

## Price rise notification

**To our valued customers,**

Despite a challenging year, Omron Electronics has honoured our promise to maintain current Trade Prices until the end of our financial year – **March 31, 2021**.

However, due to added cost pressures we would like to advise that there will be an average price increase of 4% on most Omron products effective from **April 1, 2021**.

This modest price rise is due mainly to rising inflation and surging local and global freight costs – two key factors beyond our control. The good news is, we have managed to absorb the bulk of these increasing costs and many new products will have less than the average 4% price rise.

Some of our products will rise in price by more than 4% – but many of those items can be upgraded to the next generation models with added features and additional benefits. We encourage you to talk to our expert team of engineers if you're looking to migrate to the latest models.

*All orders made before April 1 will be honoured at current prices, so it would be prudent to order soon to take advantage of these rates.*

Also, we will honour any quotations made during the validity period (normally 30 days).

Omron greatly appreciates your continued business and support through this period of change. If you have any questions or concerns regarding the price increase, do not hesitate to contact us. Our team is more than happy to discuss any concerns with you.

Yours sincerely,



**Henry Zhou**  
**Managing Director**  
**Omron Electronics Ltd**