



From: Jaime Correa, CEO Cameron's Coffee

Subject: Price increase notice

Date: February 28, 2025

Dear Valued Customer,

As we move through the first quarter of 2025 the coffee C-market prices continue to climb, reaching prices only seen four times in the last 50 years. Arabica is +110% vs YA. Main fundamental driver remains the uncertainty about the size of the expected arabica deficit impacting global coffee supply and demand balance sheet for upcoming 25/26 cycle.

Extreme dry and hot weather over Brazil coffee producing areas during past May-Sep/24 and its impact on that country upcoming crop combined with low stocks at destination supporting historical high prices.

Such volatility and record prices adding financial pressure along the supply chain with major additional cost to price. Logistical issues causing delays, backlogs and cost as well.

The below chart shows the cost of coffee changes during this 2024-2025.





Cameron's Coffee works to contain costs across our business and continuously strive to provide quality products and services at affordable prices, and that remains our commitment.

As a result of the coffee cost increases, Cameron's Coffee is announcing a price increase effective on orders submitted on or after June 1st, 2025.

I would like to thank you for your business and for being a loyal customer and business partner to Cameron's Coffee. I want to emphasize that the company will continue working on mitigating these impacts and whenever we see the opportunity, we will work with you on adjusting prices.

Your satisfaction is very important to us. If you have any questions regarding this change, please contact your Sales Account Manager. They will be reaching out to you to provide further details in the upcoming weeks.

Sincerely,

Jaime Correa
CEO

A handwritten signature in black ink, appearing to read "Jaime Correa". The signature is stylized with a large, looping "J" and a long, sweeping underline.