

Overview of Financial Summary across Current, Round 1, Round 2 and Round 3 Trade Plans

	Current	Round 1		Round 2			Round 3		
		Estimate	Change from Current	Estimate	Change from Round 1	Change from Current	Estimate	Change from Round 2	Change from Current
Sales	\$268.3M	\$302.9M	12.9%	\$302.9M	0.0%	12.9%	\$305.9M	1.0%	14.0%
Volume	68,671,008	70,142,119	2.1%	70,150,119	0.0%	2.2%	70,511,885	0.5%	2.7%
ASP	\$3.91	\$4.32	10.5%	\$4.32	0.0%	10.5%	\$4.34	0.5%	11.0%
5th Margin \$	\$REDACTED	\$REDACTED	13.2%	\$REDACTED	1.1%	14.5%	\$REDACTED	2.2%	17.0%
5th Margin %	REDACTED %	REDACTED %	0.3%	REDACTED %	1.1%	1.4%	REDACTED %	1.2%	2.6%
Total Supplier Funding	\$REDACTED - Confidential	\$REDACTED - Confidential	19.8%	\$REDACTED - Confidential	2.2%	22.5%	\$REDACTED - Confidential	4.3%	27.7%
Non-Promo funding	\$REDACTED - Confidential	\$REDACTED - Confidential	1.5%	\$REDACTED - Confidential	22.8%	24.7%	\$REDACTED - Confidential	11.1%	38.5%
Promo funding	\$REDACTED	\$REDACTED	28.4%	\$REDACTED	-5.4%	21.5%	\$REDACTED	1.1%	22.7%
Total Supplier Funding as a % of Sales	REDACTED %	REDACTED %	6.1%	REDACTED %	2.2%	8.5%	REDACTED %	3.3%	12.0%

Overview of Round 2 and Round 3 Supplier Funding

	Round 2	Round 3	Difference
Promotional Funding	\$REDACTED - Confidential	\$REDACTED - Confidential	REDACTED - Confidential
Non-Promotional Funding	\$REDACTED - Confidential	\$REDACTED - Confidential	REDACTED - Confidential
Total Funding	\$REDACTED	\$REDACTED	REDACTED

Key Changes in Promo Mechanic and Depth Round 3 vs Round 2

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2	
Wet Dog	MYDOG Can 400g (\$RED)	Mechanic			30%	
		Δ Discount			-	
		Δ Weeks			-	
		Δ Unit Funding			-\$0.02	
		Promo Contribution % (Δ)			RED% (-2.2%)	
		Δ BSCW			+\$0.05	
	PEDIGREE Can 1.2kg (\$RED)	Mechanic		18.2%		
		Δ Discount		-		
		Δ Weeks	-4	4		
		Δ Unit Funding		-\$0.07		
		Promo Contribution % (Δ)		RED% (-7.0%)		
		Δ BSCW		+\$0.17		
	MY DOG Tray MP 24x100g (\$RED)	Mechanic		25.0%	25.0%	Switch to EDV promotion
		Δ Discount		-	NEW	
		Δ Weeks	-4	-8	12	
		Δ Unit Funding		\$0.00	\$5.58	
		Promo Contribution % (Δ)		RED% (-)	RED%	
		Δ BSCW		-	-	
	MYDOG Can 700g (\$RED)	Mechanic		22.2%	31.1%	
		Δ Discount		-	-	
		Δ Weeks		-	-	
		Δ Unit Funding		-\$0.05	-\$0.05	
		Promo Contribution % (Δ)		RED% (-5.0%)	RED% (-3.6%)	
		Δ BSCW		+\$0.12	+\$0.12	
	OPTIMUM Tray MP (24x100g) (\$RED)	Mechanic		25.0%	25.0%	Switch to EDV promotion
		Δ Discount		-	NEW	
		Δ Weeks	-4	-8	12	
		Δ Unit Funding		\$0.00	\$5.83	
		Promo Contribution % (Δ)		RED% (-)	RED%	
		Δ BSCW		-	-	

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2	
Wet Cat	DINE Daily SVMS 7x85g (\$RED)	Mechanic		20.0%	33.3%	
		Δ Discount		-	-	
		Δ Weeks		-	-	
		Δ Unit Funding		-\$0.03	-\$0.16	
		Promo Contribution % (Δ)		RE% (-1.7%)	RE% (-5.3%)	
	WHISKAS OHSO Pch 24x85g (\$RED)	Δ BSCW		+\$0.08	+\$0.08	
		Mechanic		12.8%	12.8%	Switch to EDV promotion
		Δ Discount		-	New 12.8%	
		Δ Weeks	-4	-36	40	
		Δ Unit Funding		-\$0.04	\$1.85	
		Promo Contribution % (Δ)		RE% (-1.3%)	RE%	
	WHISKAS OHSO Pch 12x85g (\$RED)	Δ BSCW		+\$0.05	+\$0.05	
				+\$0.04		
	DINE Daily Tray 85g (\$RED)	Δ BSCW			+\$0.01	
	DINE Daily MVMS 14x85g (\$RED)	Δ BSCW				
		Mechanic		13.9%	13.9%	Switch to EDV promotion
		Δ Discount		-0.0%	NEW 13.9%	
		Δ Weeks	-4	-36	40	
		Δ Unit Funding		\$0.05	\$1.59	
		Promo Contribution % (Δ)		RE% (+2.0%)	RED	
	DINE Pouch 6x50g (\$RED)	Δ BSCW		+\$0.02	+\$0.02	
		Mechanic			33.3%	
		Δ Discount			8.3%	
		Δ Weeks			-	
		Δ Unit Funding			\$0.03	
		Promo Contribution % (Δ)			RE% (-16.2%)	
		Δ BSCW			+\$0.14	

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2	Multi-buy 1
Wet Cat	DINE Desire 85g (\$RE)	Mechanic		30.2%	DISCONTINUED	11.6%
		Δ Discount		18.6%	-30.2%	NEW %
		Δ Weeks		-16	-4	20
		Δ Unit Funding		\$0.15	-\$0.25	\$0.10
		Promo Contribution % (Δ)		RE % (-1.5%)	-	RE %
		Δ BSCW		+\$0.02		+\$0.02

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2	Promo 3	Promo 4
Dog Treat	PEDIGREE Dentastix 28 (\$RED)	Mechanic		20.0%	31.1%	50.0%	40.0%
		Δ Discount		-	-	-	NEW
		Δ Weeks		1	-2	-	1
		Δ Unit Funding		-\$0.02	-\$0.12	-\$0.35	\$3.65
		Promo Contribution % (Δ)		RED % (-0.4%)	RED % (-1.7%)	RED % (-3.1%)	RED %
		Δ BSCW		+\$0.30	+\$0.30	+\$0.30	+\$0.30
	SCHMACK OS Dog Treats 500g (\$RED)	Mechanic		20.0%	33.3%	50.0%	
		Δ Discount		-	-	-	
		Δ Weeks		-	-	-	
		Δ Unit Funding		-\$0.04	-\$0.05	\$0.04	
		Promo Contribution % (Δ)		RED % (-1.3%)	RED % (-1.0%)	RED % (+0.5%)	
		Δ BSCW		+\$0.13	+\$0.13	+\$0.13	
	PEDIGREE Dentastix 56 (\$RED)	Mechanic	-	19.5%	19.5%		
		Δ Discount	-	-0.0%	19.5%		
		Δ Weeks	-4	-8	12		
		Δ Unit Funding	-	-	\$4.43		
		Promo Contribution % (Δ)	-	RED %	RED %		
		Δ BSCW	-	-	-		
	SCHMACK OS Dog Treats 1kg (\$RED)	Mechanic	-	11.8%	11.8%		
		Δ Discount	-	-	11.8%		
		Δ Weeks	-4	-8	12		
		Δ Unit Funding	-	-	\$1.80		
		Promo Contribution % (Δ)	-	RED %	RED %		
		Δ BSCW	-	+\$0.04	+\$0.04		

Switch to
EDV
promotion

Switch to
EDV
promotion

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2
Dry Cat	OPTIMUM Dry Cat 2kg (\$RED)	Δ BSCW		+\$0.30	+\$0.30
	WHISKAS Dry 1.8kg (\$RED)	Mechanic	-	16.0%	
		Δ Discount	-	-	
		Δ Weeks	-4	4	
		Δ Unit Funding	-	\$0.01	
		Promo Contribution % (Δ)	-	RED% (+0.5%)	
	WHISKAS Dry 800g (\$RED)	Δ BSCW	-	+\$0.03	
		Mechanic		20.0%	
		Δ Discount		-	
		Δ Weeks		-	
		Δ Unit Funding		-\$0.01	
	OPTIMUM Dry Cat 800g (\$RED)	Promo Contribution % (Δ)		RED% (-0.8%)	
		Δ BSCW		+\$0.02	
		Mechanic			30.8%
		Δ Discount			-
		Δ Weeks			-
	WHISKAS Dry 3kg (\$RED)	Δ Unit Funding			\$0.01
		Promo Contribution % (Δ)			RED% (+0.3%)
		Δ BSCW			+\$0.01
		Mechanic	-	17.9%	17.9%
		Δ Discount	-	-	17.9%
		Δ Weeks	-4	-36	40
		Δ Unit Funding	-	-\$0.01	\$2.34
		Promo Contribution % (Δ)	-	RED% (-0.3%)	RED%
		Δ BSCW	-	+\$0.06	+\$0.06

Switch to
EDV
promotion

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2
Dry Dog	OPTIMUM Dry Dog 15kg (\$ RED ACT%)	Mechanic		31.2%	31.2%
		Δ Discount		-0.0%	31.2%
		Δ Weeks		-12	12
		Δ Unit Funding		-	\$7.50
		Promo Contribution % (Δ)		RED % (-)	RED %
		Δ BSCW		-	-

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Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2
Cat Treats	DINE Treats 4x12g (\$RED)	Mechanic	-	19.9%	30.6%
		Δ Discount	-	5.3%	-
		Δ Weeks	-2	-	2
		Δ Unit Funding	-	-	-
		Promo Contribution % (Δ)	-	RED ACTS % (-16.7%)	RED ACTS %
		Δ BSCW	-	-	-
	TEMPTATIONS 350g (\$RED)	Mechanic	-	15.2%	15.2%
		Δ Discount	-	-	15.2%
		Δ Weeks	-4	-36	40
		Δ Unit Funding	-	-	\$1.36
		Promo Contribution % (Δ)	-	RED ACTS %	RED ACTS %
		Δ BSCW	-	-	-

Switch to
EDV
promotion

Mars Petcare – Promo Depths 3rd round vs 2nd Round

Summary of differences to promotion mechanics from round 2 (Groups with no changes from round 2 are not included)

Subcategory	Promo Group (Sales \$)	Promo Characteristics	Base	Promotion 1	Promotion 2
Litter	CATSAN Crystals 2kg (\$RED)	Mechanic	-	9.1%	
		Δ Discount	-	-	
		Δ Weeks	-4	4	
		Δ Unit Funding	-	-	
		Promo Contribution % (Δ)	-	REDA% OFFER	
		Δ BSCW	-	-	
	CATSAN Natural 8l (\$RED)	Mechanic	-	15.1%	30.2%
		Δ Discount	-	-	-
		Δ Weeks	-4	4	-
		Δ Unit Funding	-	-	-
		Promo Contribution % (Δ)	-	REDA% OFFER	REDA% OFFER
		Δ BSCW	-	-	-
Drinks	WHISKAS Milk TI (\$RED)	Mechanic	-	16.6%	
		Δ Discount	-	-	
		Δ Weeks	-4	4	
		Δ Unit Funding	-	-\$0.22	
		Promo Contribution % (Δ)	-	REDA% OFFER (-27.5%)	
		Δ BSCW	-	+\$0.22	

Mars Petcare – Round 3

Summary of EDV promo groups

Promo Group	BSCW	Unit funding	Promo contribution
CATSAN Crystals 2kg	REDACTED	\$ REDACTED	REDACTED %
MYDOG Tray 24x100g	\$ Confidential	\$ Confidential	Confidential %
OPTIMUM Tray MP (24x100g)	\$ Confidential	\$ Confidential	Confidential %
OPTIMUM Dry Dog 15kg	\$	\$	%
PEDIGREE Dentastix 56pk	\$	\$	%
SCHMACKOS Dog Treats 1kg	\$	\$	%
TEMPTATIONS 350g	\$	\$	%
DINE Daily MVMS 14x85g	\$	\$	%
WHISKAS OHSO Pch 24x85g	\$	\$	%
WHISKAS Dry 3kg	\$	\$	%
WHISKAS Milk 1L	\$	\$	