



**TARIFF AGREEMENT UPDATE:
FINALIZED PRICE ADJUSTMENT EFFECTIVE AUGUST 1, 2025**

Dear Partner,

Following our previous communication regarding potential U.S. import tariff impacts, we would like to provide an important update based on the official agreement reached between the European Union and the United States on Sunday, July 27, 2025.

Under the new agreement, a 15% flat customs duty will apply to most EU-manufactured goods entering the U.S., including DoorBird products. Additionally, a 50% special duty will be imposed on steel and aluminum items. As a result, and to ensure continued DDP (Delivered Duty Paid) service, including customs processing and direct duty payment to U.S. authorities, we will implement a **19% price adjustment effective August 1, 2025**. This replaces the previously estimated 36% adjustment mentioned in our earlier message, which was based on initial tariff proposals.

While this presents challenges for manufacturers outside the U.S., it's important to note that IP video intercom systems have historically not been manufactured domestically. As a European-based manufacturer, we remain committed to minimizing the impact on our partners through transparent communication and reliable service.

We appreciate your continued trust and partnership. Should you have any questions, our team is always here to support you.

Warm Regards,
Your DoorBird Team