



May 1, 2025

To Our Valued Partners:

We are actively addressing the changing global trade environment to manage new challenges and would like to share some important updates that directly impact our industry and you, our loyal customers. Recent U.S. tariffs on imports from key manufacturing countries like China, Vietnam, and Cambodia, combined with escalating shipping and supply chain costs, have created growing pressure on our operations and the broader optical market.

At I-Deal Optics, we have been preparing for these challenges for some time. We have increased inventory, strengthened supplier relationships, and worked hard to operate as efficiently as possible. Our top priority has always been to protect the quality, service, and value you expect from us.

Please be aware that the time has come for us to announce that, effective **May 12, 2025**, we will begin instituting a **per-frame tariff surcharge** on invoices. This is a decision we have monitored closely, debated thoroughly, and made with a heavy heart - because you are the lifeblood of our company.

We believe, sincerely, that this is the right move to ensure our long-term stability while continuing to support you. And we are thoroughly convinced we are ** not the first - nor the only **company in the industry that must take this step.

Beginning May 12, 2025, the collections affected by the tariff surcharge will be as follows:

- **Focus, Casino Budget, Jelly Bean, CASINO+, JBx, SunTrends, Haggar, Reflections, Rafaella, and Elegante**
- **At this time there will be no per-frame surcharges on Elevate or SAVON**

We made every effort to avoid passing this cost along and have absorbed much of the impact through operational improvements and tough negotiations. However, this shared step is now necessary to maintain the value, service, and sustainability you deserve.

Please know that **you and your customers remain our #1 concern**. We will continue doing what is in all our best interests and will reassess this surcharge as soon as market conditions allow.

If you have any questions or would like to discuss this further, please do not hesitate to reach out to me directly. I am always happy to talk with you.

Thank you for your continued trust, understanding, and partnership.

Kindest regards,

A handwritten signature in blue ink, appearing to read "M. Feldman".

Michael Feldman
President + CEO