

[Your Company Letterhead or Logo]

Date: [Insert Date]

Dear [Customer Name],

We deeply value your continued trust in [Your Company Name] and thank you for choosing us as your annual subscription service provider. We strive to deliver the highest quality and most reliable service, investing in technology, support, and enhanced features that bring greater value to you every year.

We are writing to inform you that, effective on your upcoming renewal date of [Renewal Date], the annual subscription fee for your [Product/Service Name] will increase from [Current Price] to [New Price]. This adjustment allows us to further invest in ongoing improvements, expand our offerings, and maintain the exceptional experience you expect from us.

We understand any change in pricing is important to you. Please rest assured that this decision was made after careful consideration, and our goal remains to provide you with outstanding value and service.

If you have any questions, would like to discuss your options, or need assistance with your renewal, please don't hesitate to contact us at [Contact Email/Phone Number].

Thank you again for being a valued member of our community. We look forward to serving you in the coming year.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]