



Pernod Ricard South Africa

Dear Partner,

Price Increase Communication

I extend my sincere gratitude for your unwavering support throughout the challenges posed by the current macroeconomic landscape.

Considering the ongoing economic conditions, careful consideration of factors such as rising raw material and transportation costs, we've made some assumptions on the excise increase to be announced during the Government's budget speech in February, we share with you our preliminary indications of average weighted price adjustments by category.

Category	ANTICIPATED WEIGHTED AVG % INCREASE
<i>Whisky</i>	<i>1.6%</i>
<i>Vodka</i>	<i>3.8%</i>
<i>Liqueur</i>	<i>6.5%</i>
<i>Tequila</i>	<i>3.7%</i>
<i>Gin</i>	<i>0.4%</i>
<i>Rum</i>	<i>1.9%</i>
<i>Champagne</i>	<i>3.6%</i>

Please be advised that, should the actual excise increase differ significantly from our assumptions, we remain committed to reviewing and adjusting our pricing accordingly.

Key points to note:

- 1. All orders must be placed by the close of business on the 29 February 2024 to avail of the current pricing.*
- 2. In the event of out-of-stocks, we regret to inform you that Pernod Ricard will not retain orders in the system at the previous price.*
- 3. Limits on orders will be implemented across all lines to manage product availability.*
- 4. Our new price list will take effect from 1 March 2024.*

I want to emphasize our steadfast dedication to nurturing our partnership, ensuring that together, we can sustain and propel the growth of your business with our brands.

Thank you once again for your continued collaboration, and we look forward to navigating these challenges together.

Warm regards,

Sherman Mouton
Commercial Director