



NEW PRODUCT ANNOUNCEMENT

02 03 2023

Introducing the NEW Bose QuietComfort Earbuds II – Limited Edition

Dear Bose Dealer:

The new Bose QuietComfort Earbuds II Limited Edition will start Pre-sale on March 3rd,2023.

The Official Start of Sales will be on March 7th,2023.

Please check with your Bose Account Manager for specifics on “Go Live” dates, availability, and purchase order placement. The **Bose QuietComfort Earbuds II Limited Edition** will have an announced minimum resale price on the Bose Unilateral Policy. It is the unilateral policy of Bose Corporation to announce the minimum resale price on selected Bose products and refuse to deal in a product or system of which the product is a component with those dealers who fail to resell or advertise that product at or above the announced minimum resale price. Each dealer is free to acquiesce in our policy to avoid termination of sales in that product.

The dealer cost and announced minimum resale price on these products are as follows:

Product Description	Dealer Cost Per unit	Announced Minimum Resale Price Per unit
Bose QuietComfort Earbuds II Limited Edition - Midnight Blue	\$223.00	\$299.00
Bose QuietComfort Earbuds II Limited Edition – Eclipse Grey	\$223.00	\$299.00

SAP Description	UPC	Product Code
QUIETCOMFORT EARBUDS II,MIDNIGHT BLUE,WW	017817847018	870730-0030
QUIETCOMFORT EARBUDS II,ECLIPSE GREY,WW	017817847056	870730-0040



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If you have any questions, please contact your Bose Account Manager. Thank you for your support of Bose and Bose products.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Robbie Duncan", is written over a thin horizontal line.

Robbie Duncan
Bose Vice President Sales, Americas and Europe
Bose Corporation

This letter contains Bose Corporation's confidential information. In furtherance of your obligation to protect the confidential information, the recipient of this letter shall not disclose any confidential information to anyone except employees, contractors and consultants of recipient who have a need to know confidential information and are bound by agreements to keep such information confidential. Recipient shall notify Bose promptly in writing of any misappropriation, unauthorized disclosure or use by any person of the confidential information which may come to recipient's attention. Recipient will take all steps reasonably requested by Bose to stop, limit or otherwise remedy such misappropriation, unauthorized disclosure or use. Recipient shall be liable for any negligent act or omission by anyone to whom it has disclosed confidential information that would violate these if done by recipient.