

RE: Matt / Chris (Unilever) CPI Follow Up

From: "Charlton, Chris" <[REDACTED]@unilever.com>
To: Matthew Hankin <[REDACTED]@coles.com.au>
Date: Tue, 08 Mar 2022 22:25:04 +1100
Attachments: Deos CPI VMO Modelling to \$3.4m Gap.xlsx (288.02 kB)

Hi Matt

Further to discussion this morning I wanted to share my builds on the deos/mens VMO position – please see the attached. I have added columns in gold in the summary tab and made some amends as below in the workings tab

In summary my analysis sees the gap move to \$3.4m (vs \$4.9m in your workings). There are 3 key assumptions different in your working and mine.

1. Composition – in the original file Coles have made amendments to submitted composition – this composition already reflected a blended average of the category format composition so the changes are not valid. I have reverted these to submission and are highlighted in blue on the workings tab
2. November timings for most recent CPI – where we took cost on Rexona 220ml in November these decisions were taken in July 21 (letter sent 2/8/21) and as such the previous cost date should reflect that (I appreciate in longer gaps between CPI's this is blurred but in this example those lost months are critical in correctly reflecting the incremental costs seen.) These are captured in green in the workings tab
3. SKU capping removed – you'll see in column L of the summary the approved value is in excess of the requested amount for some SKU's

I'm happy to talk through this with VMO if it will help align on the gap. Please let me know if you have any builds.

Thanks
Chris

Chris Charlton
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-----Original Appointment-----

From: Charlton, Chris
Sent: 04 March 2022 14:18
To: Charlton, Chris; Matthew Hankin
Subject: Matt / Chris (Unilever) CPI Follow Up
When: 08 March 2022 09:30-10:00 (UTC+10:00) Canberra, Melbourne, Sydney.
Where: Microsoft Teams Meeting

Microsoft Teams meeting

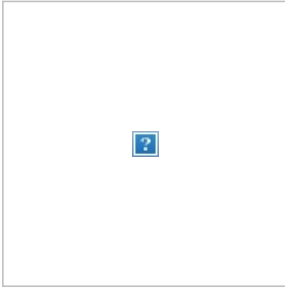
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