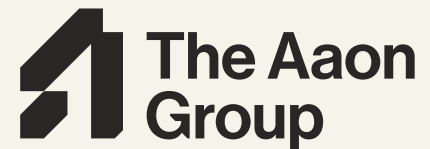


Leader FAQs



Why are we rebranding and introducing a new parent company name?

Both AAON and BASX have always shared a parent company (AAON, Inc.), but that parent company had no defined brand identity of its own. As a result, the AAON brand often appeared to be the parent company to the public, when AAON and BASX are really two different business units under one common parent. This new parent brand name better represents our existing business units – both AAON and BASX and gives a future home to any businesses we acquire as we grow.

What does the new parent company name mean and why was it chosen?

We could tell you, but we think it's best to show you. Watch the explainer video of how the name and logo were chosen.

What does this mean for my job and day-to-day work?

For the majority of us, nothing will change in our day-to-day work. Your role, your team, your responsibilities, and your direct reports stay the same. AAON and BASX will still operate as their own business units.

Will anyone lose their job as part of this rebrand?

No one is losing their job because of the rebrand. This rebrand is about growth and providing a home to our existing brands – and future ones.

Which brand identity do I align with and how do I refer to the company when speaking to customers?

On August 21st, we will launch the new parent name to the public and will be collectively referred to as The Aaon Group. However, our business units will still operate as AAON and BASX. We are not making any changes to the logos on products produced by either BU, nor are we changing product offerings.

If you are in a customer-facing role, you will still represent the AAON or BASX brand. If you work in shared services, operational functions, or centers of excellence, you represent The Aaon Group. To see a full list of which departments are affiliated with which business unit, use the “Who works where?” resource.

Will our products or services change as a result of the rebrand?

This doesn't change what we make or the services we provide. Our customers should expect the same premium quality and services they always have – and we will continue to deliver them.

When will the new branding be visible and what changes first?

The rebrand will roll out in phases, beginning with digital communication such as websites and internal employee sites. Followed by more physical changes, like building signage.

Any changes we make that could affect operation will be communicated ahead of time.

What do I need to do to support the rebrand rollout?

You as a Leader play an important role in this rebrand. Employees will look to you to guide them in this change, and it's important that your energy reflects confidence and support in this change.

But don't worry, we are not expecting you to do this alone. Leadership resources are available on Launchpad under the **"For Leaders"** tab to help you communicate this change and be the leader in representing this rebrand.

How should I handle resistance or skepticism from my team about the rebrand?

Resistance to change is normal, and you may experience skepticism from your employees in this rebrand. It's important to not disregard their concerns. Encourage their questions, provide them with support, and utilize the leadership tools we provided to answer their questions.

If you feel like you are unable to address their concerns, direct them to the FAQ page on Launchpad where we have put together FAQs and resources for them.

Is there a brand toolkit or guidelines we can access?

Yes, leaders will have access to their own resource site to support you through this rollout on Launchpad under **"For Leaders"**. Here you will have access to branding guides, presentation templates, and all the tools you will need for this change.

Should Leaders discourage employees from wearing AAON or BASX branded apparel and accessories?

No, leaders should not discourage this, employees can continue wearing the branded merch they own.