



January 6, 2023

## Notice on Changes to Prices of Consumer Beverages and Desserts Products

MEGMILK SNOW BRAND Co., Ltd. (headquarters: Shinjuku, Tokyo; President: Masatoshi Sato), announced that it will revise prices for some of its Beverages and Desserts starting Wednesday, February 1, 2023.

Recently, the prices of the main raw materials and packaging materials used in our products have skyrocketed, and the costs of energy, logistics, and other expenses have also continued to rise.

The Company has been working to internally absorb the cost increases through a range of cost reduction measures; however, these cost increases are beyond the scope within which the increases can be absorbed through corporate efforts. The Company has therefore decided to implement the following price revisions.

MEGMILK SNOW BRAND is committed to providing consumers with safe and reliable products on a stable basis and asks for your understanding and continued support.

### Details

1. Applicable Products  
Milk based beverages, fruit juice, vegetable beverages, desserts      56 products
2. Details of Revision  
MSRP Revision      3.5% to 26.1%
3. Revision date  
For shipments starting Wednesday, February 1, 2023.

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