

January 31, 2024

Kubota North America Corporation

Regarding Penalty fined by the Federal Trade Commission on Kubota North America

Kubota North America Corporation has settled with the U.S. Federal Trade Commission (FTC) over its Made in USA Labeling Rule. The company paid a \$2 million penalty to resolve allegations that the packaging of some replacement parts for tractors and other products sold in the United States incorrectly identified the country of origin of those parts as "Made In USA," when, in fact, those parts were made elsewhere.

Kubota North America has cooperated fully with the U.S. government throughout this investigation and is voluntarily addressing the FTC's concerns. Kubota North America is committed to complying with the law and the FTC's regulations with respect to "Made In USA" advertising and labelling. Together, with its U.S. subsidiaries, Kubota North America has implemented policies and process improvements, including regular reviews of our supplier information, regarding the accuracy of such labels on all Kubota Genuine Parts. All parts in this matter sold to customers since 2021 were produced by approved Kubota suppliers, and Kubota continues to stand behind these parts as "Kubota Genuine Parts."

Kubota regrets that this matter has occurred. But we recognize that our company, our process, and our business have been improved by sincerely learning from this matter. Kubota will continue to take steps to improve and enhance our commitment to compliance.