



September 10, 2020

Dear Valued Customer:

As a European based manufacturer of premium quality confections, Storck Canada Inc. continues to deliver our brand promise through quality of ingredients and manufacturing excellence.

In spite of ongoing efforts to improve efficiencies both locally and in Germany we have experienced substantial increases in raw materials, exchange rates, local labour rates as well as higher local costs in the form of shipping, warehousing and retailer support. Storck Canada Inc. has recently made a substantial investment in a dedicated warehouse facility to ensure full and on time delivery as demanded by Canadian retailers' nationwide. Despite these increases, Storck Canada Inc. has not taken any price action since February 2, 2015.

Therefore, effective February 1, 2021, Storck Canada Inc. will be increasing its prices across all product lines.

Storck Canada Inc. will continue to support its Canadian retailers and consumers through best in class National TV media, category building innovation and premium quality and craftsmanship.

Our Sales team and I will provide assistance through this price transition. We appreciate your understanding and support.

Sincerely,

A handwritten signature in black ink that reads "Michael LeBlanc".

Michael LeBlanc  
V.P. Sales