

FW: CPI Position

From: Jack Jessiman <[REDACTED]@coles.com.au>
To: Matthew Hankin <[REDACTED]@coles.com.au>
Date: Fri, 18 Feb 2022 12:51:58 +1100
Attachments: Summary - Colgate (Dental).xlsx (211.82 kB); Colgate Dental CPI Info Pack.xlsx (36.73 kB); Copy of Colgate SBW CPI Info Pack.xlsx (24.09 kB)

Hi Matt,

As shared with Colgate this morning.

I have found that so far the S&BW plan has delivered a +\$[REDACTED] 5th \$ benefit, with Dental delivering +\$[REDACTED] 5th \$.

I have pushed the Soaps team on an improved plan, and laid out my ask, and am again pushing the Dental team.

I requested the information from both NAMs in December, and received back from Dental prior to my AL – with a revised plan only received this week – with the first cut of soaps only shared this week.

Thanks,
 Jack

From: Jack Jessiman
Sent: Friday, 18 February 2022 11:30 AM
To: 'Matt Gardiner' <[REDACTED - PII]@colpal.com>; 'Alex Martin' <[REDACTED]@colpal.com>; 'Emel Sefil' <[REDACTED]@colpal.com>
Subject: CPI Position

Hi All,

Hope you're well.

Firstly, I wanted to thank both Em and Alex for their work in getting my requested CPI information back – I certainly asked a lot, and appreciate the effort.

In the spirit of finding a suitable path forward, I wanted to once again ground us in the ask that Colgate's CPI presents:

- Requested COGs Increase of \$8.76m
 - \$2.97m across S&BW
 - \$5.79m across Dental
- Validation of \$383k
 - \$145k across S&BW
 - \$237k across Dental
- Gap of \$8.38m
 - \$2.83m across S&BW
 - \$5.56m across Dental

Throughout discussions between Em, Alex, & I, the focus of mine when seeking a way to bridge the gap has surrounded the need for both businesses to drive a harder top line RSV result, which will

ultimately culminate in a stronger 5th \$ position.

Over the past 52 weeks Colgate has performed -9.6% behind the market within Dental, & -4.2% behind the market within Soaps.

I have worked hard to as accurately as possible represent the impact of both categories plans, and have attached both files to ensure full transparency on my end.

With that being said, I have found that so far the S&BW plan has delivered a +\$**REDACTED** 5th \$ benefit, with Dental delivering +\$**REDACTED** 5th %.

Ultimately, I am currently not in a position whereby I am able to sign off the CPI request, and must ask your business to present back a plan which accounts for the \$8.38m in unvalidated CPI request. These plans need to be closed off by Wednesday at the latest to allow Amanda sufficient time to manage the relevant funding changes.

Thanks,
Jack

Jack Jessiman

Assistant Category Manager

Personal Care

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The Coles logo, consisting of the word "coles" in a bold, red, lowercase sans-serif font.

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