Karat[®] LOLLICUP

HOME KARAT KARAT EARTH TEA ZONE TOTAL CLEAN

Memorandum

To: All Employees and CustomersFrom: OperationsEffective: May 19, 2025Re: Upcoming Price Adjustment Due to Recent Tariff Changes

Dear Valued Customer,

Following the recent announcement by the U.S. government on April 9th regarding an increase in tariffs, we will be adjusting our prices by **5% to 7%**, depending on the item category. These changes will take effect on **May 19, 2025**.

We understand that price changes can be challenging, and we want to be as transparent as possible. Over the past five years, our industry has faced ongoing challenges—from supply chain disruptions to rising operational costs. Through it all, our approach has remained consistent: to support our customers through uncertainty while maintaining the quality, service, and reliability you expect from us.

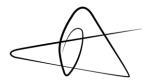
As always, we are committed to being the last to raise prices and the first to reduce them. This philosophy reflects our dedication to providing long-term value and putting our customers first, even in times of market volatility.

We sincerely appreciate your continued trust and partnership. Should you have any questions or concerns, please don't hesitate to reach out. Our team is here to help you plan ahead and navigate this transition as smoothly as possible.

Disclaimer:

- * Pricing subject to change without prior notice.
- * Pricing will not be retroactive.
- * Pricing will be in effect to purchase orders received on or after 5/19/2025.

Best Regards,



Alan Yu Chief Executive Officer Karat® by Lollicup™

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 Email: karat@karatpackaging.com

 HI: (808) 682-4221 | CA: (626) 965-8882 | TX: (469) 4211400

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