

Update: Adjusted Price Increase Effective June 1st

May 14, 2025

Dear Partners,

I am writing to provide an important update to our earlier communication regarding the upcoming price adjustment.

Effective **June 1st, 2025**, we will implement a **10% price increase** instead of the previously announced 15%. We expect this to be our final price adjustment for the year.

For additional context and the original details on this matter, please refer to the original letter which is attached on page two for your convenience.

We appreciate your continued partnership and look forward to serving you.

Best,

Jeff Resnick, CEO
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Subject: Upcoming 15% Price Adjustment – Effective June 1, 2025

April 18th, 2025

Dear Partners,

I am writing to inform you that a 15% price increase will take effect on June 1st, 2025. We expect this to be a final price adjustment for the year and do not anticipate any further increases through December 31, 2025.

This adjustment may be temporary, as we remain fully committed to maintaining fair and competitive pricing. At such time that tariffs are reduced or cost saving initiatives are realized, we will revisit our pricing and, where possible, return toward the January 1, 2025 list price.

For additional context and the original details on this matter, please refer to the original letter which is attached on page two for your convenience.

We appreciate your continued partnership and look forward to serving you.

Best,

Jeff Resnick, CEO
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Notice of Temporary Price Increase

April 8, 2025

Our commitment is to make the world's easiest to use, highest quality frozen dispensing equipment; and to provide the best experience to our customers. We endeavor to reduce costs, increase efficiencies, and find creative ways of operating to deliver higher quality equipment and service at a competitive cost.

Because of the quick and unpredictable nature of the recent tariff announcements, and the continued volatility - we'd like to gather more information over the course of the next week(s) before committing to a final price adjustment.

In the meantime, you should anticipate a price increase ranging from 10-15% taking effect as soon as May 15th.

This price increase may be implemented on unshipped orders which we have received purchase orders. In such a case, we will provide clear notification prior to shipment and ensure we agree with the new pricing.

This increase is a temporary measure to cover the added costs from new tariffs. We will continue to monitor the situation and remain committed to fair and competitive pricing. If tariffs are reduced or we lower costs through other means, we will adjust prices accordingly - returning toward the January 1, 2025 list price.

We appreciate your support and look forward to serving you. Please reach out with any questions, recommendations, or concerns.

Best,

Jeff Resnick, CEO
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