



June, 2025

Dear Valued Customer,

This letter is to inform you that Bimbo Canada will **increase our Invoice Prices in Q2, 2025** on Snack Cake products driven by significant cost increases. The details are as follows:

- **Price Adjustment:** Please refer to Price Guidelines for **Independent Distributor & Wholesale**
- Effective date: **Sunday, June 29, 2025**

This pricing action is driven by record-high increases in costs across several key ingredients, including eggs, cocoa, sugar, and packaging. In addition, our business is faced with higher operating costs driven by significant labour increases. Although we have taken significant measures to reduce our costs and improve productivity, we are unable to offset the full effects of such increases internally.

**Bimbo Canada exists to serve consumers and customers. We will continue to supply consumers with the products they love and rely on, invest in quality, innovations and consumer-centric programs.**

We have made our pricing decision unilaterally based on the individual needs of our business. This letter contains confidential information that should not be shared with third-parties.

Your Bimbo Canada representative will be in touch to provide the complete details of this price adjustment. We appreciate your business and remain committed to delivering profitable sales growth.

Best,

David Whalen  
Vice President, Finance