



Dear Valued Customer,

Thank you for your continued support and loyalty to our brands. We share a common set of goals, meaning that exceeding your expectation is critical to our success. This past year has presented many challenges for all of us, despite those challenges I hope that we have been successful in providing you with both exceptional service and the products to make you successful.

We take great pride in providing products that deliver superior value to you and your customers. As you already know, there are immense geo-political and supply chain challenges in our post-pandemic world. Lead times have doubled and raw material inputs have increased anywhere from 10%-64%. Foreign and domestic labor alike have increased, in some cases 15% within the last 6 months alone. Global chip shortages have driven increases of up to 300% in some cases, and inbound freight has risen an astounding 350% over the last 12 months. Although to date we have worked diligently to mitigate all of these adverse influences on pricing, it has now been too much for us to overcome and as a result, these continued unprecedented cost increases are forcing ACG to address both our published wholesale prices and MSRP's.

Having held the line for as long as possible, we have no alternative but to increase product prices effective August 1, 2021. We took great care in understanding the impact to our customers and therefore price increases will be applied on an item level basis. You will receive a new price list shortly, but want you to know that ACG will honor all existing purchase orders already in the system for shipments scheduled in July.

We always take these situations seriously and hope you know that we have taken every step possible to minimize the impact to both you and your customers. We appreciate being your valued supplier and look forward to our continued partnership for many years to come.

Sincerely,

Chris Barley
CEO

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TRUE

iPROTEC

SKEETER HAWK

Quarrow

Lumore

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