Dear Partners, Customers, and Friends of Venus,

For nearly 100 years, Venus Wafers has stood for simple ingredients and dependable execution. That foundation remains unchanged.

Today, I want to share that Venus Wafers is evolving into ***Venus Brands***.

This is more than a name change. It reflects how the business has grown—and where we are deliberately headed.

As Venus Brands, we are building around our customers—supporting private-label partners with insight-led product development while also investing in brands that consumers are drawn to and trust. We are deepening our understanding of consumer and data trends, investing thoughtfully in brand awareness, and expanding capabilities with discipline, while staying grounded in what works over-time.

As part of this evolution, we are also making select ingredient and formulation improvements across parts of our portfolio. These changes are focused on:

- Simplifying ingredient decks
- Removing unnecessary additives
- Aligning more closely with clean-label expectations where it matters

Importantly, these updates are being made without compromising taste, texture, performance, or supply continuity. They reflect how our customers and consumers are thinking today—and how we intend to support them over the long term.

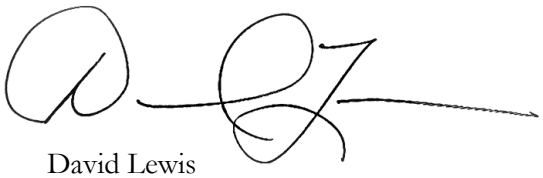
Our approach is guided by three principles:

- Valuable — We aim to be a growth partner, not just a supplier
- Visible — You'll see a stronger presence through clearer storytelling and marketplace support
- Consistent — We remain unwavering in reliability, quality, and care

The team you know is the same—now aligned around a clearer strategy and long-term view.

Thank you for your continued partnership.

Sincerely,



David Lewis
Chief Executive Officer
Venus Brands