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Registered office:

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Registered in Scotland:

No: SC065527

4th January 2022

Dear Customer

Wholesale selling prices for HEINEKEN beer and cider brands.

I am writing to inform you of changes to the wholesale selling prices (WSPs) of our beer and cider brands.

It has been a challenging 2 Years for us all, and our industry has been hit particularly hard. Wherever possible we have attempted to mitigate cost price increases, however we still face substantial additional manufacturing costs in 2022. Our raw ingredients, packaging, energy and Co2 costs have all increased – some have gone up by 15%, others by up to 400%.

In addition, we continue to invest heavily in our distribution networks to improve service levels for you and to address continuing global supply chain pressures.

This all means that we will be increasing our wholesale selling prices on **Monday 7th February 2022**. All Draught products will increase by 7%, and all packaged products will increase by 3.2%. These increases will be duty exclusive.

Please find enclosed full details of our WSP schedule showing the new WSP prices that take effect on all deliveries made on or after Monday, 7th February 2022.

To further increase efficiencies, decrease the use of paper and reduce costs, this will be the last time we issue price increase notifications via letter. All future Heineken & Third party increases will be notified via email.

The contents of this letter are confidential between us and you and it is not for onward distribution.

We know this continues to be a particularly difficult time for the whole industry and would like to thank you for your continued support. We look forward to working with you to grow our businesses together in 2022. If you have any queries, please do not hesitate to speak to your usual HEINEKEN sales contact.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "S Watt", with a long horizontal line extending to the right.

STEPHEN WATT
UK On Trade Director