

# Coles HBB CPI Update

## 14<sup>th</sup> March 2022

- 
- FY22 and FY23 Strategic Approach
  - CPI Summary by SKU
  - Proposal
    - Deos & mens
    - Hair
    - Skin Care
    - Soaps
  - Next Steps
-

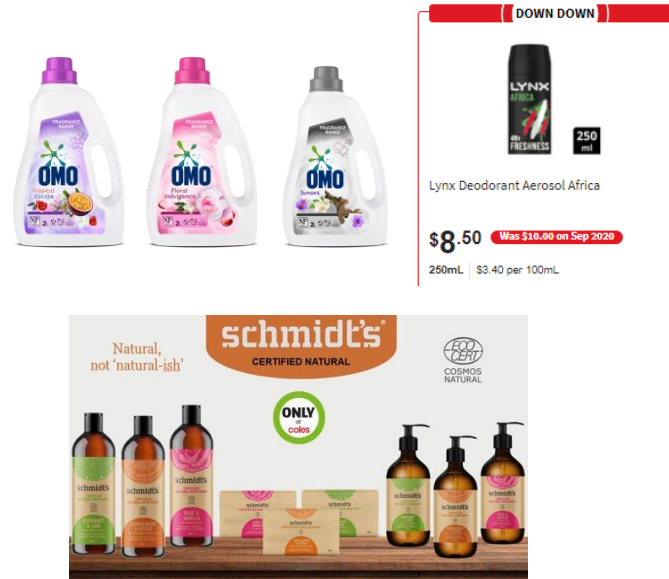
# STRATEGY FOR REMAINDER OF FY22 AND FY23 COMBINES DELIVERING STRONGLY ON THE CORE, DIFFERENTIATING TO DRIVE GROWTH AND CONTINUED MANAGEMENT OF COST VOLATILITY

## Drive the Core:



- Drive Premium / Naturals in Deodorants - Schmidt's
- Optimise Mainstream / Premium in Hair – TRESemme & Dove
- Continued focus on Capsules, Premiumisation and Sustainability

## Differentiate to Outperform:



- OMO Fragrance Opportunity in discussion (5 SKU's)
- Schmidt's Premium Naturals Soaps (9x SKU's)
- Optimise Lynx 250ml (4x SKU's)
- Resource to extended shelf support across all categories

## Manage Cost Volatility:

### H1 2022:

- Blended Average 4.3% COG's increase (6.7% Homecare; 3.1% HBB)
- 5<sup>th</sup> and NP Profit Share + Promo plans strengthening
- No major promotions impacted
- No OOS experienced

### H2 2022:

- Commodity and Freight Costs continue to increase beyond above numbers since setting of prior CPI.
- Aluminium, Propane and Ocean Freight seeing double digit increases since June
- Mid-High Single digit increases on Packaging, Crude and PKO since June
- Updated Letter for April sent working through initial VMO response

CPI RECAP:

Description	Product cd	Current List Price	New List Price	List Price Increas	New RRP*	Effective Dt
DOVE AP GF ACACI WATERLILY 8X6X220ML	4341717	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE AP GF APPLE WHITE TEA 8X6X220ML	4342254	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE AP GF POMEGRANATE 8X6X220ML	4341433	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE AP INVISIBLE DRY 8X6X220ML	4343814	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE AP NS COCONUT JASMINE 8X6X220ML	4342505	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE AP NS LAVENDER ROSE 8X6X220ML	4343756	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE WOMEN ANTIPERSPIRANT ORIGINAL 220ML	4343869	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT-DEODORANT CLEAN COMFORT-150	2257518	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN AP EUCALYPTUS BIRCH 8X6X254ML	4479634	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT-DEODORANT EXTRA FRESH	2257530	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT-DEODORANT INVISIBLBE DRY-150	2257540	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN AP INVISIBLE FRESH 8X6X254ML	3364987	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE MEN AP SENSITIVE SHIELD 8X6X254ML	3724539	REDACTED - Confidential		7.02%	7.50	04-Apr-22
DOVE ANTI PERSPIRANT ROLL ON INVISIBLE DRY 50ML	1015499	REDACTED - Confidential		15.22%	4.49	04-Apr-22
DOVE DEODORANT ROLL ON ANTI PERSPIRANT ORIGINAL	8063489	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE RO NRS CCNUT & JSMIN ANZ 8X6X50ML	3578947	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE RO NRS LVNDR & ROSE ANZ 8X6X50ML	3578969	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE GO FRESH-DEODORANT CCMER & GRN TEA-50-ML	6354480	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE POMEGRANTE & LEMON ROLL ON 50ML	2305552	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE WMN RO APPLE & WHIT TEA ANZ 8X6X50ML	3821400	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE MEN ANTIPERSPIRANT ROLL ON INVISIBLE DRY 50ML	1772466	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE MEN RO EUCLYPTS & BRCH ANZ 8X6X50ML	4477504	REDACTED - Confidential		15.23%	4.49	04-Apr-22
DOVE APA CLINICAL POMEGRANATE 8X6X180ML	3722522	REDACTED - Confidential		10.01%	11.00	04-Apr-22
DOVE WMN CLN APA ORIGINAL CLN 8X6X180ML	3364841	REDACTED - Confidential		10.01%	11.00	04-Apr-22
IMPULSE DEO BURNT MARSHMALLOW 12X6X75ML	3720709	REDACTED - Confidential		20.00%	6.00	04-Apr-22
IMPULSE DEO FESTIVAL 12X6X75ML	3363667	REDACTED - Confidential		20.00%	6.00	04-Apr-22
IMPULSE BODY SPRAY ILLUSIONS	2007849	REDACTED - Confidential		20.00%	6.00	04-Apr-22
IMPULSE BODY SPRAY MERELY MUSK	2007882	REDACTED - Confidential		20.00%	6.00	04-Apr-22
IMPULSE DEO SUMMER 12X6X75ML	3720684	REDACTED - Confidential		20.00%	6.00	04-Apr-22
IMPULSE DEO WANDERLUST 12X6X75ML	3579065	REDACTED - Confidential		20.00%	6.00	04-Apr-22
LYNX AP AFRICA 8X6X165ML	3722453	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP AUSTRALIA 8X6X165ML	3722330	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP BLACK 8X6X165ML	3722420	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP COLL LEATHER COOKIES 8X6X165ML	3728256	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP COLL WASABI FR5 LINEN 8X6X165ML	4339962	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP ICE CHILL 8X6X165ML	3722318	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX AP AFRICA 8X6X250ML	4479623	REDACTED - Confidential		14.89%	11.50	11-Apr-22
LYNX AP BLACK 8X6X250ML	4506420	REDACTED - Confidential		14.89%	11.50	11-Apr-22
LYNX DEO AFRICA 8X6X250ML	3822899	REDACTED - Confidential		14.89%	11.50	11-Apr-22
LYNX DEO BLACK 8X6X250ML	3822902	REDACTED - Confidential		14.89%	11.50	11-Apr-22
LYNX DEO AFRICA 8X6X165ML	3722089	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO ANARCHY FOR HER 8X6X165ML	3722136	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO ANARCHY FOR HIM 8X6X165ML	3722180	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO AUSTRALIA 8X6X165ML	3722012	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO BLACK 8X6X165ML	3722191	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO BLACK NIGHT 8X6X165ML	3722103	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO COLL LEATHER COOKIES 8X6X165ML	3728223	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO COLL WASABI FR5 LINEN 8X6X165ML	4340000	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO DARK TEMPTATION 8X6X165ML	3722205	REDACTED - Confidential		14.17%	8.00	11-Apr-22

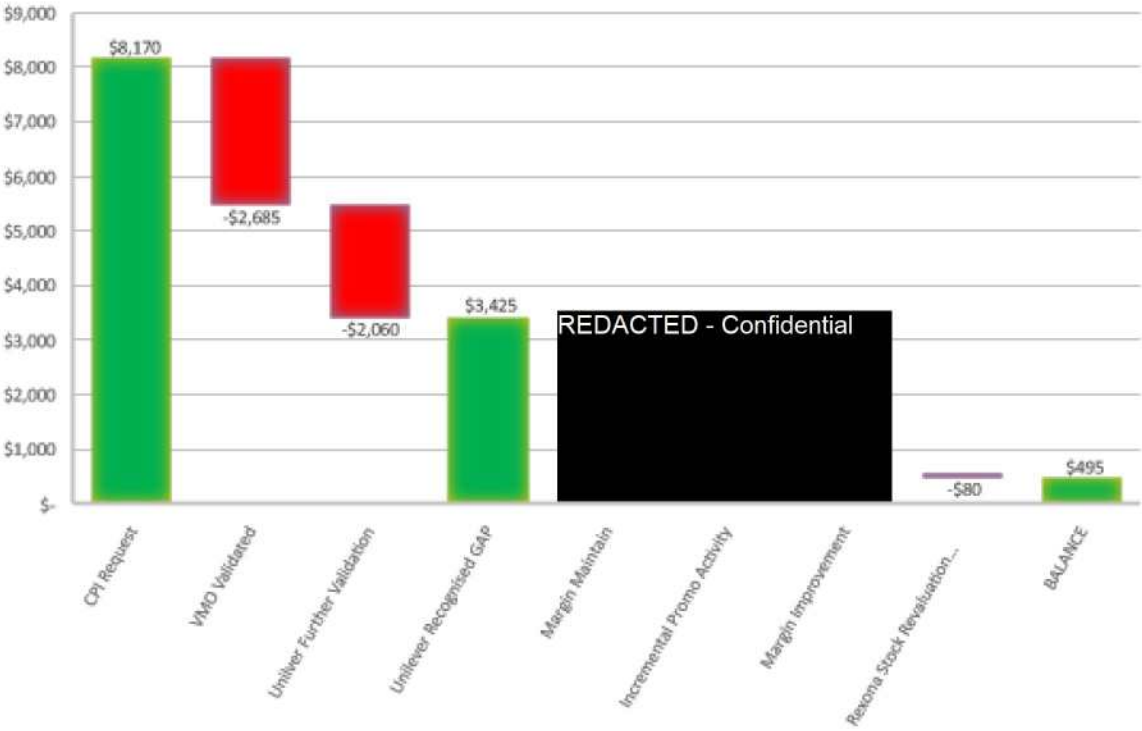
Description	Product cd	Current List Price	New List Price	List Price Increas	New RRP*	Effective Dt
LYNX DEO ICE CHILL 8X6X165ML	3722045	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO LEGEND 8X6X165ML	3722227	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX DEO VOOODOO 8X6X165ML	3722078	REDACTED - Confidential		14.17%	8.00	11-Apr-22
LYNX ROLL ON DEODORANT ANTI PERSPIRANT-AFRICA	9467520	REDACTED - Confidential		12.53%	4.49	11-Apr-22
REXONA ANTI PERSP DEODORANT-AERO CLASSIC	5079187	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-COTTON	4713673	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-SEXY	8949220	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-ADVENTURE	7620105	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-ESSENTIALS	5500780	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-FOR MEN	89106	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ANTI PERSP DEODORANT-MEN QUANTUM	6554843	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA MEN ANTIPERSPIRANT SPORT FRESH 250ML	3054072	REDACTED - Confidential		20.00%	6.00	18-Apr-22
REXONA ROLL ON DEODORANT-CLASSIC	5079201	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA WOMAN ROLL-ON SEXY AP 50ML	8010562	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA WOMEN ROLL ON DEODORANT SHOWER FRESH 50ML	2277617	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA WMN RO INVIS DRY FRH ANZ 8X6X50ML	3111482	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA WOMAN-ROLL ON LOW FRAGRANCE AP-50-ML	5409634	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA ROLL ON DEODORANT-FOR MEN	5052920	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA ROLL ON DEODORANT SPORT	210761	REDACTED - Confidential		11.62%	4.49	11-Apr-22
REXONA WMN AP ADV BRI BOUQUET 8X6X220ML	3660866	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN AP ADV INV FRESH 8X6X220ML	3660877	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN AP ADV INV PURE 8X6X220ML	3660822	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN AP ADV PEACH CHARGE 8X6X220ML	4344409	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN AP ADV SHOWER FRESH 8X6X220ML	3660844	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN AP ADV WATERMEL FRZ 8X6X220ML	4344238	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV COCONUT CLNS 8X6X220ML	4344453	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV INV B+W 8X6X220ML	3660913	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV MANDARIN FRH 8X6X220ML	4477515	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV SPORT 8X6X220ML	3660811	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV TURBO 8X6X220ML	3660855	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV WORKOUT 8X6X220ML	3660902	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MEN AP ADV XTRA COOL 8X6X220ML	3660899	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA MN AP ADV INV ICE FRESH 8X6X220ML	3660797	REDACTED - Confidential		6.24%	8.50	11-Apr-22
REXONA WMN CLN AP EUCALYPT 8X6X180ML	4345853	REDACTED - Confidential		10.01%	11.00	11-Apr-22
REXONA WMN CLN APA SHWR CLEAN 8X6X180ML	3363951	REDACTED - Confidential		10.01%	11.00	11-Apr-22
REXONA WMN CLN APA SUMMER 8X6X180ML	3363940	REDACTED - Confidential		10.01%	11.00	11-Apr-22
REXONA MEN CLN AP MINT 8X6X180ML	4345423	REDACTED - Confidential		10.01%	11.00	11-Apr-22
REXONA MEN CLN APA CLEAN SCENT 8X6X180ML	3364070	REDACTED - Confidential		10.01%	11.00	11-Apr-22
REXONA MEN CLN APA SPORT 8X6X180ML	3364025	REDACTED - Confidential		10.01%	11.00	11-Apr-22
TONI & GUY CONDITIONER:NOURISH DAMAGED:-250 ML	9192818	REDACTED - Confidential		18.73%	19.00	04-Apr-22
TONY & GUY CONDITIONER:NOURISH FINE HAIR:-250 ML	9192829	REDACTED - Confidential		18.73%	19.00	04-Apr-22
TONI & GUY CONDITIONER-PURPLE-600-ML	3978027	REDACTED - Confidential		20.00%	30.00	04-Apr-22
TONI & GUY SHAMPOO-PURPLE-600-ML	3977771	REDACTED - Confidential		20.00%	30.00	04-Apr-22
TONI & GUY SHAMPOO STRENGTHPLEX 600ML	4959924	REDACTED - Confidential		20.00%	30.00	04-Apr-22
TONI & GUY CONDITIONER STRENGTHPLEX 600ML	4959935	REDACTED - Confidential		20.00%	30.00	04-Apr-22
TONI AND GUY SHAMPOO-CLEANSE DAMAGED:-250 ML	9192705	REDACTED - Confidential		18.73%	19.00	04-Apr-22
TONI AND GUY SHAMPOO-CLEANSE FINE HAIR:-250 ML	9192716	REDACTED - Confidential		18.73%	19.00	04-Apr-22
TONI&GUY SHAMPOO PURPLE 5X4X250ML	3157596	REDACTED - Confidential		18.65%	19.00	04-Apr-22
TONI&GUY SH STRENGTHPLEX 5X4X250ML	3710691	REDACTED - Confidential		18.65%	19.00	04-Apr-22

Description	Product cd	Current List Price	New List Price	List Price Increas	New RRP*	Effective Dt
TONI & GUY SHAMPOO-SCALP CARE:250-ML	3977760	REDACTED - Confidential		18.65%	19.00	04-Apr-22
TONI&GUY CONDITIONER PURPLE 5X4X250ML	3157712	REDACTED - Confidential		18.65%	19.00	04-Apr-22
TONI&GUY CD STRENGTHPLEX 5X4X250ML	3730705	REDACTED - Confidential		18.65%	19.00	04-Apr-22
TONI & GUY CONDITIONER-SCALP CARE:250-ML	3977884	REDACTED - Confidential		18.65%	19.00	04-Apr-22
SIMPLE DAILY SKIN DETOX FACIAL CLEANSER PURIFYING 15	3447406	REDACTED - Confidential		9.51%	11.50	11-Apr-22
SIMPLE EYE MAKE UP REMOVER	4920703	REDACTED - Confidential		9.47%	11.50	11-Apr-22
SIMPLE MOISTURISER-LIGHT:-125 ML	4920882	REDACTED - Confidential		9.47%	11.50	11-Apr-22
SIMPLE RICH MOISTURISER 125ML	4377678	REDACTED - Confidential		9.47%	11.50	11-Apr-22
SIMPLE TONER FRESHEN UP 200ML	2997955	REDACTED - Confidential		9.47%	11.50	11-Apr-22
SIMPLE FACIAL WIPES-CLEANSING:-25 PACK	4920139	REDACTED - Confidential		6.68%	8.00	11-Apr-22
SIMPLE KIND TO SKIN FACIAL WIPES BIODEGRADABLE 25 EA	3445499	REDACTED - Confidential		6.68%	8.00	11-Apr-22
SIMPLE FAPWES INSTANT GLOW BIO 6X20S	3965070	REDACTED - Confidential		7.77%	7.00	11-Apr-22
SIMPLE KIND TO SKIN FACIAL CLEANSING WIPES 2X25 PACK	2857990	REDACTED - Confidential		9.13%	12.00	11-Apr-22
SIMPLE FACIAL CLEANSER VITAMIN FQAM	1482440	REDACTED - Confidential		15.94%	14.50	11-Apr-22
SIMPLE CLEANSER-CLEANSING:-150 ML	4920408	REDACTED - Confidential		9.51%	11.50	11-Apr-22
DOVE NOURISHING CARE BODY WASH 500ML	4310125	REDACTED - Confidential		9.48%	8.75	04-Apr-22
DOVE BODY WASH RESTORING 500ML	3978741	REDACTED - Confidential		9.48%	8.75	04-Apr-22
DOVE BODY WASH RESTORING CARE 500ML	3978752	REDACTED - Confidential		9.48%	8.75	04-Apr-22
DOVE BODY WASH TRIPLE MOISTURISING 500ML	3978730	REDACTED - Confidential		9.48%	8.75	04-Apr-22
LUX SOAP:WHITE SOFT CARESS:-6 PACK	4806606	REDACTED - Confidential		11.03%	4.90	04-Apr-22
LYNX BWASH AFRICA 40X1L	3363383	REDACTED - Confidential		9.95%	13.20	11-Apr-22
LYNX BWASH ICE CHILL 4X6X400ML	3363260	REDACTED - Confidential		9.97%	6.59	11-Apr-22
LYNX BWASH WASABI +FRESH LINEN 4X6X400ML	4346030	REDACTED - Confidential		9.97%	6.59	11-Apr-22
LYNX SHOWER GEL-AFRICA:-400 ML	5103995	REDACTED - Confidential		9.97%	6.59	11-Apr-22
LYNX BLACK SHOWER GEL 400ML	2225249	REDACTED - Confidential		9.97%	6.59	11-Apr-22
RADOX MINERAL HERBAL BATH SALTS MUSCLE SOAK	8947213	REDACTED - Confidential		10.04%	8.25	04-Apr-22
RADOX BATH SALTS 900GRAM-DETOXED:-900 GRAM	3516928	REDACTED - Confidential		10.00%	10.35	04-Apr-22
RADOX BATH SALTS 900GRAM-MUSCLE SOAK:-900 GRAM	3516917	REDACTED - Confidential		10.00%	10.35	04-Apr-22
RADOX BATH FOAM-MUSCLE SOAK:-500 ML	9336237	REDACTED - Confidential		10.79%	7.99	04-Apr-22

DEODORANTS & MENS:

C.95% OF VMO CPI VALUE COVERED. DISCUSSION POINTS AROUND DOWN DOWN IMPACTED

Overview:



Details:

- Incremental Promo Activity:

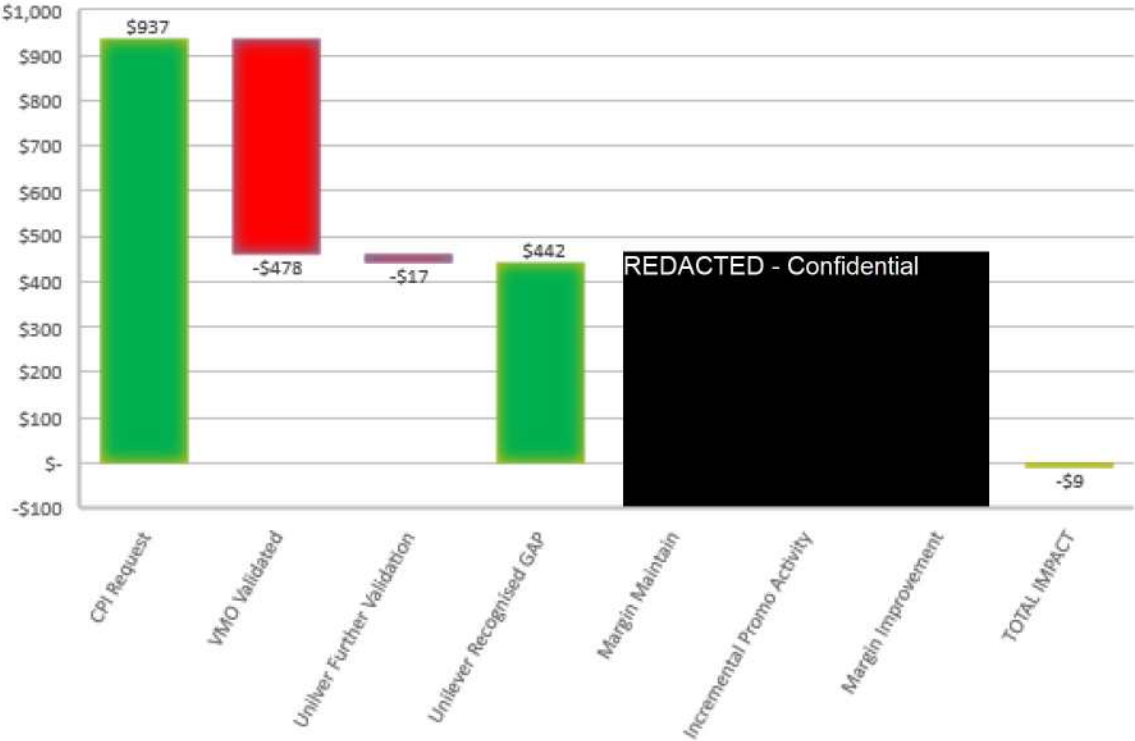
	iRSV	i5th \$
Rexona Soft Solid Promo 2x 30% -> 50%	\$ 314	REDACTED - Confidential
Impulse pulses 7x -> 10x	\$ 146	
Lynx 165ml 1x 30% -> 50%	\$ 725	
Lynx 250ml Down Down -> High/Low	\$ 1,386	
Lynx 1l Down Down -> High/Low	\$ 404	
	\$ 2,975	

- EDLP Implications

- Rexona \$5 Down Down -> \$6 EDV
- Impulse \$4 Down Down -> \$4.80 Down Down
- Lynx 250ml Down Down -> High Low
- Lynx 1l Down Down -> High/Low

HAIR:  
GAP COVERED IN FULL.

Overview:



Details:

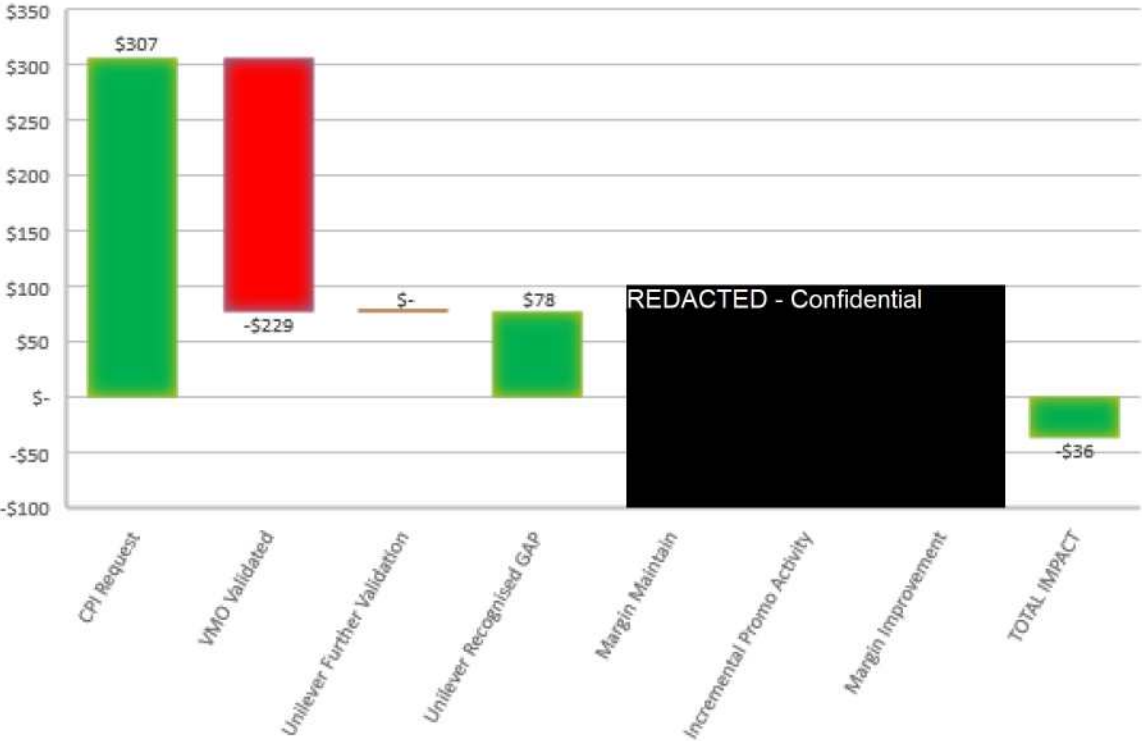
- Incremental Promo Activity:

	iRSV	i5th \$
Tresemme 940ml +1x 50%	\$ 476	REDACTED - Confidential
Toni & Guy 250ml +1x 50%	\$ 170	
Toni & Guy 600ml +1x 50%	\$ 82	
	\$ 728	



SKIN CARE:  
CPI VALUE ACCOUNTED FOR IN FULL

Overview:



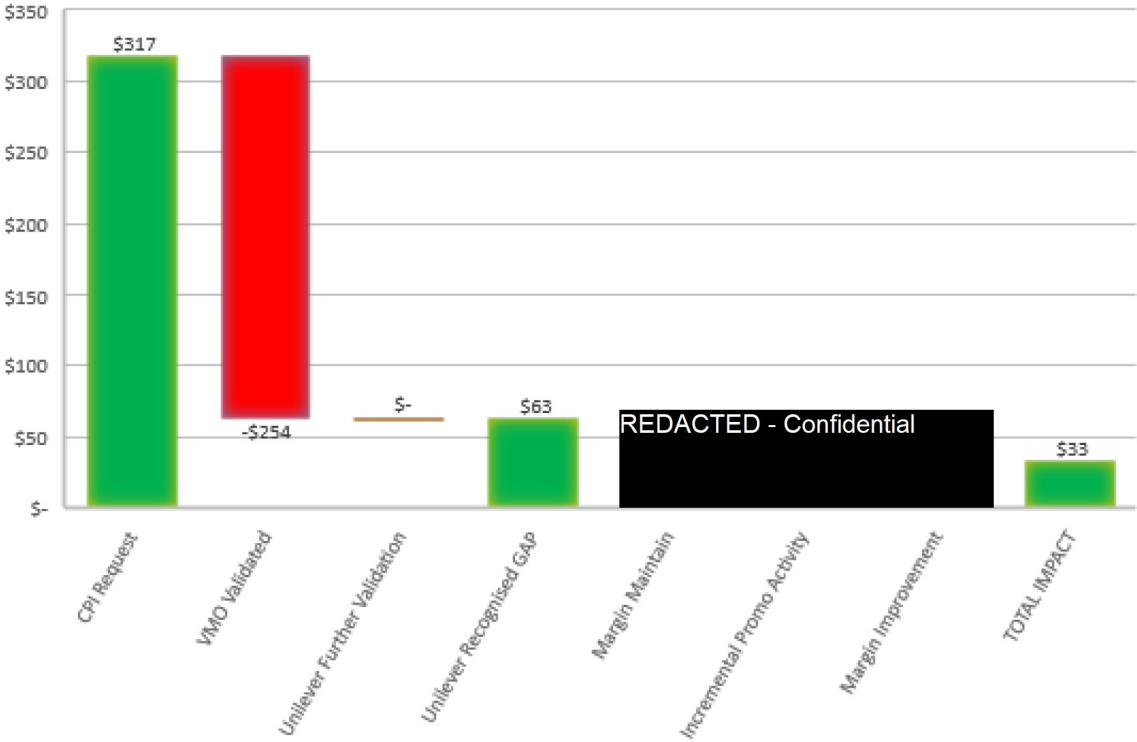
Details:

• Incremental Promo Activity:

	iRSV	i5th \$
Simple KTS Bundle Incrmental 50%	\$ 22	REDACTED Confidential
Simple Wipes Incrmental 50%	\$ 58	
St Ives Scrub 50%	\$ 35	
Vaseline 750ml incremntal 50%	\$ 130	
Vaseline 550ml Incremental 50%	\$ 31	
Vaseline 550ml Incremental 40%	\$ 22	
St Ives Category Wide Funding	\$ -	
	\$ 298	

**SOAPS:**  
C.90% OF THE CPI VALUE ACCOUNTED FOR

Overview:



Details: