

April 9, 2021

To Our Distributor Community:

As our valued partners in business, we would like to share an update on Alpha Wire's operations as the pandemic continues throughout the world, vaccination efforts are rolled out and economic activity increases. Due to these factors, there has been a swift increase in demand for Alpha Wire products, beyond what had previously been forecasted.

While this demand is welcome, it has led to interruptions in operations and how we serve your needs. Increased product demand means increases in the labor needed to fulfill these requests as well as shortages of the raw materials needed in the manufacturing process. This shortage has been amplified by recent inclement weather in some areas, causing force majeure situations among suppliers. In addition, one of our facilities was closed briefly this week to sanitize and ensure a safe working environment for all of our employees.

Here is what Alpha Wire is doing to ramp up operations, supply the products you need and ensure we communicate appropriately:

- **Lead Times:** We have updated our lead times to allow you to better quote and serve customers. Please see the attached file.
- **Proactive Communication:** We will continue to update and share lead times on a regular cadence to ensure accurate timing is available. We will also provide better status on orders through our DISTe portal.
- **Supply Chain:** We are increasing orders with our suppliers to ensure we have the needed raw materials to operate at maximum capacity.
- **Production Resources:** We are adding resources to production planning and our production lines to operate at maximum capacity. In addition, we are leveraging additional manufacturing lines among our facilities to maximize output.
- **Expedites:** We will expedite product orders on a strict only-as-needed basis to avoid a ripple effect that delays additional orders.

We appreciate your support as we work to address these operational areas. If you have any questions on specific orders, please reach out to your usual Alpha Wire representative for additional information.

Best Regards,

Jay Wirts

Vice President & General Manager, Industrial Cable Solutions

Alpha Wire