



May 6, 2021

Re: 2021 Price Increase

To Our Valued Partners,

Effective **July 5, 2021**, Pico will be implementing a price increase on Chafing Fuels, Oil Candles, Wax Candles, Butane and Quick Catering products. Since our last price increase in 2019, we have had substantial changes in our raw materials and freight costs which give us no choice but to adjust our pricing and terms to reflect our current situation.

As everyone surely is aware, domestic freight continues to be a major challenge for all, which is why we have also made the decision to remove our standard freight policy and move to a Zone Pricing system, which will include a **delivered price list** and a **pick-up price list**. Please note your 2021 price lists will be sent out to no later than **June 5th, 2021**.

It is our mission to work together with you to continue to offer innovative and quality products. In 2021 we see a great opportunity to further grow our business with you, through our innovative products, leading quality, and unmatched service.

Thank you for your continued support, understanding and partnerships! If you have any questions regarding this price increase, please do not hesitate to reach out to us at any-time as our team is more than happy to discuss the situation and come up with the best solution for you and your customers!

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Rasmussen". The signature is fluid and cursive, written over a light blue horizontal line.

Chris Rasmussen-CEO
Pico Hospitality Inc.