



RE: IMPACTS ON OUR PRODUCT COSTS

To All NOCO Customers:

We continue to operate in one of the most challenging environments in the history of our company. The COVID pandemic caused significant supply chain disruptions that remain challenging. Due to a myriad of macroeconomic events, there is a substantial global component shortage, constrained transportation, and inflation. As a result, the costs of our products increased.

At this time, we are only increasing our products' costs a fraction of the actual increases. We hope that some of the above situations will correct themselves and reduce pricing pressure. However, our analysts believe the current environment will last well into 2022. If the current situation remains or further elevates, we will be increasing our products' costs again. While we are not adjusting the retail selling prices of our products, there is a real possibility that we may do so in the future.

We have provided some examples of costs that are impacting our products. While this is not a complete list, but we feel it's representative of the current macroeconomic.

Thank you for your understanding and support for our company and brand.

A handwritten signature in black ink, appearing to read 'William K. Nook, Sr.' with a stylized flourish at the end.

William K. Nook, Sr.
Chief Executive Office