



March 25, 2021

Dear Valued Business Partner,

Due to the significant escalation of raw materials, transportation and packaging costs, Diversey Canada, Inc. is announcing a price adjustment on Diversey products effective June 1st, 2021.

Although we continue to implement productivity improvements, including the simplification of our product portfolio and the optimization of our manufacturing processes, we have three major indices impacting our market today. Many of the key raw materials used in our products have experienced significant price increases along with freight rate pressure in Canada.

We at Diversey are very aware of the challenges presented to the market due to provincial restrictions and market closures. We take our responsibility seriously when it comes to pricing and the effect it has on our customers. After careful review of the increases we have absorbed throughout 2020 and the impact to the market, we have taken a strategic approach to adjust pricing only on specific SKUs in our offering.

Our industry has also seen inflation in resins and corrugates in 2020 and into 2021. Resin costs impact bottles, closures, triggers, drums and almost all of our packaging. Suppliers of corrugate have indicated that those costs will continue to increase and is estimated to increase substantially. The mills producing linerboard for corrugate are at capacity and will keep prices high. As a result, a price increase is necessary based on a comprehensive analysis reflective of our total cost impacts to ensure the viability of our business.

We value our business with you and want to reassure you that we will continuously strive to raise our internal efficiencies and drive out unnecessary costs. We have many projects in the pipeline to help offset these costs. We will continue to focus on formulating products that enhance your productivity and also reduce your water and energy costs.

If you have any questions, please contact your Diversey sales representative.

Thank you for your continued business.

Sincerely,

A handwritten signature in black ink, appearing to read "Shanna Munro".

Shanna Munro
General Manager, Canada
Diversey Ca