

**SEB PROFESSIONAL**

February 27, 2026

Dear Valued Customer,

At Curtis, we are committed to delivering innovative, reliable beverage solutions while maintaining transparency and partnership with our customers.

After carefully evaluating ongoing cost pressures across our materials, logistics, and manufacturing, we will be implementing a price adjustment effective **April 1, 2026**.

Notably, Curtis has not implemented a price increase in the past three years. In 2025, despite significant tariff-related impacts across the industry, we made the decision to hold pricing and only pass along the tariff cost as a courtesy to our customers and as a demonstration of good faith partnership. We absorbed increases where possible to support your business continuity.

As market conditions continue to evolve, this adjustment is necessary to ensure we can maintain the product quality, service reliability, and operational support you expect from Curtis.

**Key Details:**

**Average price increase of 4% for Curtis Core Products (excludes Genesis and Genesis Skyline) and Curtis Spare Parts**

New pricing will go into effect **April 1, 2026**

This letter serves as your **30-day notice**

Orders placed prior to April 1, 2026 for **immediate shipment** will be honored at current pricing

We remain focused on supporting your beverage programs with dependable equipment and long-term value.

We sincerely appreciate your continued partnership and trust.

Sincerely,

**Giulio Petraccaro**  
**General Manager, U.S. and Canada**

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