Dear Valued Essity Customer:
Price Increase Effective October 1, 2026
While Essity continues to drive efficiencies and manage costs carefully, ongoing market inflation and sustained cost pressures across fiber, freight and other operating expenses can no longer be absorbed without compromising the quality, service, and supply reliability customers expect from Essity and the Tork® brand.

Effective October 1, 2026, Essity Professional Hygiene North America will increase prices up to 7% across towel, tissue, napkin, wiper, skincare, dispenser, and specialty product categories, with select products increasing more than 7%.

**Order Policy**
• Orders placed on or before September 30, 2026, calling for immediate shipment will receive current pricing, subject to product availability.
• Orders received on or after October 1, 2026, will be invoiced at the new price levels.
• Orders placed prior to October 1, 2026, which exceed historical purchasing patterns or monthly average volumes may be invoiced at the new pricing levels.

**Customer Agreements**
Existing end-user pricing agreements remain subject to price increases upon expiration and may increase at or above the announced level consistent with market conditions and contractual provisions.

Essity remains committed to producing quality products while investing in manufacturing capabilities, supply chain reliability, sustainability initiatives, and innovations that help customers improve hygiene outcomes while managing total operating costs.
We sincerely appreciate your continued partnership and trust in Essity and the Tork® brand.

Sincerely,

Matthew Urmanski
VP Commercial – Professional Hygiene NA