

To: Our Valued Distribution Partners
From: Henkel Consumer Goods, Inc.
Subject: Dial Professional Pricing
Date: November 1, 2021



Dear Valued Distribution Partner,

Over the past 12 months, the market has experienced sustained cost increases for raw materials and transportation. These trends have had a direct impact on Henkel's Dial Professional portfolio. We have proactively taken measures to counteract these effects through operational and business management efficiencies. Despite a multitude of mitigation steps, rising costs continue to weigh on the industry.

To ensure a sustainable model for both Henkel and our distribution partners, prices will increase effective February 1st, 2022. This ensures we can maintain our commitment to building strong brands with high-quality products and innovations, while continuing to invest in the business to drive category growth and serve the needs of our customers. New pricing will apply to all orders with requested delivery dates on or after February 1, 2022. Current pricing will not be honored for any orders shipped past January 31st, 2022. Forward buys in excess of historical four-week demand will not be honored.

In addition to pricing, Dial Professional is consolidating pricing columns to increase transportation efficiencies and provide better service to our customers. Effective February 1st, 2022. Dial Professional will offer the following MOQs and pricing columns: 200, 400, 700, 1100, and 1300. Customer's MOQs and subsequent column pricing must be consistent.

Your Dial Professional representative will be contacting you with further details and to address any questions you may have.

We recognize that you have many choices when purchasing hand-care, air-care, laundry, and other cleaning products. Henkel remains committed to providing the best product solutions and will continue to strive to earn your business every day.

Thank you for your continued support,

A handwritten signature in black ink that reads "Michael D. Tracy".

Michael D. Tracy
General Manager

A handwritten signature in black ink that reads "Michele Lingensfelder".

Michele Lingensfelder
Director of Sales

A handwritten signature in black ink that reads "Edward Zello".

Edward Zello
Director of Sales

A handwritten signature in black ink that reads "Scott Wolfrom".

Scott Wolfrom
Director of Sales

A handwritten signature in black ink that reads "John Dolbeck".

John Dolbeck
National Account Manager