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RE.: Product naming change and Price List 2018

Dear Valuable Customers and Partners,

1. Product Naming.

Since our establishment in November 2012, Danisense's philosophy has always been to provide you the best in everything we do.

In return, the market feedback has been so good. Our growth has constantly exceeded expectation. In the past several years, we've continuously released new products to broaden our offering.

Recently, to handle the product range extension in the simplest way, we've decided to implement changes to the product naming process. Therefore, products will have slightly different and shorter names.

Following are a few examples:

model DS200IDSA will be renamed as DS200ID,  
model DS200UBSA-10V will be renamed as DS200UB-10V,  
model DS2000IDLA will be renamed as DL2000ID etc.

For further details, please find attached the new product naming guidelines and the cross-reference table (old names – new names).

This new naming system will be effective on the **1<sup>st</sup> of January 2018**, which means:

- All datasheets on DANISENSE's homepage will be updated to the new names
- All products manufactured from this date will be labeled to the new names

Important notes:

- 1) Please be reminded that this is only a product naming change. There is no change in the product functionalities nor specifications.
- 2) We'll continue to deliver products with old name until their stock are depleted.

We apologize for any short-term inconvenient to you and we greatly appreciate your understanding and cooperation.

## 2. Price List 2018.

We are please to share with you the price list for 2018 with the following highlights:

- a. Due to the change in exchange rate, the base price in USD increases by 5%. The actual budget exchange rate has changed by 10%, we have decided to keep it at 5% for now.
- b. To face the raw material cost increase due to market shortage we decided to eliminate the 8 pcs quantity breakdown discount and push it at 30pcs for the DCCTs <600A. We consider this approach less impactful than an increase of the unit price. No change for the DCCTs >600A.
- c. The discount at 90 pcs is reduced from 13% to 10%, and going forward the discount is applicable only if it is shipment size, meaning it is not possible to order 3x30 and get the 90pcs price.
- d. We create a new pricing category for "volume products" with different quantity discount.
- e. This new pricing will be effective on the **1<sup>st</sup> of March 2018.**

Please feel free to contact us should you have any question or comment.

Yours sincerely;

Henri Elbaek  
CEO