

March 12, 2025



RE: Impact of Tariffs and Other Market Conditions on Weber-Stephen Products LLC

Dear Weber Valued Customer:

As we continue to navigate what is a very dynamic situation regarding tariffs, I am writing today to update you on important changes Weber is making that impact the manner in which you do business with us.

To the extent you are a distributor partner of Weber, please immediately forward this communication to each of your reseller customers so that they can timely review it.

In the face of the first tariff increases impacting our industry (China +10% implemented on February 4), Weber prioritized market stability as we were headed into the selling season. Since that time, however, significant and further tariffs have been announced (additional 10% on March 4 and 25% on March 12) that we must account for moving forward.

As such, we are communicating an intended FOB pricing change of 10% to 20% that will take effect on May 1, 2025. We will also be updating our minimum advertised pricing under our currently effective Weber-Stephen Products LLC United States of America Minimum Advertised Price Policy ("MAP Policy") effective May 1, 2025.

We are still working through the final details, and we expect to have updated information available the week of March 17, 2025. The goal is to remain competitive for the season and continue to appropriately respond to changing market conditions. Please note that if tariffs are further increased or other economic measures are implemented that significantly impact the market, Weber may need to take another price increase.

FOB/Order Pricing:

- We will work to ship orders placed by April 15, 2025, prior to the implementation of new pricing on May 1, 2025, as inventory levels allow. We reserve the right to restrict order size on a case-by-case basis depending on our on-hand, non-tariffed inventory levels as well as the customer forecast that was in place prior to these communications.
- Orders received with ship dates on or after May 1, 2025, will be based on the new price adjustments.

Minimum Advertised Pricing (MAP) & Promotions:

- **MAP Pricing:** Weber does not expect you to re-print or pull advertisements that are currently circulating in the market referencing the minimum advertised pricing in effect prior to May 1, 2025, but Weber does expect that any advertisements going forward will be compliant with the updated minimum advertised pricing to not constitute a violation of Weber's MAP Policy.
- **Previously Announced Promotions:** Promotions that occur during the month of May of 2025 will be subject to the same minimum advertised pricing and terms set forth in the MAP promotion letters previously communicated by Weber.

I am proud of our collective work over the last few years to remain competitive while improving the quality and value proposition for our consumers. We will maintain Weber's leadership position in this category through continued focus on these principles as we manage through these fluctuating market conditions.

Thank you for your understanding and support. We truly appreciate all that you do to as an authorized seller of Weber products.

Thanks,

A handwritten signature in cursive script that reads "Jennifer Bonuso".

Jennifer Bonuso
President, Weber-Stephen Products LLC