

VELUX®

Skylights

Dear Customer,

I want to thank all our distribution partners again for your commitment to our product and our category. We've achieved significant accomplishments even in an unpredictable market.

Price Increase effective August 17th, 2026

I wrote in our Dealer letter earlier in the year that 2025 offered our industry its share of challenges. Well, the first half of 2026 has brought more of the same. During this period, we've seen numerous events that have led to global unrest and continued inflationary pressure on material prices.

We always do our best to actively manage efficiency and costs for our customers but unfortunately, we continue to see significant price pressure on our material costs. As a result, we will need to implement a 3% price increase effective August 17th, 2026, to help offset these rising material costs.

New Price Lists are included with this packet.

Despite rising cost pressure, we continue to make investments in key areas that will help grow the category and fuel future growth in skylights for all of us.

Pro Partner Academy

We continue to invest in our new Pro Partner Academies with physical Training Academies and/or Training vans in metro Washington, DC, Orlando, FL, Seattle/Portland, Bay Area of Northern CA, and Southern CA – Los Angeles to San Diego.

With these resources, we offer a curriculum of professional training courses in both English and Spanish. Check out the QR code below for more info to see how you and your customers can benefit from these training resources!

Brand New Experience Center

Our 6,500 square foot Experience Center in Mountain View, CA, is set to open in August, providing an immersive environment to educate and engage customers, helping drive confidence in our products and solutions. The facility, which includes 77 skylights in roof, serves as a hub for product demonstrations, training, and collaboration supporting our dealers, installers, builders, architects and consumers.

This investment demonstrates our ongoing commitment to growth, innovation, and delivering an exceptional experience across all customers!

Marketing

Our Marketing continues to fuel demand and strengthen dealer success. We're showcasing skylights in high-profile platforms like the HGTV Dream Home and will be more than doubling marketing investments with the trade to support your core business. We look forward to partnering with you on key projects as we grow together.

PRO PARTNER



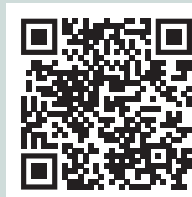
VELUX Pro Partner
Academy & Mobile Training

Experience Center



VELUX Experience Center
Mountain View, California

Dealer Resources



Dealer Extranet



Brochures



Skylights

VELUX Skylight System Update

As you know, we launched the VELUX Skylight System last April that included shades standard in every glass skylight.

We continue to hear stories from your customers that once they got the Skylight System in front of their customer, there was an overwhelming acceptance from homeowners of the ability to control their environment underneath their glass opening. This offered the ultimate skylight experience with light control along with significant energy efficiency improvement which were the key driving factors in our decision to make this change.

We did plenty of consumer research pre-launch but now that we are 16 months since the VELUX Skylight System launch, there is a very significant number of consumers who have experienced the ultimate skylight experience. We, recently, conducted a sizeable homeowner survey and the results validated all the exhaustive multi-year research that led to the decision to launch this product.

Skylight System Survey Results

The Homeowner feedback is clear! Solar shades are considered a value-add:

- Almost 90% of homeowners polled would recommend the Skylight System to a friend or colleague
- 87% of the homeowners polled rated the Solar Shade as ESSENTIAL to their overall skylight experience
- 88% of the homeowners polled use their solar shade consistently (every week)

With the goal to take the skylight category to the next level, this type of customer engagement is a great indicator that we are on track to accomplish this goal. Project by project, we are all partnering together to deliver the ultimate skylight experience to every homeowner that purchases a VELUX Skylight System.

Thank you again for your loyalty and all your support to help us continue to provide the absolute best consumer skylight experience and further grow the skylight category to "Transform Spaces into Favorite Places"! With the Skylight System gaining momentum and with the investments mentioned above along with your support, we are very excited to continue to grow together in 2026 and beyond!

Bill Charlton

VELUX National Director of Sales

