

## EDV/Margin Enhancement PAFs

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**Attachments:** 14.02.22\_RPF\_changed 04.03.22.xlsx (64.64 kB); 09.03.22\_RPFC\_changed 04.03.22.xlsx (61.89 kB)

Hi Gena,

Please see attached PAFs for EDV/ME deals commencing 09/03 and ME deals commencing 14/02 (backdated). All detail is below:

| Product Bundle     | RRP    | RPP  | Unit Deal | Mechanic           | Date commencing |
|--------------------|--------|--|-----------|--------------------|-----------------|
| Chunkers 1kg       | \$5.50 | \$5.00                                     | \$RED     | EDV deal           | 09/03           |
| Natures Gift 1.2kg | \$5.50 | \$4.00                                     | \$ACT     | EDV deal           | 09/03           |
| Natures Gift 700g  | \$3.30 | \$2.80 white ticket & as per promo program | \$ED - CO | Margin Enhancement | 09/03           |
| Fussy Cat 70g      | \$2.40 | As per promo program                       | \$NFI DEN | Margin Enhancement | 14/02           |
| Fussy Cat 450g     | \$6.50 | As per promo program                       | \$TIAL    | Margin Enhancement | 14/02           |

Understanding that previous DD and EDV deals on bundles affected by CPI have been cancelled, please let us know if you need cancellation PAFs for these for your internal paperwork.

Thanks Gena.

Warm regards,

Lauren Murtagh

Coles Account Manager



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