

Cat Communications Road Map 2024

Dear Partner,

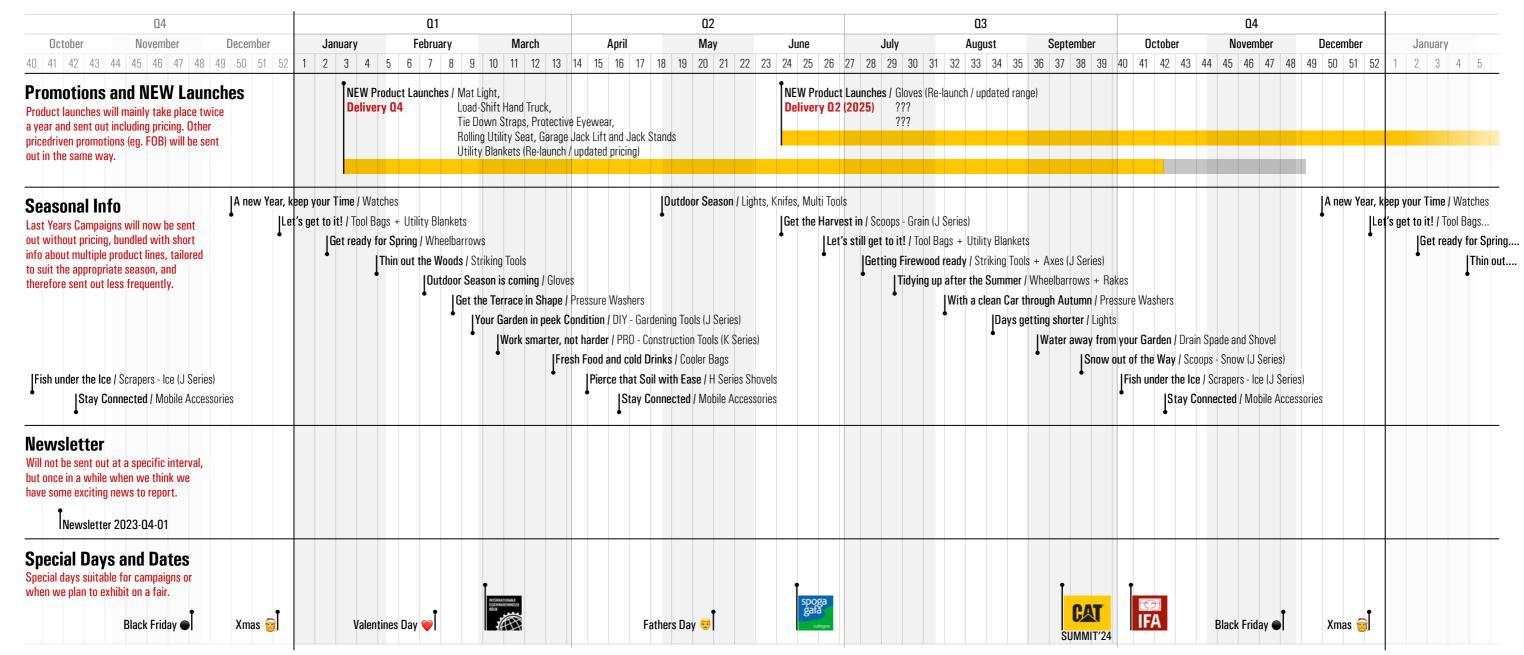
We learned a lot throughout 2023...

Now we are thrilled to present our revised Communications Road Map for 2024!

We have recognized the need to revamp our communication approach. Alongside an occasional newsletter to address important matters and exciting news we would like to share, we will be introducing new product launches mainly twice a year - in January generally with delivery scheduled for Q4, and in June generally with delivery set for Q2 of the following year.

What you previously recieved as campaigns or promotions will now be transformed into what we refer to as 'Seasonal Info'. These communications will provide concise details about multiple product lines, tailored to suit the appropriate season. Consequently, they will be sent out less frequently than before and they will no longer include pricing information.

Pricedriven promotions of course will be sent out including pricing, but will be communicated in the same way as new product launches.



For sure both the Road Map and the Season Map on the following page will be adjusted throughout the year. So occasionally new versions will be uploaded...



