



December 23, 2020

Dear Valued Customer,

As we review 2020 and look into the New Year, we are anticipating that our markets will continue to experience a high level of volatility and cost pressures from our supply chain partners. In order to recover rising raw materials, freight, and copper costs, we are announcing a price increase of 2-6% for Lead Wire, Electronics and Portable Cord Products effective January 1, 2021.

Our approach to this market volatility has been to make a series of limited, tactical adjustments to our pricing levels in order to minimize the downstream effect to you our valued customer. We must be proactive, such that Southwire is calibrated with the rising costs and able to limit market disruption. We will continue to analyze trends and cost projections for 2021 and keep our customers abreast of the situation.

If you have any questions, please contact your local Sales Contact or the local Sales Agent supporting your account.

As always, we value your business and our relationship and will continue to focus on our primary goal of remaining your supplier of choice.

Sincerely,

Jacob Paff, Blake Ladd, Margo Garner, Rhonda Rogers
Product Manager(s)/Sales Vice President, CVDE