



LEDVANCE LLC
200 Ballardvale Street
Wilmington, MA 01887
United States

June 4, 2018

Dear LEDVANCE Customer,

We will be implementing a price increase of 6-8% on traditional products. Specific category pricing will vary. The timing of the increase will be communicated in the near future. Excluded from this price increase will be all SSL products, components and drivers.

The advancement of SSL technology is having a dramatic effect on the Lighting Industry. The rapid expansion of SSL into all lighting products has shifted considerable volumes away from traditional lighting products.

As a result of this shift, volumes of traditional lighting products have been reduced resulting in the loss of scale benefits and ultimately raising costs on traditional products. Please contact your Sales Representative with any question you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt McCarron".

Matt McCarron
VP Trade Sales US & Canada