



1203 East Warrenville Rd.
Naperville, IL 60563

February 28, 2025

Dear Valued Customer,

At Chervon North America, we are committed to innovative product development and demand driving activity to promote long-term and sustainable mutual growth.

However, due to recent tariff changes impacting products imported from China, we believe it is necessary to evaluate our current price structure to maintain a competitive position in the market for the family of products impacted. We are undergoing a detailed SKU level analysis to minimize the market disruption for both of our businesses.

Below are key pricing updates:

Timing

- **Effective June 1, 2025** – Adjustments will be made to invoice, MSRP's and MAP prices, where appropriate, in response to tariff actions
- **Details available by April 1, 2025** – Please note, this letter serves as official notification of any intended and necessary price adjustments

Partner Support

As mentioned, detailed pricing updates will be provided by April 1, 2025. This includes the following:

- Updated Price Lists
- Updated Minimum Advertised Prices (MAP)

The above details will be made available through your local Chervon Sales Representative or through the Chervon Customer Service team.

Given the changing tariff dynamic, there may be a need for additional price changes throughout the year.

Once again, thank you for your ongoing support and continued partnership with the Chervon family of brands.

Best Regards,

A handwritten signature in black ink that reads "Frank Carroll". The signature is fluid and cursive, with the first name "Frank" being more prominent than the last name "Carroll".

Frank Carroll
CEO, Chervon North America