

October 27, 2021

2021 Jacob Holm Price increase announcement – Q4 2021

Dear Customer,

In the last two years we have experienced volatility of demand and macro-economic conditions beyond the normal business economic cycle. Since the second half of 2021, a sustained trend of cost inflation has characterized our supply chains, investing all components of our manufacturing cost base, including raw materials, energy, freight and labor.

Jacob Holm has diligently devoted its capabilities to increase productivity and minimize the negative impact of such trends on our business results and our customers. We have elected to limit the amount of inflation passed on to our customers through earlier price increases.

We are now in need of a realignment of our prices to the current macro-economic conditions, and we will implement a 10% price increase on our entire roll goods portfolio as existing agreements allow for all orders placed on or after December 1st, 2021, and for all orders placed from the day after this announcement for shipments requested after January 1st, 2022. For orders placed before December 1st requiring shipments before January 1st, 2022, these will need to be accepted subject to capacity availability.

We invite you to contact your Jacob Holm sales representative for any questions.

Our primary objective remains to support our customers by continuing to develop innovative and sustainable nonwoven solutions. We are certain our customers understand the need for this measure aiming at preserving our ability to continue to invest in supporting their growth.

Sincerely,

Christel Dendas, Health & Skin Care Business Unit President

Mark Lewis, Sontara® Professional Business Unit President

Wendy Warner, Personal Care Business Unit President