

Colgate oral care

From: Alex Martin <[REDACTED]@colpal.com>
To: Jack Jessiman <[REDACTED]@coles.com.au>
Date: Thu, 24 Feb 2022 08:36:55 +1100
Attachments: Oral Care CPI Information Pack.xlsx (63.64 kB)

Hi Jack

As discussed earlier today, please see a summary of the growth initiatives we have planned and have been discussing of late.

****Please note any references to RRP are recommendations only, retail price is always up to the retailer. Sales and profit figures are based on forecasts only and do not constitute a sales/profit guarantee****

5th Margin Improvement

Please note these estimates are inclusive of ARC

- * Forecast 5th margin improvement across multiple bundles. I have reattached the information pack template you requested us to fill in for your reference
- * Prem Total was the focal point for funding improvement and is forecast to move to **R**%, with particular focus on stronger RRP 50% off funding/margin (move to **RE**% from **RE**%)
- * I can go through details bundle by bundle for you if you need a summary, but otherwise the details are in the attached spreadsheet.

Additional Promo Activity

The below incremental activity is also outlined in the CPI pack template;

- * 4 x incremental RRP 50% off promos on Prem Total (1 each, per half, per bundle)
- * 2 x Incremental RRP 50% off promos on CSPR
- * 4 x Incremental RRP 50% off promos on Plax Base 500ml
- * 10 x RRP 50% off promos on Plax 1L and OW 500ml rinse due to shift from DD to hi/lo strategy
- * 6 for Plax 1L
- * 4 for OW 500ml

In addition to this, we have also been able to support with the following activity which has been proposed over the past week. The below activity can be added in over and above what has already been submitted.

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- * CSPR - upgrade 1 x RRP 30% off to RRP 50% off
- * Plax 500ml - upgrade 1 x RRP 20% off to RRP 50% off
- * Optic White 125g - 1 x incremental RRP 50% off
- * 360 Base Single Pack - 1 x incremental RRP 50% off
- * Advanced Whitening/Max Large - 1 x incremental RRP 50% off
- * Optic White Triple Pack - 1 x incremental RRP 50% off
- * 360 Advanced 4pk - 1 x incremental RRP 50% off
- * 360 Charcoal - 1 x incremental RRP 50% off

This represents a significant investment in additional activity to drive category growth, whilst still driving retailer profitability.

Our forecasts estimate that this represents an overall retailer growth opportunity of \$5.04M, with incremental retailer margin of **\$REDA**. This is based on the old base plan, vs new base plan (baseline and promo), as well as the additional activity proposed over the last week.

Thanks Jack, any questions, please let me know.

Regards

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