



November 28, 2022

To: Our valued Convenience, Food Service & Away From Home customers

Subject: Danone Canada Cost Increase

Dear partners,

Please be advised that effective 12:01 A.M., February 1, 2023, Danone Canada will implement a cost increase:

- Dairy Yogurt products, except the following products which will be set at their respective indicated price. Exceptions to the increase are as follows:
 - Danone code: Danone Creamy Vanilla 12 x 175g
 - Danone code: Danone Creamy Strawberry 12 x 175g
- Plant Based products
- International Delight products
- Our So Delicious products

Despite all our efforts in trying to mitigate the impact of inflation on our operations, the broader economic context across all our input costs requires pricing actions across our portfolio.

Danone is committed to living its vision of “One planet. One health”, through its mission of bringing health through food to as many people as possible. As a result, Danone has made commitments to its consumers regarding the quality and benefits of its products. Danone’s policies and procedures aim to ensure that such commitments are maintained.

Danone Canada does not support forward buying, and therefore reserves the right to limit shipments where orders clearly exceed historical order patterns and forecast. Orders which exceed these measures may be modified.

We appreciate your business and continued support for our family of products. Our representative will be in contact with you to manage any promotional implications as a result of these changes. Your Danone Canada sales representative will be in contact in the coming weeks with further details. Should you have any immediate questions, please contact your Danone Canada sales representative.

Thank you for your continued support.

Yannick Melançon
SVP, Sales
Danone Canada