

Pricing Update

Deal Registration Pricing Policy with Upcoming List Price Increase North America Partners

Notification Date: March 17, 2025

Zebra will protect partner pricing on Deal Registration orders placed by partners and accepted by distributors in advance of new list price increases. This policy pertains to list price increases Zebra announced today with an effective date of April 28, 2025.

Existing list prices on Deal Registration orders placed by partners and accepted by distributors by April 04, 2025, with requested shipment of no later than April 28, 2025, and shipped by June 30, 2025, will be honored. To execute this policy, Zebra will create corresponding Price Concessions (PCs) with the products taking list price increases and quantities of the applicable Deal Registration orders. The new Price Concessions will replicate the recommended partner price of the Deal Registrations at the quantities reported in the partner's orders. The new PCs will reflect all applicable standard, Deal Registration, and/or promotional discounts for products listed in the Deal Registration orders taking a price increase.

- **April 04:** Cut-off date for eligible Deal Registration orders placed by partners and accepted by distributors.
- **April 21:** Zebra to create new PCs with an effective date of April 28, 2025, and a PC expiration date of June 30, 2025. The existing Deal Registrations will remain active through their normal expiration.

Zebra will not send individual PC notifications to partners. Partners should contact distributors for detailed information regarding the new Price Concessions.

Review the Frequently Asked Questions below for additional information.



Frequently Asked Questions

1. Deal Registrations may include products with list price increases, list price reductions, and products with no list price changes. Will the new Price Concessions include all of these?

No, the new Price Concessions will only include products with an April 28 list price increase on eligible Deal Registration orders. Products with price reductions, or no price changes should continue to utilize the approved Deal Registrations.

2. Will the existing Deal Registrations that are being replaced by Price Concessions expire?

Partners may continue to utilize the existing Deal Registrations through their normal expiration date, knowing that the Deal Registrations will take the new higher prices on April 28, 2025. The existing Deal Registrations will remain in place in case partners need to add to them or use them for products with no price changes. However, partners will not be able to benefit from the Deal Registration and the corresponding Price Concession pricing for the same product. Only one will apply.

3. The price increase effective date is April 28, 2025. Why is the Deal Registration order cut-off date on April 04, 2025?

April 04 provides partners with sufficient notice to place their orders after the price increase announcement. This advance date provides enough time for distributors and Zebra to prepare and communicate the new Price Concessions in advance of the price increase effective date.

4. Will this policy also apply to sales at standard discount not included in Deal Registration orders, or on Price Concessions?

No, this policy only pertains to orders on Deal Registrations. Price Concessions are already honored through their expiration date.

5. Will the new Price Concessions also reflect promotions that are combined with Deal Registration orders?

Yes, the new Price Concessions will reflect Spotlight and other promotions that are combined with Deal Registration.

6. Will new Price Concession numbers be issued?

Yes, each new PC will have a new unique PC number and the new PC will reference the corresponding Deal Registration number.

7. Will the new Price Concessions cover orders placed by partners with requested future ship dates after the price increase effective date?

No, this policy only covers Deal Registration orders placed by partners and accepted by distributors by April 04, 2025, with requested shipment of no later than April 28, 2025 and shipped by June 30, 2025.

8. Will it be possible to revise the new Price Concessions including changes to products or quantities?

No. These new Price Concessions only cover Deal Registration orders placed by partners and accepted by distributors by April 04, 2025, with requested shipment of no later than April 28, 2025 and shipped by June 30, 2025, and may NOT be revised. New Price Concessions may be requested with additional quantities or products subject to approval, or the original Deal Registration may be utilized to add additional products or quantities, both at the new prices.

9. Will it be possible to extend the new Price Concessions?

The new Price Concessions will be issued with an Expiration Date of June 30, 2025. If the Price Concession is due to expire, and Zebra experiences a shipment delay due to supply chain issues, the partner should request, and Zebra may approve an extension to the Price Concession to cover the impacted products.