

## RE: Matt / Chris (Unilever) CPI Review 3/3/22

**From:** "Charlton, Chris" <[REDACTED]@unilever.com>  
**To:** Matthew Hankin <[REDACTED]@coles.com.au>  
**Date:** Mon, 14 Mar 2022 07:05:15 +1100  
**Attachments:** Coles April CPI Follow Up 140322.pdf (459.3 kB)

Hi Matt

Further to discussions last week see attached deck that breaks out position and proposal for CPI by category – including the details around incremental promotions.

In summary if Coles accept the CPI in full and as per the given dates Unilever will:

- Drive incremental 5<sup>th</sup> \$ through adding/upweighting promotions by \$[REDACTED]
- Improve 5<sup>th</sup> margin via improved promotional funding by \$[REDACTED]
- Provide margin maintain promotional support (as per previous explanation) worth \$[REDACTED]

Happy to work through the proposals on a call this week – I'll send you a time now. If you'd rather sign off at a category level I'm happy to reach out to the category managers, just let me know.

Thanks  
Chris

Chris Charlton  
**Head of Coles - HBPC**  
 Unilever Australia & New Zealand  
 Email: [REDACTED]@unilever.com  
 Mobile: [REDACTED]

**From:** Charlton, Chris  
**Sent:** 04 March 2022 14:20  
**To:** Matthew Hankin <[REDACTED]@coles.com.au>  
**Subject:** RE: Matt / Chris (Unilever) CPI Review 3/3/22

Hi Matt

Thanks for your time yesterday – good to connect on CPI. Actions I took as follows:

- CC to share deck – see attached
- CC to provide EDLP SKU list – see below
- CC to set up session early next week for next check in – sent earlier today
- CC to share Margin Maintain logic – to follow 7/3
- MH to follow up with VMO to clarify points discussed today on capping, composition (deos) and timing (Rexona 220ml)

EDLP SKU's Impacted by CPI:

### Rexona 250ml \$5 Down Down to \$6 EDV

4713673	REXONA ANTI PERSP DEODORANT:250 ML
5079187	REXONA ANTI PERSP DEODORANT:250 ML
8949220	REXONA ANTI PERSP DEODORANT:250 ML
3054072	REXONA MEN ANTIPERSPIRANT SPORT FRESH 250ML:250 ML
6554843	REXONA ANTIPERSPIRANT QUANTUM 250ML:250 ML
7620105	REXONA ANTIPERSPIRANT ADVENTURE 250ML:250 ML
89106	REXONA ANTIPERSPIRANT FOR MEN 250ML:250 ML

**Toni & Guy 2f\$25 to 2f\$30**

2335699	TONI & GUY GLAMOUR DRY SHAMPOO VOLUME 250ML:250 ML
3157596	TONI & GUY SHAMPOO PURPLE 250ML:250 ML
3157712	TONI & GUY CONDITIONER PURPLE 250ML:250 ML
3417325	TONI & GUY PURPLE MASK 285ML:285 ML
3710691	TONI&GUY SHAMPOO STRENGTHPLEX BOND REPAIR 250 ML:250 ML
3710705	TONI&GUY CONDITIONER STRENGTHPLEX BOND REPAIR 250 ML:250 ML
3789830	TONI & GUY DRY SHAMPOO BRUNETTE 250ML:250 ML
3837047	TONI & GUY OIL STRENGTH PLEX 80ML:80 ML
3977760	TONI & GUY SHAMPOO SCALP CARE 250ML:250 ML
3977884	TONI & GUY CONDITIONER SCALP CARE 250ML:250 ML
3978130	TONI & GUY TREATMENT SCALP CARE SCRUB 175ML:175 ML
9192705	TONI & GUY SHAMPOO DAMAGE REPAIR 250ML:CLEANSE DAMAGED::250 ML
9192716	TONI & GUY SHAMPOO CLEANSE FINE HAIR 250ML:CLEANSE FINE HAIR::250 ML
9192749	TONI & GUY DRY SHAMPOO CLEANSE 250ML:250 ML
9192818	TONI & GUY CONDITIONER DAMAGE REPAIR 250ML:NOURISH DAMAGED::250 ML
9192829	TONI & GUY CONDITIONER FINE HAIR 250ML:NOURISH FINE HAIR::250 ML
9193071	TONI & GUY HEAT PROTECTION MIST 150ML:150 ML
9193082	TONI & GUY PREP LEAVE IN CONDITIONER 100ML:PREP LEAVE IN::100 ML
9194981	TONI & GUY CASUAL SPRAY SEA SALT TEXTURISING 200ML:200 ML

**Impulse 75ml \$4 Down Down to TBC**

2007849	IMPULSE BODY SPRAY ILLUSIONS:75 ML
2007882	IMPULSE BODY SPRAY MERELY MUSK:75 ML
3363667	IMPULSE BODY SPRAY FESTIVAL SUMMER EDITION:75 ML
3579065	IMPULSE DEODORANT WANDERLUST 75ML:75 ML
3720684	IMPULSE BODY SPRAY SUMMER DREAMS 75 ML:75 ML
3720709	IMPULSE BODY SPRAY BURNT MSHMALLOW+LEATHER JACKET 75 ML:75 ML

**Lynx 250ml \$8.50 Down Down to High Low**

3822899	LYNX DEODORANT AEROSOL AFRICA 250 ML:250 ML
3822902	LYNX DEODORANT AEROSOL BLACK 250 ML:250 ML
4479623	LYNX ANTIPERSPIRANT DEODORANT AFRICA 250ML:250 ML
4506420	LYNX ANTIPERSPIRANT DEODORANT BLACK 250ML:250 ML

**Lynx 250ml \$10 EDV to High Low**

3363383	LYNX BODY WASH AFRICA:1 LITRE
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**Lux 6pk \$3.60 EDV to \$4 EDV**

4806606	LUX SOAP:WHITE:::6 PACK
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Have a good weekend – talk next week.

Thanks  
Chris

Chris Charlton  
**Head of Coles - HBPC**  
 Unilever Australia & New Zealand  
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-----Original Appointment-----

**From:** Charlton, Chris  
**Sent:** 11 February 2022 07:08  
**To:** Charlton, Chris; Matthew Hankin  
**Subject:** Matt / Chris (Unilever) CPI Review  
**When:** 03 March 2022 10:00-10:45 (UTC+10:00) Canberra, Melbourne, Sydney.  
**Where:** Coles HO / Teams TBC

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Hi Matt

Locking in some time to come together on CPI – expecting by this time to be able to come to you with full clarity on VMO position and a commercial proposal.

Timeline I am working to s follows:

- 15/2 (latest) – initial VMO response
- w/c 18/2 – conclude internal discussions
- w/c 28/2 – BCM discussions

(I'm on leave w/c 21/2)

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