

CPI Closure Proposal

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Date: Fri, 25 Feb 2022 15:47:56 +1100

Attachments: Palmolive LP Changes - Summary.eml.msg.msg (71.68 kB); Colgate oral care.eml.msg.msg (136.7 kB)

Hi All,

With CPI go live date approaching for Monday, and at this point, no clear path forward, I am prepared to offer a final position based on the closure of the Gap to \$4.4m.

Collectively at this point I believe that \$RED has been closed, with \$REDA coming from Dental, and \$RED coming from Soaps – this isn't an invitation to dispute those figures. In bridging the Gap, beyond the most recent proposals tabled (attached), I request that Colgate support with the following:

- 3 x Incremental HP activity through DD plan on 1L BW - +\$RED
- 3 x Incremental HP activity through DD plan on 1L HW - +\$RED
- 500ml BW to move to R% 5th - +\$RED
- 1L HW to move to R% 5th - +\$RED
- 1 x Incremental HP on Whitening/Max Fresh Small & Large (Incremental to that brought in the attached email) +\$RED
- 1 x Incremental HP on Total Premium (Incremental to that brought in the attached email) - +\$RED
- 1 x Incremental CSPR HP (Incremental to that brought in the attached email) - +\$RED
- Reinstated 50% frequency removed from the plan yesterday for 1L BW

As you can see, my focus remains on the unlocking of mutual benefit for both businesses through volume driving initiatives, whilst more importantly working to deliver value back to our customer.

This is the absolute last offer I am able to make in looking to close the position today, and hope that it can be recognised as a strong step forward from the \$8.4m gap which existed Monday.

Thanks,
Jack

Jack Jessiman

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