

Date: 29<sup>th</sup> June 2015

Re: Price adjustment

Dear Sir/Madam,

As you are in no doubt aware, there has been significant pressure on the Euro versus both the US Dollar and the Pound Sterling over the past 12 months.

As detailed in the graphs below the USD has strengthened against the Euro by between 17.5% and 20% with the Pound Sterling strengthening by 10% to 12% over this time frame.

25 Jun 2014 00:00 UTC - 25 Jun 2015 11:09 UTC



25 Jun 2014 00:00 UTC - 25 Jun 2015 11:10 UTC  
24 May 2015 00:00 UTC close:0.71047328



As a business we have endeavored to manage these increases through more efficient procurement where alternative options were available. In conjunction to this we also took the strategic decision to absorb these increases as long as it was viable for us to do so in the hope that the market pressures may ease over time. Unfortunately this has not been the case and, as the position is likely to continue in the short to medium term, we now have no option but to take corrective actions with regards to our products sourced from USD and GBP regions with immediate effect from July 1<sup>st</sup> 2015.

These corrections will affect the product ranges and categories as detailed below;

**bsmart**

Composite Aluminium	+10%
bsmart Digital Media	+10%
bsmart Display Products	+10%
bsmart Reflective	+10%
bsmart Magnetic Products	+10%

**Other**

Edge Materials	+10%
Edge Foil	+10%
Chemicals	+10%
Tools	+10%
Parts	+10%

We have limited these corrections in terms of value, as well as product range, in as much as it was feasible to do so. We will continue to monitor our position in this regard.

We thank you for your understanding and we are looking forward to a continuous and successful business relationship.

Regards

David O’Keeffe  
Head of Finance