

Overview of Financial Summary across Current, Round 1 and Round 2 Trade Plans

	Current	Round 1		Round 2		
		Metric	Change from Current	Metric	Change from Round 1	Change from Current
Sales	\$268.3M	\$302.9M	12.9%	\$302.9M	0.0%	12.9%
Volume	68,671,008	70,142,119	2.1%	70,150,119	0.0%	2.2%
ASP	\$3.91	\$4.32	10.5%	\$4.32	0.0%	10.5%
5th Margin \$	\$ REDACTED	\$ REDACTED	13.2%	\$ REDACTED	1.1%	14.5%
5th Margin %	RED %	REDACTED %	0.1pts	RED %	0.4pts	0.5pts
Total Supplier Funding	\$ REDACTED - Confidential	\$ REDACTED - Confidential	19.8%	\$ REDACTED - Confidential	2.2%	22.5%
Non-Promo funding	\$ REDACTED - Confidential	\$ REDACTED - Confidential	1.5%	\$ REDACTED - Confidential	22.8%	24.7%
Promo funding	\$ REDACTED	\$ REDACTED	28.4%	\$ REDACTED	-5.4%	21.5%
Total Supplier Funding as a % of Sales	RED %	RED %	1.1pts	RED %	0.4pts	1.5pts

Overview of Round 1 and Round 2 Supplier Funding

	Round 1	Round 2	Difference
Promotional Funding	\$ REDACTED - Confidential	\$ REDACTED - Confidential	-\$ REDACTED
Non-Promotional Funding	\$ REDACTED - Confidential	\$ REDACTED - Confidential	\$ REDACTED
Total Funding	\$ REDACTED - Confidential	\$ REDACTED - Confidential	\$ REDACTED

In the Round 2 trade plan there is a **decrease in promo unit funding** and an **increase in non promotional funding** through increases in BSCW which results in an overall increase of **\$ REDACTED** in total supplier funding

Key Changes in Promo Mechanic and Depth Round 2 vs Round 1

Mars Petcare – Promo Depths 2nd round vs 1st Round (1/7)

Top promo 5 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Wet Dog	MYDOG Tray SVMS 6x100g	Mechanic	26.3%	31.6%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.05	-\$0.06
		Promo Contribution % (Δ)	RE% (-2.0%)	RE% (-2.0%)
	PEDIGREE Can 700g	Δ BSCW	+\$0.14	
		Mechanic	19.9%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.01	-\$0.03
	MYDOG Can 400g	Promo Contribution % (Δ)	RE% (-1.4%)	RE% (-2.9%)
		Δ BSCW	+\$0.01	+\$0.01
		Mechanic	20%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
	MYDOG Tray 100g	Δ Unit Funding	-\$0.03	-\$0.02
		Promo Contribution % (Δ)	RE% (-5.0%)	RE% (-2.2%)
		Δ BSCW	+\$0.03	+\$0.03
		Mechanic	20.6%	35.3%
		Δ Discount	-	-
	**OPTIMUM Tray SVMS 6x100g	Δ Weeks	-	-
		Δ Unit Funding	-	+\$0.01
		Promo Contribution % (Δ)	RE% (-)	RE% (+1.7%)
		Δ BSCW	+\$0.01	+\$0.01
		Mechanic	20%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.10	-\$0.14
		Promo Contribution % (Δ)	RE% (-5%)	RE% (-4.7%)
		Δ BSCW	+\$0.14	+\$0.14

*Pedigree Can 1.2kg omitted as no changes

**Group included due to significant change identified

Value the Australian way

coles

Mars Petcare – Promo Depths 2nd round vs 1st Round (2/7)

Top promo 5 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Wet Cat	WHISKAS Fav Pch 12x85g	Mechanic	13.6%	22.7%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.05	-\$0.12
		Promo Contribution % (Δ)	RE% (-3.4%)	RE% (-4.9%)
		Δ BSCW	+\$0.05	+\$0.05
	WHISKAS Can 400g	Mechanic		
		Δ Discount		
		Δ Weeks		
		Δ Unit Funding		
		Promo Contribution % (Δ)		
		Δ BSCW	-\$0.08	-\$0.08
	DINE Daily SVMS 7x85g	Mechanic	Multibuy (5 for \$10.5) (19.2%)	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	+\$0.08	
		Promo Contribution % (Δ)	RE% (+15.8%)	
		Δ BSCW	-\$0.08	
	WHISKAS OHSO Pch 12x85g	Mechanic	20%	30.7%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.03	-\$0.08
		Promo Contribution % (Δ)	RE% (-1.1%)	RE% (-2.0%)
		Δ BSCW	+\$0.04	\$0.04
	**DINE Daily Tray 85g	Mechanic	32%	Multibuy (10 for \$13) (7.1%)
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.04	-\$0.02
		Promo Contribution % (Δ)	RE% (-8.9%)	RE% (-20%)
		Δ BSCW	+\$0.02	+\$0.02

*WHISKAS OHSO Pch 24x85g omitted as no changes

**Group included due to significant change identified

Mars Petcare – Promo Depths 2nd round vs 1st Round (3/7)

Top promo 5 groups (by Sales) within each sub category summary of differences from 1st iteration

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2	Promotion 3
Dog Treats	PEDIGREE Dentastix 28	Mechanic	20%	31.1%	50%
		Δ Discount	-	-	-
		Δ Weeks	-	-	-
		Δ Unit Funding	-\$1.35	-\$1.14	-\$0.85
		Promo Contribution % (Δ)	RE% (-30%)	RE% (-16.3%)	RE% (-7.6%)
	SCHMACKOS Dog Treats 500g	Δ BSCW	+\$0.97	+\$0.97	+\$0.97
		Mechanic	20%	33.3%	50%
		Δ Discount	-	-	-
		Δ Weeks	-	-	-
		Δ Unit Funding	-\$0.51	-\$0.44	-\$0.20
	PEDIGREE Dentastix 7	Promo Contribution % (Δ)	RE% (-17%)	RE% (-8.8%)	RE% (-2.7%)
		Δ BSCW	+\$0.35	+\$0.35	+\$0.35
		Mechanic	19.9%	50%	
		Δ Discount	-	-	-
		Δ Weeks	-	-	-
	SCHMACKOS Strapz 200g	Δ Unit Funding	-\$0.33	-\$0.26	
		Promo Contribution % (Δ)	RE% (-27.6%)	RE% (-8.7%)	
		Δ BSCW	+\$0.26	+\$0.26	
		Mechanic	20.1%	31.4%	50%
		Δ Discount	+0.1%	-	-
	GREENIES Dog 180g	Δ Weeks	-	-	-
		Δ Unit Funding	-\$0.04	-\$0.07	-\$0.04
		Promo Contribution % (Δ)	RE% (-3%)	RE% (-3.3%)	RE% (-1.2%)
		Δ BSCW	+\$0.04	+\$0.04	+\$0.04
		Mechanic	22.2%	30.6%	
		Δ Discount	-	-	-
		Δ Weeks	-	-	-
		Δ Unit Funding	-\$0.14	-\$0.12	
		Promo Contribution % (Δ)	RE% (-3.5%)	RE% (-4%)	
		Δ BSCW	+\$0.05	+\$0.05	

Mars Petcare – Promo Depths 2nd round vs 1st Round (4/7)

Top promo 5 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Dry Cat	OPTIMUM Dry Cat 2kg	Mechanic	20.8%	31.2%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.20	-\$0.06
		Promo Contribution % (Δ)	RE% (-4%)	RE% (-0.8%)
		Δ BSCW	+\$0.22	+\$0.22
	WHISKAS Dry 1.8kg	Mechanic	16%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-\$0.02	
		Promo Contribution % (Δ)	RE% (-1%)	
		Δ BSCW	+\$0.08	
	WHISKAS Dry 800g	Mechanic	20%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	+\$0.04	+\$0.05
		Promo Contribution % (Δ)	RE% (+3.4%)	RE% (+2.8%)
		Δ BSCW	+\$0.02	+\$0.02
	OPTIMUM Dry Cat 800g	Mechanic	20.8%	30.8%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.17	-\$0.26
		Promo Contribution % (Δ)	RE% (-6.8%)	RE% (-7%)
		Δ BSCW	+\$0.10	+\$0.10
	WHISKAS Dry 3kg	Mechanic	17.9%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-\$0.01	
		Promo Contribution % (Δ)	RE% (-0.3%)	
		Δ BSCW	+\$0.12	

Mars Petcare – Promo Depths 2nd round vs 1st Round (5/7)

Top promo 4 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Dry Dog	PEDIGREE Dry 8kg	Mechanic	21.4%	30.4%
		Δ Discount	-2.3%	-2%
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.21	-\$0.33
		Promo Contribution % (Δ)	RE% (+4.3%)	RE% (-1.7%)
	OPTIMUM Dry Dog 3kg	Δ BSCW	+\$0.45	+\$0.45
		Mechanic	21.4%	31.5
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	+0.43	+\$0.63
	OPTIMUM Dry Dog 7kg	Promo Contribution % (Δ)	RE% (+9.6%)	RE% (+9.7%)
		Δ BSCW	-\$0.43	-\$0.43
		Mechanic	20%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
	OPTIMUM Dry Dog 15kg	Δ Unit Funding	-\$0.38	-\$0.64
		Promo Contribution % (Δ)	RE% (-4.8%)	RE% (-5.3%)
		Δ BSCW	+\$0.40	+\$0.40
		Mechanic	31.2%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-	
		Promo Contribution % (Δ)	RE% (-)	
		Δ BSCW	-	

Mars Petcare – Promo Depths 2nd round vs 1st Round (6/7)

Top promo 4 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Cat Treats	DINE Treats 4x12g	Mechanic	14.6%	30.6%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.05	-\$0.02
		Promo Contribution % (Δ)	REB% (-9.2%)	REB% (-1.7%)
		Δ BSCW	+\$0.05	+\$0.05
	TEMPTATIONS 85g	Mechanic	20%	30%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	-\$0.32	-\$0.34
		Promo Contribution % (Δ)	REB% (-32%)	REB% (-22.7%)
		Δ BSCW	+\$0.27	+\$0.27
	TEMPTATIONS 180g	Mechanic	31.1%	22%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	+\$0.01	-\$0.40
		Promo Contribution % (Δ)	REB% (+0.04%)	REB% (-20%)
		Δ BSCW	+\$0.26	+\$0.26
	TEMPTATIONS 350g	Mechanic	15.2%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-	
		Promo Contribution % (Δ)	REB% (-)	
		Δ BSCW	-	

Mars Petcare – Promo Depths 2nd round vs 1st Round (7/7)

Top promo 5 groups (by Sales) within each sub category summary of differences from 1st iteration*

Subcategory	Promo Group	Promo Characteristics	Promotion 1	Promotion 2
Litter	CATSAN Ultra 7kg	Mechanic	11.1%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-\$0.05	
		Promo Contribution % (Δ)	RE % (-2.5%)	
		Δ BSCW	+\$0.02	
	CATSAN Crystals 2kg	Mechanic	9.1%	
		Δ Discount	-1.1%	
		Δ Weeks	-	
		Δ Unit Funding	+\$0.01	
		Promo Contribution % (Δ)	RE % (+7.5%)	
		Δ BSCW	-	
	CATSAN Natural 8l	Mechanic	15.1%	30.2%
		Δ Discount	-	-
		Δ Weeks	-	-
		Δ Unit Funding	+\$0.48	+\$0.35
		Promo Contribution % (Δ)	RE % (+12%)	RE % (+4.4%)
		Δ BSCW	-\$0.47	-\$0.47
Drinks	WHISKAS Milk 1l	Mechanic	27.5%	
		Δ Discount	-	
		Δ Weeks	-	
		Δ Unit Funding	-	
		Promo Contribution % (Δ)	RE % (-)	
		Δ BSCW	-	
Wash and Grooming	EXELPET Flea Dog	Mechanic	No promos	
		Δ Discount		
		Δ Weeks		
		Δ Unit Funding		
		Promo Contribution % (Δ)		
		Δ BSCW		

*WHISKAS OHSO Pch 24x85g omitted as no changes

**Group included due to significant change identified