



November 11, 2016

Subject: Industrial & Construction Price Announcement

Dear Valued Customer:

With Copper Comex escalating to well over \$700 CKG, and the rising cost of other raw material purchased in US\$, effective Monday, November 14, 2016 General Cable Canada will increase the price of our Industrial and Construction Wire and Cable products. The increases are approximate and in addition to the increases we are implementing today, November 11, 2016.

<u>Wire &amp; Cable Product</u>	<u>Increase</u>	<u>Trade Card</u>
Teck Cable Page 1 & 2:	5%	GCC-TECK-20161114
Copper Building Wire:	8-11%	GCC-CUBW-20161114
Aluminum Building Wire:	3%	GCC-NUAL®-20161114
Carol® Cord & Mining:	3%	NETS

New discounts for Copper & Aluminum Building Wire, and Teck Cable Trade Cards will be communicated shortly. The Carol® Cord and Mining increase will be accomplished by adjusting Net pricing. All orders shipped on Monday November 14 will be invoiced at the new prices. We will make every effort to hold pricing on open orders where possible. However, it is also our intention to engage in meaningful discussions with distribution on market pricing for orders shipping through December and beyond whether these shipments are based on lead time or customer specific dating. In other words, our policy of "price prevailing at time of shipment" remains in effect.

We understand the difficulty of managing these inflationary pressures. This price increase will allow us to continue to provide the high level of service and quality you have come to expect from General Cable and our Products. Please, we ask that you do your part and support this pricing initiative.

Sincerely,

Paul Liacos  
Vice President, Marketing  
Construction, Industrial & Specialty  
General Cable Canada

Ian Rand  
Vice President Sales & Marketing  
General Cable Canada