

Dear Valued Partner:

We're reaching out with some important news. As you may have heard, it was announced today that Ferrero and its related companies, including Ferrara Candy Company, agreed to acquire selected cookies and fruit snacks businesses from Kellogg Company. As part of the transaction, Ferrero will acquire a strong portfolio of brands including the iconic cookie brand Keebler®, top selling on-the-go Famous Amos® cookies, the premium family cookie brand Mother's®, and Murray® sugar free cookies, as well as Little Brownie Bakers®, maker of Girl Scout cookies. Ferrero will also acquire the Kellogg fruit snacks business Stretch Island®, and Keebler's® ice cream cones and pie crust products.

The addition of the Kellogg cookies and fruit snacks businesses represents a significant advancement of our strategy, focused on pursuing growth opportunities and expanding our presence in the North American market, which remains a priority for us. We also remain passionate about our diverse confections portfolio and committed to driving growth for the confectionery category.

Importantly, this announcement does not impact our relationship with you. Your point of contact will remain the same, and you will continue to experience business as usual. We remain committed in ensuring that our partnership with you is a success.

Thank you for your continued partnership and support.

Best regards,

Giuseppe D'Angelo
Chief Business Officer Area International
Ferrero

Todd Siwak
Chief Executive Officer
Ferrara Candy Company