

Hello,

Today the merger of SnapAV and Control4 has become a reality. We are now a single company. This is exciting news to the industry, to dealers like you, and to your end-customers.

Our goal has always been to make your professional life easier and your business more successful through our commitment to quality, continuous innovation, and best-in-class products and support. Our new company is designed to do just that. Together we can double-down on this commitment and pour even more time, energy, and investment into serving you.

What does this mean for you today?

- **Rely on us for great products and service just as you did yesterday.** Your SnapAV and Control4 contacts are still only a phone call away. Both websites remain just a click away. Our combined service team is available via phone, email, and in our local stores. In short, continue working with us just as you have, and know we are here to support you.
- **Trust in Control4 as our smart home platform.** Customers expect Control4 homes to be nothing short of excellent, so only authorized Control4 dealers can sell, install and support the product line. The rigorous requirements to achieve authorized status have not changed, nor has our commitment to making Control4 Smart Home OS the world's best smart home platform.
- **Know that we are committed to supporting the products we offer today and in the future.** Yes, there are some overlaps in the combined portfolio: Araknis and Pakedge networking, BakPak and OvrC remote management and some Episode and Triad speakers. If we see a need to simplify the lineup, count on us to be conscious of how it would affect your business and your end-customers. Until such a time we continue to stand behind each of these brands. Use whichever fits your business and know that we will continue to support you.
- **Count on your benefits from the rebates, discounts, and programs offered through Control4 and SnapAV to continue.** As a combined company we aim to make our award-winning programs even better over time, but for now they are set.

This is Day 1, and we are just getting started. As we work to serve you, we commit to growing this industry. We believe in the power of professionally designed and installed smart homes and businesses. We are applying our combined company's scale to invest relentlessly in your success, enabling you to build an even stronger business for delivering incredible experiences to your customers.

What should you expect as a result of this merger?

- **Improved choice & innovation.** Your business thrives on having product choice and continuous innovation, and we will provide it. As a combined team, we are committed to improving how we listen to and learn from you, so we can determine how to best expand our catalog with more and better solutions for your projects.
- **Easy access to everything you need.** We are the company where you can get all the products and support you need for your projects, saving you time and creating more value for your business. We do this through an expansive product catalog of branded and third-party products that are easily ordered online and available through both quick delivery and local distribution.
- **Award-winning support.** We know that what you do every day can be complex, and we are committed to being your partner in solving hard problems. Our two award-winning service teams have joined together to offer you exceptional sales assistance, technical support and educational resources.

Finally, some of you might be wondering what the new company name will be. On paper our name is SnapAV. But, we are working on a new name for the company that better conveys our passion for innovation, for creating excellent products, services and platforms, and for supporting professionals like you. Stay tuned, a new company name rarely happens overnight.

We will communicate more in the weeks and months ahead, but you can always tell me how we are doing by emailing john.heyman@snapav.com. Until then, you can meet me and some key members of my team in our Day 1 video, and we answer many more questions in the online FAQ.

[Welcome to Day 1.](#)

John Heyman