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Cleveland™

DATE: November 1, 2024

TO: Cleveland Channel Partners

FROM: Stan Ioffe, President

REFERENCE: 2025 Cleveland Price List and MAP Prices

At Cleveland Range, we continually strive to provide our customers with the best products and services. We are always looking for ways to reduce waste and improve our operating efficiencies.

Today we are pleased to announce important updates to our pricing structure to enhance transparency, simplicity, and consistency for all channel partners.

List Price Change: Effective January 1, 2025, the List Price for all Cleveland Range products will be reduced by 50%. This reduction is aimed at making our products transparently priced and more accessible for end users and operators. The reduction in List Price will be the same across all Cleveland product lines.

MAP Update: In conjunction with the List Price update, effective January 1, 2025, the new Minimum Advertised Price (MAP) will be equal to the new List Price (2024 List Price less 50%). LIST PRICE = MAP PRICE.

Discount Structure Change: As a result of this change, the standard discount of "50/10" will be replaced by "10", "50/10/5" will be replaced by "10/5", etc. There is no hidden price increase, dealer net prices will remain the same.

Exceptions: "Net Pricing" aftermarket items including site survey, installation service and installation kit will have no change to List Price. Cook Chill items are not impacted by this change and will remain "call factory for pricing".

Shortly you will be provided with 2024 List Price, 2024 MAP, 2025 simplified List Price and MAP. AutoQuotes will be updated to reflect the new prices on January 1, 2025.

We remain committed to innovating and contributing the best products in the foodservice industry. We are thankful and appreciative of our partners' relationships and continued support.

If you have any questions or need further clarification, please do not hesitate to contact us.

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