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DATE: July 9, 2021
 TO: All Sales Personnel & Customers
 RE: U.S. Price Increase Announcement for Metal Framing – Effective August 16, 2021

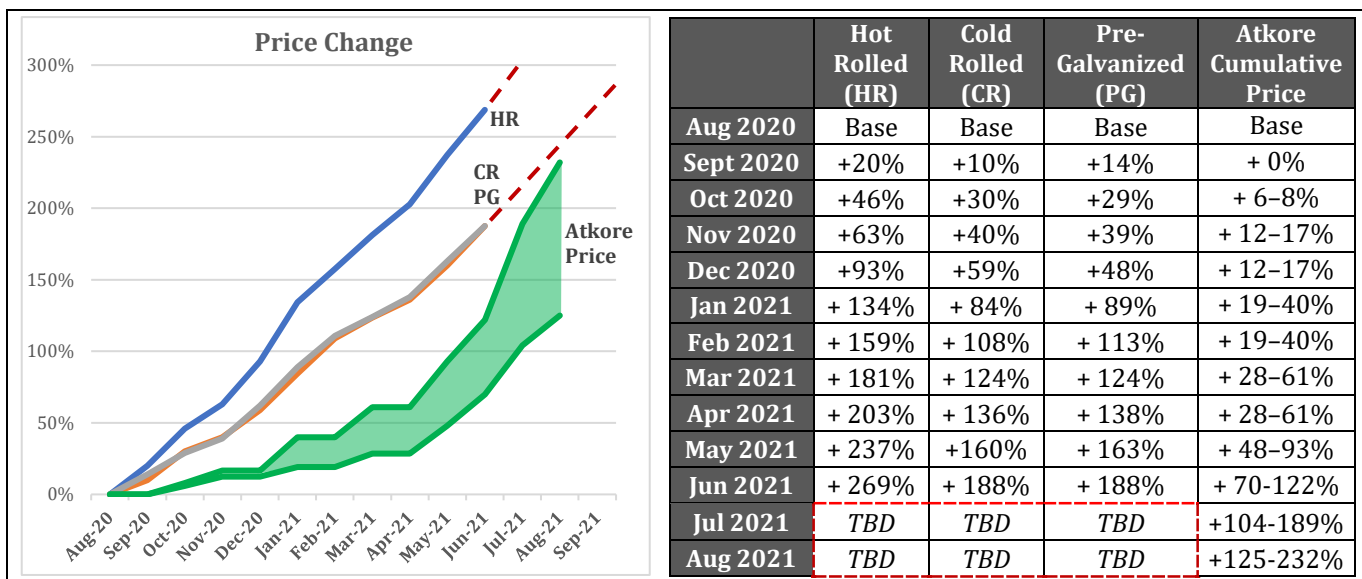
8th PRICE INCREASE ANNOUNCEMENT

Dear Valued Partner,

Steel costs throughout the industry continue to trend higher week after week in what seems like a never-ending cycle. Overall demand for steel is not slowing in a red-hot economy. Overall capacity, although increasing at a slow rate, remains well below the demand required for immediate needs and to backfill the supply chain that emptied over the last 12-14 months. The net result is that steel costs are up more than 3X over the past year.

These continued macroeconomic drivers require us to issue an 8th price increase to both Unistrut and Power-Strut products. Effective August 16, 2021, channel prices will increase by an additional 15% and fittings prices will increase by an additional 10%. Specific customer pricing will be shared in the coming days.

We expect that pricing will continue to increase through the summer and stay at these elevated levels through the end of the year, softening only marginally at a far more gradual decline in Q1 2022.





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As we have communicated in past announcements, every effort will be made to keep our loyal customers in stock and well informed of coming cost driven price changes. While market steel supply is limited, orders and overall demand are high on Atkore products, driven largely by product supply shortages within our metal framing industry. This has resulted in massive complexity in our planning systems.

Accordingly, we are changing the terms on our quotes to reflect that order acceptance constitutes a non-negotiable term, meaning Atkore will not allow any cancellations for stocking, non-stocking and made to order items. Atkore reserves the right to cancel the orders at any time based on steel and capacity constraints. Should project field design changes require quantity adjustments that result in a net reduction of overall value, that difference will be sent to your branch as originally specified in the quote and placed on your order. Our expectation is that this new policy will eliminate any hedge buying followed by cancellations or order reductions to take advantage of any price erosion. This should ultimately support and honor the spirit of the quotation – order – and fulfillment cycle through the supply, manufacturing, distribution, and end user markets. Please note our commercial terms will be amended to reflect this change.

In keeping with past announcements, the following conditions remain in effect:

- We reserve the right to limit orders to 2 weeks AWD, to maintain supply to the market.
- Project quotes will be at into stock levels without discounts and honored on a first come first serve basis. Once the steel is sold, we reserve the right to re-quote at a new higher level.
- Atkore will not quote what we can't deliver.
- We will enforce this 8th Increase without exception.

We hope this transparency and candid communication from Atkore brings clarity to the general industry and ensures you can make educated decisions based on facts.

Should you wish to discuss any aspect of this information or announcement, please do not hesitate to call.

Regards,

Steve Elsdon

VP & General Manager, Metal Framing
President, Unistrut Construction
Atkore
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