

voestalpine High Performance Metals Ltd.

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Dear Customer or Supplier,

Since April 1st Bohler and Uddeholm products have been represented by individual sales channels focused solely on the sales of those individual products through either a Bohler or Uddeholm sales representative. The decision to have both brands represented in the marketplace was taken to bring an added level of focus and expertise to our branded products. This enables a greater focus on providing advanced solutions for our customers' special steel demands. Also, for multi-national customers, this brand alignment provides a consistent experience across borders with regard to product specification and fulfillment as it aligns us with our international sister companies.

Additionally, as of July 1st, 2017 Bohler-Uddeholm Ltd. changed its name to voestalpine High Performance Metals Ltd., this change reflects the ownership structure of the company which has been in place since 2007 when voestalpine AG purchased Bohler-Uddeholm AG and again aligns Canada globally with each of our sister companies. voestalpine owns many global brands such as Uddeholm, eifeler and ASSAB.

Our coatings and Heat Treatment operations will be rebranded as voestalpine eifeler Coatings and voestalpine Thermo-Tech respectively over the coming months.

We understand that there has been quite a lot of change, but we wish to assure you that our focus on you our customer has never wavered. Our mission is to prove to you that the additional access to expertise and to a wider product range will benefit your business. Where possible we have streamlined administrative processes such as bill payments. No matter which brand you are purchasing from you can remit payment to a single entity and in all cases payments can be made to voestalpine High Performance Metals Ltd. However, you can also choose to pay Uddeholm Canada, The Steel Store, Buffalo Precision Products, voestalpine eifeler Coatings, voestalpine Thermo-Tech or any of our other brands using their brand name, whatever is easier for you.

Please forward this email to whomever in your company you feel should be made aware of these changes.

We thank you for being our customer or supplier and for your patience during this transitional period, we look forward to working with you as we start this new chapter in our company's history.

Best regards,

Mark Appleton
Regional Director - North America,
Marketing, Information & Communications