



August 28th, 2025

Dear Valued Customer,

Hamilton Beach Commercial continually seeks to aggressively manage all elements of our supply chain to deliver cost effective products that offer superior value to our customers.

The US administration recently announced that reciprocal and IEEPA tariffs will remain at 30%, increasing our costs significantly. In late May, we communicated that we were at the time covering some but not all the tariffs, to delay any further increases as long as possible. Hamilton Beach Commercial is now communicating modest tariff-driven increase in our list prices, effective October 1st 2025.

In anticipation of the increasing tariffs, Hamilton Beach Commercial began diversifying our supply chain in 2024 to countries other than China. We continue to diversify our supply base, adding personnel on the ground in these new countries to ensure Hamilton Beach quality is equal to or better than current, but these plans will not be in place during 2025. We will monitor the tariff environment as we execute our diversification strategy, with the intention of driving down costs over time.

All of us at Hamilton Beach Commercial thank you for your continued support as we work through this transition. We very much value your business.

Best Regards,

A handwritten signature in blue ink, appearing to read "J Reed", written over a light blue horizontal line.

Jason Reed
Vice President, Global Commercial