



October 30, 2025

Subject: Atosa Tariff Removal & UMRP Adjustment Effective October 31, 2025

Dear Valued Dealer Partner,

Atosa USA Inc. is pleased to announce that, effective October 31, 2025, we will be removing the 10% tariff previously applied to Atosa products. This decision was made in an effort to further support our brick-and-mortar dealer network and strengthen our shared success in the marketplace.

In addition, we will be reducing our UMRP pricing by 5% multiple product categories effective October 31, 2025. These changes will apply to all orders currently in-house as well as any new orders placed on or after October 31st.

We believe these strategic adjustments will provide a stronger competitive position and reinforce the continued value of our partnerships.

As we look ahead to 2026, Atosa will also be introducing several new product offerings designed to enhance your portfolio, give you tools to be more competitive all around, and drive long-term growth. We look forward to sharing more details on these exciting additions as we approach the new year.

Thank you for your continued trust and partnership. Together, we are building a stronger future for our dealers and the customers we proudly serve.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Ward".

Jennifer Ward
Chief Revenue Officer
Atosa USA, Inc.