

May 23rd, 2024

At ASUS, we take pride in delivering incredible products that provide premium experiences to each and every one of our customers. We recognize that our warranty, RMA communications, and repair services have not consistently met these high standards, and we are committed to doing better.

So we've begun an initiative to overhaul our customer service processes. You can see the first of these changes at the link below, but over the coming months, we will be bringing even more improvements, driven by feedback we've received directly from you. In the interest of transparency, we will be publicly detailing these changes on a new section of our Support site. You can follow the latest updates at any time by visiting this page: <https://www.asus.com/us/site/supportupdates>

We appreciate your patience as we work to improve your experience and look forward to serving you.

Enhancements to ASUS Repairs and Services

As part of the ASUS customer service team, we want to reassure our customers that repairs covered under the manufacturer's limited warranty have always been, and will continue to be, free of charge. We continuously strive to enhance your service experience and ensure transparency throughout our repair process. We value the feedback from our customers and are pleased to announce significant updates to our RMA communications, repairs, and services to better serve you.

Key updates have been made to enhance our overall repair communication. These improvements include more comprehensive information for both in-warranty and out-of-warranty services, available through email, printed materials, and our website:

- 1) **Clearer Communication in Quotation Emails:** We have enhanced our communication strategy to eliminate technical jargon and prioritize clarity. Instead of intricate technical explanations, we now emphasize clear, high-quality photos to illustrate any damage, accompanied by simple explanations. If a

customer expresses that an email exchange is unclear, we will promptly initiate follow-up emails or phone calls to address any questions.

- 2) **Video and Photo Documentation:** In the US and Canada, we take video or photos upon receiving and opening inbound packages and when sending outbound parcels. This documentation ensures accountability for product condition upon arrival and departure from repair facilities, aiding in identifying any transport related damages and insuring fairness in potential damage claims.
- 3) **Transparent Repair Reports:** Effective September 30th, 2024, we will introduce a new format for our repair reports. These new reports will provide more detailed descriptions of the issues you reported and the results of our comprehensive device testing. This initiative aims to keep you fully informed about the status of your device and the services performed in a way that is easy to understand.
- 4) **Enhanced Service Communication:** Effective September 30th, 2024, we will revamp entirely our repair and customer service communication processes, focusing on clarity, transparency, and effectiveness. This will focus on streamlining email correspondence, providing clear instructions, and offering personalized support to address inquiries promptly.

In addition, we've made some changes to how paid repairs are offered and explained to customers for out-of-warranty products. These changes have already rolled out, and include:

- 5) **Changes to Repair Prices for Component Damage:** We now offer quotations for cost-effective labor and component repair instead of full unit replacements whenever possible. In cases where functional repair by changing ports or connectors is not feasible, ASUS will offer to replace the device for an appropriate price determined by the extent of damage reported.
- 6) **Refined Repair Options for Cosmetic Damage:** We now provide repair quotes for out-of-warranty cosmetic damage only when said damage impacts the device's functionality or when cosmetic repairs are specifically requested by the customer. Cosmetic repairs covered by the device's limited warranty, such as brand-new items damaged during shipping, will still be offered free of charge.

7) **Improved Quotation Accuracy:** In the US and Canada, we have improved our systems to ensure additional accuracy and transparency in our price quotations. This involves updating the device's price based on a fair market value, as well as adding additional verification steps to minimize pricing inconsistencies.

Our dedicated customer support team is available at 1-888-678-3688 (for U.S. and Canada), or reachable directly via the ASUS Support website at <https://www.asus.com/support/>.

If you have any questions, concerns or feedback related to your experience with our customer service, please contact us. Upon reaching out, we will thoroughly review your case and provide assistance as needed. Rest assured, ASUS is actively reviewing customer issues and proactively offering solutions.

Your satisfaction is of utmost importance to us, and we are committed to assisting you in resolving your situation promptly and to ensuring fair and transparent services for all our customers. Thank you for your continued trust in ASUS products and services.