

MARS WRIGLEY

STRICTLY CONFIDENTIAL – FOR CUSTOMER REFERENCE ONLY

Oct 24, 2025

Dear Valued Partners,

This letter is to inform you that Mars Wrigley Canada is announcing a price increase to our direct buying customers effective **Jan 25, 2026 at 12:00 A.M. EST.**

Rationale:

Mars Wrigley Canada implements price increases only after careful consideration. Our commitment in driving long term category growth requires us to keep pace with increasing operating costs driven by market pressures.

All purchase orders received on or after Jan 25, 2026 will be billed at the new rates. Purchase quantities in advance of this date will be limited to two weeks of inventory in excess of normal purchasing levels.

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,



Shane Devitt
Vice President of Sales
Mars Wrigley Canada

MARS WRIGLEY

**better moments make
the world smile**