

RE: Unilever CPI

From: Bethanie Chow <[REDACTED]@coles.com.au>
To: Matthew Hankin <[REDACTED]@coles.com.au>
Date: Mon, 28 Mar 2022 16:37:16 +1100

Hi Matt,

Apologies for the delay. Please see my comments below.

My assumption is the market will move on the Rexona 250ml, Impulse, Lynx Shower Gel and Lux.

The only one I'd push to maintain pricing and DD on is on our Lynx 250ml. Given this is exclusive to Coles and a BPBV version of core range, I believe we need to continue to drive this proposition harder and give customers a true "value" offer amidst all the price rises. As such, we will also need funding to cover.

Let me know thoughts and happy to pick up!

Cheers,
 Beth

Bethanie Chow

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Value the Australian way

From: Matthew Hankin <[REDACTED]@coles.com.au>
Sent: Monday, 28 March 2022 3:22 PM
To: Bethanie Chow <[REDACTED]@coles.com.au>
Subject: Unilever CPI

Hi Beth,

Per previous discussion on Unilever pending CPI's (4/4 and 11/4). What was your position on the current EDLP lines?

EDLP SKU's Impacted by CPI and Chris's proposal below.

Rexona 250ml \$5 Down Down to \$6 EDV – aligned based on market changes; continue to execute on value ends and shift high low focus into 220ml core range. Need to work through establishment period

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

Impulse 75ml \$4 Down Down to TBC – part of an ongoing conversation to move to high low, enabling promo flexibility and to drive market share turnaround. Suggest moving to high low and load up on a strong promo plan in the first 6 weeks before reviewing performance/value strategy.

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 – exclusive range to Coles so push to maintain on Down Down at \$8.50 to drive value end execution and stronger differentiation. BPBV.

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 – aligned based on market changes

3363383 LYNX BODY WASH AFRICA:1 LITRE

Lux 6pk \$3.60 EDV to \$4 EDV – aligned.

4806606 LUX SOAP:WHITE::6 PACK

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