

8<sup>th</sup> April 2024

Dear Valued Customer

**Re: Nichols Poultry Pricing Update**

Following a business review of our product range and costs we are implementing price variations and deletions to some of our range of poultry products, effective 06/05/2024.

The decision to vary some of our pricing is the result of increases feed, packaging & ingredient cost inputs over recent months.

We are extremely mindful of the current cost of living pressures facing all of us and have taken this into account by being very limited in our price movements and in some instances decreasing cost.

A new Price List is attached to this letter outlining the variations.

Regards,

David Goetzke  
General Manager Sales and Marketing