Rockwell Automation letter to customers regarding price adjustments
February 2025

Intended Audience: **Rockwell Automation Customers**
This communication for customers, our sales organization, and authorized Distributor partners.

Subject: Important Update - Immediate Pricing Adjustment for Rockwell Automation products

Date: February 11, 2025

Valued Customers,

We appreciate your business and partnership. At Rockwell Automation, we are adapting to a fast-changing global market, especially dealing with cost challenges with tariffs. In normal operating environments, we typically provide at least 30 days' notice for standard pricing adjustments. However, due to the current market conditions, we implemented consolidated pricing adjustments immediately.

Rockwell Automation consolidates price action timing for 2025
For many months, Rockwell Automation took proactive steps to mitigate the impact of the anticipated U.S. tariffs, including pre-purchasing raw materials and relocating manufacturing of products, however these were not enough to absorb the full expected impact. Now, as tariffs are activated, these create volatile market conditions. Our goal at Rockwell Automation is to consolidate our regularly scheduled standard quarterly price adjustments into a singular price action for this year to drive clarity and visibility to our standard pricing adjustment versus tariff activation or removal.

- This consolidated Rockwell Automation price action integrates and eliminates the quarterly adjustments for March, June, and September 2025 and it is effective February 1, 2025.
- We do not expect additional standard pricing adjustments in 2025, but this may change if market conditions significantly shift.
- Responding to the U.S. government tariff on materials made in China, a 1.5% increase was added to the product and portfolio groups affected. If at any point in time this tariff is removed, Rockwell Automation would in turn remove the 1.5% with the same speed it was added.
- We expect volatility through the year, and if the U.S. or any other governments eliminate, expand, or create new tariffs, list price adjustments for certain product categories or families will be adjusted accordingly, including both increases and decreases.
- We will continue to monitor tariff and trade actions by the U.S. and other countries to ensure compliance with government policy and will continue to take steps to mitigate the impact of tariffs on our customers.

Rockwell Automation continues to work to reduce the volume of tariff-based increases through proactive steps in our operations and manufacturing of products and relocating tariff-impacted products. We are committed to meeting our customer and distributor needs across the globe, minimizing impact where possible, as we balance our business requirements and avoid disruption to the global supply chain.

Thank you for your valued business and partnership
We understand that these steps are a departure from our usual practice. Our commitment remains to provide you with the highest quality products, services and experience, and these actions allow us to continue delivering the value you expect. If you have any questions or concerns, please contact your Rockwell Automation authorized distributor or direct Rockwell Automation sales team as needed.

We sincerely appreciate your business and thank you again for your support, understanding, and partnership as we work together to navigate this environment.

Your Rockwell Automation Leadership Team

Note: For more information, please reference our updated Terms and Conditions at https://www.rockwellautomation.com/en-us/company/about-us/legal-notices/terms-and-conditions-of-sale.html (Section 11) for specific language about prices and tariffs.