



March 11, 2025

To our valued customers:

Electrolux will be initiating PLAP increases on many of our SKU's, effective April 3, 2025 through April 30, 2025. Specific details on those PLAP's will be provided by Monday, March 17. PLAP's beyond April 30, 2025 will be communicated at a later date. Note:

- Orders placed and shipped prior to April 2, 2025 will **NOT** be repriced
- Orders placed in March, or before, with a requested delivery date before April 2, 2025 but shipped after April 2, 2025 **WILL** be repriced and kept margin neutral to the Buy Show plan
- Orders placed in March with a requested delivery date of April 2, 2025 or beyond **WILL** be repriced and kept margin neutral to the Buy Show plan

Electrolux will communicate its Q2 price sheet in the next 2 weeks.

Should you have any questions, please reach out to your local District Manager or Regional Manager. It's important we keep you abreast of our actions in these volatile times as we take into account the macro-economic information we have at our disposal. Most important, however, we appreciate your business and thanks.

Sincerely,

A handwritten signature in black ink that reads "Tom Admire".

Tom Admire

Vice President, Independent Retail Sales