

RE: DMG CPI - Yoghurts

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
To: Massimo Palmisciano <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Date: Thu, 08 Sep 2022 15:02:17 +1000
Attachments: Copy of Copy of CPI - Commercial Trade Plan Template 8092022.xlsx (431.48 kB)

Hi Massimo,

I have been able to get agreement to the following funding levels subject to full acceptance of the price increase by Coles.

Activia:

- Promo 2 Unit Deal: \$[REDACTED]^{5th} - [REDACTED]%
- Promo 3: Unit deal: \$[REDACTED]^{5th} - [REDACTED]%

Ultimate:

- Promo 4: it was a promotion added into the plan as a test to see how it would perform.
 - Unit deal: \$[REDACTED]^{5th} - [REDACTED]%
- Promo 2: Unit deal: \$[REDACTED]^{5th} - [REDACTED]%
- Promo 3: Unit deal: \$[REDACTED]^{5th} - [REDACTED]%

Yopro 160g & Pouch 150g

- No change to promotional plan. We have ran promos at 17% off and at 29% off in Coles in the past.

Kindest,
Tash

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Wednesday, September 7, 2022 10:54 AM
To: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

**** Caution - this is an external email ****

Hi Tash,

Please see below comments on your Round 2 submission of the trade plan. I think there are still some challenges that we need to work through to close this out, feel free to give me a call to discuss after you get a chance to review it.

- Danone Activia 4x125g: funding on promo 2 is too low. We are removing 13 promo weeks at \$3 running at [REDACTED]% and essentially adding them to Promo 2 which runs at [REDACTED]%. We are also losing promo 4 which is a currently and even lower price point of \$2.50 and provides great value for customers. Are you able to review funding of Promo 2 and potentially still keep a 40% off promo similar to promo 4?
- Ultimate 4x115g: promo 2 5th is dropping compared to current and also promo 3 and promo 4 margins have also been reduced at similar discount level (33% off to 30% off, 5th from [REDACTED]% to [REDACTED]% - 44% off to 45% off, 5th from [REDACTED]% to [REDACTED]%)
- Yopro 160g: promo depth has been reduced significantly. Promo 1 is now not even 20% with depth and margin dropped. And we have also lost all the HP promos, which have been downgraded to 29.6% promos, not even 30% off.
- Yopro Pouch 150g – trade plan is improved and the higher promo weeks strategy goes in the right direction. 5th rate for the 29.6% off has declined though and it doesn't reach 30%. Can we review these two things so we can call out 30% off on shelf? Same for the 18.5% off promo, if we can reach 20% off we can get better call out on shelf.

As mentioned, happy to chat on the phone as well.

Thanks

Massimo Palmisciano

Senior Category Manager – Butter, Cream & Yoghurt

Dairy

L2 M7 800 Toorak Road
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"We promote flexible working at Coles. I'm sending this message now because it suits me, but I don't expect that you will read, respond or action it outside of your working hours."

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Sent: Monday, 5 September 2022 9:27 AM
To: Massimo Palmisciano <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

Hi Massimo,

From what we've recently seen in market with competitor brands, they have seen little to no volume decline on baseline that has transpired because of price increases. In the Round 2 submission I've only changed baseline assumptions.

In the mentioned pack groups (Pouches and Yopro 700g) I've included NPD as a part of round 2 which wasn't included in round 1 submission. Pouches had 3 SKUs factored into baseline and however in round 2 we have 6 SKUs. Similar with 700g, 2 SKUs vs 3 SKUs in the Round 1 vs. Round 2 submissions.

Kindest,
Tash

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Thursday, September 1, 2022 2:59 PM
To: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Tash,

Thanks for sending this through.

Question re the volumes: in Round 2 submission we seem to have a large variance in some pack groups compared to Round 1, please see below. While some are fairly minor, changes in the 700g and 150g pouches seem quite significant. Could you please explain the difference?

Thanks

	Round 1 vs Current	Round 2 vs Current
Group Name	% Change	% Change
- MULTI - Danone Activia Yoghurt 4x125g	(7.2%)	(3.5%)
- MULTI - Danone Ultimate Yoghurt 4x115g	(13.7%)	(8.0%)
- SML - Danone YoPro Yoghurt 180g	(18.1%)	(15.1%)
- TUB - Danone YoPro Yoghurt 700g	(32.6%)	8.1%
- MULTI - Liddells Yoghurt 4x140g	(5.3%)	(0.6%)
- TUB - Liddells Yoghurt 700g	(8.6%)	(2.2%)
- POUCH - Danone Yopro Pouch 150g	1.5%	26.1%
- SML - Danone YoPro Perform Yoghurt 175g	8.3%	13.8%
- TUB - Danone YoPro Perform Yoghurt 700g	(14.5%)	(14.5%)
Grand Total	(11.4%)	(3.6%)

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Sent: Wednesday, 31 August 2022 9:53 AM
To: Massimo Palmisciano <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

Hi Massimo,

See attached updated trade plan

Kindest,
Tash

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Friday, August 26, 2022 5:34 PM
To: TRAKILOVIC Natasa <[REDACTED]@danone.com>; Ioanna Yiappos <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Thanks for sending this through Tash. Can you please send through the updated the Trade Plan so we can review your new proposal?
 Thanks

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Sent: Wednesday, 24 August 2022 3:43 PM
To: Massimo Palmisciano <[REDACTED]@coles.com.au>; Ioanna Yiappos <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

Thanks Ioanna for getting back to us on CPI, we've had a look at some of the concerns highlighted.

Volume decreases:

Initially we had model volume decline as part of what we've submitted to Coles. From what we've recently seen in market with competitor brands, they have seen little to no volume decline that has transpired because of price increases. Based on this our assumption is that baseline volumes will have little to no decline. If this ends up not being the case post price movements, we then review and consider what actions may need to be taken. It is in both our interests that volume does not materially decline. We have however considered the following to support volume going forward:

1. Ultimate 4 pack
 - a. I've looked at the promotional program submitted we can look to trial some \$3.50 price points in Q2, to see what price point delivers better uplift. In previous years, we've had 2 similar price points and we've noticed that in Coles there isn't a noticeable different in uplift and as a result the RSV is the same. I can remove 2 x \$3.75 promotions and added in 2 x \$3.50 which should generate additional volume. We can review the price points again once they've run in Coles and make a call on which delivers better unit uplift therefore generating an increase in volume.
2. YoPRO 700g & Perform 700g
 - a. Distribution gains at the next review could help drive additional volume and I could look to support this with MDI. Happy to explore and take back to the business if this can be implemented as a part of the minor review in March of 2023.

Promotional Review:

1. Removal of HP promotional in Yopro 150g Pouches and Yopro 160g
 - a. We'll be exploring how we bring back deep promotion from Q1 FY24 when we have more capacity in our factory (CAP-x is in final stages of approval). A consideration for our business is that promotions need to be bought back in a profitable way. We simply do not have the capacity at this stage to run HP promotions and the associated volume spikes that hit our factory.
2. Activia Promotions
 - a. Activia is an ongoing focus for the business and will be a strong focus in 2023. Lets work together on how we continue to grow this brand by continuing to drive growth for both businesses. Promotional program submitted will continue to be competitive in market. At this stage however we do not have the margins available on this PPG to be able to run the deeper promotions you are requesting. If you are open to discussing funding contribution, we may be able to revisit this position.

Improvements on 5th Margin:

We recognize the pressure that small 5th margin declines represent an issue to the Coles business. As a result, I have been able to get agreement to the following funding levels subject to full acceptance of the price increase by Coles.

- Activia 4 pack:
 - EDV \$4.00: Unit deal increase from \$[REDACTED] to \$[REDACTED]
 - \$3.50: Unit deal increase from \$[REDACTED] to \$[REDACTED]
- Ultimate 4 pack:
 - \$3.75 Unit deal increase from \$[REDACTED] to \$[REDACTED]
 - \$3.50 unit deal of \$[REDACTED]
- Yopro 160g and 150g
 - \$1.90 Unit Deal increase from \$[REDACTED] to \$[REDACTED]

I've also attached PAFS above for the changes in unit deals and promotions starting on the 14/9 in line with the CPI which is live on the 12/9.

Kindest,
Tash

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Tuesday, August 23, 2022 5:00 PM
To: Ioanna Yiappos <[REDACTED]@coles.com.au>; NAQSHBANDI Azaan <[REDACTED - PII]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>; TRAKILOVIC Natasa <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Azaan,

Hope you are well. Did you have a chance to review the below?

Considering we are approaching the requested implementation date of the CPI of 14/9 and we are still not aligned on the increase nor the promo plan, I struggle to believe we will be able to land this on time.

Feel free to come to us on the below at your earliest convenience so we can move forward.

Thanks

From: Ioanna Yiappos <[REDACTED]@coles.com.au>
Sent: Wednesday, 17 August 2022 11:03 AM
To: NAQSHBANDI Azaan <[REDACTED - PII]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>; TRAKILOVIC Natasa <[REDACTED]@danone.com>; Massimo Palmisciano <[REDACTED]@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

Hi Azaan,

Hope you're well and apologies about the delay.

Please see note below in regards to the methodology used by the cost price team, if you need any further clarifications please let me know.

The supplier has not submitted cost breakdown for the commodities used in the product. Hence, we have carried should cost modelling based on the product's information available online & thorough research to calculate cost compositions and have utilised same to assess this CPI request.

We have now also reviewed the trade plan submitted and I've added notes below. The key concerns are that profit is declining across the majority of the bundles and value is being removed with the removal of deep promotions. Could you please review the below and come back to us?

- Total forecasted sales post the CPI implementation is expected to decline by 1.0% and volume by 11.4%. The majority of the sales decline is driven by Ultimate 4pk (-5.6%), Yopro 700g (-23.9%) and Perform 700g (-3.6%). Could you please review the promotional plans on these bundles to mitigate the sales and volume impact
- There is a concern that value is being removed from the plan with promotional save percentages reducing. Value is a key focus given the inflationary environment we are currently in and in particular in yoghurts as we know the importance of a deep promotion to customers. Could you please revisit this so we can add some of these back into the plan?
 - o Yopro pouches – half prices removed,
 - o Activa 4pk – all promos above 30% changed to below 30%
 - o Could you please also provide an update on when the half price promotions on Yopro Core 160g can be added back into the plan?
- 5th margin \$ is decreasing (RE%) vs current plan and 5th margin % is also decreasing (RE bps) on a total level and this is driven by the majority of bundles. Could you please review the plan to ensure we are maintaining our current 5th?

Group Name	5th Margin %	
	New	Change (BPS)
- MULTI - Danone Activia Yoghurt 4x125g	REDACTED %	REDACTED
- MULTI - Danone Ultimate Yoghurt 4x115g	DACTED %	CTED
- SML - Danone YoPro Yoghurt 160g	CTED %	CONFIDENTIAL
- TUB - Danone YoPro Yoghurt 700g	ED %	DENTIAL
- MULTI - Liddells Yoghurt 4x140g	%	
- TUB - Liddells Yoghurt 700g	%	
- POUCH - Danone Yopro Pouch 150g	CONFIDENTIAL	
- SML - Danone YoPro Perform Yoghurt 175g	CONFIDENTIAL	
- TUB - Danone YoPro Perform Yoghurt 700g	CONFIDENTIAL	
Grand Total	CONFIDENTIAL	

- Supplier funding \$ has decreased by REDACTED % and total supplier funding as a % of Sales has also decreased REDACTED bps). There are two groups where there is a double impact - an increase in COGS/unit and decrease in supplier funding per unit YoPro Core 160g and Perform 700g, please could you review these?

Thanks,
Ioanna

From: NAQSHBANDI Azaan <REDACTED@danone.com>

Sent: Friday, 5 August 2022 1:56 PM

To: Ioanna Yiappos <REDACTED@coles.com.au>

Cc: Lottie Stanbury <REDACTED@coles.com.au>; OWER Andrew <REDACTED@danone.com>; Ben Appleby

<REDACTED@coles.com.au>; TRAKILOVIC Natasa <REDACTED@danone.com>; Cost Price Increase Requests

<CostPriceIncreaseRequests@coles.com.au>

Subject: RE: DMG CPI - Yoghurts

Hi Ioanna,

Thanks for sending through your cost price teams analysis. We have spent some time working through what you refer to as a "partial justification" and we are quite confused as to how you reached this outcome. Can you please let us know the methodology your CPI team has used, as the charts they have referenced in the attached excel spreadsheet all support the 11.8% increase we have submitted, not to mention the well documented Farm gate prices which alone more than justify an 11.8% price increase.

We also note that a number of your shelf prices in store have moved (Retail price is solely at your discretion), and these observed price movements are in line with the size of the increase we have tabled.

Looking forward to clarification of the above, and a timely approval of the price increase.

Kind regards,

Azaan Naqshbandi
Key Account Manager - Coles

Level 6, 636 St Kilda Road Melbourne VIC 3004, Australia

M: REDACTED

E: REDACTED@danone.com

W: www.danone.com



From: Ioanna Yiappos <REDACTED@coles.com.au>

Sent: Tuesday, 2 August 2022 4:48 PM

To: NAQSHBANDI Azaan <REDACTED@danone.com>

Cc: Lottie Stanbury <REDACTED@coles.com.au>

Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Thanks for confirming Azaan,

We will come back to you once the plan is reviewed in full.

Thanks,
Ioanna

From: NAQSHBANDI Azaan <[REDACTED]@danone.com>
Sent: Tuesday, 2 August 2022 12:32 PM
To: Ioanna Yiappos <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>; Ben Appleby <[REDACTED]@coles.com.au>; TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

Hi Ioanna,

Thanks for your email. Please see my responses below:

- YoPro Perform 700g – the total weeks do not equal 52, could you please adjust this on the spreadsheet? **This has been amended in the attached updated trade plan.**
- There is quite a bit of missing information by SKU, is the data you have inputted in the first line for the total bundle or just for the flavour variant? **Data is for the total bundle – apologies should have made it clearer.**

Please reach out if any further questions.

Kind regards,

Azaan Naqshbandi
Key Account Manager - Coles

Level 6, 636 St Kilda Road Melbourne VIC 3004, Australia

M: [REDACTED]
 [REDACTED]@danone.com
www.danone.com



From: Ioanna Yiappos <[REDACTED]@coles.com.au>
Sent: Monday, 1 August 2022 5:31 PM
To: OWER Andrew <[REDACTED]@danone.com>; Ben Appleby <[REDACTED]@coles.com.au>; TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; NAQSHBANDI Azaan <[REDACTED]@danone.com>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

**** Caution - this is an external email ****

Hi Andrew,

The cost price team have finished their analysis of the CPI, please see details below and attached. Based on this analysis, the CPI is partially justified.

We also require some clarification on the trade plan, please could you confirm the below.

- YoPro Perform 700g – the total weeks do not equal 52, could you please adjust this on the spreadsheet?
- There is quite a bit of missing information by SKU, is the data you have inputted in the first line for the total bundle or just for the flavour variant?

The suppliers has not submitted cost breakdown for the commodities used in the product. Hence, we have carried should cost modelling based on the product's information available online & thorough research to calculate cost compositions and have utilised same to assess this CPI request.

Analysis:

- We have found that only **2.3% (\$ 118.4 K in COGS p.a.)** can be justified against the supplier's ask of **11.8% (\$ 597.2 K in COGS p.a.) with a gap of 478.7 K in COGS p.a.**
 (Please refer to the attached summary file – 'Summary – Danone.xlsx')

Last cost price change	SKU No	SKU Name	Last 12 months COGS \$	Increase request from supplier		CCT Recommendation	
				% Increase Request	Value Request	% Increase Accept	Value Accept \$
Sep-19	2991948	DANONE YOPRO VANILLA YOGURT 160G:160 GRAM	\$ 384,123	12.7%	\$ 48,623	1.6%	\$ 5,968
Sep-19	2991880	DANONE YOPRO STRAWBERRY YOGURT 160G:160 GRAM	\$ 293,507	12.7%	\$ 37,153	3.0%	\$ 8,723
Sep-19	3532298	DANONE YOPRO YOGHURT:SALTED CARAMEL::160 GRAM	\$ 234,968	12.7%	\$ 29,743	1.6%	\$ 3,651
Sep-19	3246856	DANONE YOPRO YOGHURT:MANGO::160 GRAM	\$ 239,926	12.7%	\$ 30,370	1.4%	\$ 3,317
Sep-19	3025041	DANONE YOPRO PASSIONFRUIT YOGURT 160G:160 GRAM	\$ 217,504	12.7%	\$ 27,532	1.4%	\$ 2,992
Sep-19	3246889	DANONE YOPRO YOGHURT:BANANA::160 GRAM	\$ 154,555	12.7%	\$ 19,564	2.6%	\$ 4,064
Sep-19	2991937	DANONE YOPRO BLUEBERRY 160G:160 GRAM	\$ 181,785	12.7%	\$ 23,011	7.8%	\$ 14,092
Jun-21	4346222	YOPRO YOGHURT POUCH VANILLA:150 GRAM	\$ 80,082	12.7%	\$ 10,137	4.1%	\$ 3,301
Jun-21	4346255	YOPRO YOGHURT POUCH BANANA:150 GRAM	\$ 66,074	12.7%	\$ 8,364	4.3%	\$ 2,843
Jun-21	4346244	YOPRO YOGHURT POUCH STRAWBERRY:150 GRAM	\$ 75,844	12.7%	\$ 9,601	4.0%	\$ 3,071
Jun-22	5312328	YoPRO Mango Pouch 150g	\$ -	12.7%	\$ -	1.9%	\$ -
Jun-22	5312306	YoPRO Passionfruit Pouch 150g	\$ -	12.7%	\$ -	2.1%	\$ -
Jun-22	5312339	YoPRO Mixberry Pouch	\$ -	12.7%	\$ -	2.3%	\$ -
Nov-18	3246914	DANONE YOPRO YOGHURT:VANILLA::700 GRAM	\$ 386,185	11.5%	\$ 44,259	5.2%	\$ 19,940
Jul-19	3538818	DANONE YOPRO YOGHURT:STRAWBERRY::700 GRAM	\$ 137,102	11.5%	\$ 15,713	1.9%	\$ 2,664
Jan-22	4935052	DANONE YOPRO YOGHURT SALTED CARAMEL 700G:700 GRAM	\$ 1,563	11.5%	\$ 179	0.8%	\$ 13
Jan-22	4935020	DANONE YOPRO PERFORM YOGHURT MIXED BERRIES 700G:700 GRAM	\$ 4,062	10.7%	\$ 436	1.1%	\$ 43
Jan-22	4935041	DANONE YOPRO PERFORM PLAIN YOGHURT 700G:700 GRAM	\$ 3,606	10.7%	\$ 387	1.1%	\$ 38
Jun-21	4346277	YOPRO PERFORM YOGHURT MIXED BERRY:175 GRAM	\$ 70,751	10.1%	\$ 7,147	3.3%	\$ 2,324
Jun-21	4346299	YOPRO PERFORM YOGHURT BANANA:175 GRAM	\$ 52,815	10.1%	\$ 5,335	3.3%	\$ 1,735
Jan-22	4934912	DANONE YOPRO PERFORM YOGHURT KEY LIME 175G:175 GRAM	\$ 6,728	10.1%	\$ 680	1.2%	\$ 82
Jan-22	4934901	DANONE YOPRO PERFORM PROTEIN YOGHURT MANGO PASSIONFRUIT 175G:175 GRAM	\$ 6,788	10.1%	\$ 686	0.9%	\$ 61
Jan-22	4935008	DANONE YOPRO PERFORM YOGHURT STRAWBERRY 175G:175 GRAM	\$ 7,815	10.1%	\$ 789	2.1%	\$ 162
Jan-22	4935019	DANONE YOPRO PERFORM YOGHURT PEACH 175G:175 GRAM	\$ 4,991	10.1%	\$ 504	1.2%	\$ 61
Sep-19	8169355	ACTIVIA LOW FAT 4X125G YOGHURT:VANILLA::500 GRAM	\$ 278,810	11.2%	\$ 31,196	0.2%	\$ 503
Sep-19	8169435	ACTIVIA LOW FAT 4PK YOGHURT:FIELD BERRIES::500 GRAM	\$ 278,021	11.2%	\$ 31,107	6.8%	\$ 18,984
Sep-19	8169424	ACTIVIA LOW FAT 4PK YOGHURT:STRAWBERRY::500 GRAM	\$ 60,799	11.2%	\$ 6,803	1.4%	\$ 862
Sep-19	8872089	ACTIVIA LOW FAT 4PK YOGHURT:MANGO::500 GRAM	\$ 192,489	11.2%	\$ 21,537	0.0%	\$ 18
Jan-22	4935529	DANONE ACTIVIA YOGHURT BLUEBERRY 4PK X 125G:500 GRAM	\$ 685	11.2%	\$ 77	10.5%	\$ 72
Sep-19	3310183	DANONE ULTIMATE GREEK YOGHURT 4PACK:BLACK CHERRY::460 GRAM	\$ 221,307	11.2%	\$ 24,756	0.1%	\$ 159
Sep-19	3310139	DANONE ULTIMATE GREEK YOGHURT 4PACK:HONEY::460 GRAM	\$ 209,211	11.2%	\$ 23,403	0.1%	\$ 150
Sep-19	3310140	DANONE ULTIMATE GREEK YOGHURT 4PACK:STRAWBERRY::460 GRAM	\$ 209,533	11.2%	\$ 23,439	1.3%	\$ 2,744
Sep-19	3310150	DANONE ULTIMATE GREEK YOGHURT 4PACK:BLUEBERRY::460 GRAM	\$ 178,792	11.2%	\$ 20,000	5.5%	\$ 9,800
Sep-19	3310161	DANONE ULTIMATE GREEK YOGHURT 4PACK:LIMITED EDITION::460 GRAM	\$ 157,403	11.2%	\$ 17,608	0.1%	\$ 113
Sep-19	3310194	DANONE ULTIMATE GREEK YOGHURT 4PACK:MANGO::460 GRAM	\$ 184,086	11.2%	\$ 20,593	0.0%	\$ 23
Dec-18	1200107	LIDDELLS YOGHURT PLAIN 4X140G:140 GRAM	\$ 184,384	12.0%	\$ 22,169	1.0%	\$ 1,781
Dec-18	1200118	LIDDELLS YOGHURT STRAWBERRY 4x140Gx6:4 PACK	\$ 175,385	12.0%	\$ 21,087	1.5%	\$ 2,687
Jun-21	4339511	LIDDELLS YOGHURT MANGO:700 GRAM	\$ 36,158	12.3%	\$ 4,465	1.9%	\$ 705
Jun-21	4339533	LIDDELLS YOGHURT VANILLA BEAN 700G:700 GRAM	\$ 71,441	12.3%	\$ 8,822	1.1%	\$ 753
			5,049,280	11.8%	597,275	2.3%	118,497
GAP			(478,778)				

Callout:

- Last dates of cost change have been considered based on Cost tool

Next Steps:

If the prices seen in our market indices do not correlate to the price trends experienced by the supplier, they can provide us with some sort of documentary evidence to support price movements they have quoted (either in the form of contracts or invoices)

Coles is committed to protecting the confidentiality of any data provided by any supplier as part of the cost price adjustment process. However, to address any concerns they may have about the provision of confidential information the supplier may:

- Enter into a confidentiality agreement in relation to the information provided (with Coles CCT) i.e. to share invoices to confirm the cost increases
- Engage an independent third party to conduct a confidential review of the information and provide a recommendation to Coles. The identity of the independent third party is to be agreed between the supplier and Coles and the cost of such review will be shared equally by both parties

Thanks,
Ioanna

From: Ioanna Yiappos
Sent: Sunday, 31 July 2022 8:32 PM
To: 'OWER Andrew' <[REDACTED]@danone.com>; Ben Appleby <[REDACTED]@coles.com.au>; TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; NAQSHBANDI Azaan <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

Thanks for sending Andrew,

We will share feedback once the new plan has been reviewed, should take about 1 week.

Thanks,
 Ioanna

From: OWER Andrew <[REDACTED]@danone.com>
Sent: Friday, 29 July 2022 8:35 AM
To: Ben Appleby <[REDACTED]@coles.com.au>; TRAKILOVIC Natasa <[REDACTED]@danone.com>; Ioanna Yiappos <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; NAQSHBANDI Azaan <[REDACTED]@danone.com>
Subject: RE: DMG CPI - Yoghurts

Good morning Ben, Lottie & Ioanna,

Please find attached the Commercial Trade Plan updated to reflect new pricing and promotional plan effective as of 12th September 2022. Tash is currently on leave, returning WC 15/8. During that time, please send any questions to myself and Azaan and we will be happy to respond in Tash's absence.

Regards,
 Andrew

Andrew Ower
 Head of Sales— Australia

PO Box 1007, North Ryde BC, NSW 1670, AUSTRALIA
 Level 4, Building D, 12-24 Talavera Road, Macquarie Park NSW 2113, AUSTRALIA
M: [REDACTED]
 [REDACTED]@danone.com

<https://mydanone.webex.com/meet/andrew.ower>

www.nutricia.com.au



Please consider the environment before printing this email

From: Ben Appleby <[REDACTED]@coles.com.au>
Sent: Thursday, 21 July 2022 5:08 PM
To: TRAKILOVIC Natasa <[REDACTED]@danone.com>; OWER Andrew <[REDACTED]@danone.com>; Ioanna Yiappos <[REDACTED]@coles.com.au>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Ioanna

Can you please advise a preferred format for Tash to update the promotional plan on?

Thanks

Ben

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Sent: Wednesday, 20 July 2022 6:19 PM
To: Ben Appleby <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>

Subject: RE: DMG CPI - Yoghurts

Hi Ben,

I'm conscious that a new team is starting, is there a Coles template that needs to be followed? How'd you like me to capture the promotional changes?

Let me know and I'll update in the format that is required.

Kindest,
Tash

From: Ben Appleby <[REDACTED]@coles.com.au>

Sent: Friday, July 15, 2022 3:52 PM

To: TRAKILOVIC Natasa <[REDACTED]@danone.com>; OWER Andrew <[REDACTED]@danone.com>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>

Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Tash

Thanks for sending through – the CPIR team will review and we will revert in due course.

Can you also please submit your trade plan changes that will support this increase request – confirming promo RRP's and deal funding.

Regards

Ben

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>

Sent: Friday, 15 July 2022 11:32 AM

To: Ben Appleby <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>; Caroline Wallace <[REDACTED]@coles.com.au>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>

Subject: RE: DMG CPI - Yoghurts

Hi Ben,

See attached Cost Price Increase Template.

Kindest,
Tash

From: Ben Appleby <[REDACTED]@coles.com.au>

Sent: Friday, July 8, 2022 4:21 PM

To: OWER Andrew <[REDACTED]@danone.com>; Caroline Wallace <[REDACTED]@coles.com.au>; Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>

Cc: TRAKILOVIC Natasa <[REDACTED]@danone.com>

Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Andrew

Thanks for your note.

Per normal process – please fill out the Cost Increase Template that can be found at the below link and send it to our Cost Price Increase Requests team (cc'd)

<https://www.supplierportal.coles.com.au/csp/wps/portal/web/Administration/CostAlterations>

Please feel free to contact me should you have any concerns with the process.

Regards

Ben

Ben Appleby

Business Category Manager - Dairy
Merchandise

L2 M7 800 Toorak Road
 Hawthorn East Victoria 3123 Australia

M **REDACTED**
 E **REDACTED**@coles.com.au

coles

Value the Australian way

We promote flexible working at Coles. I'm sending this message now because it suits me, but I don't expect that you will read, respond or action it outside of your working hours.

From: OWER Andrew <**REDACTED**@danone.com>
Sent: Friday, 8 July 2022 4:11 PM
To: Ben Appleby <**REDACTED**@coles.com.au>; Caroline Wallace <**REDACTED**@coles.com.au>
Cc: TRAKILOVIC Natasa <**REDACTED**@danone.com>
Subject: DMG CPI - Yoghurts

Hi Ben & Caroline,

Please find attached a letter from our Sales Director – Dean Calder in regard a necessary price increase coming into effect on the 12th September 2022.

I am sure you aware of the significant price movements in the market on just about every commodity, in particular freight, resins, milk and packaging.

We have sought to absorb as much of this increase as possible but are now left with no option but to pass a portion of these increases on through a CPI.

In the attachment you will also see a line by line update of all List and RRP price changes

Please feel free to reach out to me or Tash if you have any questions.

Thanks,

Andrew Ower
Head of Sales– Australia

PO Box 1007, North Ryde BC, NSW 1670, AUSTRALIA
 Level 4, Building D, 12-24 Talavera Road, Macquarie Park NSW 2113, AUSTRALIA

M: **REDACTED** -
REDACTED@danone.com

<https://mydanone.webex.com/meet/andrew.ower>

www.nutricia.com.au



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