



SAMSUNG ELECTRONICS AMERICA, INC.
85 Challenger Road
Ridgefield Park, NJ 07660

March 24, 2025

To Our Valued Samsung Home Appliance Customers,

Samsung Electronics is steadfastly committed to supporting our customers by delivering innovative, high quality and competitively priced products to the marketplace. Our goal continues to be a provider of products that inspire, delight and enhance consumer's lives.

Due to the recent changes in tariff regulations, we will be raising PMAPs of select models, effective April 03, 2025. As the situation is fluid, we will share the promotional price changes via weekly roadmaps. With this letter, we are also notifying a MAP (Minimum Advertise Price) and a wholesale price increase on select models effective 4/24/2025. The category and model level details will be provided in upcoming weeks.

We truly value your business and thank you for your continued support and partnership in growing our business together.

Sincerely,

Vikas Sharma

Vice President of Product Marketing

SAMSUNG