



BACARDI
SOUTH AFRICA Pty. Ltd

Date: 09 February 2024

Dear Valued Customer:

Re: Product Price Increase 04 March 2024

Happy 2024, may the year ahead be filled with great opportunities for both our businesses despite the challenging environment.

Despite the challenges Bacardi South Africa's growth has remained positive with national market share growth in Cognac, Gin, Tequila, Vodka, Rum and RTD. However, the increased costs cannot be ignored, and a price increase is necessary.

We wish to announce our price increase ahead of the government budget speech, we have seen an increase on shipping and material costs over the past few months, this has been exacerbated by a weakening rand against the Dollar.

The attached price increase is reflective of the above-mentioned pressures.

Key pricing changes are:

RTD Can	±9.3%
RTD Bottle	±12.8%
Spirits – Brand Dependent	±4%

The Scheduled date of the Price Increase is 11 March 2024.

Order deadline into the call center on old price is the 08 March 2024, 2:30pm

Bacardi South Africa reserve the right to limit quantities to ensure that the total customer base is serviced with stock. All Orders are subject to availability any orders that cannot be fulfilled before price increase will be subject to new prices after the price increase.

Yours sincerely

Yeshene Singh

Country Manager Bacardi SA PTY Ltd