



Market Announcement: 2025 Price Increase



Dear James Hardie Partner,

We hope this message finds you well. We want to thank you for your continued support and trust in our organization. At James Hardie, we strive to produce the highest quality building materials, while investing in growth initiatives, including our expanding production capacity, generating homeowner demand, and fostering innovation. These efforts are aimed at facilitating growth in our partnership.

Effective January 1, 2025, we will be implementing a price increase on

many of our product lines. James Hardie is committed to maintaining a high level of communication and support throughout this transitional phase.

Updated pricing is now available on [Hardie™ Link](#) under the Pricing tab.

Pre-Price Increase Volume Allotment:

- James Hardie has established price protected volume budgets that will be applied to all products subject to a price increase. Your local representative or two-step distribution partner will be equipped to discuss your specific details.

All orders with an effective date of **January 1, 2025** or later will reflect the new pricing.

Price Protected Volume information can be found on [Hardie™ Link](#) under 'Your Account'.

If you have additional questions or concerns, we encourage you to refer to [Hardie™ Link](#) or contact your local James Hardie sales representative.

Thank you for your continued partnership and support.

Sincerely,

A handwritten signature in black ink, appearing to read "John Madson", is centered on a light gray rectangular background.

John Madson
Vice President, North American Sales