



October 25th, 2024

Dear Valued Customer,

As a leading Global manufacturer, Ferrero Canada is committed to maintaining superior quality standards by using only the finest ingredients in all of its products. Additionally, we will continue to build strong equity on our premium brands to deliver sustainable and profitable growth for our retail partners.

Over the past year, Ferrero Canada has continued to experience many input cost pressures. While we have made many successful efforts to remove costs from our system, we are obliged to raise pricing on select brands. To that end, Ferrero will implement a price increase effective February 3rd, 2025 on our spreads portfolio and select confectionary and snacking brands.

The price increase details are being sent to your organization. Should you have any questions, your Ferrero Canada Customer Business Manager is available for discussion.

We wish to thank you for your continued support and your ongoing collaborative partnership with Ferrero Canada.

Regards,

A handwritten signature in black ink, appearing to read "BJ Hamilton", with a stylized flourish at the end.

BJ Hamilton
Vice President of Sales – Canada

