

3rd July 2026

Upcoming Cost Price Adjustment – Effective 7th September 2026

Dear Viki,

At AG Barr, our focus remains on delivering high-quality brands that drive strong shopper demand and consistent value for your category.

Like many businesses, we continue to navigate persistent inflationary headwinds across our core operations, particularly within raw materials, packaging, and distribution. While our internal efficiency programs and cost-control measures have helped mitigate these rising overheads, the ongoing scale of these market pressures means we can no longer fully absorb them.

To protect our product quality and maintain our brand investment, we will be implementing a +6.5% cost price increase across our drinks portfolio along with moving the pricing of our PMP portfolio. We expect the transition to the new PMP's to begin in September 2026. Please note, the increase across our Frobishers 250ml Juices is +8.6% & 275ml Fusions is +10.7%. Prices are effective from 7th September 2026 **(please note my email reference to CRG pricing windows & a revised date)**.

I can also follow up with an updated price file across both the plain pack & PMP ranges.

Please note the specific parameters of this update:

- Exclusions: This pricing adjustment currently excludes FUNKIN Mixers & Purees.
- Exclusions: This pricing adjustment currently excludes Fentimans and Bundaberg.
A separate update regarding these brands will follow in due course.
- Regulatory Levies: This baseline adjustment is independent of any future changes to government taxes, duties, or legislative levies.

The revised pricing details are attached. We deeply value our partnership and look forward to working closely with your teams to support mutual growth through our continued investment and innovation.

Your Account Manager is available to discuss any operational details as required.

Yours sincerely,

Scott Duncan