



Pricing Update

List Price Change Notification for End Users

North America

Notification Date: March 17, 2025

Effective Date: April 28, 2025

Zebra List Price Change

Zebra provided notification of list price adjustment on February 20, 2025 with an effective date of April 28, 2025 for products impacted by newly instituted import tariffs alongside our annual pricing action. As communicated, any additional list price adjustments with an effective date of April 28 would be communicated separately.

Since our original announcement, the following tariffs have been announced:

- The new tariff on products from China increased from 10% to 20% on March 4.
- A 25% tariff on products from Canada and Mexico went into effect on March 4; however, some exemptions were granted under the USMCA trade agreement until April 2.

As a result of the new tariffs and other cost increases, market conditions and portfolio considerations, **this Addendum supersedes the previous communication posted on February 20, 2025 and includes price increases of 1.5% to 25% and price reductions of 4% on selected products.**

Due to the uncertainty of the impacts on products covered under the United States-Mexico-Canada Agreement (USMCA), selected adjustments will go into effect on April 28 unless the USMCA trade agreement exemption continues through April 21. In such case, the list price adjustments will be deferred until further notice. If the tariff rate changes, impacted price changes may also be adjusted.

For detailed pricing information on the affected products, contact your authorized Zebra Partner.

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