



**NORTH AMERICA HEADQUARTERS • 600 W MAIN ST • BENTON HARBOR, MI 49022**

April 1<sup>st</sup>, 2021

Dear Trade Customer,

Whirlpool Corporation is instituting a price increase effective June 3<sup>rd</sup>, 2021, impacting kitchen, laundry, and garage storage products across Whirlpool Corporation's family of brands. While price changes vary by model, the weighted average increase is 6.6%. Manufacturer's Suggested Retail Prices (MSRP) and Minimum Advertised Prices (MAP) (for cooperative advertising purposes) will increase by comparable amounts.

Major component costs, raw material costs, and transportation costs have significantly increased. While Whirlpool continues to identify and implement productivity initiatives and cost controls, these actions alone are not enough to offset rising costs. Whirlpool is therefore instituting a price increase in order to continue funding investments to deliver innovative, energy efficient, and high quality products to consumers.

Consistent with our promise, Whirlpool Corporation products and brands will continue to offer compelling value to your customers. To reflect that value, we have developed new suggested merchandising plans, which incorporate the increased MAPs (for cooperative advertising purposes) and MSRPs. If you choose to sell at MSRP, we believe consumers will enjoy feature rich appliances at a great lifetime value while you will also have the opportunity to increase your profits and invest in your business. Of course, you remain free to sell and advertise at whatever prices you choose.

New price sheets will be available at 5pm ET on April 1<sup>st</sup>, 2021, on the Trade Customer website [www.WhirlpoolPortal.com](http://www.WhirlpoolPortal.com) or from your Whirlpool account representative. Price increases, including corresponding increases of MSRP and MAP, will be effective June 3<sup>rd</sup>, 2021. Orders that do not ship on or before June 2<sup>nd</sup>, 2021 that were placed on or after April 1<sup>st</sup>, 2021 will be re-priced at the new levels unless cancelled by the Trade Customer, regardless of the reason. Orders placed on or before March 31<sup>st</sup>, 2021 will not be repriced.

Our top priority remains delivering the most compelling and innovative products and services to your customers, and providing unparalleled sales support to you, our trade customer. I appreciate your business and continued support.

Kind Regards,

A handwritten signature in black ink, appearing to read "David Cichocki".

David Cichocki  
Vice President, Sales  
Whirlpool North American Region