

RE: Cost Price Increase Actions

From: Brooke Nicol <[REDACTED]@ccep.com>
To: James Cubbon <[REDACTED]@coles.com.au>; John Andrew <[REDACTED]@coles.com.au>
Cc: Finlay Gustus <[REDACTED]@coles.com.au>; Sam Hamza <[REDACTED]@coles.com.au>; Nick Hatzioannou <[REDACTED]@ccamatil.com>; Nathan Stewart <[REDACTED]@ccamatil.com>; Sofia Kailis <[REDACTED]@ccamatil.com>; Ben Steains <[REDACTED]@ccamatil.com>; Craig Parker <[REDACTED]@ccamatil.com>
Date: Tue, 21 Dec 2021 10:01:12 +1100
Attachments: Coles CCEP Price Rise Summary.xlsx (25.79 kB)

Hi James,

As requested, please find attached.

Brooke Nicol

Senior National Business Manager

Coles Supermarkets

Coca-Cola Europacific Partners Australia

E. [REDACTED]@ccamatil.com

M. [REDACTED]

W. www.cocacolaep.com



Coca-Cola Amatil Limited
 45 Keys Rd,
 Moorabbin
 Victoria, 3189



PLEASE RESPECT THE ENVIRONMENT: Think twice before printing this e-mail.

From: James Cubbon <[REDACTED]@coles.com.au>
Sent: Monday, 20 December 2021 2:32 PM
To: Brooke Nicol <[REDACTED]@ccep.com>; John Andrew <[REDACTED]@coles.com.au>
Cc: Finlay Gustus <[REDACTED]@coles.com.au>; Sam Hamza <[REDACTED]@coles.com.au>; Nick Hatzioannou <[REDACTED]@ccamatil.com>; Nathan Stewart <[REDACTED]@ccamatil.com>; Sofia Kailis <[REDACTED]@ccamatil.com>; Ben Steains <[REDACTED]@ccamatil.com>; Craig Parker <[REDACTED]@ccamatil.com>
Subject: RE: Cost Price Increase Actions

Hi Brooke,

Thanks for this – can we also have the following information?

- Supplier funding pre-post changes
- Pre and Post Sales and 5th at a bundle and category level.

Similar to how you sent the info through for the July CPI:

Regards,

Regards,
James Cubbon

James Cubbitt
Senior Category Manager – Soft Drinks, Energy & Sports

M:REDACTED

From: Brooke Nicol <[REDACTED]@ccep.com>

Sent: Monday, 20 December 2021 9:38 AM

To: John Andrew <[REDACTED]@coles.com.au>

Cc: James Cubbon <[REDACTED]@coles.com.au>; Finlay Gustus <[REDACTED]@coles.com.au>; Sam Hamza

<[REDACTED]@coles.com.au>; Nick Hatzioannou <[REDACTED]@ccamatil.com>; Nathan Stewart <[REDACTED]@ccamatil.com>; Sofia

Kailis <REDACTED@ccamatil.com>; Ben Steains <REDACTED@ccamatil.com>; Craig Parker <REDACTED@ccamatil.com>

Subject: RE: Cost Price Increase Actions

Hi John,

Thanks for your response below. As requested please find attached the following:

- Value Chains of each product group detailing pre and post price rise with variance.
- H2 Promotional Grid.
- Overview of Down Down and 1.25 alignment strategy
- Jan 31 2022 Price List

FY22 revised BDP currently being finalised and I will share with you in the next day.

Once you have reviewed please give me a call and we discuss next steps.

Brooke Nicol

Senior National Business Manager

Coles Supermarkets

Coca-Cola Europacific Partners Australia

E.PEDACT@ccamatil.com

M. REDACTE

W. www.cocacolaep.com



Coca-Cola Amatil Limited

45 Keys Rd.

Moorabbin

Victoria, 3189



PLEASE RESPECT THE ENVIRONMENT: Think twice before printing this e-mail.

From: John Andrew <REDACTED@coles.com.au>

Sent: Thursday, 16 December 2021 3:36 PM

To: Brooke Nicol <BEDACT@ccamatil.com>

Cc: James Cubbon <[REDACTED]@coles.com.au>; Finlay Gustus <[REDACTED]@coles.com.au>; Sam Hamza <[REDACTED]@coles.com.au>
 Subject: Cost Price Increase Actions

Hi Brooke,

As per our discussion, given the huge disparity between your requested cost increase and what we have seen in commodity movement since the last increase, would be good to understand the options on :

- Overall commercial plan – how do we lock this down to have confidence in landing the FY22 BDP, appears to be a number of outstanding items that need locking down
- Stock Buy – What options are there to buy up stock ahead of your proposed increase

Given the lack of alignment on cost, I think we need to try and ensure we have a robust commercial outcome in the plan

Thanks

John

John Andrew
 BCM | Beverages

L1 M9 800 Toorak Road
 Hawthorn East Victoria 3123 Australia

M [REDACTED]
 E [REDACTED]@coles.com.au



This email and any attachments may contain privileged and confidential information and are intended for the named addressee only. If you have received this e-mail in error, please notify the sender and delete this e-mail immediately. Any confidentiality, privilege or copyright is not waived or lost because this e-mail has been sent to you in error. It is your responsibility to check this e-mail and any attachments for viruses. No warranty is made that this material is free from computer virus or any other defect or error. Any loss/damage incurred by using this material is not the sender's responsibility. The sender's entire liability will be limited to resupplying the material.

CAUTION: This message may contain privileged and confidential information intended only for the use of the addressee named above. If you are not the intended recipient of this message, you are hereby notified that any use, dissemination, distribution, or reproduction of this message is prohibited. If you have received this message in error, please notify our local office immediately. Any views expressed in this message are those of the individual sender and may not necessarily reflect the views of the company.

Classification - Internal