



CONFIDENTIAL & COMMERCIALY SENSITIVE – NOT FOR EXTERNAL DISTRIBUTION

November 13, 2023

Subject: Mondelez Canada Inc. Selected List Price Increase, Effective February 5, 2024

Dear Valued Customer,

This letter is to inform you that *Mondelēz Canada* will be revising the list price on our Clif bars portfolio, effective February 5th, 2024. Your account team will follow up with the appropriate details and suggested pricing strategy.

The placing of product orders shipping from Mondelēz Canada on, or after February 5th, 2024, for these products shall be deemed as acceptance of the New List Price.

As always, you remain entirely free to set consumer retail prices at your sole discretion.

We appreciate your ongoing support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julie Sirois', is placed above the printed name.

Julie Sirois

Vice-President Sales, Mondelēz Canada

