

FW: Arnott's Cost Recovery Plan

From: Becky Thompson <[REDACTED]@coles.com.au>
To: Tim Jones <[REDACTED]@coles.com.au>
Date: Tue, 29 Mar 2022 09:41:05 +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 Tim,

They have updated some of the promo's – I have not had chance to review yet but thought I would pass on to discuss in our meeting.

Thanks

From: Ryan Bowman <[REDACTED]@arnotts.com>
Sent: Thursday, 24 March 2022 10:27 AM
To: Rebecca Thompson <[REDACTED]@coles.com.au>
Cc: Via Lavdas <[REDACTED]@Coles.com.au>; Adrian Yik <[REDACTED]@arnotts.com>; Cameron Teale <[REDACTED]@arnotts.com>
Subject: Arnott's Cost Recovery Plan

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 \$RE 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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