



MIMAKI USA, INC.

Corporate HQ ○ 4851 Thurman Tanner Parkway ○ Flowery Branch, Georgia 30542

Phone: 678-730-0170 ○ Website: www.mimakiusa.com

04/22/2025

Re: 2025 Tariff Mimaki USA Counter Policy

To our value-added dealers and customers of Mimaki products,

Mimaki Engineering has established a global production system to provide the highest quality products at competitive prices to our customers in the U.S., North, Central and South America.

I am certain you are aware by now, the executive order issued on April 3, 2025, by President Trump regarding reciprocal tariffs has had far broader reach than originally expected tariffs implemented by the U.S. government in February on steel and aluminum imports from abroad, starting with 25%. The reciprocal tariffs on imports from Japan and other countries with an uplift of 10% have resulted in a significant increase in the cost of all Mimaki products imported into the U.S. which, unfortunately, is more than we can absorb through corporate efforts such as cost reductions for sales, administrative and other actions within our control.

As mentioned, the tariffs on goods that are imported into the United States range from a minimum baseline percentage of 10% that went into effect April 5th to compounded rates which, for most other countries except China have been delayed but may still go into effect in less than 90 days. Therefore, these tariffs are expected to have far reaching effect on the price of goods across all industries.

To avoid product shortages in the market, Mimaki USA continues to import all goods as usual. However, in order for Mimaki USA to continue to supply and support our customers in North America and Latin America, it is necessary that we take the following measures.

1. All Mimaki USA machines, inks, parts, and maintenance fees shipped or conducted from Mimaki USA warehouses and contractors, Crane and NNR, will be subject to a 10% price (MSRP) increase. Dealer costs will be modified to reflect the changes ^{*1}.
2. The new MSRP prices as well as dealer costs and new terms will be applied to shipments made on or after June 1, 2025. ^{*2}
3. Mimaki will notify dealers of the price change and the new price list on May 1, which is 30 days prior to the date of the price increase.



MIMAKI USA, INC.

Corporate HQ ○ 4851 Thurman Tanner Parkway ○ Flowery Branch, Georgia 30542

Phone: 678-730-0170 ○ Website: www.mimakiusa.com

In the meantime, any products currently in our inventory that arrived prior to the tariff uplift are being made available without pricing exceptions. Therefore, we encourage you to assess any potential sales opportunities and/or current equipment, ink and parts needs you have and consult with your Mimaki sales representative for availability.

In addition, please understand that there is a possibility that further measures will be taken due to changes in the external environment in the future regarding the price of Mimaki products.

We sincerely apologize for the inevitable price increase of Mimaki products and the inconvenience caused to our dealers, affiliated companies, and above all, end users who have daily been choosing Mimaki products. We will continue to make further efforts to improve our supply and service as we continue to strive to be a Mimaki USA that is trusted by our customers.

As always, if you have questions regarding Mimaki products or services please contact your Mimaki sales representative or send us an email at usa.info@mimaki.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Naoya K.", is written over a horizontal line.

Naoya Kawagoshi
President, Mimaki USA, Inc.

*¹ The general cost increases incurred by Mimaki USA are much higher than 10% due to the different countries of origin for each product portfolio and the different tariff rates added to the products. In order to avoid confusion caused by setting a different price increase rate for each of the various products, the price increase rate will be set uniformly for all products. The new price will be applied to all products shipped on or after June 1st for the existing prices specified in the sales and supply contracts.

*² If we receive an order quantity that, for the purpose of securing inventory prior to the June 1st price increase, far exceeds the normal quantity, we reserve the right to adjust the quantity of product shipped to a single dealer and/or end customer.

Products backordered by the end of May 31st will be shipped at the new price and, as a rule, order cancellations will not be accepted.