

March 11, 2024

**Re: Annual Price Adjustment Effective June 09, 2024 – 90 Day Notification**

*This 90-day notification is not a compliance requirement by regulation or policy, but is a courtesy communication provided to all of the global Rockwell Automation distributor partners in advance of the June 09, 2024 Price Adjustment.*

To: Rockwell Automation Global Distributors

Consistent with our quarterly set dates for implementing updated list prices, Rockwell Automation will be executing our Annual Price Adjustment (APA) effective June 09, 2024. The APA is a major event as it not only includes a price adjustment but is the singular point in the year where the vast majority of system, hierarchy, and structural changes are implemented and synchronized between the business systems of RA and all of RA's business partners. This year's APA List Price changes will include adjustments by catalog number, technology, country, and currency. Older legacy products and items with the highest cost impacts will have the largest adjustments.

There are important elements contained within this year's June APA:

- Distributor business systems will require updates reflecting modernization and revisions of the standard product price hierarchy, including new PGCs, retired PGCs, product shifts, and optimization of some PGCs
- Specific Price Hierarchy PGC Codes and Catalog Change Files will be made available on the APA & MMA Support APP on or before April 10, 2024
- All updated List Prices will be available on the APA & MMA Support APP on or before April 10, 2024
- All Special Pricing Agreement adjustments, including those changes which support hierarchy updates, will also be posted to the Distributor Communication SPA on or before April 10, 2024.

As with prior years, this information enables Rockwell Automation sales and distributor teams the data and time needed to process agreement changes in advance of the APA activation.

For any questions, please either contact us directly in the APA & MMA Support APP in the DGS APP Environment, or via email at: [ra\\_gm\\_apo\\_operations@rockwellautomation.com](mailto:ra_gm_apo_operations@rockwellautomation.com)

Best Regards,

Dustin Baker  
Manager, Global List Price Systems  
Global Revenue Management