



Commercial Insights

Danone_20220708_Desserts

August 2022

Value the Australian way | **coles**

1

10

\$790.0M

REDACTED

Net Profit

REDACTED

Net Profit %

292.4M

Sales Quantity

Sales and Net Profit %

REDACTED - Confidential

Sales by Mkt

YTD Indicator

0.240m

0.246m

0.276m

0.260m

0.286m

0.293m

Q117

Q118

Q119

Q120

Q121

Q122

Net Profit % and Sell Margin %

Net Profit %

Sell Margin %

REDACTED - Confidential

Sales % by Mkt

18.6%

16.7%

17.1%

18.5%

17.7%

16.3%

84.4%

83.3%

82.9%

82.0%

82.3%

83.7%

Q117

Q118

Q119

Q120

Q121

Q122

Total MDI %

REDACTED - Confidential

Supplier and Sales Funding as a % of HO Markdown

Supplier Funding as a % of HO Markdown

Coles Funding as a % of HO ...

REDACTED - Confidential

Done

1 **1** **\$60.6M** **8%** **20.7M** **8%**

Categories TMT1 # Subcategories TMT1 Sales Net Profit Net Profit % Sales Quantity

Sales and Net Profit % **Sales Quantity** **Total Mix %**

YTD indicators: ☒ The rest of the year(s) ☐ Net Profit %

REDACTED - Confidential

YTD indicators: ☒ The rest of the year(s) ☐ Net Profit %

REDACTED - Confidential

Net Profit % and 5th Margin %

☒ Net Profit % ☐ 5th Margin %

REDACTED - Confidential

Sales % by Mix

☒ Sales % ☐ Mix

REDACTED - Confidential

Done

Danone in Chilled Desserts Category – FY22

Total Category Overview – P12 FY22

| Category | Sales | A% % of Total Sales | Net Profit % | 5th Margin % | Avg Sell Price | Margin Accretive (category) |
|--------------------------|----------|---------------------|--------------|--------------|----------------|-----------------------------|
| CHILLED DESSERTS | \$790.0M | 100.0% | REDACTED | REDACTED | \$2.70 | Accretive |
| 1533-01 - CREAM | \$167.2M | 21.2% | REDACTED | REDACTED | \$2.82 | Decretive |
| 1533-02 - YOGHURT | \$556.8M | 70.3% | REDACTED | REDACTED | \$2.41 | Accretive |
| 1533-03 - DAIRY DESSERTS | \$30.3M | 3.8% | REDACTED | REDACTED | \$2.97 | Decretive |
| 1533-04 - CUSTARDS | \$33.8M | 4.3% | REDACTED | REDACTED | \$3.07 | Accretive |
| 1533-05 - COLES ONLINE | \$0.0M | 0.0% | REDACTED | REDACTED | | Decretive |
| 1533-06 - NON SCAN SALES | \$0.1M | 0.0% | REDACTED | REDACTED | \$3.38 | Decretive |
| 1533-07 - BABY FOOD | \$0.0M | 0.0% | REDACTED | REDACTED | | Decretive |
| 1533-08 - PROMOTIONAL | \$1.1M | 0.1% | REDACTED | REDACTED | \$5.08 | Decretive |
| 1533-09 - LOCAL | \$0.3M | 0.1% | REDACTED | REDACTED | \$1.58 | Decretive |
| 1533-10 - FINANCE | \$0.0M | 0.0% | REDACTED | REDACTED | | Decretive |
| Total | \$790.0M | 100.0% | REDACTED | REDACTED | \$2.70 | Accretive |

Danone Category Overview – P12 FY22

| Category | Sales | A% % of Total Sales | Net Profit % | 5th Margin % | Avg Sell Price | Margin Accretive (category) |
|-------------------|---------|---------------------|--------------|--------------|----------------|-----------------------------|
| CHILLED DESSERTS | \$60.6M | 100.0% | REDACTED | REDACTED | \$2.93 | Decretive |
| 1533-02 - YOGHURT | \$60.6M | 100.0% | REDACTED | REDACTED | \$2.93 | Decretive |
| Total | \$60.6M | 100.0% | REDACTED | REDACTED | \$2.93 | Decretive |

- **Danone – Chilled Desserts Category**
 - 7.7% share in Chilled Desserts
 - 5th Margin % is accretive at **REDACTED**% (vs **REDACTED**% in category)
 - Net Profit % is accretive at **REDACTED**% (vs **REDACTED**% in category)
 - ASP at \$2.93 while Chilled Desserts category is at \$2.70 (+\$0.23)
- **Danone – Yoghurt Subcategory**
 - 10.9% share in Chilled Desserts
 - 5th Margin % is accretive at **REDACTED**% (vs **REDACTED**% in subcategory)
 - Net Profit % is accretive at **REDACTED**% (vs **REDACTED**% in subcategory)
 - ASP at \$2.93 while Chilled Desserts subcategory is at \$2.61 (+\$0.32)

Done

Executive Summary – Danone Chilled Desserts

Key Insights & Recommendations

| | | | |
|------------------------------------|--|------------------------|---|
| Danone Sales \$ | <ul style="list-style-type: none">Sales \$ increase of +7.8% in P12 YTD 2022 vs LY | Supplier Promo Funding | <ul style="list-style-type: none">Supplier Promo Funding \$ has decreased from \$REDACTED P12 YTD 2021 to REDACTED P12 YTD 2022Promo Funding \$ / Unit has decreased from \$REDACTED in FY18 to REDACTED in FY21, in P12 YTD FY22 this has decreased REDACTED same period LY |
| Danone 5th Margin % | <ul style="list-style-type: none">5th Margin % increase of REDACTEDpts in P12 YTD 2022 vs LY | Supplier MDI \$ / Unit | <ul style="list-style-type: none">Supplier MDI \$ / Unit has increased from \$REDACTED in FY18 to REDACTED in FY21, in P12 YTD FY22 this has held at \$REDACTED (identical to same period LY) |
| Danone Net Profit % | <ul style="list-style-type: none">NP % decrease of REDACTEDpts in P12 YTD 2022 vs LY | Danone Net COGS \$ | <ul style="list-style-type: none">P12 FY22 YTD Net COGS \$ has increased from \$29.7m P12 YTD 2021 to \$32.7 (+\$3.0m) P12 YTD 2022Net COGS \$ / Unit has decreased from \$1.46 in FY18 to \$1.41 (-\$0.05) in FY21, in P12 YTD FY22 this has increased \$1.58 Vs. \$1.41 (+\$0.17) same period LY |
| Danone Category / Sub-Category Mix | <ul style="list-style-type: none">Category share is at 7.7% in Chilled Desserts category.Category share is at 10.9% in Yoghurt subcategory. | Other Comments | <ul style="list-style-type: none">Danone 3 year (FY18 start to FY21 end) CAGR Sales \$ is +17.8% while category is at +4.2%Danone 3 year (FY18 start to FY21 end) CAGR Net Profit \$ is REDACTED% while the category is at REDACTED% |
| Danone NP % Vs Category | <ul style="list-style-type: none">Danone Net Profit % is at REDACTED%, while the Chilled Desserts category is at REDACTED% | | |
| Danone ASP Vs Category | <ul style="list-style-type: none">Danone ASP \$ is at \$2.93 while Chilled Desserts category is at \$2.70 (+\$0.23) | | |

Current data available for CAGR is for FY18 start to FY21 end

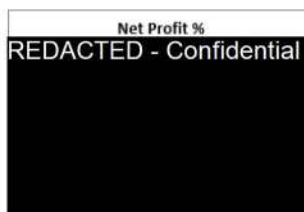
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PG5 | 5/11/2024

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YOY Supplier Per Unit Financial Performance



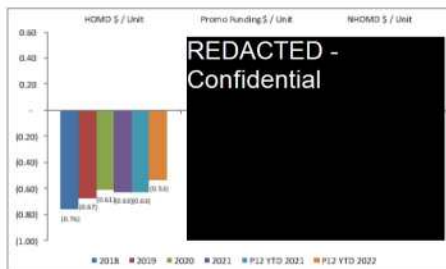
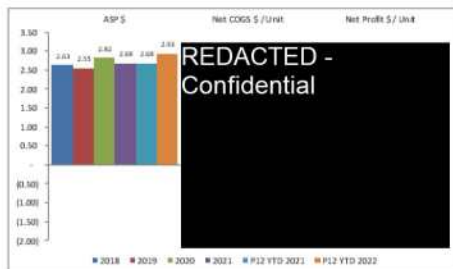
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Financial Performance - (Source Data TM1)



Financial Performance - (Source Data TM1)



- ASP \$ has **increased** from \$2.63 in FY18 to \$2.68 **(\$+0.05)** in FY21, while in P12 YTD FY22 is at \$2.91 Vs \$2.68 **(\$+0.23)** same period this time LY.
- Net COGS \$ / Unit has **decreased** from \$2.00 in FY18 to \$1.96 **(\$-0.04)** in FY21, while in P12 YTD FY22 is at \$1.96 Vs \$2.00 **(\$-0.04)** same period LY.
- Net Profit \$ / Unit **increased** from \$0.63 in FY18 to \$0.72 **(\$+0.09)** in FY21, while in P12 YTD FY22 is at \$0.95 Vs \$0.63 **(\$+0.32)** same period this time LY.
- Promo Funding \$ / Unit has **decreased** from \$0.19 in FY18 to \$0.16 **(\$-0.03)** in FY21, in P12 YTD FY22 is at \$0.16 Vs \$0.19 **(\$-0.03)** same period LY.

YOY Supplier Per Unit Financial Performance

