



26th March 2021

Subject: Price Change for Lighting Products commencing 1st May 2021

Dear Partner,

Signify as a global leader in lighting has consistently delivered significant internal measures, design and engineering efficiencies to optimize and all cost wherever possible.

In the last year, the supply of key components, materials and freight has been severely impacted due to global events, causing unavoidable significant increases in costs. We have tried to hold pricing in the market using the favourable exchange rate but unfortunately the situation continues to deteriorate, which means we can no longer continue to absorb the cost increases.

As a result, we are compelled to pass on portion of this impact with a price list adjustment commencing 1st May 2021. The price list increase will be between 5% - 7% for specific product category offers. We will communicate the detailed price changes per product category in the coming week.

We have managed and will try our utmost to hold or limit the increase of the price increase on most of our key product lines, using the current favourable exchange rate to offset increases. We will continue to do this for as long as possible.

We have worked very hard to limit the scope and value of any increases passed to you and will continue to do so.

We thank you for your custom and support. Please contact your local key account manager should you require any further clarification or assistance.

Yours sincerely,

Geoff Timbs
Commercial Leader – Professional
Signify Australia