September 9, 2025

Dear Valued Customer:

LSI Enterprises Canada ULC (Jack Link's Canada) has demonstrated a commitment to driving your snacking category growth with truly incremental innovation grounded in consumer and shopper insights. We have a history of responsibly managing commodity costing and other input cost pressures to limit the need for pricing related actions in the Canadian market.

Since our last pricing action, several factors including commodity ,transportation ,labor costs, have driven us to re-evaluate our current pricing architecture across our entire business, with the goal that we continue to be able to provide you with the same high-quality products consumers have grown to love and trust. To be able to do this, we will be implementing a visual price increase on our entire portfolio effective Sunday, November 9,2025

Jack Link's places a high priority behind recognizing and acting in the best interest of all our joint key stakeholders, including our customers and consumers. As such, Jack Link's remains fully committed to continue delivering against the mutual growth plans of our businesses.

Additional details will be communicated through your Account Manager over the next few weeks. In the meantime, if you have any questions, please reach out to your respective Account Manager.

Thank you for your continued support and business.

Sincerely,

Curtis Davison
Vice President & General Manager
LSI Enterprises Canada ULC