

Re: CPI Information

From: Alex Martin <REDACTED@colpal.com>
To: Jack Jessiman <REDACTED@coles.com.au>
Date: Fri, 07 Jan 2022 12:54:48 +1100
Attachments: Oral Care CPI Information Pack.xlsx (80.06 kB)

Hi Jack

As requested, please find attached your completed template. As discussed over the phone, this was a manual process and therefore there is the possibility of an error being made. I have taken great care to minimise/eliminate any errors, however if it becomes apparent that it does contain an error, we will need to revisit it. I don't expect this to be the case though.

Please see some key points below;

- References to RRP are recommendations only, you are always free to sell for whatever price you wish
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- Some promo RRPs are not quite in line with even 30%, 20% off etc as per the table format. In the "promo funding" table I have detailed the specific promo RRPs.
- Promo frequencies detailed are base plan vs base plan. This does not take into account any gap closers or incremental promos we have/may run that will not necessarily be cycled.
- Promo frequencies are based on a full calendar year period.
- References to 5th margin are based on the RRP and deal funding outlined, and are inclusive of ARC
- Plax 1L and Optic White Rinse proposed to move to hi/lo strategy
- Cells highlighted in red indicated Down Down bundles/RRPs. Total base range in both "current" and "proposed", and OW rinse/Plax 1L just in current.

If you would like a detailed summary, or more bundle by bundle forecasting information etc, we will need to catch up to discuss it as it is too much to outline via email. For now you have the promo frequency, and the deals per promo type as requested.

As discussed, I am away next week so will not be available via email, however, given the timing challenges we have, I am happy to put aside some time one day to discuss this in more detail with you if you would like.

Regards

Alex Martin | Colgate Palmolive Australia
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On Fri, 24 Dec 2021 at 10:38, Jack Jessiman <REDACTED@coles.com.au> wrote:

Hi Both,

Having now had the opportunity to catch up with you both re. the ongoing CPI, I once again want to reiterate a commitment from my end to managing towards a commercially viable position for both parties.

With that in mind, I would like to now transition to really understanding the intricacies of your commercial proposal, and how we can build towards a stronger market position.

Please find attached a simple CPI info template which will help me to better understand the proposed changes you are putting forward from a bundle funding, and promotional frequency perspective.

Shout out with any issues, however it is all self-explanatory, and is simply trying to understand the movement from current state, to a proposed state post CPI.

As spoken with Alex, the focus for me from this CPI will be to drive stronger promotional programs with Palmolive.

Over the last year I have been really clear on the need to support with depth and frequency to provide me with the tools to support your business internally.

From a Dental Perspective we are -9.3% behind market growth, and -4.9% behind market growth for Soaps over the past 52 weeks.

My ask is that the plan provided clearly articulates how we can inverse, and begin a viable growth position v the market.

If I don't have the opportunity to talk to either of you before the end of the day, I want to wish you a very Merry Christmas, and of course a Happy New Year.

Thanks,

Jack

Jack Jessiman

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