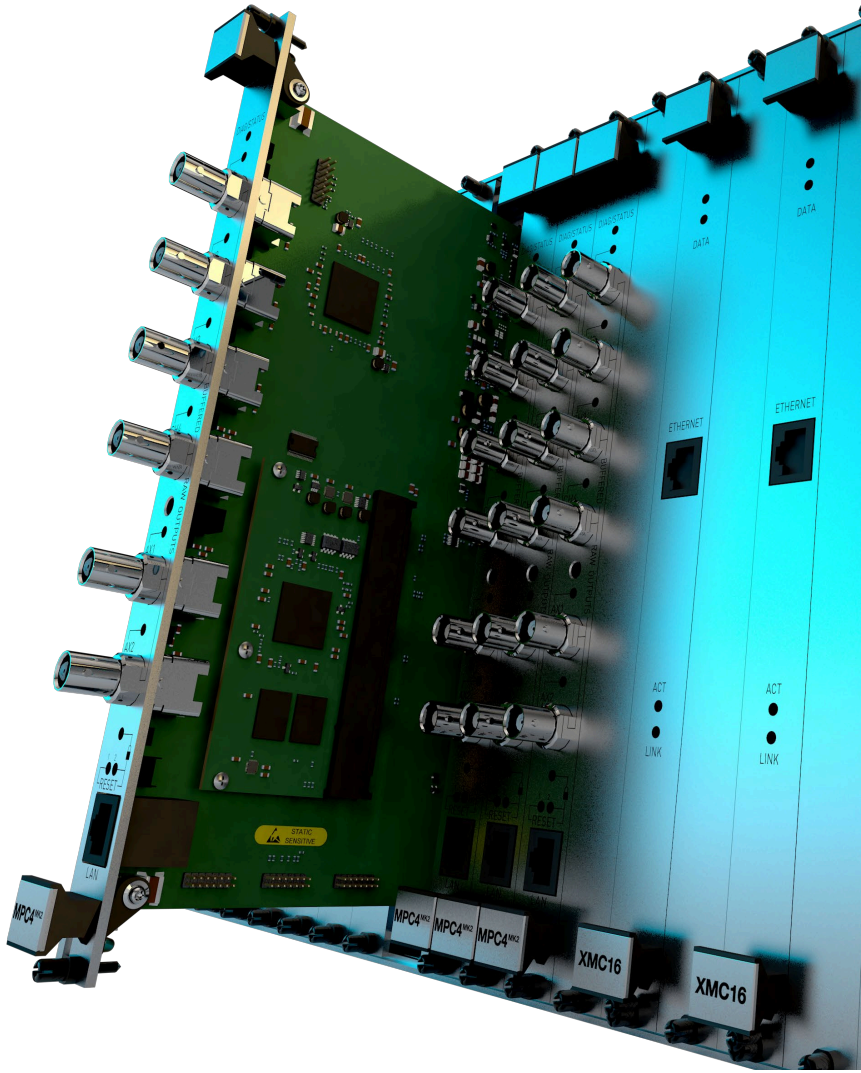
accountability ladder



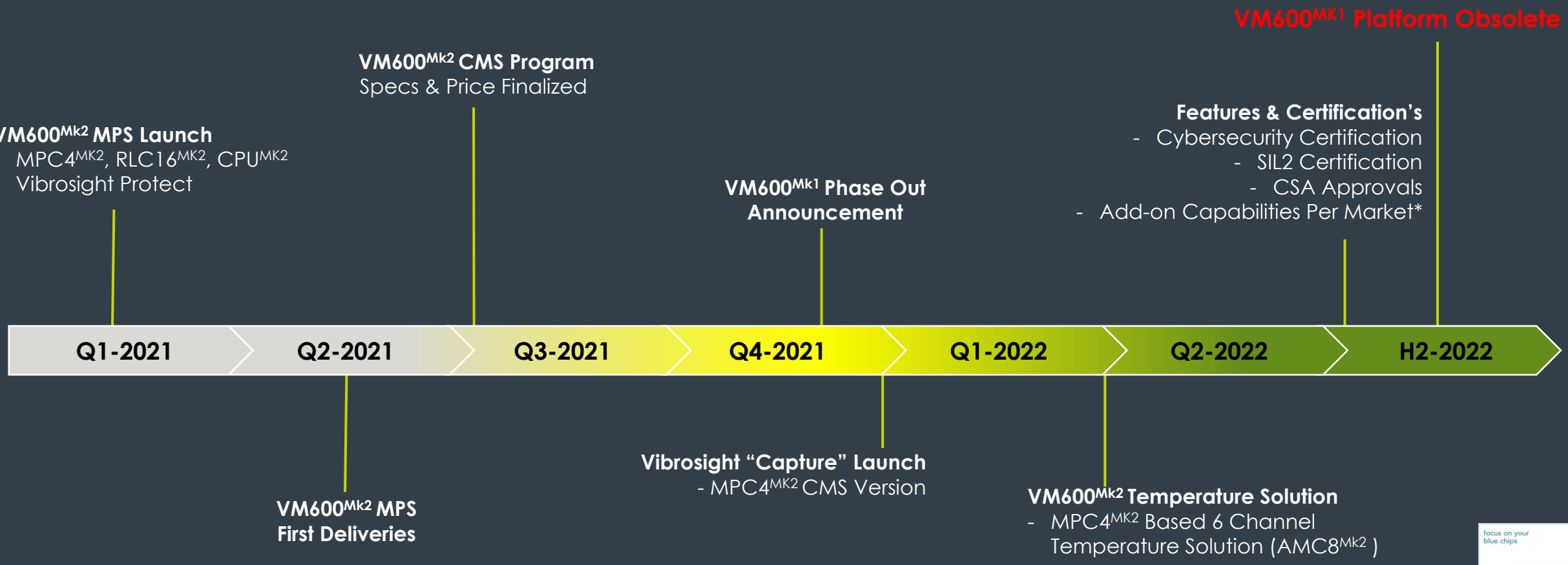
focus on your blue chips

Agenda

- ❑ VM600^{Mk2} Program Update
- ❑ Success Stories So Far…
- ❑ VM600^{Mk2} CMS Update
- ❑ VM600^{Mk2} Pricing Strategy
- ❑ VM600^{Mk1} Phase Out Plan
- ❑ Marketing Updates (Tools, Website etc.)
- ❑ Feedback , Comments, Q&A



VM600Mk2 Program Update



Success Stories So Far…

✓ **Hydro Project In Switzerland For 4 Turbines With Rittmeyer**

- **Customer Blue Chips:**
  - Proximity & Local Content (In Country)
  - Flexible & Upgradable System
  - Reputed Brand & Innovation
  - Competitive In Price & Features
  - Turnkey Supplier: Sensors, Systems, PE

SBB CFF

rittmeyer

✓ **30MW Dresser Steam Turbine SNVE France**

- **Customer Blue Chips:**
  - Long Association With Vibrometer/Meggitt
  - Upgrade Of Bently 3300 Series MPS
  - Reliability, Modern, State Of The Art MPS Solution
  - Integration With DCS System, Compatibility With Vision
  - Competitive Price

TEAM TURBO-MACHINES GROUPE HYDLLE INDUSTRIES

YTD VM600^{Mk2} Project Wins ~2000K

✓ **6x Supercritical Turbine's In India (4660MW**

- **Customer Blue Chips:**
  - Proven Track Record On Supercritical
  - High End Specification…(Lockin For VM
  - Min… 15 Years HW & SW Support
  - Competitive In Price & Features
  - All Inclusive… Turnkey Solution

UPRVUNL

TSGENCO

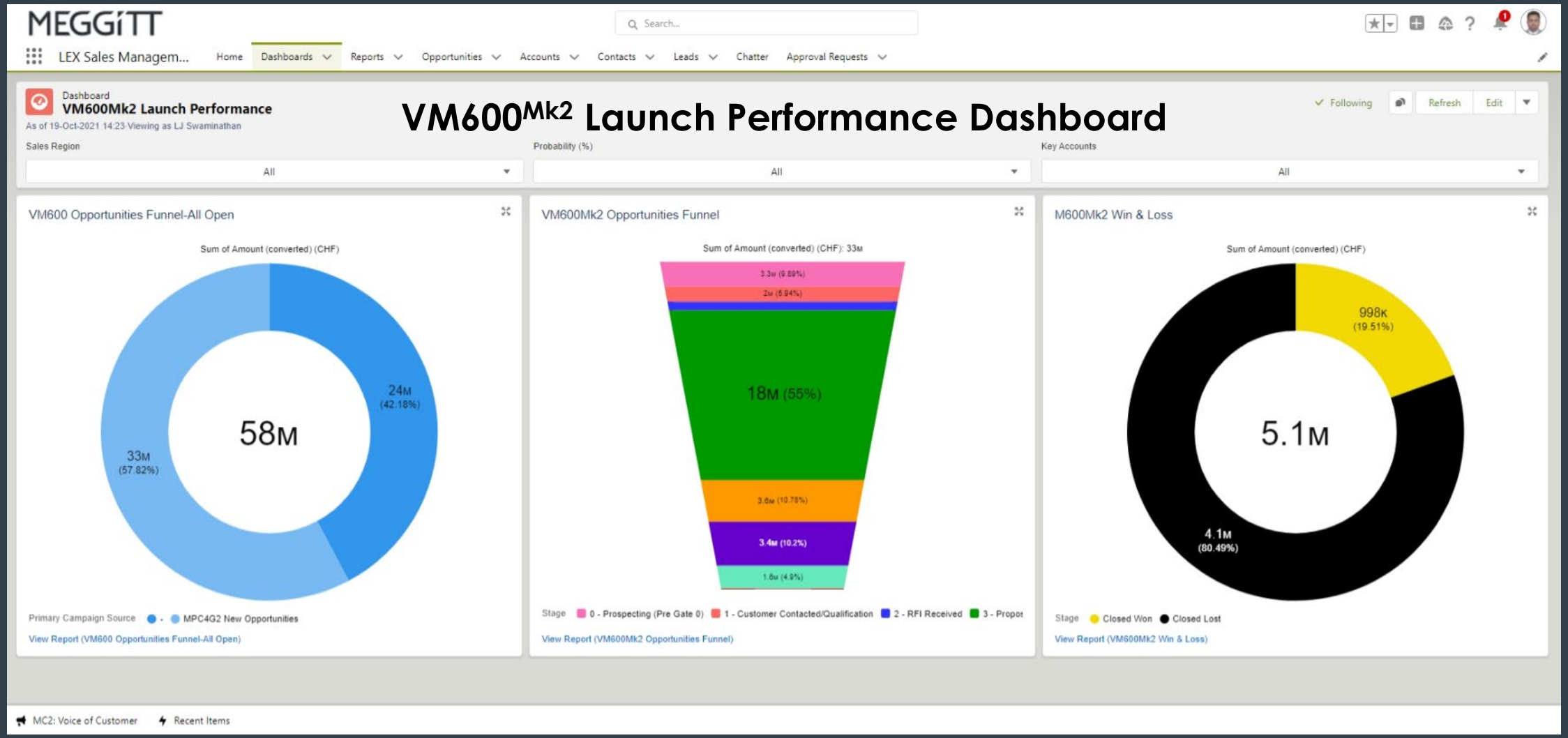
BHEL

✓ **In Norway To Retrofit 2 Francis Turbines**

- **ue Chips:**
  - S, No Risk Of Obsolescence
  - Upgradable System
  - & Big Data Digitalization In Near Future
  - Delivery And Install In August-2021

Statkraft

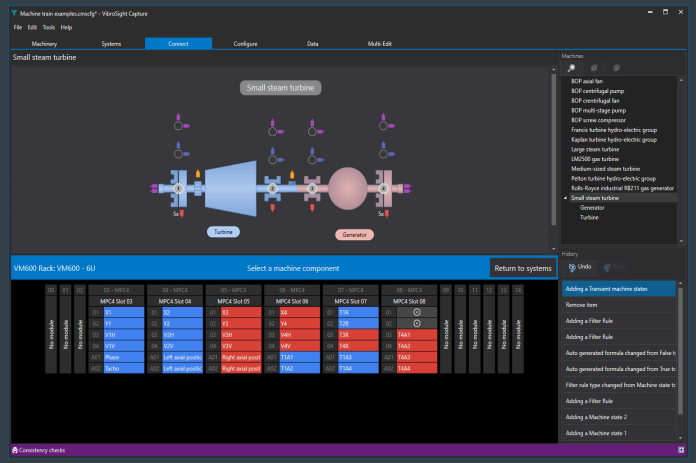
Success Stories So Far…

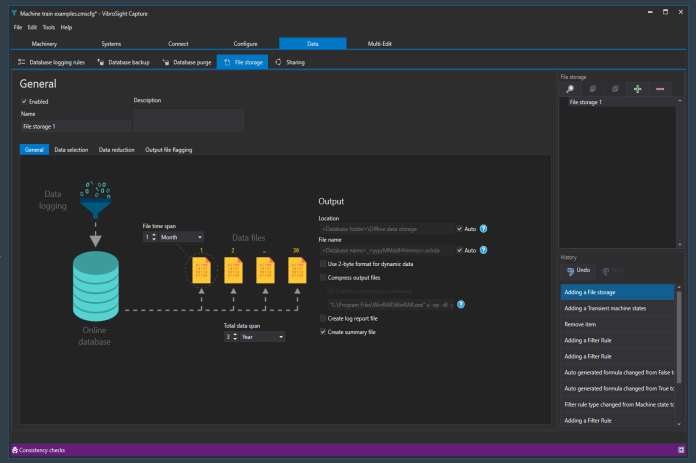


VM600^{Mk2} CMS Update

✓ High Level CMS Specs & Features

- ✓ Integrated CMS With Full Visibility Of MPS Outputs & Alarms
  - ✓ Complete Segregation From MPS
- ✓ New Easy To Use Condition Monitoring Configuration Software
- ✓ Configuration And Modelling Of Machine Trains Layout (Mimic)
- ✓ CMS Available On Both Standard & SIL Versions Of MPC4^{Mk2}
- ✓ 1GB Onboard Memory On Both Standard & SIL Versions Of MPC4^{Mk2}
  - ✓ Separate Memory On SIL Version MPC4^{MK2} (i.e. More Processing Power)
- ✓ Up To 9 Extraction Per Processing Channel
- ✓ 100 mSec Update Rate
- ✓ Up 6400 Lines FFT @ 100 mSec
- ✓ Alarms/Severity Levels Configurable Per Measurements
- ✓ Fixed Frequency & Order Tracking
- ✓ Dual Channel Processing…Full Spectrum, Orbit, Shaft Absolute Vibration etc.
- ✓ Several Windowing Options For Spectrum
  - ✓ Rectangular, Hanning, Hamming, Flattop, Blackman, Blackman Harris, Tukey





VM600Mk2 Pricing Strategy

VM600Mk2 Project Goals

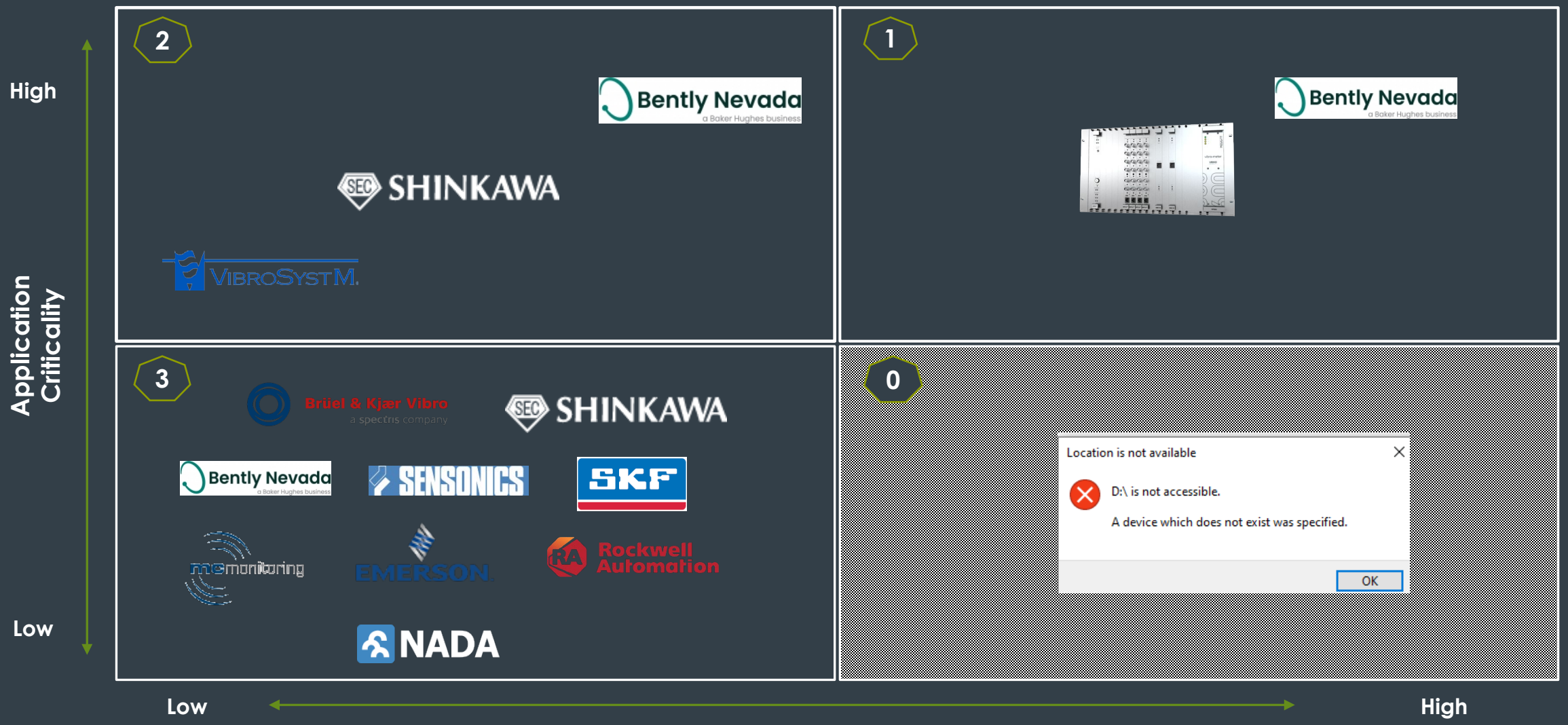
Phase 1 (MPS Only)

- ❑ Secure existing business
- ❑ Improve margins by at least the COGS down on the cards (where there is no clearly identified additional value to the customer of using the new cards)

Phases 2&3

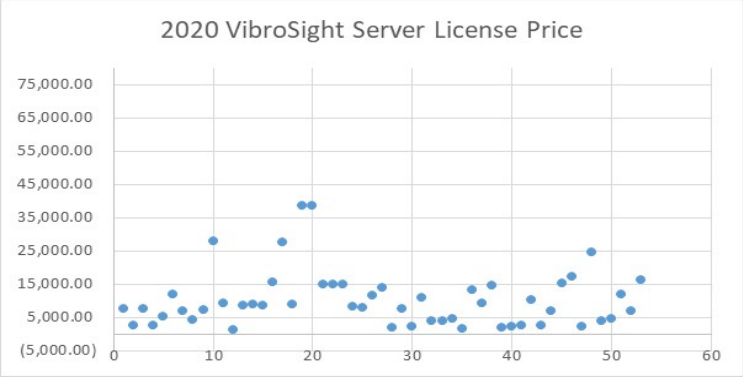
- ❑ Gain in **competitiveness for large installations** with low-to-medium technical requirements on CMS (typical BOP scope and semi-critical machines) by removing the need for extra hardware.
- ❑ **Significantly increase margins** on these projects.
- ❑ Add and extract value on all other new/extra features.

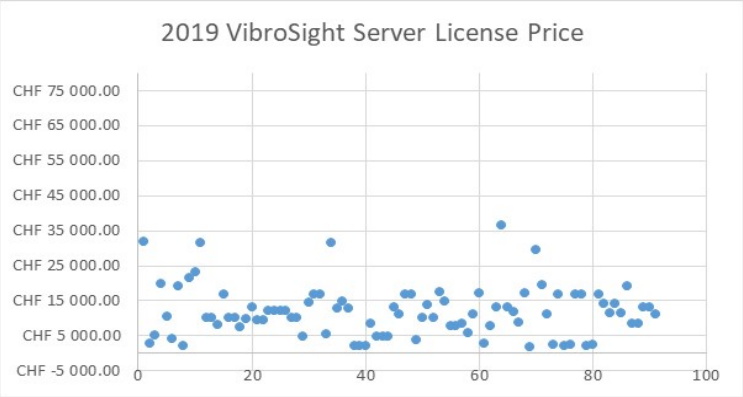
Competitive Landscape

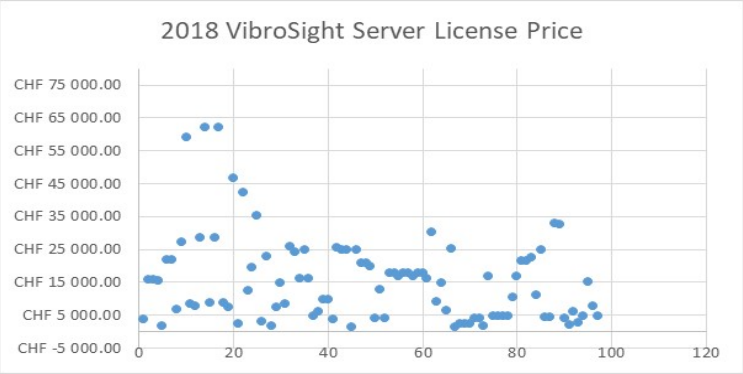


MEGGiTT

VM600Mk2 Pricing Strategy







What Price Are We Winning At?

- ~ 125 Vibrosight Licenses Sold/Year @CHF8K Per License @ 60% Disc.
- ~150 XMx's Sold/Year @ >50% Disc.

Conclusion's

- **Current Price For "MPS+CMS" Solutions Not Aligned To Market**
  - ~30% Lower v/s Current XMV Based Solution for "Medium To Large" Installations
  - Severely Affects GM If HW+SW Discounted @ >50% With XMV Based Solution

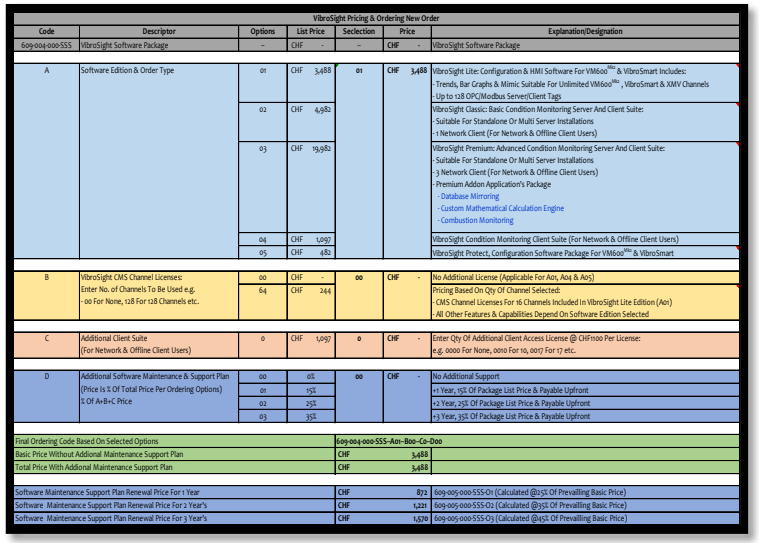
- **Opportunity To Simplify Vibrosight Ordering Codes & Options**
  - Abnormal Disc On Software…& Huge Variations (Customer Loses Trust)
  - SW Sustaining Cost Of ~500K/Year i.e., 4K Per License…
  - Low Sales Of Site Licenses, Support Plan & Addon Packages

Pricing Summary For VM600^{Mk2} & CMS

VM600^{Mk2} Pricing Strategy

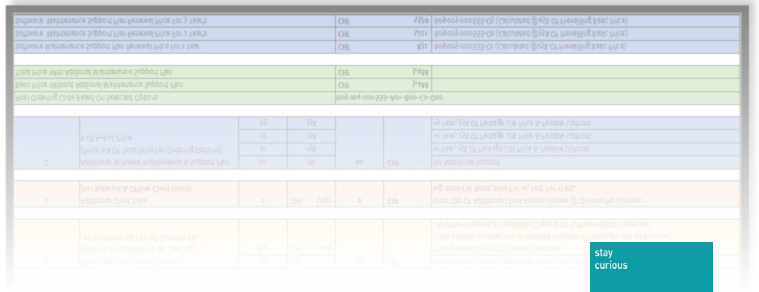
- **3 Variants Of Standard MPC4^{Mk2}**
  - ✓ Standard MPS Version @CHF3533 (No Change From Mk1)
  - ✓ CMS Version @ CHF4813 (~ 50% Lower Compared To XMV Based Solution)
  - ✓ Onsite CMS Upgrade Opportunities @ +1920 Per Module
  - ❖ SIL & SIL+CMS Version Pricing TBA Later…

- **Simplified Software Ordering & Pricing**
  - ✓ Lean, Simplified Ordering Option Code's…Down To 4 From >12 Earlier
  - ✓ 3 Software Editions
    - Lite: Current Trend Version, MPS2 Equiv.++
    - Classic: Standard Vibrosight CMS Capabilities (Including Hydro)
    - Premium: Classic Plus All Other Optional/Addon Capabilities Included (See List)
  - ✓ SW Pricing Independent From HW Platform, Pay/Use Channels…
  - ✓ Unlimited OPC/Modbus In Software Editions…i.e. No Need Order This Separately
  - ✓ Simplified Software Support Plan Ordering & Renewals
    - Max. 3 Years In Initial Order, Fixed Price Per Year Based On SW Edition Selected
    - Simplified & Separate Code For Renewals/Extensions
  - ✓ Others: Separate Code For Demo Version, Rule Box Price Increased to CHF15K

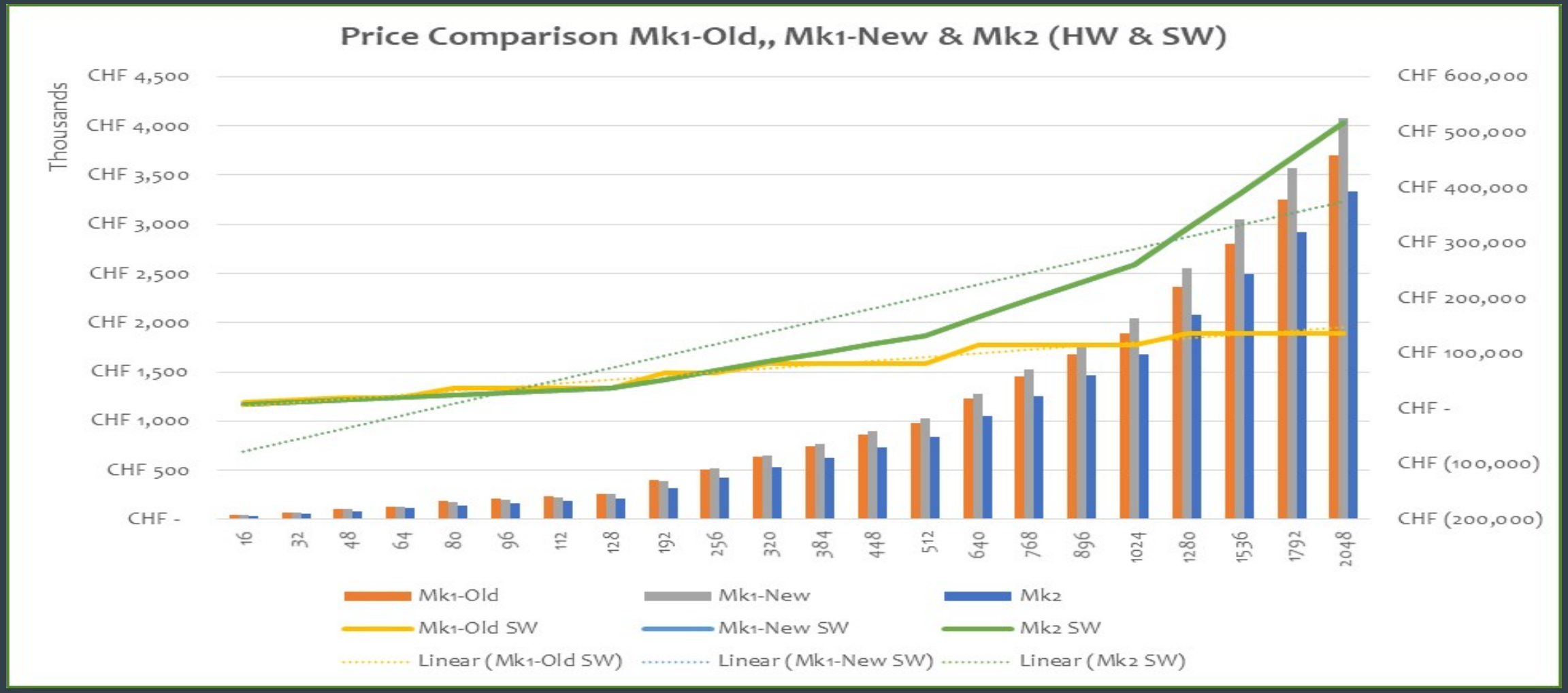


VibroSight Pricing & Ordering New Order

Code	Descriptor	Options	List Price	Selection	Price	Explanation/Designation
609-004-000-SSS	VibroSight Software Package	-	CHF -	-	CHF -	VibroSight Software Package
A	Software Edition & Order Type	01	CHF 3,488	01	CHF 3,488	VibroSight Lite: Configuration & HMI Software For VM600^{Mk2} & VibroSmart Includes: - Trends, Bar Graphs & Mimic Suitable For Unlimited VM600^{Mk2}, VibroSmart & XMV Channels - Up to 128 OPC/Modbus Server/Client Tags
		02	CHF 4,982			VibroSight Classic: Basic Condition Monitoring Server And Client Suite: - Suitable For Standalone Or Multi Server Installations - 1 Network Client (For Network & Offline Client Users)
		03	CHF 15,982			VibroSight Premium: Advanced Condition Monitoring Server And Client Suite: - Suitable For Standalone Or Multi Server Installations - 3 Network Client (For Network & Offline Client Users) - Premium Addon Application's Package - Database Mirroring - Custom Mathematical Calculation Engine - Combustion Monitoring
		04	CHF 1,097			VibroSight Condition Monitoring Client Suite (For Network & Offline Client Users)
		05	CHF 482			VibroSight Protect, Configuration Software Package For VM600^{Mk2} & VibroSmart
B	VibroSight CMS Channel Licenses: Enter No. of Channels To Be Used e.g. - 00 For None, 128 For 128 Channels etc.	00	CHF -	00	CHF -	No Additional License (Applicable For Aot, Aoa & Aos)
		64	CHF 244			Pricing Based On Qty Of Channel Selected: - CMS Channel Licenses For 16 Channels Included In VibroSight Lite Edition (Aot) - All Other Features & Capabilities Depend On Software Edition Selected
C	Additional Client Suite (For Network & Offline Client Users)	0	CHF 1,097	0	CHF -	Enter Qty Of Additional Client Access License @ CHF1100 Per License: e.g. 0000 For None, 0010 For 10, 0017 For 17 etc.
D	Additional Software Maintenance & Support Plan (Price Is % Of Total Price Per Ordering Options) Σ Of A+B+C Price	00	0%	00	CHF -	No Additional Support
		01	15%			+1 Year, 15% Of Package List Price & Payable Upfront
		02	25%			+2 Year, 25% Of Package List Price & Payable Upfront
		03	35%			+3 Year, 35% Of Package List Price & Payable Upfront
Final Ordering Code Based On Selected Options				609-004-000-SSS-A01-B00-C0-D00		
Basic Price Without Addional Maintenance Support Plan				CHF	3,488	
Total Price With Addional Maintenance Support Plan				CHF	3,488	
Software Maintenance Support Plan Renewal Price For 1 Year				CHF	872	609-005-000-SSS-O1 (Calculated @25% Of Prevailing Basic Price)
Software Maintenance Support Plan Renewal Price For 2 Year's				CHF	1,221	609-005-000-SSS-O2 (Calculated @35% Of Prevailing Basic Price)
Software Maintenance Support Plan Renewal Price For 3 Year's				CHF	1,570	609-005-000-SSS-O3 (Calculated @45% Of Prevailing Basic Price)



VM600Mk2 Pricing Strategy



VM600Mk2 Pricing Strategy

Channel Based Pricing Comparison Between Mk1 (Old), Mk1 New & Mk2

Price Variance Between Mk1 & Mk2 For MPS + CMS From 16 To 2048 Channels																		
#of Channels	Total Project Price (HW+SW)			Total Project Price (SW)			Per Channel Price			Price Variations (HW+SW)			Price Variations
	Mk1-Old	Mk1-New	Mk2	Mk1-Old SW	Mk1-New SW	Mk2 SW	Mk1-Old	Mk1-New	Mk2	Mk1 Old v New	Mk1-Old vs Mk2	Mk1-New vs Mk2	Old v/s New SW
16	CHF 44,350	CHF 41,532	CHF 36,411	CHF 11,800	CHF 8,982	CHF 8,982	CHF 2,772	CHF 2,596	CHF 2,276	-6%	-18%	-12%	-24%
32	CHF 72,370	CHF 69,907	CHF 59,664	CHF 15,445	CHF 12,982	CHF 12,982	CHF 2,262	CHF 2,185	CHF 1,865	-3%	-18%	-15%	-16%
48	CHF 110,075	CHF 106,457	CHF 82,918	CHF 20,600	CHF 16,982	CHF 16,982	CHF 2,293	CHF 2,218	CHF 1,727	-3%	-25%	-22%	-18%
64	CHF 134,450	CHF 134,832	CHF 114,346	CHF 20,600	CHF 20,982	CHF 20,982	CHF 2,101	CHF 2,107	CHF 1,787	0%	-15%	-15%	2%
80	CHF 183,400	CHF 171,382	CHF 137,600	CHF 37,000	CHF 24,982	CHF 24,982	CHF 2,293	CHF 2,142	CHF 1,720	-7%	-25%	-20%	-32%
96	CHF 207,775	CHF 199,757	CHF 160,853	CHF 37,000	CHF 28,982	CHF 28,982	CHF 2,164	CHF 2,081	CHF 1,676	-4%	-23%	-19%	-22%
112	CHF 232,150	CHF 228,132	CHF 192,282	CHF 37,000	CHF 32,982	CHF 32,982	CHF 2,073	CHF 2,037	CHF 1,717	-2%	-17%	-16%	-11%
128	CHF 264,700	CHF 264,682	CHF 215,535	CHF 37,000	CHF 36,982	CHF 36,982	CHF 2,068	CHF 2,068	CHF 1,684	0%	-19%	-19%	0%
192	CHF 398,875	CHF 386,357	CHF 316,724	CHF 65,500	CHF 52,982	CHF 52,982	CHF 2,077	CHF 2,012	CHF 1,650	-3%	-21%	-18%	-19%
256	CHF 512,725	CHF 516,207	CHF 426,088	CHF 65,500	CHF 68,982	CHF 68,982	CHF 2,003	CHF 2,016	CHF 1,664	1%	-17%	-17%	5%
320	CHF 643,075	CHF 646,057	CHF 527,277	CHF 82,000	CHF 84,982	CHF 84,982	CHF 2,010	CHF 2,019	CHF 1,648	0%	-18%	-18%	4%
384	CHF 748,750	CHF 767,732	CHF 628,466	CHF 82,000	CHF 100,982	CHF 100,982	CHF 1,950	CHF 1,999	CHF 1,637	3%	-16%	-18%	23%
448	CHF 862,600	CHF 897,582	CHF 737,830	CHF 82,000	CHF 116,982	CHF 116,982	CHF 1,925	CHF 2,004	CHF 1,647	4%	-14%	-18%	43%
512	CHF 976,450	CHF 1,027,432	CHF 839,019	CHF 82,000	CHF 132,982	CHF 132,982	CHF 1,907	CHF 2,007	CHF 1,639	5%	-14%	-18%	62%
640	CHF 1,228,975	CHF 1,278,957	CHF 1,049,572	CHF 115,000	CHF 164,982	CHF 164,982	CHF 1,920	CHF 1,998	CHF 1,640	4%	-15%	-18%	43%
768	CHF 1,448,500	CHF 1,530,482	CHF 1,251,950	CHF 115,000	CHF 196,982	CHF 196,982	CHF 1,886	CHF 1,993	CHF 1,630	6%	-14%	-18%	71%
896	CHF 1,676,200	CHF 1,790,182	CHF 1,462,503	CHF 115,000	CHF 228,982	CHF 228,982	CHF 1,871	CHF 1,998	CHF 1,632	7%	-13%	-18%	99%
1024	CHF 1,895,725	CHF 2,041,707	CHF 1,673,056	CHF 115,000	CHF 260,982	CHF 260,982	CHF 1,851	CHF 1,994	CHF 1,634	8%	-12%	-18%	127%
1280	CHF 2,364,950	CHF 2,552,932	CHF 2,085,987	CHF 137,000	CHF 324,982	CHF 324,982	CHF 1,848	CHF 1,994	CHF 1,630	8%	-12%	-18%	137%
1536	CHF 2,804,000	CHF 3,055,982	CHF 2,498,918	CHF 137,000	CHF 388,982	CHF 388,982	CHF 1,826	CHF 1,990	CHF 1,627	9%	-11%	-18%	184%
1792	CHF 3,251,225	CHF 3,567,207	CHF 2,920,024	CHF 137,000	CHF 452,982	CHF 452,982	CHF 1,814	CHF 1,991	CHF 1,629	10%	-10%	-18%	231%
2048	CHF 3,698,450	CHF 4,078,432	CHF 3,332,955	CHF 137,000	CHF 516,982	CHF 516,982	CHF 1,806	CHF 1,991	CHF 1,627	10%	-10%	-18%	277%
							CHF 2,033	CHF 2,065	CHF 1,699	2.09%	-16.09%	-17.79%	53.05%
										1.61%	-16.40%	-17.73%	

CMS Software Options & Price Comparison Conditions
- Standard Edition of Vibrosight (A02)
- No OPC Server & Client Tags In Old SW Price Versions
- No Additional Client Liceses (C00)
- No Support Plan (D00)
- No Rule Box

VM600 System Configurator For Project Pricing				
System Category (MPS/CMS/Both)	User Input	MK1 (Old)	Mk2 (New)	Mk2
	MPS+CMS	2	2	2
# Dynamic Channels (MPC4)	64	16	16	16
# Static/Temp Channels (AMC8)	0	0	0	0
Relay O/P Per Channel Required	0	0	0	0
CMS HW Modules (XMV/MPC4^{Mk2})		4	4	16
Total No Of VM600 Racks Required		2	2	2
VibroSight Software Package Pricing	Yes	CHF 5,000	CHF 4,982	CHF 4,982
OPC Server	No	CHF -	CHF -	CHF -
OPC Client	No	CHF -	CHF -	CHF -
XMV/MPC4^{Mk2} Channel Licenses	64	CHF 15,600	CHF 16,000	CHF 16,000
Client License Qty	01	CHF 1,100	CHF 1,000	CHF 1,000
Additional S/W Support Plan Years	01	CHF 3,255	CHF 1,744	CHF 1,744
Rule Box	No	CHF -	CHF -	CHF -

1.85%

Pricing Example For 64 Channels Based On New Pricing Model

Mk1 v/s Mk2 Cost & Pricing For Projects	VM600^{Mk1} (Old SW Pricing)			VM600^{Mk1} (New SW Pricing)			VM600^{Mk2}			V In Cost	V In IPL	
Item	Cost	IPL	GM @ IPL	Cost	IPL	GM @ IPL	Cost	IPL	GM @ IPL			Remarks
VM600 With RPS & CPU	CHF 6,642	CHF 16,350	59%	CHF 6,642	CHF 16,350	59%	CHF 6,242	CHF 16,350	62%	-6%	0%	
HW Modules For MPS (MPC+AMC+RLC)	CHF 14,640	CHF 56,528	74%	CHF 14,640	CHF 56,528	74%	CHF 11,728	CHF 56,528	79%	-20%	0%	
XMV/ Firmware For MPC4^{Mk2} CMS	CHF 10,728	CHF 40,972	74%	CHF 10,728	CHF 40,972	74%	CHF -	CHF 20,486	100%	-100%	-50%	
Vibrosight Software Package Price	CHF 4,000	CHF 24,955	84%	CHF 4,000	CHF 23,726	83%	CHF 4,000	CHF 23,726	83%	0%	-5%	
Total Project Cost, Price & GM%	**CHF 36,010**	**CHF 1,38,805**	74%	**CHF 36,010**	**CHF 1,37,576**	74%	**CHF 21,970**	**CHF 1,17,090**	81%	-39%	-15%	

Apply Discount % 20%

Mk1 v/s Mk2 Cost & Pricing For Projects	VM600^{Mk1} (Old SW Pricing)			VM600^{Mk1} (New SW Pricing)			VM600^{Mk2}			V In GM $	V In GM%	
Item	Price	GM$	GM%	Price	GM$	GM%	Price	GM$	GM%			Remarks
Total Project Cost, Price & GM%	**CHF 1,11,044**	**CHF 75,034**	68%	**CHF 1,10,061**	**CHF 74,051**	67%	**CHF 93,672**	**CHF 71,702**	77%	**CHF (3,332)**	13.28%	

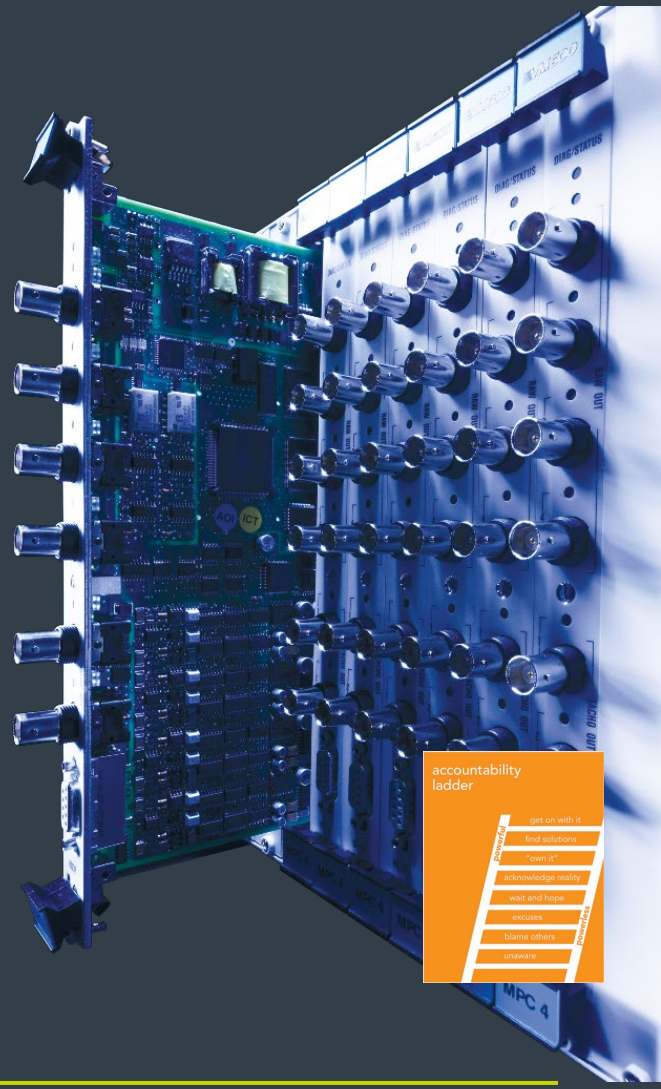
Target Price CHF 69,403

Mk1 v/s Mk2 Cost & Pricing For Projects	VM600^{Mk1} (Old SW Pricing)			VM600^{Mk1} (New SW Pricing)			VM600^{Mk2}			V In GM $	V In GM%	
Item	Disc%	GM$	GM%	Disc%	GM$	GM%	Disc%	GM$	GM%			Remarks
Total Project Cost, Price & GM%	**50.00%**	**CHF 33,393**	48%	49.55%	**CHF 33,393**	48%	40.73%	**CHF 47,433**	68%	**CHF 14,040**	42.05%	
	Target Price Too Low			Target Price Too Low			Price OK					

VM600^{Mk1} Phase Out Plan

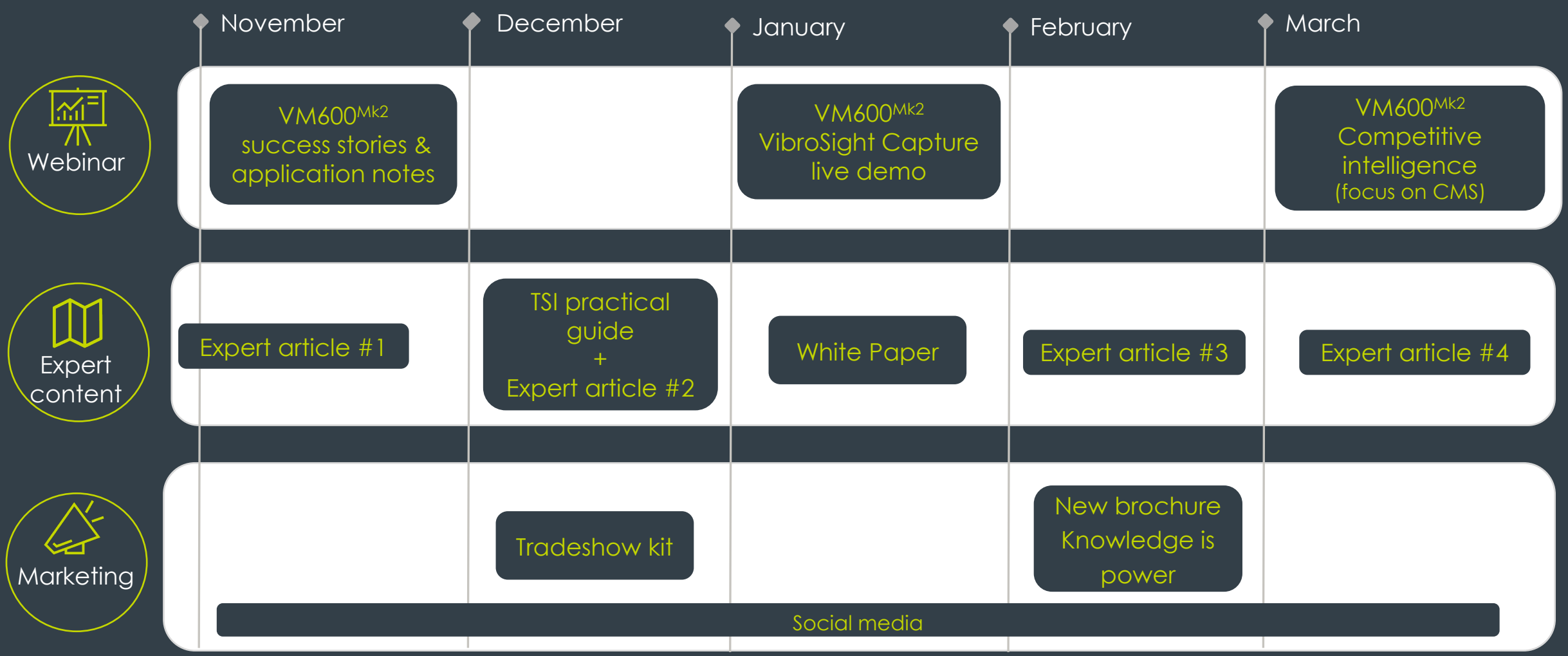
Why Phase Out VM600^{Mk1} ?

- **Components Obsolescence**
  - Limited Capacity To Produce VM600Mk1 System Components
  - Can Produce 25-100 VM600^{Mk1} SYS With Current Stock
  - CPUM, MPC4 & AMC8 Most Severely Impacted
  - Other Cards Expected To Follow
- **Contractual/Spares Support Commitments To Customers For 5-10 Years**
- **Actions Proposed/Taken**
  - ✓ VM600 Mk1 – Stop Offering! & Push To Convert All Open Quotes To Mk2
  - ✓ Action Team & Steering Committee For Driving Key Actions
  - ✓ Communications…Internal & External…Coming Shortly…
  - Promote Mk2 For All New Orders/Opportunities
  - Upgrade CPUM-CPR2 & MPC4^{Mk1} to MPC4^{Mk2}
  - Accelerate Mk2 Production, Deliveries & Development Activities etc..



	Functional Categor	Priority	Action	Specific Action Details	Details Steps On Action	Owner	Due Date	Remarks
1	Product Management	High	Address CPUM Obsolescence	Announce CPUR2 As An Offical FF (Form & Fit) Replacement For CPUM… except for display & Modbus RTU…	1. Announce LTB & Osolecense of CPUM 2. Check Compatibility, Configuration etc. etc. 3. Keep CPUR2 & CPUMk2 Separate as 2 separate products 4. Write compatability guide for CPU's 5. Replace CPUM of all open VM600SYS Order's to CPUR2 6. Any order for Loose CPUM should be replaced with CPUR2 7. Supply chain update on CPUR2 (increase forecast etc.)	MHAF	29-10-2021	
2	TCOE	Medium	Address CPUM Obsolescence	Finalize 3rd Party Display Solution & Modbus TCP To RTU Conversion Solution For CPUR2	1. Standard display package based on MPS2 2. TCOE to standardise display & Modbus RTU solution	RMAD	31-12-2021	
3	Sales & Marketing	High	Address CPUM Obsolescence	Stop Selling CPUM On New VM600Sys Orders	1. Identify All Open CPUM Orders (Loose & VM600SYS) 2. Write a letter to all open orders for conversion etc. 3. Replace CPUM of all open VM600SYS Order's to CPUR2 4. Any order for Loose CPUM should be replaced with CPUR2	SWAMI	29-10-2021	Swami to draft Internal Memo for CPU, MPC4 & Mk1 obselecense Letter for customer linking chip crisis with certain Mk1 modules etc. etc…
4	Product Management	Medium	Address MPC4Mk1 Shortage/Obsolescence	Allow Mk2 & Mk1 MPC4 to Co-exist	1. Product Management confirms Mk1 & Mk2 can coexisit 2. Precautionary steps to be taken in configuration (TechPub) 3. Customer must replace MPC4, IOC4T 4.Enable CPUR2 to work with MPCMk2	MHAF	31-03-2022	write an upgrade methodology/Technical publication if customer would like partial upgrade from Mk1 to Mk2 cards in a rack
5	Product Management	Medium	Address MPC4Mk1 Shortage/Obsolescence	RLC16Mk1 Compatibility With MPC4Mk2	1. Product Management confirms Mk1 & Mk2 can coexisit 2. Precautionary steps to be taken in configuration (TechPub)	MHAF	31-03-2022	
6	TCOE	High	Address MPC4Mk1 Shortage/Obsolescence	Tech. Pub On MPC4 Mk1-Mk2 Replacement	Techpub should list: 1. Procedures for replaceing Mk1 to Mk2 Modules in a Mk1 rack 2. User Manual for Mk2 rack 3. Ordering Guide, config serviec support of Mk1 to Mk2 etc… 4.	RMAD	31-12-2021	
7	TCOE	Medium	Address MPC4Mk1 Shortage/Obsolescence	MPC4Mk2 with All Capabilities as MPC4Mk1 Tech Pub For Siemens Application Scenarios	1. Product Management confirms Mk1 & Mk2 can coexisit	MHAF	30-12-2021	Michael to address specific request from Chris Bode on the Siemens specific configuration requirements
8	TCOE	High	Accelerate Mk2 Program	Expedite SIL2 Certification (Q1-2022)	1. SIL Evaluation with Exida India based on current Mk2 design & capabilites 2. SIL efforts to be coordinated with TCOE, Vivek	RMAD VTYAG	15-11-2021	
9	Product Management	Medium	Accelerate Mk2 Program	Bridge Feature Gaps (Display, CPUR & AMC8)	1. AMC8 will be ready by Q1-2022 2. Display for Mk2 will be standardized by TCOE (Q4-2021) 3. CPUM^{Mk2} (Reducndant Modules in a rack) Not planned until 2023	MHAF	31-03-2022	Product management to asess the requirement of reducndacy & provide update on the possibilities of the requirement of redundant modbus modules
10	Product Management	Low	Accelerate Mk2 Program	No Further Program Delays (CMS, SIL etc.)	No actions, its more a comment & we need to ensure pace of developments & supply chain activites assured for Mk2	NA	NA	
11	Sales & Marketing	High	Enhance Spares Availability Time Of Mk1 Cards	Announce LTB ASAP	Swami to draft letter for LTB/Chip crisis etc. stating all VM600Mk1 SYS shall be automatically converted to VM600Mk2 orders	SWAMI	30-10-2021	
12	Sales & Marketing	Medium	Enhance Spares Availability Time Of Mk1 Cards	Set Stock For Spares Lifecycle Commitments	Sales to define stock needs for special customer comittments already being done for Hydro Qubec in Canada	Swami	30-10-2021	stock 10x years spares for customers who have comittments etc Also inform them of LTB now… (except for HQ)
13	Sales & Marketing	High	Enhance Spares Availability Time Of Mk1 Cards	No "Loose" Card Orders Of Mk1 On IPL	CAR's to block all loose orders for Mk1 modules on IPL price	SWAMI	30-10-2021	Followup with approval process & implement process with Sacha
14	TCOE	No Action	Enhance Spares Availability Time Of Mk1 Cards	Repair Campaign For Mk1 Cards	Repairs not viable	NA	NA	
15	Sales & Marketing	Medium	Improvise Commercial Positioning Of Mk1	Increase Mk1 SYS & Spares Price By >35%	To be discussed with Marek & finalize	SWAMI	30-10-2021	
16	Sales & Marketing	High	Improvise Commercial Positioning Of Mk1	No More Mk1 SYS Sales For New Orders	Swami to draft an internal Memo for no new Mk1 SYS orders with exceptions 1. Siemens & Hydro Qubec 2. Applications not supported by Mk2 3. Orders in final negotiations/closure 4. Try to conveert/switch if possible all open Mk1 orders	Swami	30-10-2021	Swami to discuss with sacha/Abel for all open Mk1 SYS orders in order book
17	Sales & Marketing	High	Improvise Commercial Positioning Of Mk1	Screen & Approve All Open & New Mk1 Opp.	Swami to work on internal Memo for this step 1. All new Mk1 sys quotes to be approved by VP SSM 2. All spares oppurtunity to be approved by Regional Sales Director	Swami	30-10-2021	
18	Sales & Marketing	No Action	Accelerate Mk2 Marketing Campaign	Aggressive, Sales Pitch For Why To Switch	Just an recommende action, no specific actions being derived from this	NA	NA	
19	Sales & Marketing	High	Accelerate Mk2 Marketing Campaign	Negotiate Mk2 Transition With Siemens	Raghu to lead the effort & make a proposal during Oct PL review	RHEG	30-10-2021	
20	Sales & Marketing	Low	Accelerate Mk2 Marketing Campaign	Incentivize Open Mk1 Orders To Switch	No action for now	NA	NA	
21	Sales & Marketing	Low	Accelerate Mk2 Marketing Campaign	Incentivize RSM's & Sales Channels For 1 Year	No action for now	NA	NA	
22								
23								

MARKETING SUPPORT - TIMELINE



MARKETING SUPPORT – EXPERT CONTENTS

Expert articles

#1 No customers left behind

#2 TSI measurements – a forgotten art?

#3 Supporting Your Decisions with VibroSight's Diagnostic Rule Box

#4 Managing by exception: the power of alarming in your condition monitoring software to prevent costly shutdowns.

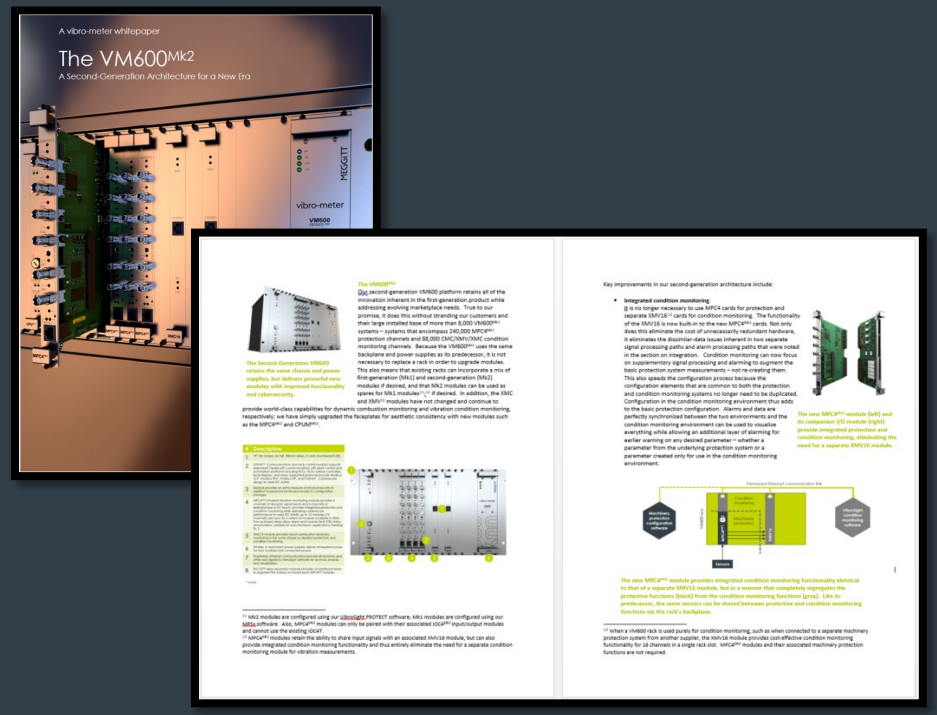
Application notes: TSI a primer (goes with expert article #2)

White Paper: VM600^{Mk2} A second-generation architecture for a New Era

NEW "Knowledge is power" 2 versions :

- **V1**: Focus on power gen application
  Focus on Mk2 with an comprehensive article on
  "Integrating a machinery protection platform into your plantwide ecosystem"
- **V2**: Focus on Hydro application
  Focus on VibroSmart with an comprehensive article on
  "Integrating a distributed machinery protection and condition monitoring platform into your large hydro power plant ecosystem"

MARKETING SUPPORT – TEASER



Feedback, Comments & Questions ?

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Thank You…..