



October 1st, 2020

Dear Valued Partner,

In consideration of shifting market dynamics, we have informed all of our channel partners that James Hardie will be increasing price on our product lines effective January 4th, 2021. This is a regional price increase, which means prices will change at different rates depending upon which regions you are operating in. Regional pricing decisions are based on local market conditions and reflect the fact that current prices differ across the US.

We remain committed to servicing the market with the highest value products to meet both yours and the homeowner's expectations. If you have questions or concerns, please do not hesitate to contact me.

Thank you for your business and we look forward to continuing to build our partnership in 2021.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Madson', written in a cursive style.

John Madson
Director - National Strategic Accounts