



DATE: July 25th, 2022

To Our Valued Customers,

PVM Canada is committed to working diligently to support its customers as we look to mutually develop business, while driving sales & profit in a sustainable manner. In support of this commitment, and in-light of the many global/marketplace cost challenges that PVM has had to absorb, and in an effort to maintain strong support of our portfolio/brands in Canada, the organization will be taking Pricing Action as noted below.

As our costs continue to rise across raw materials, packaging, transportation, and labor, our organization has been diligently working to navigate through these challenging times. The last few years have brought with them major cost disruptions throughout the manufacturing process, and especially so against our supply chain, which we have done our utmost to endure in the short/mid-term.

Unfortunately, we are no longer able to absorb all the cost increases that have impacted the business.

To this end, please be advised that the table below details the Price Changes that are applicable across the PVM Portfolio which will take effect Monday October 24th, 2022.

Purchase orders placed prior to October 24th, 2022 will be covered at our current list prices. Purchase orders placed on or after October 24th, 2022 will invoice at the new prices. Orders must be placed according to our normal schedule and with standard lead times.

PVM reserves the right to limit quantities based on prior purchase history or credit history.

Please update your systems to reflect the new costing for PVM products accordingly.

Please contact your Acosta Canada sales representative if you have any questions regarding this price increase or affected promotional activity. Your Acosta Canada sales representatives will work with you to manage through the increases, while ensuring that our business continues to flourish during these unprecedented times.

We look forward to your continued support of Perfetti Van Melle products. For any inquiries regarding Perfetti Van Melle please contact your Acosta Canada sales representative or feel free to contact myself directly.

Sincerely,

John Pugliese

Director of Business Development