



Monday, April 1, 2019

Supplier Partners:

By now you may have seen our CEO, Todd Siwak's, message about the Ferrero Group's acquisition of Kellogg's cookies, ice cream cones, pie crusts, and fruit snacks businesses. This is exciting news for our company because we are able to expand our reach to consumers in different categories and continue to grow our business.

We will acquire a strong portfolio of brands in the cookie category, 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® brand, maker of Girl Scout cookies. We will also acquire the Kellogg fruit snacks business, including Stretch Island® and Fruity Snacks, along with Keebler's® ice cream cones and pie crust products. Through this acquisition, we are entering the world's largest cookies market, where we will be able to leverage our strengths to support and grow a portfolio of iconic brands in new, attractive categories. The addition of Kellogg Company's cookies and fruit snacks businesses to Ferrara represents a significant advancement of our strategy, of which you play an important role.

This news does not impact Ferrara suppliers, and business continues as usual. Our structure remains the same to support and work with you. That being said, I share this news with you because you are an important part of our business.

As we integrate these brands into our organization, we will keep you informed of any business-relevant news. In the meantime, we continue to pursue our strategic plan, and an important part of our company vision continues to be **developing and fostering partner relationships**. You are essential to our success. And, as a Procurement Team, we remain committed to the guiding principles we put in place several years ago – our RSVP – which are:

- Excellence in **Risk Management** of costs and quality
- **Service Provider** approach, which includes having product in all facilities, on time, at the quality that we and our customers expect.
- An Incremental **Value Generator** to the business, which features simplification. We call it a "one-door policy," which delivers benefits to you regarding how we operate, make decisions, and follow-through on shared expectations.
- **Partnership-Oriented** behaviors that show you we are integrated with you, our customers, and the business.

Please continue to give us your best thought partnership around our RSVP and supplier-enabled innovation so that we can all continue to grow our businesses together. Let me or my team members know if you have any questions. Thank you for your ongoing commitment and support.

Best Regards,

Ahmet Hepdogan
Vice President of Procurement
Ferrara Candy Company