



From: Jaime Correa, CEO Cameron's Coffee

Subject: Price increase notice

Date: December 16, 2024

Dear Valued Cameron's Coffee Partner,

As we approach 2025 the coffee C-market prices continue to climb, reaching prices only seen four times in the last 50 years. Arabica is +81.5% vs YA and continues to climb. Several factors have come together to drive the cost up; an extremely dry and hot winter in Brazil is causing concerns about potential damage to its arabica crop, excessive rains in Central America have delayed the ripening process, and logistical issues are causing delays and backlogs. Future weather uncertainty will continue to define the size of Brazil's 2025/26 crop.

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 April 1, 2025.

The enclosed pricing sheets detail the new prices. 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", written over the printed name and title.