

May 3<sup>rd</sup>, 2021

Dear valued Rollese Acmeda customer,

Effective July 1<sup>st</sup>, 2021, we will be implementing a general price increase across most of our product range. A one-time 4% increase will be applied to all Rollese Acmeda products, **with the exception** of our Automate<sup>®</sup> Motorization range of Lithium-Ion and DC powered motors. As communicated previously on February 10<sup>th</sup>, the Lithium-Ion and DC motors are already scheduled for a 6.5% increase on July 1<sup>st</sup>.

A general summary of the scheduled price increases is below.

#### Pricing Change Summary

Product Category	Effective Date	Price Increase
Li-Ion and DC Motors (all models)	July 1st, 2021	+6.5%
All other Rollese Acmeda Products (Automate, Textstyle Fabrics, Hardware)	July 1st, 2021	+4.0%

#### Price increase clarification

In our previous communication, we had indicated that our business, along with many other businesses, was facing significant cost increases due to tariff exemptions that were lifted as well as a broad range of material cost and shipping cost increases. Over the past several months, we have continued to see our shipping and material costs rise across the board on top of worldwide electronic component shortages that may impact availability of certain products. In April, we felt we could shoulder the brunt of those costs, but that is no longer the case.

#### Ordering logistics

Orders placed on or before July 1<sup>st</sup>, 2021 with immediate release, characterized as released for immediate shipment, will be invoiced at current prices. To support our customers as fairly as possible, we will use our discretion to allocate inventory for orders placed between now and July 1<sup>st</sup> based on allocated existing inventory capable of shipment within this timeframe. We reserve the right to not accept orders that are extraordinary in volume or otherwise materially out of the ordinary.

Orders placed on or before July 1<sup>st</sup> without immediate release will be invoiced at the new prices. All orders, irrespective of quotation date, entered or released after July 1<sup>st</sup> will be invoiced at the new prices.

**Automate orders placed ex-China being received into countries unaffected by Section 301 tariffs including China, Mexico or Canada were originally excluded from this price increase. Orders placed ex-China beginning July 1<sup>st</sup> will be subject to the 4% price increase.**

We are committed to our partners and customers and will continue to invest in new and innovative window covering solutions and provide competitively priced products. We value your business and thank you for your continued support and patience as we navigate through these dynamic changes in the market.

For additional information, please contact your local Rollese Acmeda sales manager.

Sincerely,

Mike Schratz  
VP Sales & Marketing