

RE: FY22 MDI summary

From: James Cubbon <[REDACTED]@coles.com.au>
To: Brooke Nicol <[REDACTED]@ccep.com>; John Andrew <[REDACTED]@coles.com.au>
Cc: Ben Steains <[REDACTED]@ccamatil.com>; Nathan Stewart <[REDACTED]@ccamatil.com>; Nick Hatzioannou <[REDACTED]@ccamatil.com>
Date: Wed, 12 Jan 2022 13:36:10 +1100

Hi Brooke,
 Confirming we will accept the proposed CPI for 31/1, and will key PAFs submitted for 2/2 onwards for the bundles in question.
 I will submit the \$[REDACTED] detailed below this week. Please ensure this is accepted, and the remaining outstanding MDI claims for FY22.

We still need to work through the hi-lo plan for 2ltr and Kirks 10 packs from 2/2 onwards – Nick we should work through this urgently when you are back from leave on Monday.

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 Regards,
James Cubbon
 Senior Category Manager – Soft Drinks, Energy & Sports
 M: 0418 194 232
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From: Brooke Nicol <[REDACTED]@ccep.com>
Sent: Tuesday, 11 January 2022 12:24 PM
To: John Andrew <[REDACTED]@coles.com.au>; James Cubbon <[REDACTED]@coles.com.au>
Cc: Ben Steains <[REDACTED]@ccamatil.com>
Subject: FY22 MDI summary
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Hi John

As per our discussion,

- The \$[REDACTED] that has been proposed as part of the one off investment to support January 31st 2022 price rise is totally incremental to the current FY22 MDI plan. The FY22 Total MDI investment is \$[REDACTED] (FY22 investment \$[REDACTED] plus \$[REDACTED] one off carry over from FY21)
- Combined total available \$[REDACTED]
- CCEP **commit** to working with your team on supporting the following marketing programs in H2 to ensure that the entire \$[REDACTED] investment is spent before end FY22. The only instance whereby this investment is reduced is as a result of significant range/sub-category deletions.
 - Lucky Breaks -Jan/Feb
 - Easter
 - Footy
 - NPD – Once team finalise what new range is accepted we will support all NPD with marketing support
 - Food & Beverage partnerships (Mars & Coke)

As soon as the team returns next week, I will provide further breakdown of each of the above programs to continue providing you comfort that this investment will be spent in FY22.

Based on above, please confirm alignment on the January 31st 2022 price rise.

Brooke Nicol

Senior National Business Manager

Coles Supermarkets

Coca-Cola Europacific Partners Australia

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Coca-Cola EUROPACIFIC
PARTNERS

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