



June 1, 2021

To Our Valued Customer:

Energizer is committed to continued growth in the Household Battery Category. Our strategy to invest in innovation, our brands and category centric initiatives remains core to our success.

Over the past year, Energizer has experienced substantial cost increases from our suppliers of raw material inputs, which are critical to the production of our Battery portfolio. Sustained supply constraints of raw materials and manufacturing capacity indicate long term cost pressures.

Additionally, transportation and labor costs continue to increase. Due to the continued length and nature of these increases, Energizer expects these cost increases to remain long-term.

While we have been able to partially offset rising input costs associated with commodities, labor and transportation through continued internal cost mitigation initiatives, we are now forced to increase our prices to our trade customers.

Effective October 4th, 2021, Energizer will increase pricing across our Household Battery portfolio at an average of 11% across all segments. The following brands/segments will be included:

Brands and Segments Impacted	
Energizer® Max Alkaline Batteries	Rayovac® High Energy
Energizer® Ultimate Lithium Batteries	Eveready® Alkaline Gold
Energizer®/Rayovac® Rechargeable Batteries and Chargers	Eveready® Rayovac® Carbon Zinc
Energizer®/Rayovac® Industrial	Private Label Alkaline
Rayovac® Fusion	

Your Energizer representative will contact you with specific products impacted and price change details and will also provide you with category solutions to positively support your strategies.

Thank you for your continued support of the category.

Thank You,

Energizer Holdings, Inc.