



October 9, 2024

TO OUR VALUED CUSTOMERS:

The Hershey Company is dedicated to driving growth through traditional investments and new evolving capabilities. Ongoing input costs jeopardize Hershey's ability to continue to sustain these levels of investment into the business. Therefore, a pricing action is critical to support continued growth for our customers and enable delivery of Hershey's strategy.

Hershey Foodservice is announcing the following price changes today, October 9, 2024, to be effective at 12:01 a.m. on January 15, 2025, on select Food Service items.

Item	% Chg
Foodservice Ingredients	2.4%-8%
Foodservice Ingredient Drum	12%

A Hershey sales representative will provide each customer with its affected items and pricing.

Pricing Policy and Execution Details:

Product ordered prior to, on or after the announcement date of October 9, 2024, calling for delivery, within normal lead-times, prior to the effective date of January 15, 2025, will be priced at the current price.

Product ordered prior to the announcement date of October 9, 2024, calling for delivery on or after the effective date of January 15, 2025, will be priced at the new, higher price.

Product ordered on or after the announcement date of October 9, 2024, calling for delivery, within normal lead-times, on or after the effective date of January 15, 2025, will be priced at the new, higher price.

During the advance notice period between October 9, 2024, and January 15, 2025 ("Advance Notice Period"), customers will be permitted to order the affected items at historical levels only as measured by the comparable time period in the previous year ("Allowable Order Limits"). All customers will be held to these order limits. Any orders during the Advance Notice Period that exceed the Allowable Order Limits may be reduced to the allowable maximum at Hershey's discretion. An order can be limited, or further limited, if Hershey's inventory level is restricted, there is a risk of broader service issues or, as noted, if the order is above the Allowable Order Limits.

Thank you for your continued partnership with Hershey.

Sincerely,

Mike Del Pozzo | President, U.S. Confection

- This letter and the information contained herein are confidential and may be used only for purpose of conducting business with The Hershey Company and/or its subsidiaries.
- Distribution of use of this letter or information, in whole or in part, for any other purpose is strictly prohibited.
- A Hershey sales representative will provide each customer with its affected items and pricing.