Herman Miller Expands European Gaming Business with Dedicated Gaming Webshops in Denmark, Finland and Sweden

Global Design Leader Begins Introducing Exclusive Ergonomic Product Line-Up Designed to Scandinavian Pro Gamers and Streamers

Herman Miller, the global leader in innovative design and furnishing solutions and a part of the MillerKnoll collective (NASDAQ: MLHR), has announced the opening of several new online gaming webshops in Denmark, Finland and Sweden, the first of their kind in the Scandinavian region. Dedicated to ergonomic gaming solutions and accessories, the new Herman Miller Gaming webshops will support the esports community with products that unlock every player's full potential, anchored by the brand's two flagship products, the Vantum and Embody Gaming Chairs, both designed in collaboration with Logitech G.

Developed as a direct response to current customer demands and following the phenomenal success of the Herman Miller Gaming store launches across Europe since 2020, the online stores invite a new way for consumers to shop for Herman Miller Gaming products and experience the benefits of sitting well first-hand.

"One of the best things about the gaming industry is the passion the community has for making the world of esports and gaming stronger and healthier," says Jon Campbell, General Manager of Herman Miller Gaming. "Since launching in North America in July 2020, we have received daily requests to bring Herman Miller Gaming products to market in the Scandinavian region. These countries are industry leaders with many of the world's top e-sports competitors and content creators calling them home. We are thrilled to be entering this region—our goal is to provide world-class products to support all players in all parts of the world, and this is an important next step in achieving that goal."

Online, consumers can browse Herman Miller's innovative solutions for gaming and the different features of its award-winning performance seating portfolio, all developed to support long-lasting, health-positive benefits, including postural distribution of weight, a key to circulation and focus. Customers can also benefit from the offerings' adjustment capabilities such as breathable suspension materiality and backrest adjustments, along with a variety of finishes and stylish details.

The new webshops will stock the brand new Vantum Gaming Chair, designed in collaboration with Logitech G. Vantum is a gaming chair centered on versatility, adaptability and purposefully built for gamers from the ground up. Vantum provides gamers the correct level of support throughout the various modes of gameplay for increased comfort, concentration and endurance, whether in a position of play or pause. The webshops will also stock the groundbreaking Herman Miller x Logitech G Embody Gaming chair. Herman Miller and Logitech G spent nearly two years studying esport pros and players around the globe to understand their unique needs. As a result of this in-depth research, the Embody Gaming Chair was modified, setting a new standard of gaming ergonomic solutions with pressure distribution, natural alignment, and healthy movement support.

In addition to the Embody and Vantum Gaming Chairs, the webshop will also feature the Aeron Gaming Chair, Sayl Gaming Chair, Nevi Gaming Desks, and Ollin monitor arm for the complete gaming setting that prioritizes aesthetics and function. The Herman Miller gaming setting encourages regular movement and allow users to switch between different postures to adjust to gamers' playing styles, increasing energy and efficiency.

"The success of our gaming business, which first launched in Europe in 2020, demonstrated the huge potential for Herman Miller in this region," said Ben Groom, Chief Digital Officer at MillerKnoll. "We are excited to continue expanding our ability to offer customers opportunities to interact directly with the brand and increase access to its full range of gaming solutions. We believe that the combination of innovative design, modern aesthetics, and long-lasting performance backed up by a 12-year warranty will resonate strongly with our growing Scandinavian consumer base."

MillerKnoll Global Retail — comprised of brands such as Herman Miller, Knoll, Fully, Design Within Reach, and HAY, has continued its move into e-commerce to meet the changing requirements of customers around the world. Herman Miller France is the latest of its kind to open in recent years, with a combination of online and physical stores now in the UK, Germany, USA, Canada, Japan, China, Hong Kong, India, and Brazil.

For more on the Herman Miller Gaming store, please visit the new gaming sites for Denmark, Finland and Sweden.

About Herman Miller

Since 1905, Herman Miller has been guided by a commitment to problem-solving designs that inspire the best in people. Along the way, Herman Miller has forged critical relationships with the most visionary designers of the day, from mid-century greats like George Nelson, the Eames Office, and Isamu Noguchi; to research-oriented visionaries like Robert Propst and Bill Stumpf. Herman Miller has spent the last century pioneering original, timeless design that makes an enduring impact—and in 2020, the company harnessed its legacy of turning insights into solutions by launching Herman Miller Gaming, which delivers the world's best gaming products uniquely designed to unlock every player's full potential. Powered by exclusive partnerships, industry-

leading research, and the world's leading design and engineering teams, Herman Miller Gaming is redefining competitive performance for e-sports athletes and healthy play for all players worldwide.

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