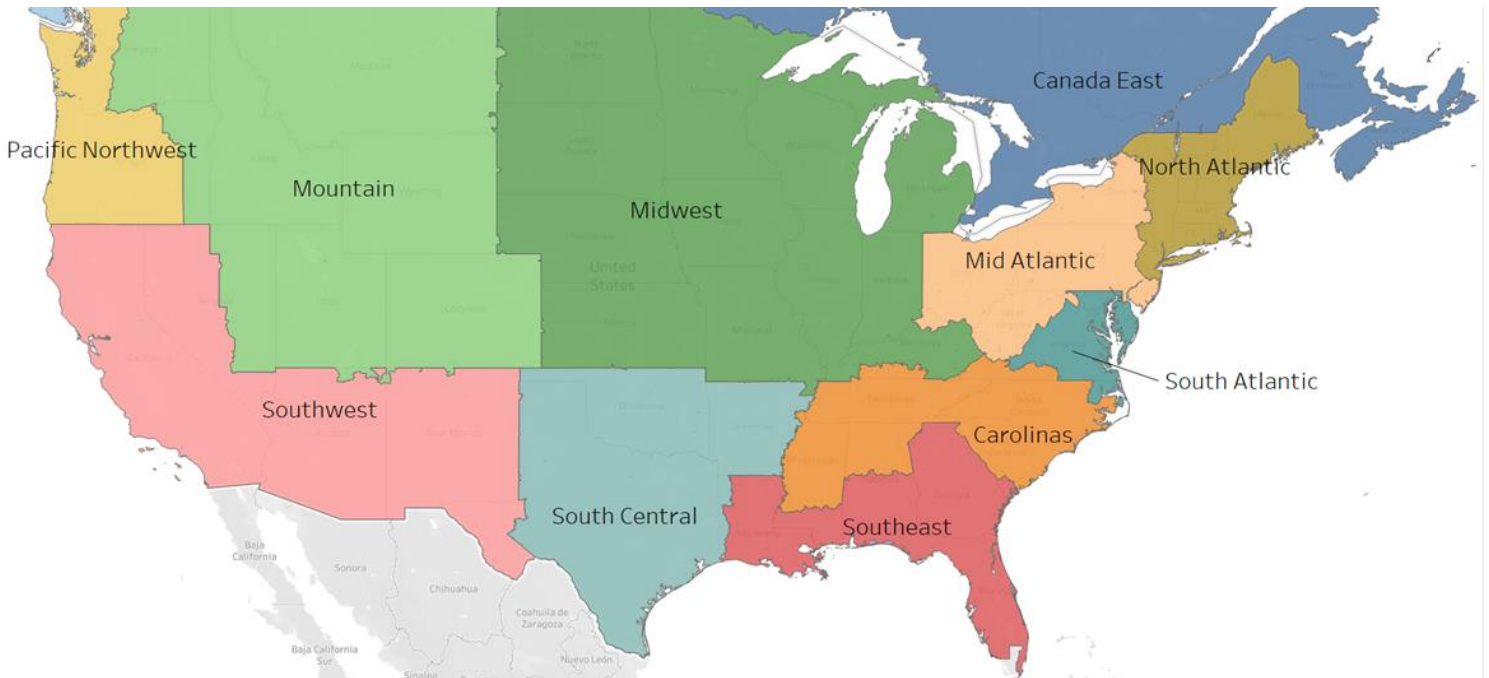


10.11.2021 updates...price increase and color + allocation



Price Increase Reference – January 1, 2022

General info:

- Pricing will go up on all James Hardie products effective with customer orders placed on or after Jan 1, 2022.
- Pricing is not going up consistently across all products and additionally certain regions / districts will be going up at different rates.
- Hardie Link will be updated October 9 with new prices effective Jan 1, 2022.
- We will provide a price allotment at current pricing.
 - ➔ **Non-allocated markets:** Average monthly shipments x 3 months = price protected value
 - ➔ **Allocated markets: Allotment = Allocation**
- A color allocation is being implemented in the Southeast and Southcentral
- Orders against Multifamily contracts are not subject to the increase (they have contracted pricing)
- Customers may add DNSB dates to orders as late as Monday February 28, 2022
- All product volumes are included in the price protected volume calculations
- Volume usage towards price protections is based on order effective date.
- MF orders count against allocation but not allotment because price is already deviated.

JH Price Increase - January 2021

Region	Hardie Primed			
	Plank/Panel	Soffit	Trim	Shingle
North Atlantic	3% Textured; 6% Smooth	3% Textured; 6% Smooth	3%	5%
South Atlantic	7 - 9% Textured; 10 - 12% Smooth	3% Textured; 6% Smooth	3%	5%
Southeast	5% Textured; 10% Smooth	5% Textured; 8% Smooth	2% Textured; 5% Smooth	3 - 43%
Midwest	3 - 8% Textured; 6 - 11% Smooth	3 - 7% Textured; 6 - 10% Smooth	3 - 13% Textured; 6 - 16% Smooth	3 - 6%
Carolinas / Tennessee	5% Textured; 9% Smooth	5 - 9% Textured; 8 - 13% Smooth	5% Textured; 8% Smooth	3 - 5%
South Central	4 - 6% Textured; 9 - 16% Smooth	8% Textured; 18% Smooth	3% Textured; 6% Smooth	3%
Mountains	9% Textured; 12% Smooth	5% Textured; 8% Smooth		19 - 21%
Pacific Northwest	2% Textured; 5% Smooth	5% Textured; 8% Smooth		3 - 10%
Southwest	5% Textured; 8% Smooth	5% Textured; 8% Smooth	5% Textured; 8% Smooth	5%

Region	Hardie Statement			
	Plank/Panel	Soffit	Trim	Shingle
North Atlantic	3% Textured; 6% Smooth	2% Textured; 5% Smooth	3%	7%
South Atlantic	3% Textured; 6% Smooth	2% Textured; 5% Smooth	3%	7%
Southeast	5% Textured; 8% Smooth	2% Textured; 5% Smooth	5%	5%
Midwest	3 - 8% Textured; 6 - 11% Smooth	5 - 9% Textured; 8 - 13% Smooth	7 - 19% Textured; 10 - 22% Smooth	2 - 10%
Carolinas / Tennessee	5% Textured; 8% Smooth	2 - 5% Textured; 5 - 8% Smooth	5%	3 - 5%
South Central	5% Textured; 8% Smooth	15% Textured; 18% Smooth	5%	5%
Mountains	4 - 23% Textured; 7 - 26% Smooth	2% Textured; 5% Smooth	n/a	8 - 36%
Pacific Northwest	5% Textured; 8% Smooth	2% Textured; 5% Smooth	n/a	5%
Southwest	5% Textured; 8% Smooth	2% Textured; 5% Smooth	5%	5%

Region	Hardie Dream			
	Plank/Panel	Soffit	Trim	Shingle
North Atlantic	3 - 6% Textured; 6 - 9% Smooth	3% Textured; 6% Smooth	5%	5%
South Atlantic	3 - 6% Textured; 6 - 9% Smooth	3% Textured; 6% Smooth	5%	3 - 13%
Southeast	7% Textured; 10% Smooth	7% Textured; 10% Smooth	7%	7%
Midwest	5 - 8% Textured; 8 - 11% Smooth	4 - 8% Textured; 7 - 13% Smooth	4 - 8% Textured; 7 - 13% Smooth	2 - 10%
Carolinas / Tennessee	7% Textured; 10% Smooth	7% Textured; 10% Smooth	7%	7%
South Central	7% Textured; 10% Smooth	7% Textured; 10% Smooth	7%	7%
Mountains	10 - 19% Textured; 13 - 22% Smooth	7% Textured; 10% Smooth	n/a	8 - 47%
Pacific Northwest	7% Textured; 10% Smooth	7% Textured; 10% Smooth	n/a	7%
Southwest	7% Textured; 10% Smooth	7% Textured; 10% Smooth	7%	7%