

April 23, 2018

Dear Valued Customer:

Economic volatility and rising material costs are negatively impacting the long-term health of those industries that build and support American infrastructure, like the wire and cable industry. Maintaining a strong supply chain for important American infrastructure requires action to mitigate these rising costs. For General Cable, the costs of key raw materials used in our products have increased significantly over the past six to nine months. These materials include not only metals, but also nonconductor materials such as polymers, steel wire and lumber, among others. For example, copper costs have increased 21%, while aluminum costs have seen an even more dramatic increase of 42%. At the same time, the costs of nonconductor materials have increased between 10-15% over this period. Inflationary pressures on the price of our inputs continue to build.

We have made much progress historically to mitigate these cost increases. However, we can no longer absorb the substantial increases in raw material costs we have experienced over the past six to nine months and, as a result, we are increasing our selling prices for all North American products.

Over the past few weeks, we have taken a series of pricing actions to mitigate rising aluminum and freight costs. Today, we are announcing a separate price increase to address the rising costs of other inputs, as described above. **Effective May 21, 2018**, we will raise current prices, on average, between **5% and 7%**.

Within the next 5-10 business days, General Cable will communicate more information regarding these pricing actions and how they may affect the price of products that you purchase from General Cable.

These pricing actions will allow General Cable to recover the substantial price increases we have experienced. As noted above, we are part of a broad network of industries that build and support American infrastructure. It is important that we remain healthy and have the resources necessary to maintain this important part of the economy.

This letter and updated list price sheets will be posted on our website and can be accessed [here](#) under the applicable product segment. If you have any questions, please contact your General Cable representative.

We appreciate your business and look forward to continuing to serve your wire and cable needs.

