



# LEDVANCE

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## PRIVATE & CONFIDENTIAL

To our Valued Customers

Dear Customer,

### Price increase on OSRAM Traditional Lamps only effective 22<sup>nd</sup> January, 2018

As you are aware, lamps using traditional technologies have started to slow down in all markets globally, as LED technology ramps up in product efficiency and cost reduction. As a result of this trend, factories globally are consolidating production or closing down depending on demand.

LEDVANCE as a global company will also follow this trend and in the coming years close some factories and consolidate production. However, with current factories owned by LEDVANCE (originally OSRAM) which still produce traditional lamps, there has been a forced cost increase as factory costs still need to be covered even though some production lines may be vacant.

LEDVANCE Australia will try and minimize this increase as far as possible especially on commodity lines. However, please note that we will accept advance orders at current prices until the end of January even though the price increase will take effect from the 22<sup>nd</sup> January. This should help you stock at lower prices and gain some additional margin as a result.

Lastly, please note that there is still a big demand still for CFL Professional, HID Lamps and Thermal lamps where LED has still not got effective solutions especially for applications needing high CRI of >90 or high intensity solutions (candela) like our IRC Halogen Lamps for example which still outperforms any LED MR16 on the market today.

Kindly take advantage of this opportunity to ensure you have adequate stock at current pricing.

Wishing you all a Happy and safe holiday!

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Neil Fonseca  
Channel Head Trade