

MARS WRIGLEY

STRICTLY CONFIDENTIAL – FOR CUSTOMER REFERENCE ONLY

July 15, 2021

Dear Valued Partners,

This letter is to inform you that Mars Wrigley Canada is announcing a price increase to our direct buying customers effective **October 10, 2021 at 12:00 A.M. EST.**

Rationale:

Mars Wrigley Canada implements price increases only after careful consideration. We continue to invest significantly in category transformation initiatives leading to an increase in our operating costs. As well, our commitment in driving long term category growth, also requires us to keep pace with the increasing pressures in the market.

Please find price increase details outlined below by segment and pack type:

Segment	Pack Type
Chocolate	Chocolate Bulk
Chocolate	Chocolate Funsized - 20ct
Chocolate	Chocolate Funsized- 65ct
Chocolate	Chocolate Peg
Chocolate	Chocolate SUP
Chocolate	Chocolate SUP Bowl
Chocolate	Chocolate SUP Large
Fruity Confections	FC Bottles
Fruity Confections	FC Bulk
Fruity Confections	FC King SK/SB
Fruity Confections	FC Peg SK/SB
Fruity Confections	FC Singles Lifesaver
Fruity Confections	FC Singles SK/SB
Fruity Confections	FC SUP Large
Fruity Confections	FC SUP SK/SB
Gum	Gum Bottle Small Excel/JF
Gum	Gum Bottles Excel/JF
Gum	Gum Megapack 5
Gum	Gum Multi 5
Gum	Gum Multi Chunk



Gum	Gum Multi Tape HB
Gum	Gum Peg HB
Gum	Gum Singles 5
Gum	Gum Singles Chunk HB/JF
Gum	Gum Singles Excel/JF Pellet
Gum	Gum Singles Tape HB
Gum	Gum Club Pack - 5
Mints	Mint Laydown Lifesavers
Mints	Mint Multi
Mints	Mint Peg Lifesaver
Mints	Mint Singles
Mints	Mints - SUP
Mints	Mint SUP Large

*Retail Pricing is at the sole discretion of our retail partners

If you have any questions, please contact your Mars Wrigley Canada Sales Account Manager. Thank you for your continued support and understanding in this matter, as we greatly value your ongoing partnership with our organization.

Sincerely,



Derin Bello
Vice President of Sales
Mars Wrigley Canada

MARS WRIGLEY

**better moments make
the world smile**