

PETCARE PLACE
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17th June 2022

MARS PETCARE PRICE ADJUSTMENT, EFFECTIVE SEPTEMBER 12th 2022

Dear Paul,

I am writing to you to confirm an upcoming price adjustment across our Mars Petcare portfolio that will be effective Week Commencing Monday 12th September 2022.

Like many suppliers & retailers, we are in an environment where supply chain & commodity cost pressures are increasing significantly and are expected to continue. Due to the unprecedented levels of global demand, we are facing higher raw ingredients, manufacturing, shipping, and logistics costs which we need to manage in a responsible and customer focussed way.

I wanted to assure you that our customer teams and the entire organisation remain committed to working with you to build mutual profitable growth for the category and our respective businesses, through 2022 and beyond.

We continue to mitigate cost impacts through rigorous efficiency & innovation measures & we remain committed to driving category growth, investing in innovation & local supply, and to working with you to deliver your business goals and strategies in the Petcare category.

We understand that working through cost price impacts can be a challenging process. Our hope is that we can partner with your team to find the best way through the supply and commodity challenges we jointly face, to continue to focus on category growth and delivering for customers.

Further, we note that nothing in this letter restricts your ability to change the pricing of Mars Petcare products to your own customers. As always, you can set the final sale price as you see fit.

Please reach out if you or one of your team would like to discuss further.

REDACTED - PII

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Joanna McKenzie-McHarg

Sales Director

Mars Petcare Australia