

RE: DMG CPI - Yoghurts

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
 To: Samantha Teraoe <[REDACTED]@coles.com.au>
 Cc: Lotte Starbury <[REDACTED]@coles.com.au>, Massimo Palmisciano <[REDACTED]@coles.com.au>
 Date: Fri, 09 Sep 2022, 12:59:05 +1000
 Attachments: Copy of Coles H1 FY23 promos PAF Yoghurts CPI.xlsx (340.83 KB)

Hi Samantha,

See below all submission to GS1 on list price changes, let me know if anything in the system isn't aligning. Also, see attached PAF for promotion going forward.

Once the PAF has been uploaded can you please send me the promotional grid so I can cross reference it? If you have anything urgent you need me to look into, give me a call. My contact details are in my signature. ●

Yopro 160g:

	127118	09344962001560 (Base) 19344962001567 (Case)	Danone YoPRO High Protein Yoghurt Passionfruit 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	127119	09344962001577 (Base) 19344962001574 (Case)	Danone YoPRO High Protein Yoghurt Mango 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	125334	09344962002483 (Base) 19344962002519 (Case)	Danone YoPRO High Protein Yoghurt Salted Caramel 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	125257	09344962001776 (Base) 19344962001773 (Case)	Danone YoPRO High Protein Yoghurt Banana 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	127212	09344962001707 (Base) 19344962001704 (Case)	Danone YoPRO High Protein Yoghurt Vanilla 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	127120	09344962001584 (Base) 19344962001581 (Case)	Danone YoPRO High Protein Yoghurt Blueberry 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	127116	09344962001646 (Base) 19344962001643 (Case)	Danone YoPRO High Protein Yoghurt Strawberry 160g	🏪 Coles	✓ Synchronised	📶 Uploading in progress

Yopro 150g:

	141323	09344962002186 (Base) 19344962002237 (Case)	Danone YoPRO High Protein Yoghurt Passionfruit 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	178303	09344962003824 (Base) 19344962003821 (Case)	Danone YoPRO High Protein Yoghurt Mixed Berries 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	178304	09344962002930 (Base) 19344962002937 (Case)	Danone YoPRO High Protein Yoghurt Salted Caramel 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	141324	09344962002193 (Base) 19344962002244 (Case)	Danone YoPRO High Protein Yoghurt Banana 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	141050	09344962002153 (Base) 19344962002206 (Case)	Danone YoPRO High Protein Yoghurt Strawberry 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	141322	09344962002179 (Base) 19344962002220 (Case)	Danone YoPRO High Protein Yoghurt Mango 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	141049	09344962002148 (Base) 19344962002190 (Case)	Danone YoPRO High Protein Yoghurt Vanilla 150g	🏪 Coles	✓ Synchronised	📶 Uploading in progress

Perform Yopro 700g

	181909	09344962004210 (Base) 19344962004217 (Case)	Danone YoPRO Perform Plain 700g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	181998	09344962004202 (Base) 19344962004209 (Case)	Danone YoPRO Perform Mixed Berries 700g	🏪 Coles	✓ Synchronised	📶 Uploading in progress

Yopro 700g

	181907	09344962004159 (Base) 19344962004156 (Case)	Danone YoPRO High Protein Yoghurt Salted Caramel 700g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	127114	09344962001721 (Base) 19344962001728 (Case)	Danone YoPRO High Protein Yoghurt Plain 700g	🏪 Coles	✓ Synchronised	✓ Received
	135386	09344962001745 (Base) 19344962001742 (Case)	Danone YoPRO High Protein Yoghurt Strawberry 700g	🏪 Coles	✓ Synchronised	📶 Uploading in progress
	135385	09344962001738 (Base) 19344962001735 (Case)	Danone YoPRO High Protein Yoghurt Vanilla 700g	🏪 Coles	✓ Synchronised	📶 Uploading in progress

Yopro Perform 175g

Your Code	GTINs	Description	Retailer	🏪 Item	\$ Price
	174817	09344962003825 (Base) 19344962003832 (Case)	Danone YoPRO Perform High Protein Yoghurt Mango Passionfruit 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	174818	09344962003862 (Base) 19344962003869 (Case)	Danone YoPRO Perform High Protein Yoghurt Key Lime 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	181272	09344962004142 (Base) 19344962004149 (Case)	Danone YoPRO Perform High Protein Yoghurt Peach 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	181271	09344962004135 (Base) 19344962004132 (Case)	Danone YoPRO Perform High Protein Yoghurt Strawberry 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	174816	09344962003848 (Base) 19344962003845 (Case)	Danone YoPRO Perform High Protein Yoghurt Banana 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	174592	09344962003831 (Base) 19344962003838 (Case)	Danone YoPRO Perform High Protein Yoghurt Mixed Berries 175g	🏪 Coles	✓ Synchronised 📶 Uploading in progress

Activia 4 pack :

Your Code	GTINs	Description	Retailer	🏪 Item	\$ Price
	182067	09344962004234 (Base) 19344962004231 (Case)	Danone Activia No Added Sugar Yoghurt Blueberry 4 Pack x 125g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	104992	09344962000021 (Base) 19344962000028 (Case)	Danone Activia No Added Sugar Yoghurt Strawberry 4 x 125g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	104994	09344962000069 (Base) 19344962000066 (Case)	Danone Activia No Added Sugar Yoghurt Vanilla 4 x 125g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	104690	09344962000236 (Base) 19344962000233 (Case)	Danone Activia No Added Sugar Yoghurt Mango 4 x 125g	🏪 Coles	✓ Synchronised 📶 Uploading in progress
	104993	09344962000045 (Base) 19344962000042 (Case)	Danone Activia No Added Sugar Yoghurt Berries 4 x 125g	🏪 Coles	✓ Synchronised 📶 Uploading in progress

Ultimate 4 pack :

171386	09344962003640 (Base) 19344962003647 (Case)	Danone Ultimate Greek Yoghurt Caramelized Spice Pear 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
163799	09344962001905 (Base) 19344962001902 (Case)	Danone Ultimate Greek Yoghurt Black Cherry 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
178422	09344962003978 (Base) 19344962003982 (Case)	Ultimate Greek Yoghurt Vanilla 4 Pack x 115g	Coles	✓ Synchronised	📶 Uploading in progress
164271	09344962001912 (Base) 19344962001919 (Case)	Danone Ultimate Greek Yoghurt Blueberry 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
164272	09344962001882 (Base) 19344962001889 (Case)	Danone Ultimate Greek Yoghurt Honey 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
164273	09344962001936 (Base) 19344962001933 (Case)	Danone Ultimate Greek Yoghurt Mango 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
164274	09344962001899 (Base) 19344962001896 (Case)	Danone Ultimate Greek Yoghurt Strawberry 4 x 115g	Coles	✓ Synchronised	📶 Uploading in progress
174991	09344962003819 (Base) 19344962003566 (Case)	Danone Ultimate Greek Yoghurt Vanilla 700g	Coles	✓ Synchronised	✓ Received
174992	09344962003616 (Base) 19344962003623 (Case)	Danone Ultimate Greek Yoghurt Dash of Berries 700g	Coles	✓ Synchronised	✓ Received

Liddells:

174994	09344962003725 (Base) 19344962003722 (Case)	Liddells Lactose Free Yoghurt Vanilla 700g	Coles	✓ Synchronised	📶 Uploading in progress
174993	09344962003718 (Base) 19344962003715 (Case)	Liddells Lactose Free Yoghurt Mango 700g	Coles	✓ Synchronised	📶 Uploading in progress
105027	09300639603179 (Base) 19300639603176 (Case)	Liddells Lactose Free Yoghurt Strawberry 4 x 140g	Coles	✓ Synchronised	📶 Uploading in progress
105028	09300639603193 (Base) 19300639603190 (Case)	Liddells Lactose Free Yoghurt Plain 4 x 140g	Coles	✓ Synchronised	📶 Uploading in progress

Kindest,
Tash

Tash Trakilovic
National Account Manager
Danone Murray Goulburn Pty Ltd
Level 6, 636 St Kilda Road Melbourne VIC 3004, Australia
M: 09344962003640
www.danone.com



DANONE THE PLANT, THE DAIRY

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Friday, September 9, 2022 11:33 AM
To: TRAKILOVIC Natasa <[REDACTED]@danone.com>; OWER Andrew <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; Ben Appleby <[REDACTED]@coles.com.au>; Samantha Yenace <[REDACTED]@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Tash,

Thanks for the below. As discussed, aligned with the final trade plan submitted and we confirm acceptance of the CPI.

Costs implemented on Monday as discussed and we will calculate volume sold on the two cat promos and raise a manual claim for \$[REDACTED] per unit sold on promo after the end of the promo. Since the promo will occur in September we won't be able to raise in October due to accounting reasons.

Sam is already working on updating RFPs but please update the costs in GS1 so she can accept them at our end.

To you and Andrew, thanks for working collaboratively with us on this.

Regards,

From: TRAKILOVIC Natasa <[REDACTED]@danone.com>
Sent: Friday, 9 September 2022 11:37 AM
To: Massimo Palmisciano <[REDACTED]@coles.com.au>; OWER Andrew <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; Ben Appleby <[REDACTED]@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

Hi Massimo,

Thanks for your time on the phone, as discussed, in addition to the current funding on the promotion starting 12/9, we can support with \$[REDACTED] unit deal across Yopro Pouches 150g and Pots 160g. Can you please raise this as a straight claim? Ideally in October if you can.

All other promotion - aligned to having no save calls outs on the ticket.

Can you please confirm your acceptance of the trade plan? I will update GS1 by COB today and I'll send across the PAF for the rest of the year today too.

Kindest,
Tash

From: Massimo Palmisciano <[REDACTED]@coles.com.au>
Sent: Friday, September 9, 2022 8:57 AM
To: OWER Andrew <[REDACTED]@danone.com>; TRAKILOVIC Natasa <[REDACTED]@danone.com>
Cc: Lottie Stanbury <[REDACTED]@coles.com.au>; Ben Appleby <[REDACTED]@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Hi Andrew,

It was lovely to meet you too at the awards night! Thanks for your request of clarification around your CPI request.

A couple of points re what you mentioned below:

- Despite the fact that your CPI request was submitted with 8 weeks' notice instead of the 12 weeks' notice we normally require, we are committed to work towards your implementation date but we need to make sure we are aligned on a plan that ensures volume and sales are not impacted.
- The CPI request was not fully validated by our team;
- As the final version of the trade plan was only submitted last night we haven't been able to review it and finalise it yet and therefore it's a concern for me for that you have processed list price changes while some bundles are on promo. Our request is to process cost price changes while maintaining current level of funding for promos that are running or are about to run and cannot be amended;
- We can do this in two ways: list price changes for bundles currently on promo (Activia 4x125g/Ultimate 4x115g) actioned, together with RFPs changes, after the promos end, or we will request Danone support to provide additional funding to the level that will maintain the level of funding it was already agreed to. I would also like to point out that for catalogue promos (in yellow below) we are too late to make any changes and therefore we will need to run at the previously agreed promo price, requesting we maintain the same level of funding, or that we implement list price changes after the cat promos have ended on 21/9.
- Assuming the trade plan is reviewed and agreed to today and the CPI will be fully closed out by end of the day, we can action list price changes and RFP changes on Monday for Liddells 4x115g, Parform 175g, Yopro 700g and Ultimate 700g. For Parform 700g and Liddells 700g we can action the changes on Monday and update the promo price for 14/9 at the newly agreed promo price but it won't show a save due to the fact that we didn't have a full week to price establish. Alternatively, as per above, we can action list price changes on these bundles on 21/9.
- Please note that we will need to align and action all changes (including removal of DD for Yopro 700g) before 1pm today to make sure we implement this on Monday.

Item/ Group ID	Ticket Description 1	Ticket Description 2	LOH	WEEK P 11 07 Sep 2022 P12	WEEK P 12 14 Sep 2022 P12	WEEK P 13 21 Sep 2022 P12
1357	MULTI - Danone Activia Yoghurt 4x125g			\$3.50 ✓		
13506	MULTI - Danone Ultimate Yoghurt 4x115g			\$3.50 ✓		\$3.50 ✓
1337	MULTI - Liddells Yoghurt 4x140g					\$4.50 ✓
13068	POUCH - Danone Yopro Pouch 250g		✓	\$2.40 ✓	\$1.79 ✓	\$2.40 ✓
17527	SML - Danone Yopro Yoghurt 125g		✓		\$1.79 ✓	
13069	SML - Danone Yopro Parform Yoghurt 115g		✓			
13240	TUB - Danone Yopro Yoghurt 700g		✓	\$6.00 ✓	\$6.00 ✓	\$6.00 ✓
11718	TUB - Danone Yopro Parform Yoghurt 700g		✓		\$6.00 ✓	
13128	TUB - Danone Ultimate Yoghurt 700g		✓			
13120	TUB - Liddells Yoghurt 700g				\$5.00 ✓	

Happy to discuss this further, feel free to give me a call if you have any questions.

Thanks

Massimo Palmisciano
Senior Category Manager - Butter, Cream & Yoghurt
Dairy

12 M7 800 Toorak Road
Hawthorn East Victoria 3123 Australia
M 03 9595 6600
E andrew@coles.com.au

Voices 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 <andrew@coles.com.au>
Sent: Thursday, 8 September 2022 4:42 PM
To: Massimo Palmisciano <massimo.palmisciano@coles.com.au>; TRAKILOVIC Natasa <natasa.trakilovic@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

Hi Massimo,

It was great to meet you at the supplier awards a fortnight back, I hope you enjoyed yourself.

I wanted to drop you a note, as I am not sure I fully understand what you mean below, regarding the viability of Monday implementation. Our list prices will be moving on Monday 12/9 as per the letter sent to Coles on the 8th July of this year. We won't be able to supply stock on Purchase Orders where the List Price doesn't match. Tash sent through updated PAFs on 24/8 as to the proposed promotional program post 12/9 List Price changes, we can and will honour this proposal. Outside of this, I am not clear what you are suggesting - do you mind clarifying?

Thanks,
Andrew

From: Massimo Palmisciano <massimo.palmisciano@coles.com.au>
Sent: Thursday, 8 September 2022 3:32 PM
To: TRAKILOVIC Natasa <natasa.trakilovic@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>; OWER Andrew <andrew@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

** Caution - this is an external email **

Thanks Tash, the team will review and come back with their analysis as soon as they can.

As discussed over the phone, once we agree on the trade plan we can move forward on the CPI but as mentioned, Monday is only viable for a handful of bundles, not for the ones that are on promo or have a promo scheduled to start next Wednesday, so we'll need to find a solution for those.

Thanks

From: TRAKILOVIC Natasa <natasa.trakilovic@coles.com.au>
Sent: Thursday, 8 September 2022 3:02 PM
To: Massimo Palmisciano <massimo.palmisciano@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>; OWER Andrew <andrew@coles.com.au>
Subject: RE: DMG CPI - Yoghurts

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: 5th 15% off
 - Promo 3: Unit deal: 5th 15% off
- Ultimate:
- Promo 4: It was a promotion added into the plan as a test to see how it would perform.
 - Unit deal: 5th 15% off
 - Promo 2: Unit deal: 5th 15% off
 - Promo 3: Unit deal: 5th 15% off
- 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 <massimo.palmisciano@coles.com.au>
Sent: Wednesday, September 7, 2022 10:54 AM
To: TRAKILOVIC Natasa <natasa.trakilovic@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>; OWER Andrew <andrew@coles.com.au>
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 15% and essentially adding them to Promo 2 which runs at 15%. 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 15% to 15% - 44% off to 45% off, 5th from 15% to 15%)
- 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 16.5% 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 - Buffer, Cream & Yoghurt

Dairy
12 M7 800 Toorak Road
Hawthorn East Victoria 3123 Australia
M 03 9595 6600
E andrew@coles.com.au



"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 <natasa.trakilovic@coles.com.au>
Sent: Monday, 5 September 2022 9:27 AM
To: Massimo Palmisciano <massimo.palmisciano@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>; OWER Andrew <andrew@coles.com.au>
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 <massimo.palmisciano@coles.com.au>
Sent: Thursday, September 1, 2022 2:53 PM
To: TRAKILOVIC Natasa <natasa.trakilovic@coles.com.au>
Cc: Lottie Stanbury <lottie.stanbury@coles.com.au>; OWER Andrew <andrew@coles.com.au>
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

Group Name	Round 1 (incl NPD)	Round 2 (ex Clusport)
DAIRY - Danone Activia Yoghurt 4x125g	12.2%	12.1%
DAIRY - Danone Ultimate Yoghurt 4x115g	12.2%	12.1%
DAIRY - Danone Yopro Yoghurt 160g	15.1%	15.1%
DAIRY - Danone Yopro Yoghurt 150g	15.1%	15.1%
DAIRY - Lurpak Yoghurt 5x150g	15.1%	15.1%
DAIRY - Lurpak Yoghurt 700g	15.1%	15.1%
DAIRY - Danone Yopro Pouch 150g	15.1%	15.1%
DAIRY - Danone Yopro Pouch 175g	15.1%	15.1%
DAIRY - Danone Yopro Pouch 150g	15.1%	15.1%
Grand Total	15.1%	15.1%

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. Activa Promotions
 - a. Activa 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.

- Activa 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]@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]@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?
 - YoPro pouches - half prices removed.
 - Activa 4pk - all promos above 30% changed to below 30%.
 - Could you please also provide an update on when the half price promotions on YoPro Core 140g can be added back into the plan?
- 5th margin % is decreasing (from 11.8% to 11.4%) vs current plan and 5th margin % is also decreasing (from 11.8% to 11.4%) 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 margin?

		5th Margin %	
		Now	Change (BPS)
Group Name			
-	MULTI - Danone Activa Yoghurt 4x125g	11.8%	11.4%
-	MULTI - Danone Ultimate Yoghurt 4x115g	11.8%	11.4%
-	SML - Danone YoPro Yoghurt 160g	11.8%	11.4%
-	TUB - Danone YoPro Yoghurt 700g	11.8%	11.4%
-	MULTI - Lillies Yoghurt 4x140g	11.8%	11.4%
-	TUB - Lillies Yoghurt 700g	11.8%	11.4%
-	POUCH - Danone YoPro Pouch 150g	11.8%	11.4%
-	SML - Danone YoPro Perform Yoghurt 175g	11.8%	11.4%
-	TUB - Danone YoPro Perform Yoghurt 700g	11.8%	11.4%
Grand Total		11.8%	11.4%

- Supplier funding \$ has decreased by [REDACTED] and total supplier funding as a % of Sales has also decreased (from 11.8% to 11.4% 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, 630 St Kilda Road Melbourne VIC 3004, Australia

M:  danaone.com
www.danone.com



From: Ioanna Yiappos <@danone.com>
Sent: Tuesday, 2 August 2022 4:48 PM
To: NAQSHBANDI Azaan <@danone.com>
Cc: Lottie Stanbury <@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 <@danone.com>
Sent: Tuesday, 2 August 2022 12:52 PM
To: Ioanna Yiappos <@danone.com>; OWER Andrew <@danone.com>; Ben Appleby <@coles.com.au>; TRAKILOVIC Natasa <@danone.com>
Cc: Lottie Stanbury <@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, 630 St Kilda Road Melbourne VIC 3004, Australia

M:  danaone.com
www.danone.com



From: Ioanna Yiappos <@danone.com>
Sent: Monday, 1 August 2022 5:31 PM
To: OWER Andrew <@danone.com>; Ben Appleby <@coles.com.au>; TRAKILOVIC Natasa <@danone.com>
Cc: Lottie Stanbury <@coles.com.au>; NAQSHBANDI Azaan <@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 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.

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 week cost change	SKU No.	SKU Name	Last 12 months COGS \$	% Increase Current	Value Current	% Increase Cost	Value Cost
20p-19	2291240	DANONE YOPRO VANILLA YOGURT 250G 150 GRAM	\$ 394,113	12.7%	\$ 498,923	1.9%	\$ 5,298
20p-19	2291280	DANONE YOPRO STRAWBERRY YOGURT 250G 150 GRAM	\$ 228,507	12.7%	\$ 37,233	5.0%	\$ 6,713
20p-19	3512238	DANONE YOPRO YOGHURT LACTIC CARAMEL 150 GRAM	\$ 229,828	12.7%	\$ 29,740	4.6%	\$ 3,411
20p-19	3216884	DANONE YOPRO YOGHURT MANGO 150 GRAM	\$ 238,802	12.7%	\$ 35,570	1.6%	\$ 3,517
20p-19	3216884	DANONE YOPRO YOGHURT MANGO 150 GRAM	\$ 227,504	12.7%	\$ 27,552	1.4%	\$ 3,382
20p-19	3216884	DANONE YOPRO YOGHURT MANGO 150 GRAM	\$ 154,559	12.7%	\$ 25,564	2.8%	\$ 4,044
20p-19	2291297	DANONE YOPRO BLUEBERRY 250G 150 GRAM	\$ 181,785	12.7%	\$ 23,011	7.8%	\$ 14,262
14p-11	4242123	YOPRO YOGHURT POUCH VANILLA 150 GRAM	\$ 93,042	12.7%	\$ 20,137	4.1%	\$ 3,291
14p-11	4242135	YOPRO YOGHURT POUCH VANILLA 150 GRAM	\$ 65,074	12.7%	\$ 8,364	4.3%	\$ 1,843
14p-11	4242144	YOPRO YOGHURT POUCH STRAWBERRY 150 GRAM	\$ 77,844	12.7%	\$ 8,801	4.0%	\$ 3,071
14p-12	3212338	YOPRO Mango Pouch 150g	\$ -	12.7%	\$ -	1.9%	\$ -
14p-12	3212338	YOPRO Mango Pouch 150g	\$ -	12.7%	\$ -	2.1%	\$ -
14p-12	3212338	YOPRO Mango Pouch 150g	\$ -	12.7%	\$ -	2.3%	\$ -
20p-18	2248814	DANONE YOPRO YOGHURT VANILLA 700 GRAM	\$ 388,183	11.1%	\$ 44,259	5.2%	\$ 12,940
14p-19	3518818	DANONE YOPRO YOGHURT STRAWBERRY 700 GRAM	\$ 137,101	11.1%	\$ 15,713	1.9%	\$ 2,644
14p-12	4915552	DANONE YOPRO YOGHURT SALTED CARAMEL 700G 700 GRAM	\$ 1,563	11.1%	\$ 1,375	0.9%	\$ 18
14p-12	4915552	DANONE YOPRO YOGHURT SALTED CARAMEL 700G 700 GRAM	\$ 4,262	10.7%	\$ 436	1.1%	\$ 43
14p-12	4915541	DANONE YOPRO PERFORM PLAIN YOGHURT 700G 700 GRAM	\$ 8,806	10.7%	\$ 387	1.1%	\$ 98
14p-11	4242177	YOPRO PERFORM YOGHURT MANGO 175 GRAM	\$ 72,751	10.2%	\$ 7,347	3.3%	\$ 2,324
14p-11	4242182	YOPRO PERFORM YOGHURT MANGO 175 GRAM	\$ 52,835	10.2%	\$ 5,220	3.3%	\$ 1,775
14p-12	4914912	DANONE YOPRO PERFORM YOGHURT SET LIME 175G 175 GRAM	\$ 6,718	10.2%	\$ 880	2.2%	\$ 62
14p-12	4914981	DANONE YOPRO PERFORM YOGHURT MANGO PERFORMANT L	\$ 6,708	10.2%	\$ 880	0.9%	\$ 51
14p-12	4915008	DANONE YOPRO PERFORM YOGHURT STRAWBERRY 175G 175 GRAM	\$ 7,815	10.2%	\$ 796	2.1%	\$ 141
14p-12	4915018	DANONE YOPRO PERFORM YOGHURT YOGURT 175G 175 GRAM	\$ 4,961	10.1%	\$ 759	4.2%	\$ 61
20p-19	8149316	ACTIVA LOW FAT 4% YOGHURT VANILLA 300 GRAM	\$ 376,810	11.2%	\$ 41,194	0.3%	\$ 650
20p-19	8149316	ACTIVA LOW FAT 4% YOGHURT VANILLA 300 GRAM	\$ 276,011	11.2%	\$ 31,407	4.8%	\$ 28,861
20p-19	8149316	ACTIVA LOW FAT 4% YOGHURT VANILLA 300 GRAM	\$ 40,746	11.1%	\$ 4,860	1.4%	\$ 863
20p-19	8872089	ACTIVA LOW FAT 4% YOGHURT MANGO 300 GRAM	\$ 150,489	11.2%	\$ 13,557	0.0%	\$ 18
14p-12	4915329	DANONE ACTIVA YOGHURT BLUEBERRY 4% X 115G 500 GRAM	\$ 685	11.2%	\$ 77	16.5%	\$ 12
20p-19	3310183	DANONE ULTIMATE GREEK YOGHURT APRICOT BLACK CHERRY 440 GRAM	\$ 221,307	11.2%	\$ 24,754	0.1%	\$ 139
20p-19	3310189	DANONE ULTIMATE GREEK YOGHURT APRICOT HONEY 440 GRAM	\$ 228,211	11.2%	\$ 24,403	0.1%	\$ 150
20p-19	3310140	DANONE ULTIMATE GREEK YOGHURT APRICOT STRAWBERRY 440 GRAM	\$ 228,533	11.2%	\$ 23,438	1.3%	\$ 1,744
20p-19	3310130	DANONE ULTIMATE GREEK YOGHURT APRICOT BLUEBERRY 440 GRAM	\$ 178,792	11.2%	\$ 20,009	5.5%	\$ 8,800
20p-19	3310141	DANONE ULTIMATE GREEK YOGHURT APRICOT LEMON 440 GRAM	\$ 157,403	11.2%	\$ 17,638	8.1%	\$ 119
20p-19	3310134	DANONE ULTIMATE GREEK YOGHURT APRICOT MANGO 440 GRAM	\$ 184,064	11.2%	\$ 20,593	0.0%	\$ 19
20p-19	1210167	1% BULK YOGHURT PLAIN 4% 1.5L 1.5L 440 GRAM	\$ 129,394	11.0%	\$ 22,149	1.0%	\$ 1,783
20p-19	1210119	1% BULK YOGHURT STRAWBERRY 4% 1.5L 1.5L 440 GRAM	\$ 179,389	11.0%	\$ 22,087	1.3%	\$ 2,897
14p-11	4915911	1% BULK YOGHURT MANGO 1.5L 1.5L 440 GRAM	\$ 76,139	11.0%	\$ 8,440	1.9%	\$ 759
14p-11	4915913	1% BULK YOGHURT VANILLA 1.5L 1.5L 440 GRAM	\$ 71,415	11.0%	\$ 8,053	1.5%	\$ 712
SUM			\$ 6,088,280	11.8%	\$ 687,175	2.3%	\$ 138,497

SUM

1378,796

Conclusion:

- 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 CCI) 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' <@danone.com>; Ben Appleby <@coles.com.au>; TRAKILOVIC Natasa <@danone.com>
Cc: Lottie Stanbury <@coles.com.au>; NAQSHBANDI Azaan <@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>; NAQISHBANDI 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-vebes.com/inside>

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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 13, 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.suppliescentral.coles.com.au/cse/wcs/portal/webui/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

12 M7 800 Tootak 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 are 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, 32-24 Talavera Road, Macquarie Park NSW 2113, AUSTRALIA
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<https://mydanone.webex.com/join/1234567890> 

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