

## Arnott's Cost Recovery Plan

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**Date:** Thu, 24 Mar 2022 10:27:41 +1100  
**Attachments:** Arnott's Cost Recovery Program - Revised Plan 23.3.22.pdf (2.24 MB); Coles CPI Model - May 12 2022 (Final).xlsx (131.86 kB)

Hi Beccy,

Hope you're well. Thank you for your feedback on our cost recovery plan, we've reviewed the plan and added incremental promotional activity of 1.8m units which essentially reduces the projected volume decline from -6% to -4%. We've also identified shelf/range/display opportunities which further reduce the volume decline by 3.2m units to -0.7%. To get volume back to flat we're investigating running a massive Coles exclusive shopper execution in Feb/Mar, we'll keep you updated on our progress.

As previously discussed, Coles clearly have the largest program in the market and we believe our key brands can play a critical role in creating shopper value, driving category penetration and enabling SOT gains.

The attached financials exclude the circa \$[REDACTED] of annualised COOP investment. Our preference will always be to invest a significant amount of this in demand driving initiatives such as display, but we do have the opportunity to invest a considerable amount to help drive the value message for Coles at the POP, out of store and Online.

Attached is a presentation detailing the revised plan, also attached is the updated CPI tactics template. Please let me know when you would like to discuss, I can be available anytime.

Many Thanks,

**Ryan Bowman**  
 Customer Director - Coles

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