

## Coles CCEP Price Rise - effective Jan 31st 2022

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**Date:** Tue, 07 Dec 2021 17:10:50 +1100  
**Attachments:** Coles Supermarket Price List.xlsx (337.75 kB)

Hi John,

Please find below the summary of the CCEP price rise. Attached is the revised price list that takes effect for deliveries from the 31/1/22. It also incorporates the CDS change for NSW/ACT that is effective from the same date.

- \* Vs current P7-P12 plan
- \* +\$7.4m RSV, [REDACTED] 5<sup>th</sup> \$ and [REDACTED] 5<sup>th</sup> margin %

The summary includes the price rise and any recommended changes to shelf prices/promotional mechanics across the FY22 P7-P12

- \* The below incorporates a 4 week price establishment period over P7 for 2L Cola's and 10 pack Kirks that we are working with your team on.

Coles CCEP BDP	FY22 current P7-P12	FY22 with Price rise from P7 to P12	Total
Sales \$ (TY)	\$293.0m	\$7.4m	\$300.4m
Sales \$ (LY)^	\$283.1m		\$283.1m
% Inc in Sales \$	3.5%		6.1%
Sales Qty (TY)	74.7m	-0.8m	73.9m
Sales Qty (LY)	72.7m		72.7m
% Inc in Sales Qty	2.8%		1.7%
5th Margin excl. ARC (TY)	\$[REDACTED]	[REDACTED]	\$[REDACTED]
5th Margin excl. ARC (LY)	\$[REDACTED]		\$[REDACTED]
% Inc in 5th Margin	[REDACTED]		[REDACTED]
5th Rate FY22	[REDACTED]		[REDACTED]
5th Rate FY21	[REDACTED]		[REDACTED]
Inc in 5th Margin %	[REDACTED]		[REDACTED]

FY22 P7 to P12 variance to current FY22 plan												
Metric	TCCC 24pk Colas	TCCC 30pk Colas	TCCC 10pk	TCCC 1.25L Colas	TCCC 1.25L Flavours	TCCC 2L Colas	TCCC 2L Flavours	Monster 4pk	MFLS 1.25L	MFLS 10pk	Kirks 10pk	Total
ASP	\$1.04	\$1.32	\$0.32	\$0.22	\$0.46	\$0.80	\$0.76	\$0.44	\$0.04	\$0.24	\$0.41	
Retail Unit's	-0.05m	-0.06m	-0.06m	-0.29m	0.22m	-0.46m	-0.05m	-0.02m	0.03m	-0.00m	-0.03m	-0.8m
RSV	\$0.87m	\$0.83m	\$0.003m	\$1.32m	\$1.14m	\$2.10m	\$0.17m	\$0.26m	\$0.11m	\$0.08m	\$0.47m	\$7.4m
Retailer Margin	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Retailer Margin %	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

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