



February 4, 2025

Major appliances price increase postponed to April 1, 2025

To: Our Valued GE Appliance Customers

This letter is to inform you that we are revising our pricing communications issued on December 4, 2024 and December 20, 2024.

Effective April 1, 2025, GE Appliances will increase wholesale prices across most major appliance product lines by an average of approximately 6%. Monogram will be communicated separately. In addition to wholesale price changes, we will be revising Manufacturer's Suggested Retail Prices (MSRP) and Minimum Advertised Prices* (MAP). MSRP and MAP changes also will be effective beginning April 1, 2025. A schedule of changes by model and wholesale prices will be communicated at least 30 days prior to the effective pricing change date.

Current wholesale prices (except Monogram) will remain in effect on orders placed prior to February 4, 2025. Orders placed on or after February 4, 2025 that ship by April 30, 2025 will not be repriced. Orders placed on or after February 4, 2025 that do not ship by April 30, 2025 will be repriced to reflect the pricing changes described in this letter. In order to fairly serve our customers GE Appliances reserves the right to review and manage fulfillment of product orders over the coming months.

If you have any questions or need assistance planning for this change, please reach out to your sales representative.

We remain committed to providing industry-leading appliances with the quality, service, and innovation you expect from GE Appliances and we look forward to working with you to grow our business together.

Sincerely,

A handwritten signature in black ink, appearing to read "RH", located below the "Sincerely," text.

Rick Hasselbeck

Chief Commercial Officer

GE Appliances, a Haier company

*MAP applies to customers who choose to accept GEA co-op advertising support. Resellers determine their own advertised and resale prices.