



hh global[®]

DTMx 3.0



Agenda

- 01** Who is HH Global?
- 02** Current market trends + future outlook – TMM
- 03** Supply base depth + offer collection
- 04** End-to-end operational process
- 05** Digital capabilities
- 06** Current + future sustainability plans
- 07** ME+E
- 08** Warehousing + fulfillment
- 09** KPI/SLA tracking
- 10** POS successes
- 11** Re-engineering + innovation
- 12** Pricing
- 13** Challenges



We invest in experienced teams to drive your success



Michelle Ganz
Chief Client Officer,
Beverages
Beverage sector expert



Emma Fells
SVP, Client
Engagement - Coca-Cola
FMCG + Beverages
activation expert



Laura Overend
VP, Strategic Solutions
Shopper strategy
+ insights expert



Katie Richards
Group Account Director
Coca-Cola brand
activation expert



Andrew Westrop
Sustainability Director
Sustainability + ESG
transformation expert



Guilherme Faria
Strategic Client
Engagement Director -
Coca-Cola LATAM
Client strategic +
commercial leader



Katarzyna Jonio
Category Director,
Strategic Sourcing –
Branded Merchandise
Supply chain +
compliance leader



Our mission

is to bring agility, efficiency, and effectiveness to your business, elevating Coca-Cola execution at every stage.

We pride ourselves **on our ability to effectively work across the Coca-Cola system**, with dedicated teams, clear ownership and staying close to what matters most to each bottler and OU.





Our approach is underpinned by a **unified approach to ME+E**

Together, we have built **ME+E** to deliver **efficiency + effectiveness** for Coca-Cola bottlers.



Value

Now, we have **evolved ME+E** to drive more value for the Coca-Cola system.



Impact

Moving from **tactical outputs** to measurable **benefits + results**.



Difference

Woven through everything we do together.

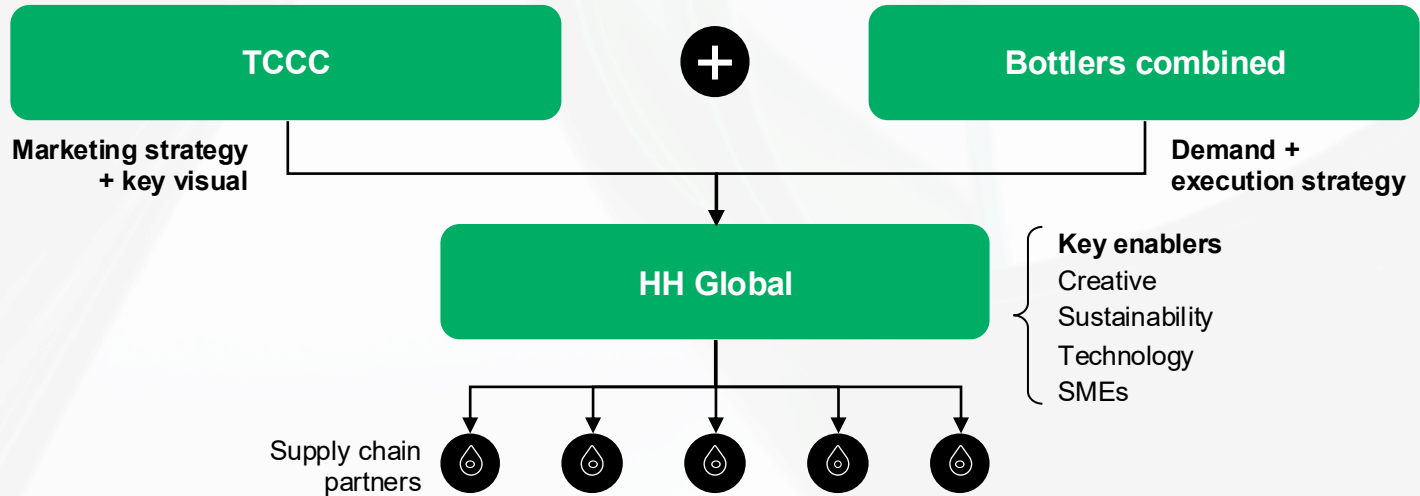


Insights

01

**Who is
HH Global?**

We're already positioned to translate global strategy into local success for you



Benefits for Coca-Cola



Brand compliance



Reduced complexity + risk
Supplier compliance



Savings levers
delivering recurring and non-recurring savings



Dedicated team of experts



Transparent + consolidated reporting

Our expertise empowers transformational partnerships



Company expertise

Professionals

+4,500

Team members dedicated to our clients' success across 6 continents and 64 countries

Marketplace leverage

\$2.5B

Spend under management, providing size, scale and buying power

POS experts

530

Team members with design, engineering and production expertise in POS

Spend consolidation

95%

Consolidation of spend within key supplier partners

Savings

22%

Average savings delivered in Year 1

Technology

+100k

Clients using our technology

Consumer touch points

+1.4B

POS items produced across all clients

Warehousing space (sq ft)

12m

Square feet of client warehousing space

Sustainability

+44k

Metric tons carbon reduction in purchased goods and services

Your sector expertise

Beverage + FMCG experience

+\$931m

Annual spend – POS, displays, branded merchandise, glassware

Specialist teams

+680

















































Professionals dedicated to our beverage clients

Clients

+50

Combined across Beverage + FMCG sectors

We are trusted by the world's most ambitious brands across industries around the globe

Beverage	FMCG	Retail	Technology	Life science	Financial	Publications, Hospitality + Manufacturing	Non-profit
							
							
							
							
							
							

We specialize in global beverages + FMCG

DTMx30



+12 years | +55 brands



+15 years | +200 brands

MARS

+9 years | +97 brands

DIAGEO

+3 years | +75 brands



+9 years | +300 brands

SUNTORY
GLOBAL SPIRITS

+10 years | +90 brands



+14 years | +35 brands



WILLIAM GRANT & SONS

+10 years | +11 brands



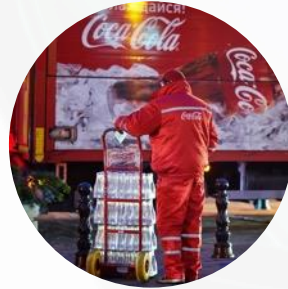
+15 years | +46 brands

Our breadth of client partnerships give us practical understanding of the full marketing activation ecosystem



Emerging

direct to supplier,
with foundational
marketing needs



Evolving

within the integrator
system, needing an agile
partner who can amplify
operational efficiency



Optimising

advanced in the
integrator system,
needing agility,
efficiency, effectiveness
working in unison

We meet you where you are on your growth journey, enabling the right solutions at the right time, always scalable, strategic and tailored to your priorities

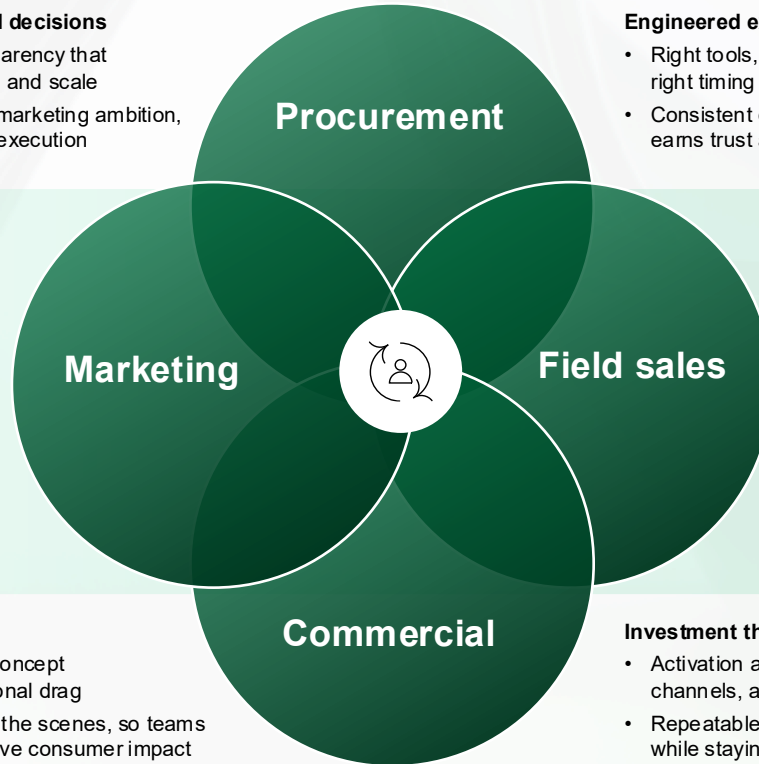
We connect strategy to execution, into one high-performing, integrated ecosystem

Enterprise value + connected decisions

- Commercial rigor and transparency that enable speed, sustainability, and scale
- Sourcing models aligned to marketing ambition, commercial goals, and field execution

Engineered execution + confidence

- Right tools, right markets, right timing – on time, every time
- Consistent quality and availability that earns trust and drives sell-through



Transformation enablement

- Enabling transformation by connecting disciplined procurement, inspired marketing, commercial priorities, and field execution into one agile ecosystem
- Decisions move faster
- Investments work harder
- Programs perform better in every market

Faster + focus on impact

- Seamless connection from concept to execution without operational drag
- Complexity removed behind the scenes, so teams can lead with creativity to drive consumer impact

Investment that performs + scalable

- Activation aligned to revenue priorities, channels, and moments that matter
- Repeatable programs that flex locally while staying commercially disciplined.

We co-create + evolve solutions to unlock what matters to you most



Built for Coca-Cola

Deep understanding of bottler models, catalogs, order windows, governance and Supplier Guiding Principles.



Empowered by Agility

As an integrated partner, we have flexible capability to work across your specific market needs, turning brand strategy and shopper insight into hyper-localized marketing execution across channels



Marketing Effectiveness (ME)

Reimagine an integrated digital workflow to drive effectiveness + value-engineering to maximize brand impact while supporting sustainability priorities



Leveraged Efficiency (+E)

Strategic sourcing and fulfillment execution becomes your strategic advantage, delivering global consistency at scale balancing local execution pressures

We are continuously transforming too, applying learnings to accelerate forward



LATAM senior team



CCI implementation



SiMa innovation



CCEP Harmonization



CCJ local insights



Global-Regional-Local

We are continuously transforming too, applying learnings to accelerate forward

LATAM senior team

Elevating the team to ensure professional and senior client management and exceptional BAU delivery

CCI implementation

Supporting the transition from direct to supplier to integrator model

SiMa innovation

Innovation days allowing for categories to be reviewed and innovation to be delivered

CCEP Harmonization

Continuing to challenge ourselves to drive harmonization, focusing on PICOS

CCJ local insights

Consumer insights to support with localized activations'

Global-Regional-Local

Marketing better for better marketing. Our Global view delivered locally

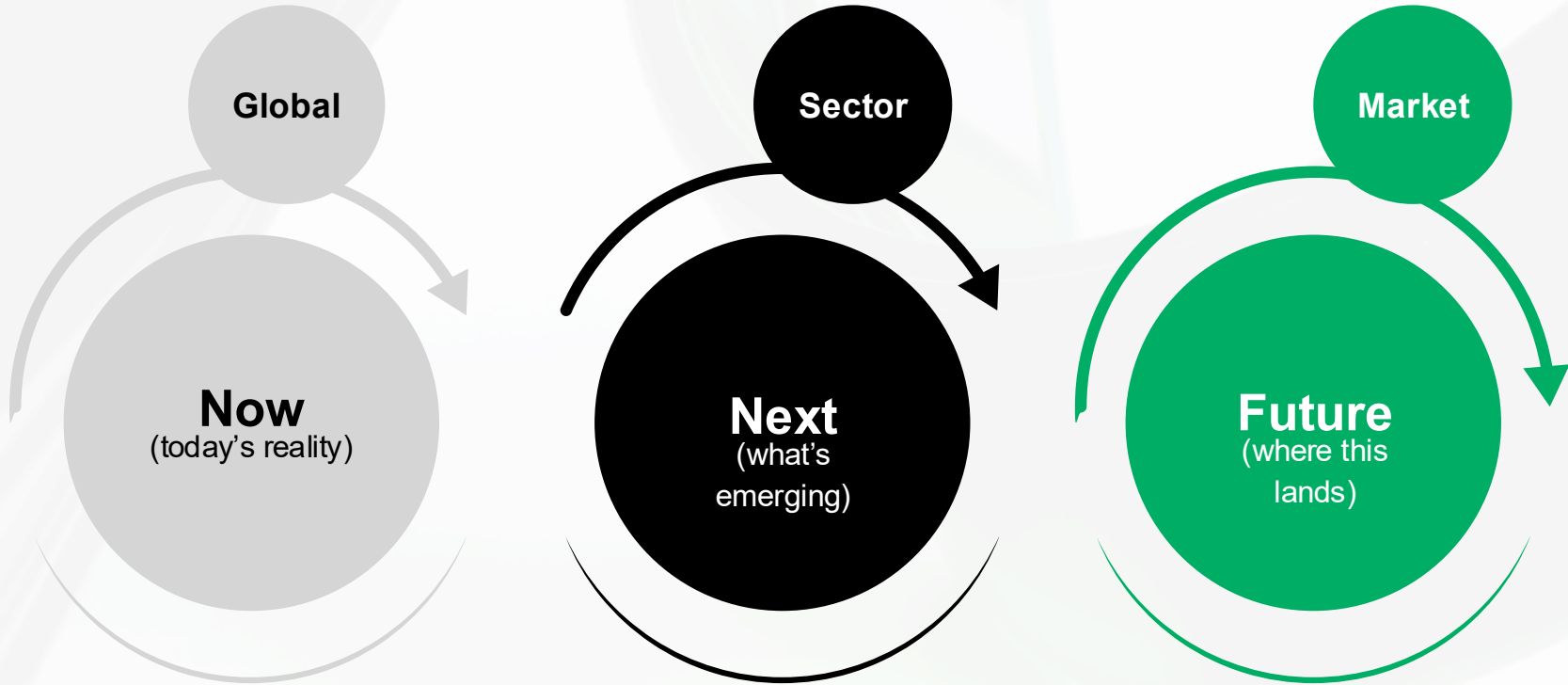
02

**Current market
trends + future
outlook**

**Knowledge alone doesn't
advance the Coca-Cola system.**

***What matters is how market
trends + insights are activated
to shape faster, smarter
decisions across the network.***

We take a global, sector + market approach to identifying insights and optimizing trends



Global trade marketing trends are responding to the demands from customers + consumers alike

Programmability replacing print cycles

- Emergence of e-paper, digital shelf edge, and updateable signage
- Shift from campaign-based production to real-time content control
- Reduces obsolescence, enables store-level targeting

Seen today in high-traffic QSR and convenience environments where digital menus and updateable content outperform static POS (US, UAE).

Materials becoming data carriers

- Growth of RFID, NFC, and ambient IoT in packaging and POS
- Materials now capable of emitting location, dwell, and condition data
- Enables real-time execution tracking and supply chain visibility

QR-enabled POS and packaging already act as engagement and reporting layers in markets like Indonesia and the US.

Circularity becoming non-negotiable

- Regulatory pressure (EU packaging regulation, Digital Product Passport)
- Shift to mono-materials, molded fiber, bio-based inks, recyclable electronics
- Sustainability now embedded at material and chemistry level

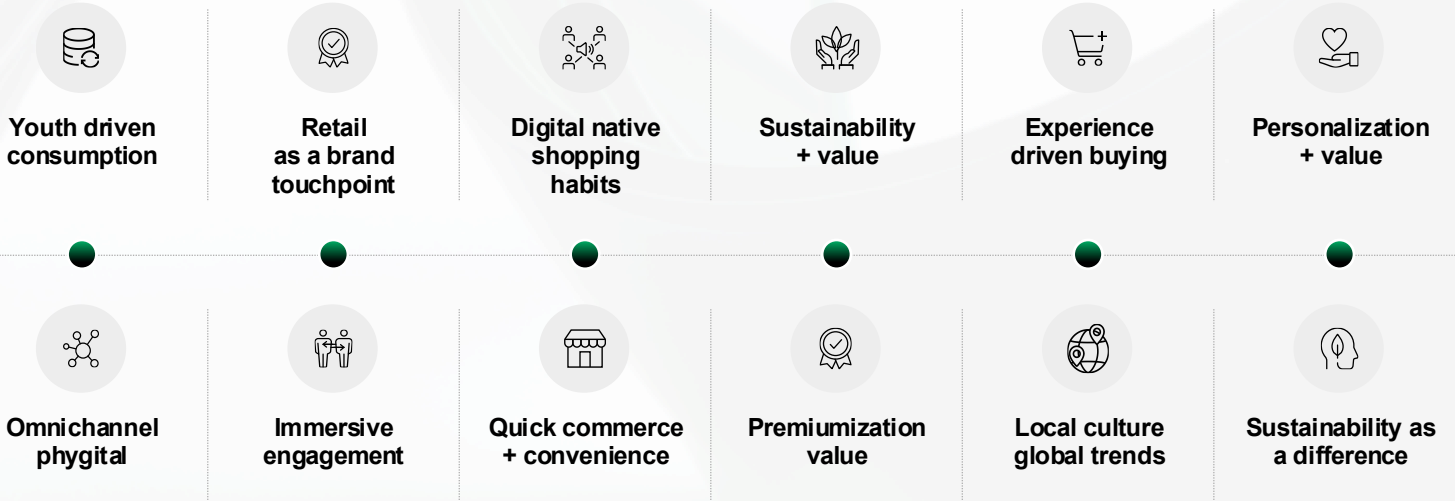
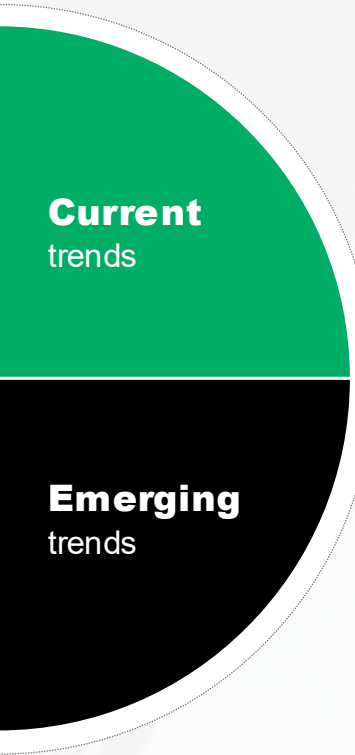
Regulation is forcing material change now – e.g., single-use plastic bans and EPR schemes across APAC, Middle East and North America.

Convergence with retail media infrastructure

- Shelf edge and displays becoming measurable media surfaces
- Trade marketing increasingly integrated with retail media networks
- Physical materials now part of the media ecosystem

Shelf-edge, menu boards and in-store screens are increasingly treated as measurable media surfaces (US, Australia).

There are clear current trends for us to capitalize on – and clear opportunities for us to act on now, for the future



As your strategic partner, we consistently explore what's happening in the marketplace



Execution
is highly
market-specific



Formats
are still heavily
campaign-led



Visibility still relies
more on physical
intensity than data



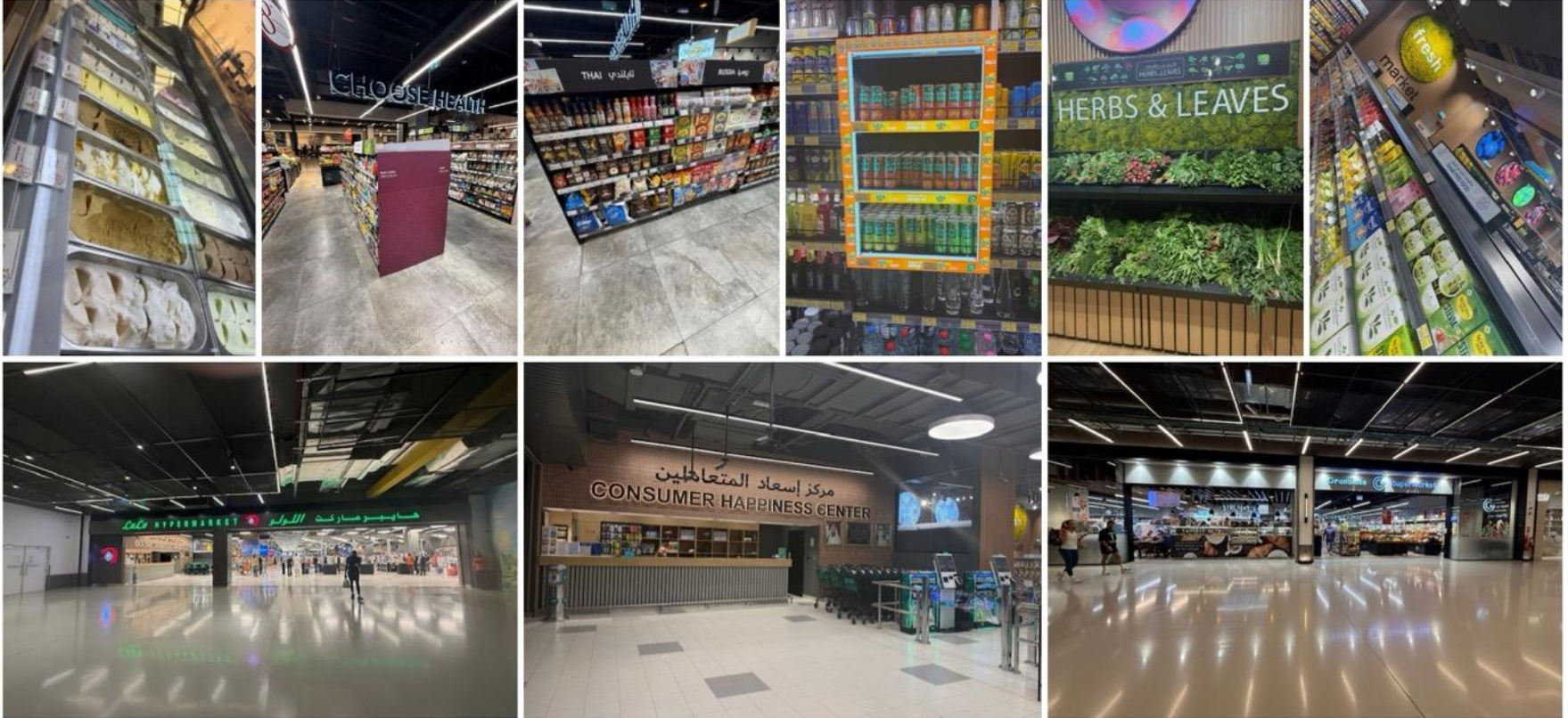
Standardization
and localization
must coexist

These first-hand experiences inform future planning



The retail environment is moving to innovative + fresh

DTMx3.0



Trade marketing materials are evolving to fit consumer lifestyle demands

Current market trends



POS

- Bilingual POS
- Premium HORECA



Racks + displays

- Experiential
- MDF + metal displays



Premiums + novelties

- Social media trends
- Limited editions + collectibles

Emerging market trends



POS

- Omnichannel integrated QR + NFC
- Data-driven POS



Racks + displays

- Shift to sustainable, modular + reusable systems
- AR + NFC



Premiums + novelties

- “Premiums with a purpose”
- Digitally customizable premiums

Our market insights lead to local impact, understanding the nuance and application drives success



United Kingdom

Health-regulated, supermarket-led market

- HFSS rules limit traditional promo mechanics
- **87%** buy alcohol in supermarkets
- Zero-sugar, RTD and premium cues are increasingly important



Indonesia

Ramadan-led, value-driven, digital-first market

- Ramadan spend runs at **1.2x** pre-season levels
- Online FMCG sales rose **+20%** during Ramadan
- Local relevance and digital promos drive conversion



Malaysia

Halal-first, convenience-led market

- Halal cues are essential in execution
- Convenience and online grocery are growing
- Travel and hospitality channels remain influential



North America

Convenience-led market shaped by retail media and RTDs

- **+65%** of purchases are planned
- Convenience is gaining share
- RTDs and single-serve formats continue to outperform



Mexico

Value-led, convenience-heavy market where traditional trade and health regulation shape activation

- Value-led market shifting toward modern retail, but traditional trade still dominates
- Convenience channels are critical for reach and impulse
- Health policy is accelerating lower-sugar and better-for-you demand



Canada

Highly regulated, value-driven market where localisation is essential

- Bilingual execution required; Quebec demands French-first
- POS Health trends are accelerating Zero Sugar and better-for-you choices
- Retail concentration means a few retailers set POS and promo rules



Australia

Occasion-led, outdoor culture with strong local authenticity bias

- Outdoor social occasions strongly shape demand
- Australian-made matters; local relevance beats global roll-outs
- Retail concentration drives heavy promo dependency



UAE

Premium, experiential on-trade market shaped by regulation and tourism

- On-trade is the primary activation channel
- Alcohol regulation separates soft drinks, mixers and RTDs
- Premium, polished POS is critical in hospitality settings

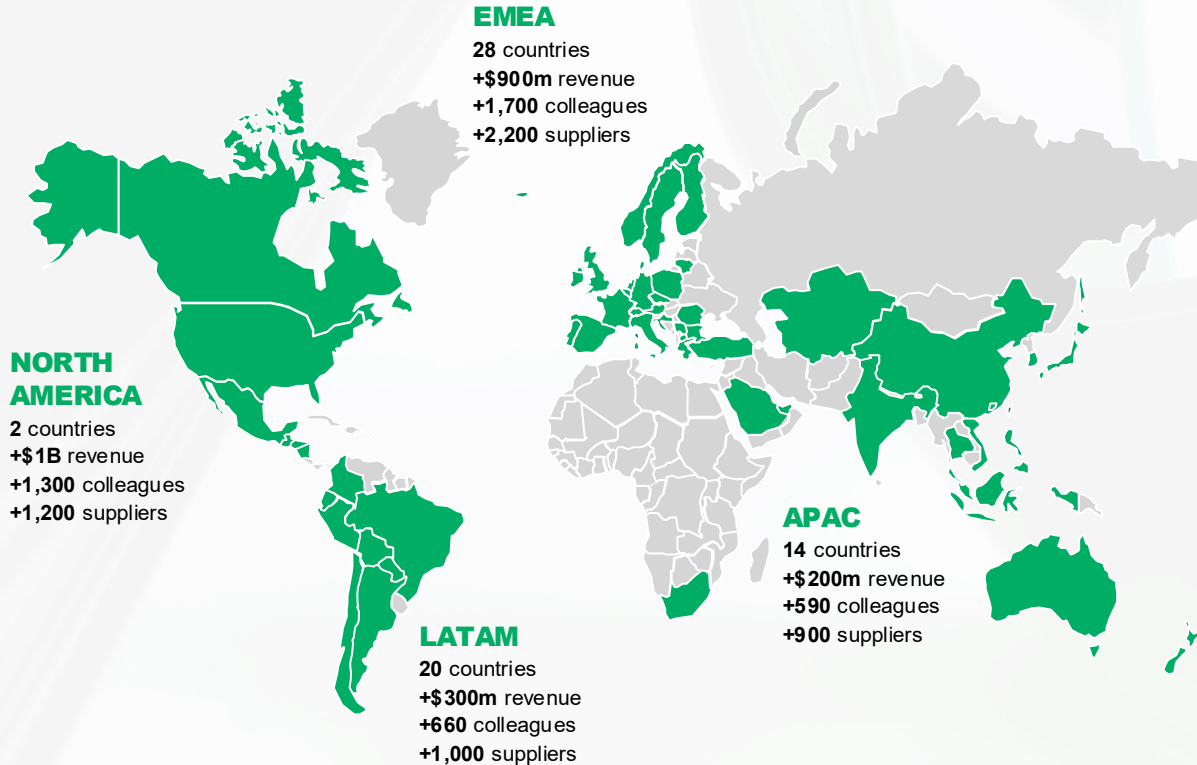
03

**Supply base
depth + offer
collection**

**Supply chain scale alone
doesn't bring value to
the Coca-Cola system.**

***What matters is how
that scale is leveraged,
connected and governed
to perform everywhere.***

Our global scale enables our flexibility in developing your local strategic sourcing plan



Local



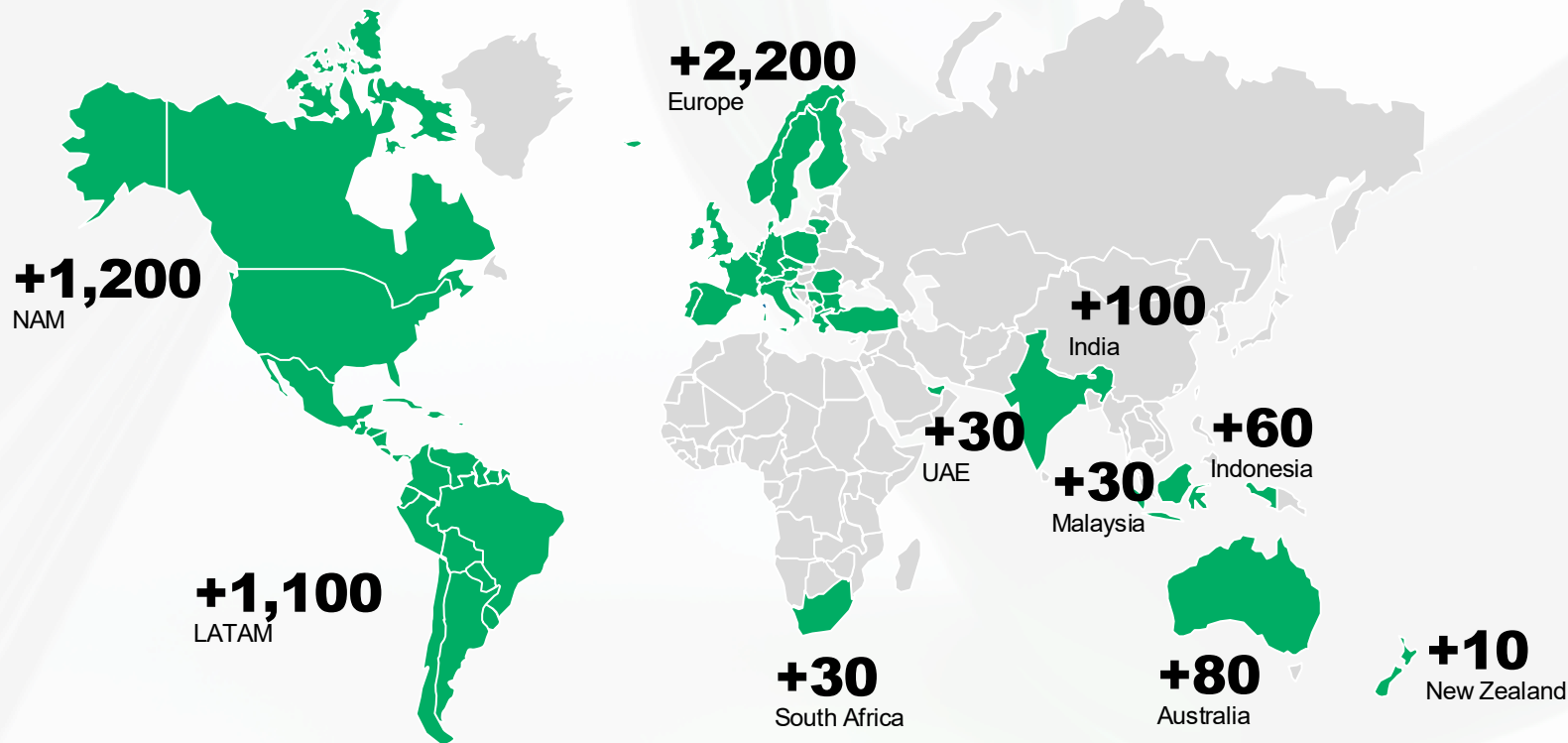
Centralized global



Hybrid



We have a supplier network built for scale, resilience and local execution



**Our strategic supply chain partners
are fundamental to success**

DTMx3.0



2025

We build your hybrid sourcing strategy to balance the needs of quality, cost, sustainability and time



Geography

- Agility to choose local, regional or global supply chain
- Tax, tariff and duties considerations
- Import and logistics optimization



Capability

- Quality levels
- Ethical sourcing certifications
- Equipment capability
- Effective capacity utilization
- Innovation culture
- Engaging incumbent suppliers as relevant



Stability

- Financially sound
- Continual improvement plans
- Fully accredited + historic success
- Strong client profile
- Sanction free



Performance

- Service, communication, reliability and delivery adherence
- Price leadership and cost transparency
- Tracking to KPIs and SLAs
- Sustainability focused

We harness our global reach and local market insights to create a scalable supply chain for you, driving value through category-specific + market-specific sourcing strategies while continuously to manage risk

We lead supplier integrity, built to Coca-Cola's global standards



Authorize

- Only SGP-approved suppliers are used
- SGP requirements contractually embedded with all suppliers
- System controls prevent orders until compliance is confirmed



Verify

- Mandatory TCCC SGP audits for high-risk countries, products and spend thresholds
- Risk-based extension to high-risk items regardless of country
- Audits reviewed, filed and actively tracked by HH Global



Assure

- Third-party final inspections required for all high-risk production
- Additional inspections triggered for new suppliers, new products or complex execution
- Ongoing monitoring of audit validity and expiration

Being built for Coca-Cola, you can be confident in the depth and breadth of our strategic supply base

With governance, risk management + compliance engineered into the supply chain



Creditsafe

All HH Global suppliers are monitored regularly within each region using WorldCheck and Creditsafe to identify and manage financial, regulatory and reputational risk, including political and social sanctions.



Supplier Code of Conduct

All HH Global suppliers are required to execute and adhere to the HH Global Code of Conduct – this outlines in detail the ethical and sustainable expectations of our organization as well as ensuring understanding and commitment to ensure compliance.



Sedex, SMETA

Member of Sedex to monitor supplier database for responsible and ethical working conditions across the globe utilizing SMETA audits when necessary to maintain and improve ethical business practices.



Employee training

HH Global standard compliance, Code of Conduct, Sustainability, ESG, Quality Assurance, D+I and ISR trainings are conducted regularly for all employees. Additional data security training required for employees in high security client accounts.



Supply chain indices

Subscriptions to regional + global indices (RISI, Mintec, ECI, PPI, FBX, OECD, Freightos Baltic) in conjunction with Bloomberg, are reviewed monthly to create supply chain updates. Data is evaluated by Strategic Sourcing teams to provide risk management strategies and recommendations.



Incident reporting – CAPAR

HH Global provides employees and suppliers a formal process for any incident reporting. Each report is investigated by our ISR and/or Strategic Sourcing teams.

Value for Coca-Cola is driven through category-specific intelligence

Manage category plan

- Communicate category plans to client services teams to allow development of their buying plans
- Track and action category KPIs
- Supplier performance feedback

Develop category plan

- Identify key category KPIs
- Establish projects to drive KPI performance
- Build dashboards to track KPIs and category initiatives
- Feedback from internal stakeholders



Category demand analysis

- Client volume forecasts
- Saving commitments
- Product standardisation
- Critical paths by clients
- Seasonality by clients

Category supply analysis

- Available supply capacity by country / region
- Key category risks
- Near term manufacturing innovations / investments
- Regulatory requirements
- Optimal price negotiation approach

Security of supply

Best price and TCO

Innovation and Sustainability

High product quality

Best-in-class service

Risk management and transparency in an always-changing global trade environment

hhglobal

Tariff Overview – FAQ

5 June 2025

Table of contents

03 What are tariffs?	08 What are the top five considerations to maximize my marketing spend?	14 Can I reengineer my product to avoid/reduce tariffs?
04 What has happened in the last few months?	09 Does H-H Global have suppliers in all markets?	15 How does proper HS code selection impact tariffs?
05 When will I see changes to my prices?	10 What sourcing model is best for my marketing spend?	16 What is the relationship between incoterms and tariffs?
06 How will tariffs affect pricing for the products I purchase?	11 Can H-H Global source products from other countries?	17 Is transshipment a potential solution to minimizing tariffs?
07 How can H-H Global help to mitigate the tariffs?	12 Can I change the specification or country of origin for a product?	18 Should I bulk buy now?
	13 Can I change the design for a product?	19 What are our China strategic supplier partners saying?

© 2025 HH Global Ltd. Proprietary and confidential.

Navigating the crosswinds of tariffs and logistics

- The global trade environment remains volatile, with tariffs and freight costs creating ongoing challenges
- We issue regular Tariff and Flash Updates and model financial impacts to identify and prioritize mitigation strategies
- Diversified supply chains are central to our sourcing strategy, protecting clients from tariff and regional risk
- Freight markets face unprecedented disruption: cost increases, severe port congestion and increased ocean transit times
- Rising fuel and labor costs, combined with record demand, continue to strain capacity and budgets
- Our logistics expertise enables proactive planning, alternative routing, and visibility to balance speed, cost, and continuity of supply

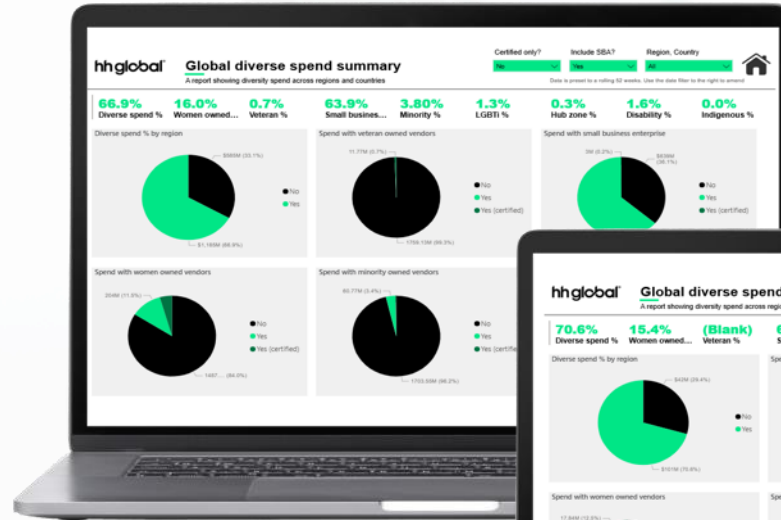
Giving you visibility to all key metrics, through customizable reporting dashboards

Transparency in reporting and supplier diversity

Clear, consistent reporting across global and Coca-Cola-specific metrics, enabling visibility, comparability and accountability at system level.

Providing Coca-Cola with a global performance benchmark to identify, scale and embed the success factors that underpin alignment with top-performing markets.

Global data for all clients



Coca-Cola data



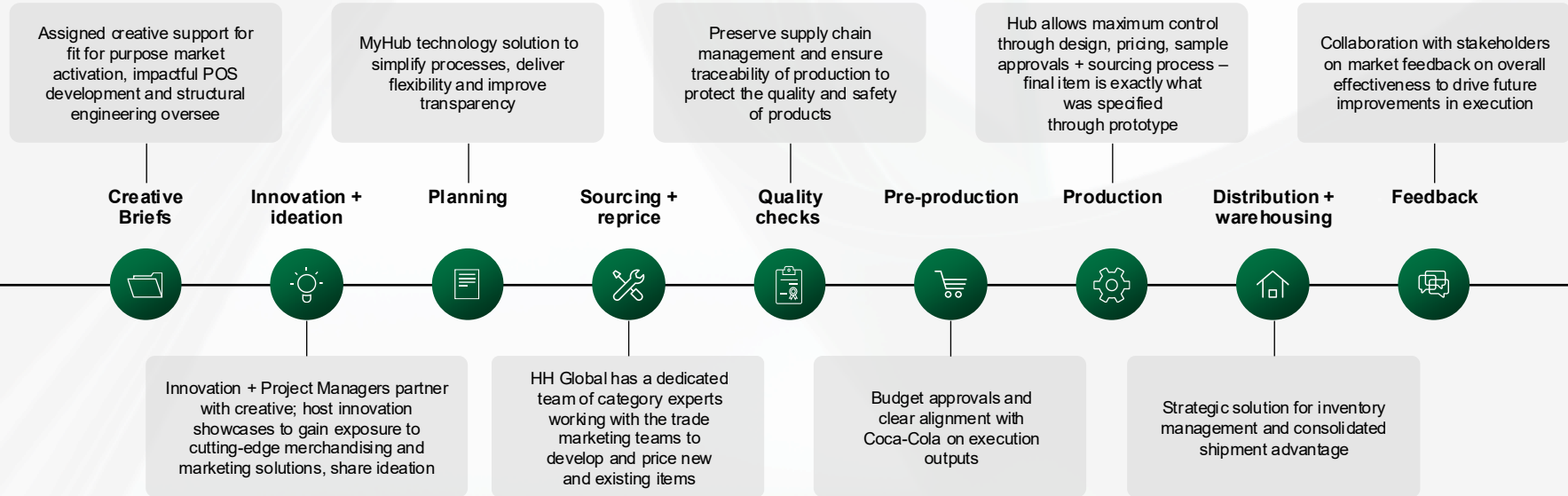
04

**End-to-end
operational
process**

**Process alone doesn't
create agility for the
Coca-Cola system.**

***What matters is how
end-to-end operations are
orchestrated to perform
seamlessly across markets.***

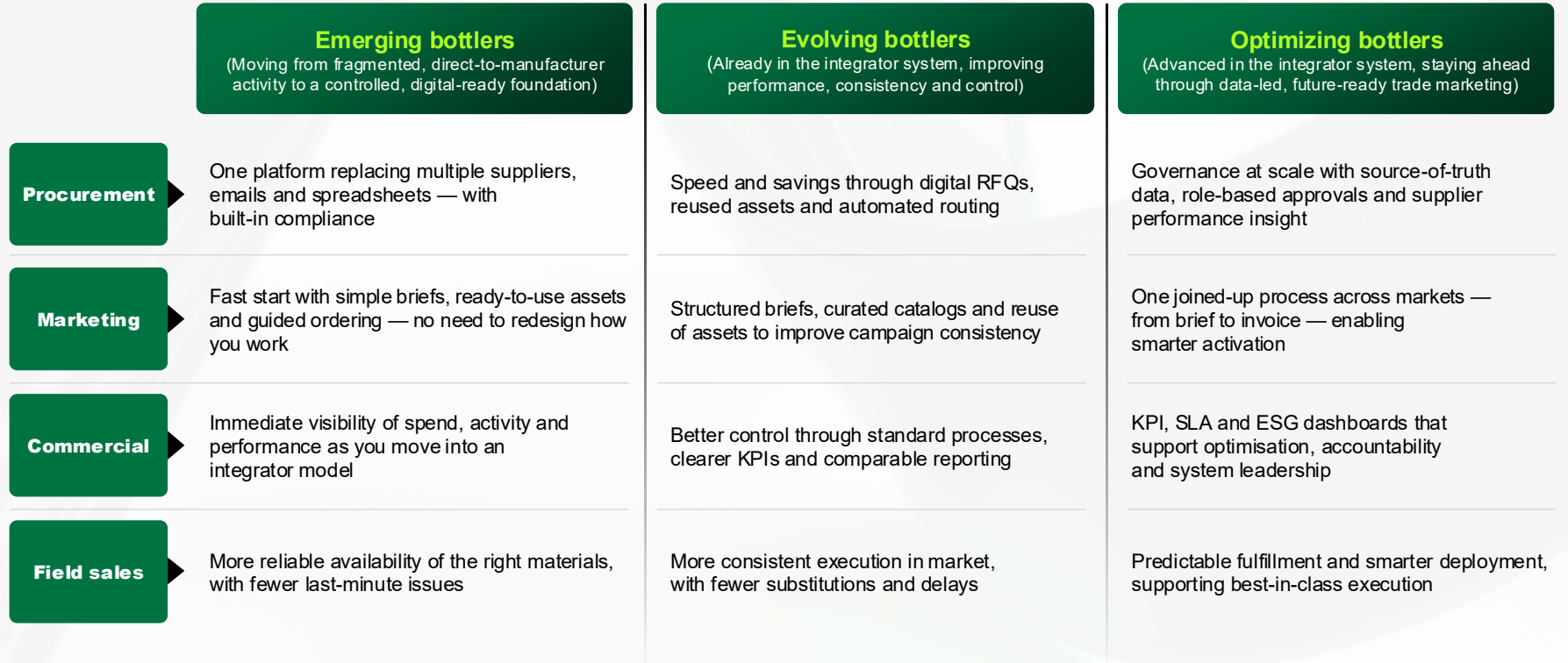
Our agile end-to-end process, meeting your unique priorities and complexity of each activation



Independent audits and certifications across quality, social and environmental standards



For every stage of your needs, we deliver less complexity, more control and better results.



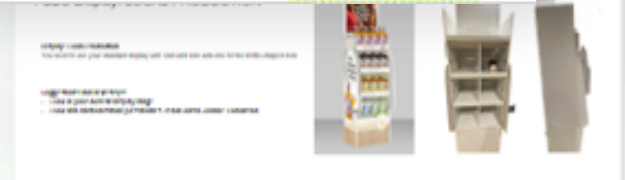
Centralized European toolkits to consolidate production whilst embedding TCO + ESG change management

DTMx3.0



A 15-year strong partnership that includes Western Europe POSM and pre-fill

- End-to-end development and delivery project management
- Toolkit displays, POSM and VAP's with localized artwork
- Cluster-based aggregated production achieving 17% product savings
- Harmonization of units
- Implemented plastic free tasting cups - removed 0.04 tones of CO2
- Re-engineered VAP's to streamline co-packing - saving 39%



05

**Digital
capabilities**

**Technology alone
doesn't transform the
Coca-Cola system.**

***What matters is how
platforms, content
production and AI are
designed to work together.***

Through digital enablement, we activate brands consistently across markets

Creative Intelligence

Creative Technologies

Conscious Creativity

Brand ideation

- Insights
- Strategy
- Creative ideation
- Activation concepts
- Planning across all media channels

Adaptation

- Design
- Photography
- Retouching
- Art working
- Motion
- Digital content
- 2D + 3D

Platforms

- AI
- Automation
- Compliance
- Data Tagging
- Media supply

Retail innovation

- Concept design
- Design Engineering
- Prototyping design and Delivery
- Digital asset / IP management
- Screen digital display

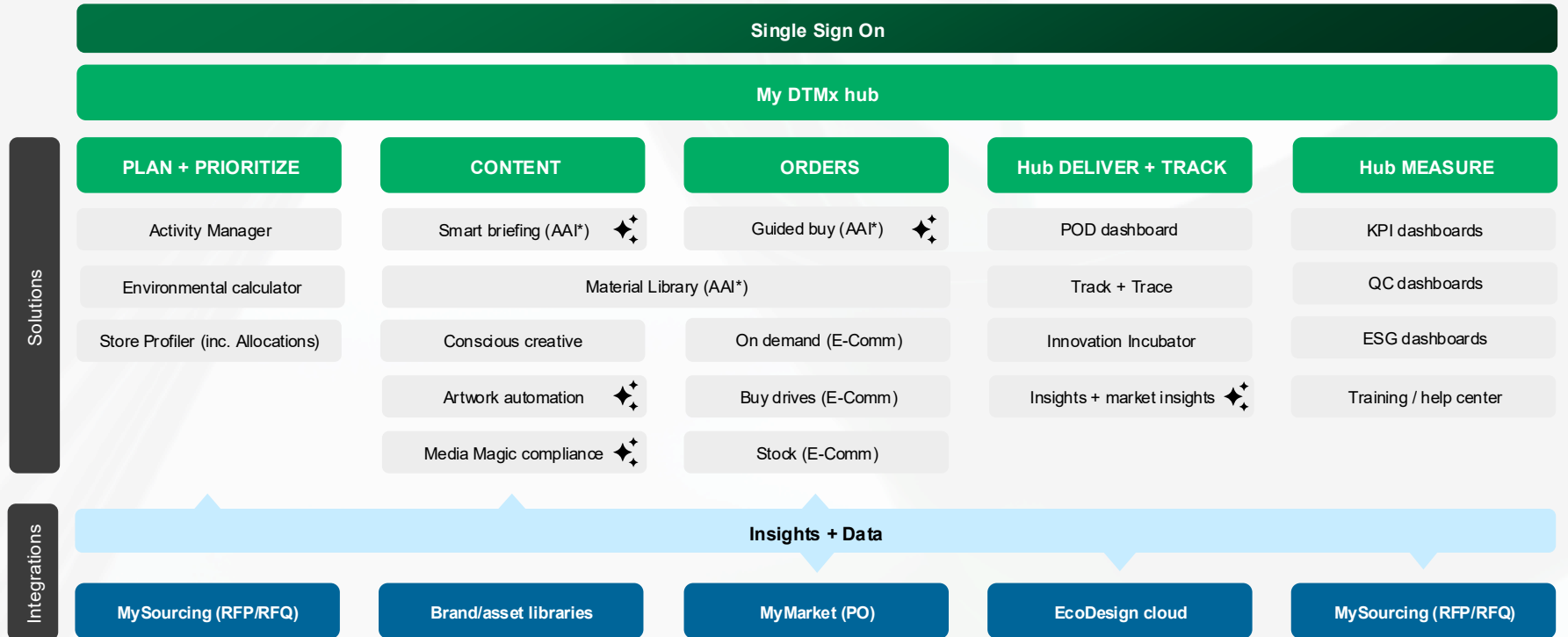
Supply chain

- Production engineering
- End of life management
- Warehousing
- Procurement
- Printing



**Delivering creative activation worldwide with teams in 64 countries.
Efficient and effective deployment for any scale of activity or innovation.**

Our fully flexible, modular technology platform is adaptable to every bottler – meeting you where you are



*AAI = Adopt, adapt, innovate. harmonization framework

✦ = AI-driven efficiencies

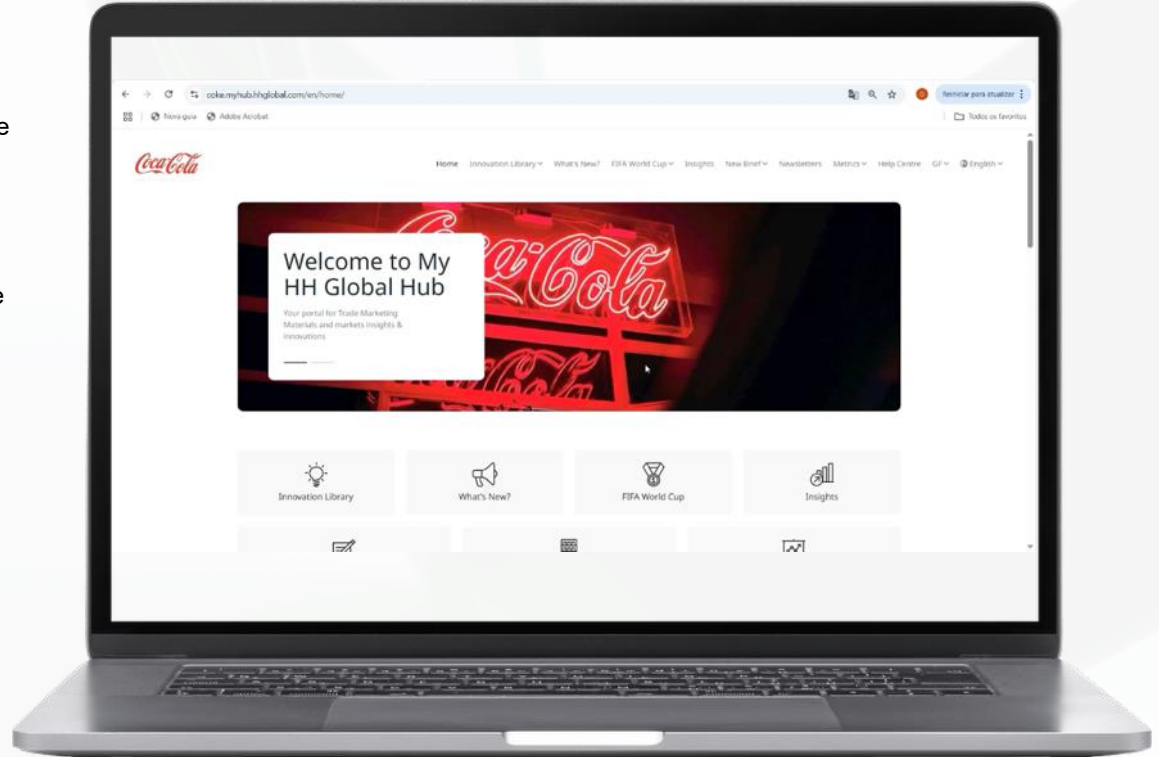
Our MyHub platform delivers proven value for Coca-Cola bottlers and OUs – simplicity, transparency + control

MyHub delivers a configurable, modular platform...

- **A single, everyday workspace** that brings planning, creation, ordering, execution and insight into one place
- **Simple adoption and rollout**, designed to fit existing processes and transformation roadmaps
- **AI-enabled experiences** that reduce complexity and effort across UX and UI
- **Built for global and local teams**, with multi-language and multi-currency support as standard

...flexing to each bottler's needs

- **No one-size-fits-all** — each bottler configures only what they need, when they need it
- **Designed for user adoption**, with intuitive UX and consistent UI across modules
- **Full transparency and control** over APIs, integrations and data flows
- **A shared roadmap**, shaped by both HH Global and client priorities

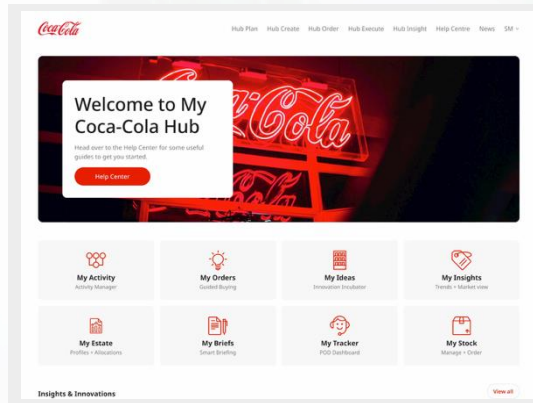


Activating brand portfolios has never been easier, from briefing to guided buying to reordering

The screenshot shows a web form for creating a Coca-Cola Hub. At the top, there are navigation links: Hub Plan, Hub Create, Hub Order, Hub Execute, Hub Insight, Help Centre, News, and SM. A 'Go back' button is on the left. The form fields include: Stakeholder name* (with an email address field), Channel (a dropdown menu), Date* (a date picker), Project name, and Brand / Theme*. There are also two yes/no questions: 'Is this Project urgent?' and 'Has this Project already been produced?'. A 'Project Brief*' section is at the bottom with a description field.

Brief intake

- Faster intake through automated, structured brief capture that removes manual effort
- Stronger brief quality with clearer, more complete inputs that reduce rework and improve downstream accuracy
- Better collaboration via a shared briefing workflow that keeps teams aligned and consistent



Guided Buying

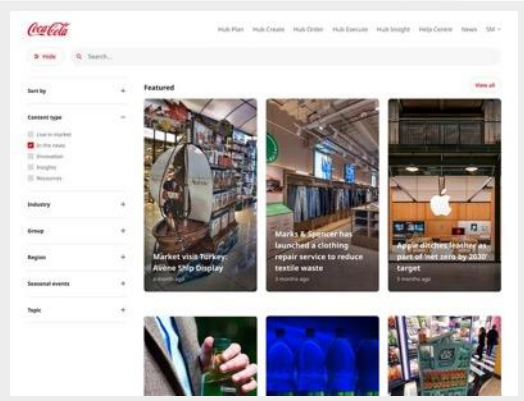
- Guides users with smart prompts, asking relevant questions about their activation, market, or product needs to help them navigate areas they may be unsure about
- Improves consistency and compliance through built-in logic that ensures selections align with brand rules, category strategy and local requirements



Quick Buy catalog – user view

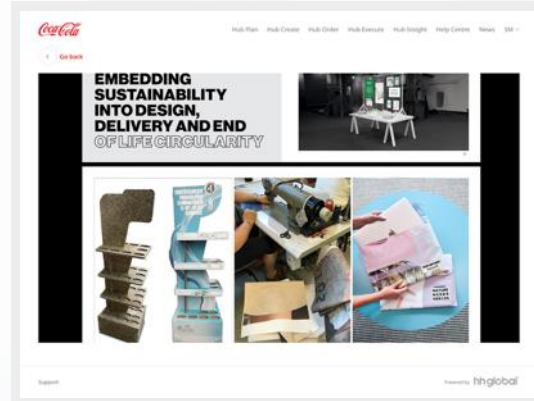
- Reduces waste and cost by guiding teams to reuse, adapt or create assets using a structured, harmonized workflow
- Improves brand consistency through standardized decision-making and automated localization across all markets
- Accelerates delivery by simplifying workflow choices and enabling faster, smarter investment in viable concepts

Features to continuously engineer effectiveness



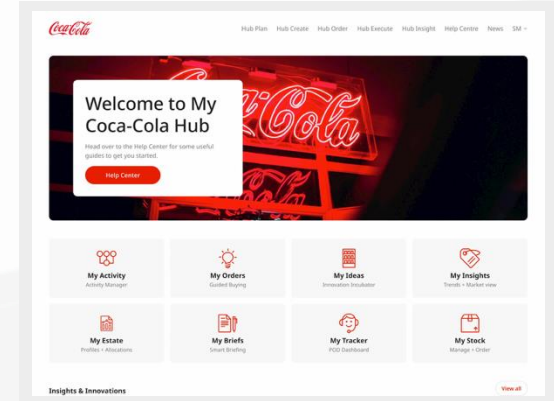
Insights + market insights

- Delivers relevant intelligence through curated news, trends and competitor insight surfaced via tailored logic
- Keeps users informed with continuously updated, auto-served market content, removing the need for manual searching
- Strengthens knowledge-sharing by giving teams a central, easy-to-consume hub of sector-specific intelligence that keeps everyone aligned



Innovation Incubator

- Accelerates adoption of high-impact innovations that unlock efficiency, sustainability and effectiveness
- Inspires stronger solutions with proven examples and new technologies curated for client needs
- Drives continuous improvement through structured idea sharing, collaboration and governance



Material Library

- Centralized visibility of best-in-class activations from around the world includes all technical documents, and asset data
- Clear ownership and tooling traceability to manage risk and avoid duplication
- Easy ADOPT / ADAPT workflows to reduce re-work and SHARE + REAPPLY to promote Cross-Market and Cross-Division Synergy

One creative production model with fewer touches, lower total cost of ownership + regulatory confidence



Centralized creation

- **One studio model** replacing fragmented agencies
- **By amplifying campaign direction** from your strategic creative agency
- **Single governance layer** across brands and regions



Dynamic templates

- **Global and regional masters** converted into **adjustable templates**
- **Brand rules embedded** once and applied consistently, **AI as an accelerator**
- **Governed by** beverage marketing codes of conduct + local regulatory expertise



Automation

- **Data-driven adaptation**, no manual resizing
- **Fewer errors**, less rework
- **Embedded quality assurance** vs. quality control process
- **Semi-to-full** content automation suites




Predictable commercials


- **Lower cost** per asset
- **Lower total** cost of ownership
- Transparent reporting and **spend control**


50% Less time*
50% Less cost*


**Based on our benchmarking from current experiences, ratio of template to asset is the largest driver of efficiency*

Automation is delivering measurable ME+E impact

 Converting **masters** into smart templates

 **Connect** the templates to data

 Improved **quality**, control, order

 **Increased** pace, efficiency, consistency

Our **AI augmented** automation platform produces finished print, digital and motion content consistently in seconds.

We build **dynamic templates** from guidelines or toolkits.

Connect to variables and client data to produce adaptations and localized content for all touchpoints.



Automation in content production is driving agility + efficiency



+40% Savings vs. traditional agency model

Carlsberg needed a partner who could deliver a tailored, agile and creative studio solution, with the expertise to support their largest-ever UK launch and refresh three flagship brands. They tasked HH Global with:

- Elevating quality and consistency across all brands
- Accelerating speed-to-market while maintaining brand integrity
- Streamlining production processes across brands and teams

Results

By integrating HH Global's established studio team - bringing product knowledge, creative expertise and experience - we've redesigned the delivery workflow to boost efficiency and strengthen communication.

In 1 year:

+1300
assets created

+40%
Saving versus delivery of the same volume via an external agency

100%
client satisfaction feedback from the client



+50% Savings, +50% faster execution to market

CPG Client needed a more efficient packaging artwork solution. HH Global proposed an innovative, technology- and AI-enabled model that converts master files into smart templates and links templates to data to automate artwork adaptation. Our global reach, deep expertise, and strong automation capabilities were the perfect solution to overcome client's manual artwork development across multiple agencies.

Results

By automating the masters as dynamic templates with the technology, data sources enable instant variant creation. We were able to deliver more concepts, faster and at a reduced cost.

+50%
faster execution

+50%
cost reduction

Improved
quality control

Enables
digital twins

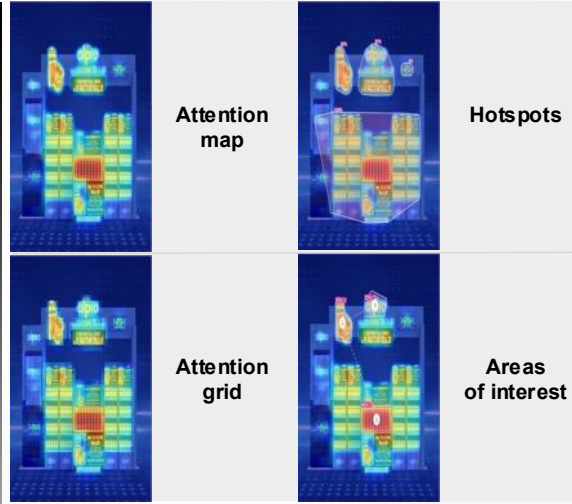


AI in ideation, heat-mapping, effectiveness testing



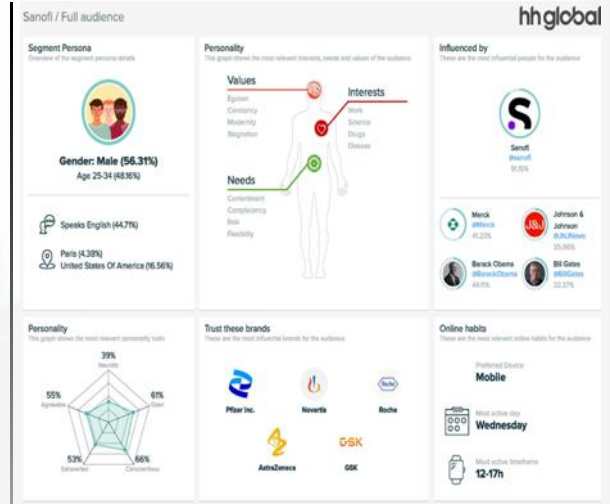
Campaign concepting: Leveraging AI

AI generated concepts allows for rapid concepting to test effectiveness at a low-investment, while gaining maximum insights to drive value



Heat mapping: testing effectiveness

Using AI to test POS effectiveness and proof of concept prior to the manufacturing process.



Insights: HH Genius

Genius is a near-real-time data mining tool that helps brands analyze competitors, understand customer behavior, and profile social media audiences. It delivers actionable insights quickly, enabling data-driven decisions without requiring first-party data.

Leveraging Digital Twins and AR to for enhanced visualization of marketing activation in market

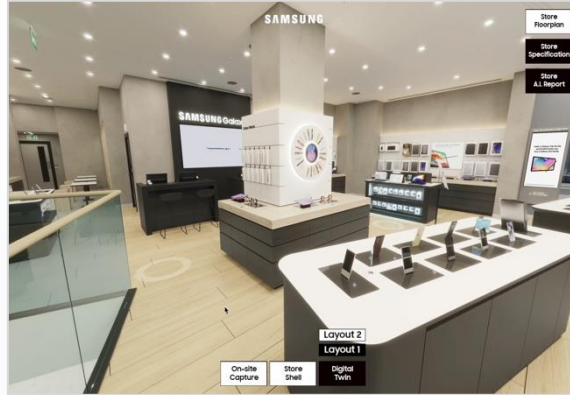
Digital twins

Virtual copies of physical objects, used to simulate the real world and outcomes



Accurate real-world simulations

The VR environment enables detailed planning and placement of merchandise, offering unparalleled precision in optimizing in-store layouts and ensuring flawless execution.



Real-world visualization

The immersive retail VR environment enables users to explore brands and product ranges in an off-trade setting, offering 3D visualizations for effective merchandise execution.

AR activation

Real-time ability to showcase a LIVE environment and position POS



Instore AR activation

The AR experience is triggered when mobile is pointed at the point of sale.

Highly immersive

The AR experience can be rotated and interacted with to display product information.

Our platforms, content production and AI are designed to work together



12% Cost Savings, + 12% Increased Bottle capacity through data + collaboration

HH Global assembled a cross-functional team of POS subject matter experts, Coca-Cola team members and Bottlers to re-engineer and redesign one of their universal displays

Results

+17%
Decreased weight of each display

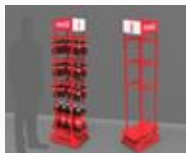


Existing design
12% cost reduction

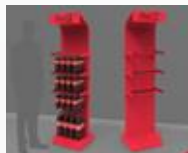


Disassemble option
8% cost reduction
4x reduced volume

+12%
Increased bottle capacity (59)



New design
12% cost reduction
Increased bottle capacity



Alternative design
6% cost reduction

+12%
Cost reduction



+16-32% Sales Uplift attributed to digital screen content, 2x increase on non-promotional SKU

HH Global implemented 31 screens in 18 locations across the US, playing 11 different campaigns at various times of day and month. We analyzed the correlation between sales and content- creating an analytical dataset to match purchases to the content displayed on screen

Results

16% - 32%
Uplift in promoted sales through digital screens

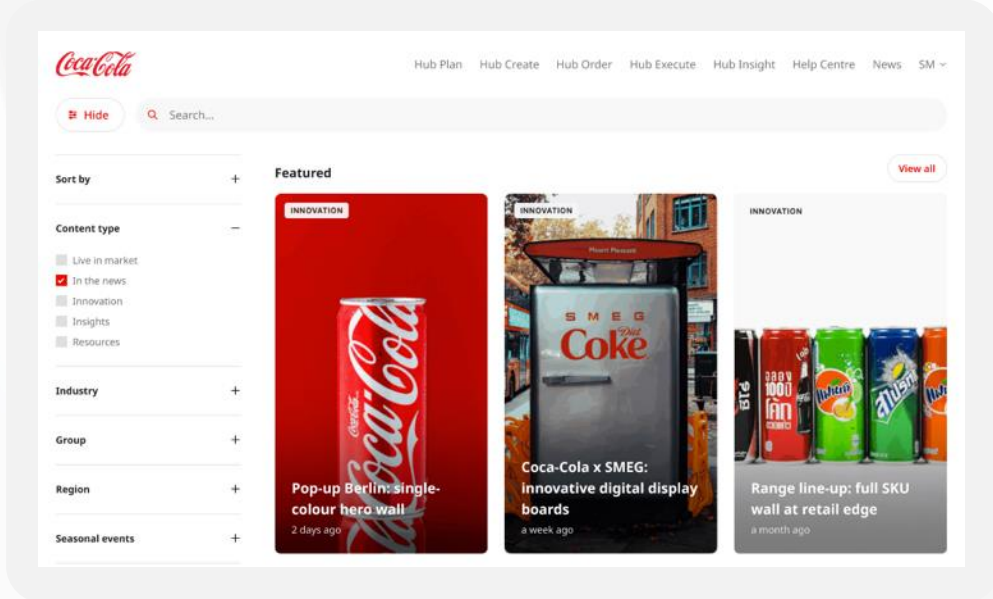
2x
increase on non-promotional SKU

Provided a detailed analysis on the **effect of content on sales**

Created a model to measure **ongoing effectiveness** of promotional screens



Global-to-local insights collaboration is made easy with AI integrations



Capture photo

Share in Innovation Whatsapp group

AI analysis

Image is analyzed and automatically tagged

Approval loop

User reviews to check/modify image and tags

Published to MyHub

Every deployment co-approved by channel partner via structured portal workflow.

Content goes live

HH Global NOC pushes content to all endpoints simultaneously. 99.9% uptime SLA.

AI-Powered procurement, coming to MyHub

- **Effortless ordering.** Conversational AI turns prompts into curated POSM selections, no catalogs, no forms
- **Faster to market.** AI matches lead times to your activation window, so you only see what can land in time
- **On-brand, on-commitment.** AI applies brand standards automatically
- **See it before you buy it.** Generative AI visualizes products in lifestyle settings and applies regional creative on the fly, align the look before placing the order
- **Smarter spend.** AI can recommend quantities and budget-optimized product mixes grounded in your own order history



06

**Current
+ future
sustainability
plans**

Sustainability increasingly presents execution risk and performance opportunity.

We've built practical, credible, and scalable methods to unlock competitive advantage.

We embed sustainability into everyday operations, consistently transforming for the future



Our foundation: Innovation with Purpose

- Globally recognized sustainability strategy aligned to UN Global Compact and SDGs
- SBTi-approved Net Zero targets with a formal transition plan (15 to Zero)
- Mature disclosure and ratings (CDP, EcoVadis Gold)
- Industry-leading programmes (Conscious Creative, Sustainable Procurement Framework)
- Multi-award-winning partnerships and thought leadership
- Strong reporting, assurance, and governance foundations validated year-on-year



Our future: Impact by Design

- Embeds sustainability at the moment of design, sourcing and approval - not after delivery
- Moves from programmes to a control system that runs sustainability like a business discipline
- Operates through a closed decision loop: Inform → Decide → Deliver → Measure → Improve
- Insight-led and risk-aware, integrating data, governance, supplier capability and digital tools
- Designed to protect execution, avoid disruption, and create commercial advantage at scale

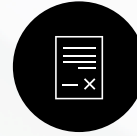
**Faster, safer, more consistent decisions that reduce risk improve outcomes
and help clients outperform in complex, high-volume trade marketing environments.**

Today, sustainability risk is commercial risk, directly impacting cost, speed and credibility in trade marketing



Acute physical supply chain disruption

- Climate-driven events impacting pulp, paper, resins, energy and logistics.
- Short-notice material substitutions leading to:
 - Campaign delays
 - Cost inflation
 - Inconsistent in-market execution

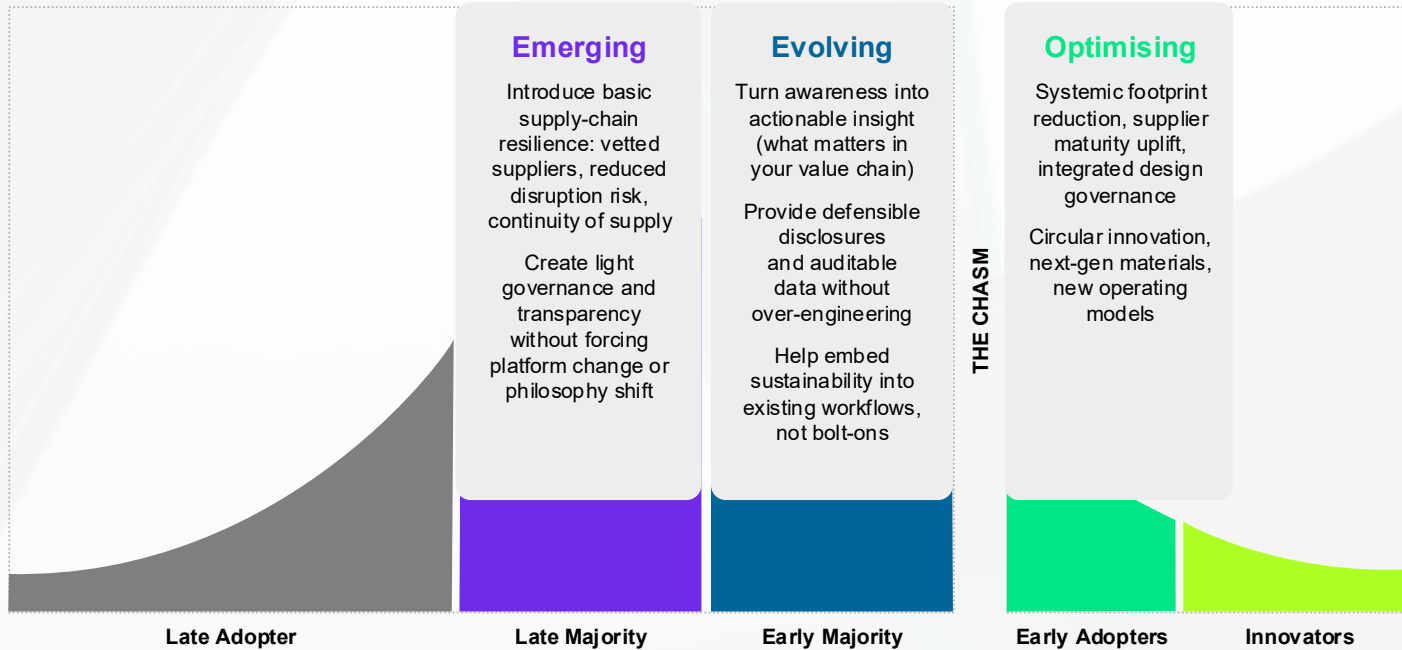


Regulatory and compliance exposure

- Rapidly tightening rules on materials, packaging, waste, claims and reporting
- Financial risk from rework, write-offs, penalties, and missed market windows
- Reputational risk from inaccurate claims or inconsistent compliance across markets

Our agile approach confidently solves for the varying pressures experienced by market and category.

We use our innovative partnerships to de-risk adoption for the mainstream



We meet you where you are on your sustainability journey, enabling the right solutions at the right time, always scalable, strategic and tailored to your priorities.

Our Impact by Design strategy gives you an embedded risk and opportunity system

Intentionality

Sustainability is designed into decisions before risk is locked in

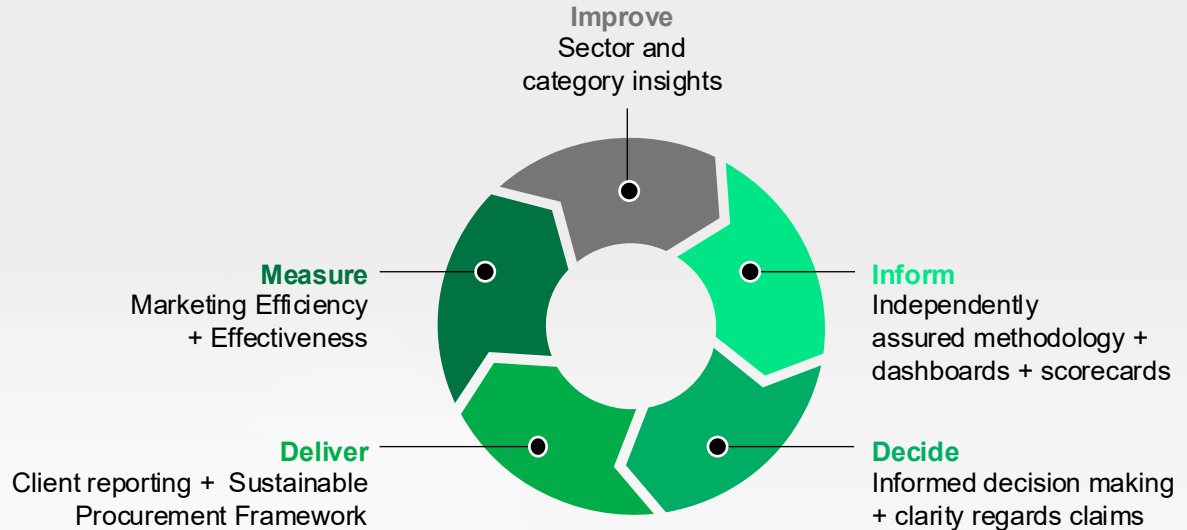
Double-line principle

Bottom line credibility through governance and assurance.

Top line growth through future-shaping client collaboration.

Closed decision loop

Designed to work across categories and markets



Digital capabilities and ME+E: sustainability through reduction DTMx3.0

The most sustainable TMM is the TMM you do not produce

Production-agnostic by design

- HH Global is fundamentally production agnostic
- This enables unbiased routes to market, whether traditional, digital, or hybrid
- Sustainability becomes a decision filter, not a constraint or bias toward production

Marketing efficiency and effectiveness (ME+E)

The smart enabler that unlocks:

- Waste avoidance
- Budget maximization
- Greater impact with customers and consumers
- Aligns sustainability with performance, not trade-offs

Impact for marketing

- High regulatory risk categories
- High value and high volume TMM
- Clear opportunity to innovate intelligently
- At this intersection, HH Global provides credible, defensible, decision-grade data that enables informed purchasing decisions by clients across cost, risk, effectiveness and footprint

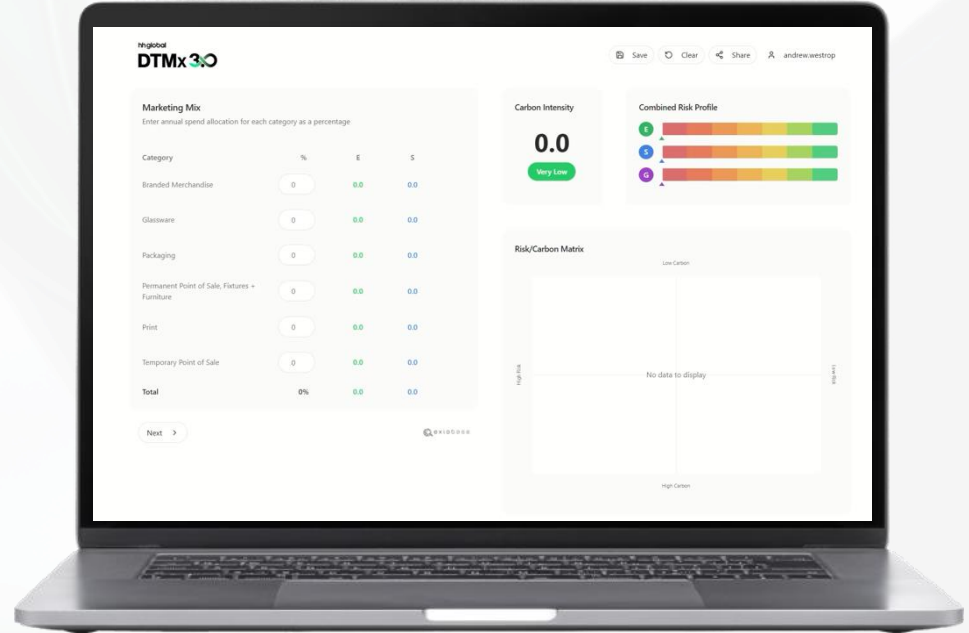
This is where sustainability ambition becomes operational reality.

We have developed a platform to anticipate change, protect margin + stay ahead of the challenge

Clients working with HH Global are better positioned to:

- Respond faster to physical supply disruption without compromising execution
- Adapt to regulation confidently, regardless of starting maturity
- Protect margin while competitors absorb rework, premium sourcing, and delays

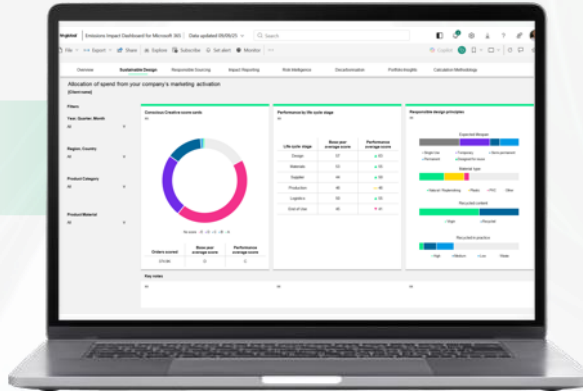
Competitors react to sustainability shocks. HH Global enables clients to anticipate, absorb, and outperform.



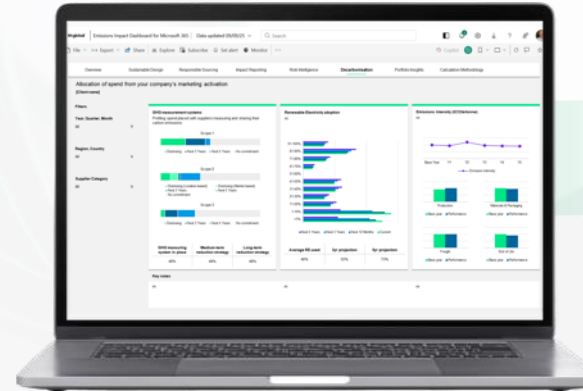
To assess how vulnerable your marketing mix may be to regulatory changes and supply chain interruptions, join us tomorrow to generate an immediate risk intelligence profile.

We reflect sustainability and ESG impact in clear, concise + condensed dashboards

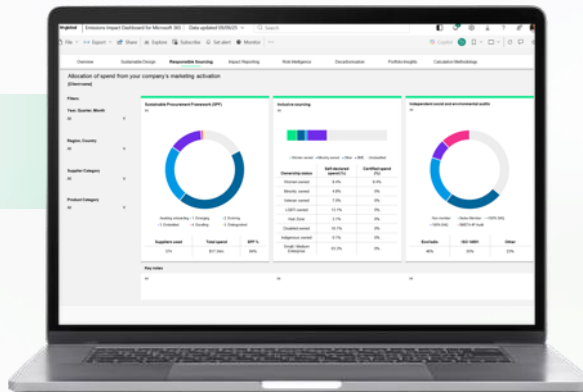
Sustainable design



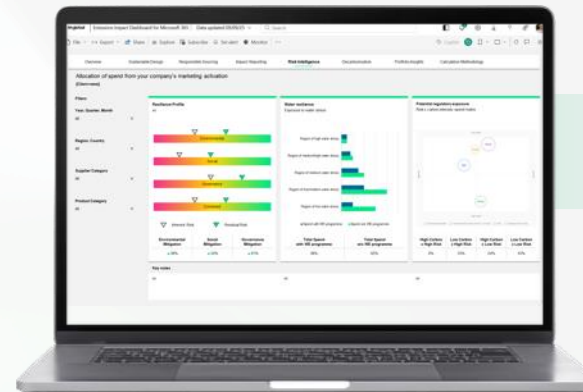
Decarbonization roadmap



Responsible sourcing



Risk intelligence



We embed sustainability into campaign activation to drive competitive advantage

DTMx3

Coca-Cola

69% less carbon emissions
30% less production cost

As an alternative to MDF, Xanita is made from recycled paper fibers formed into a panel with an internal cellular structure that combines lightness and durability.

Results

Reduced dependency on virgin resources

Light weight, easy to handle, transport, and install

Mono-material design, widely recyclable after use

Sustainability score increased from C 50 to B 64



Coca-Cola SUPPLYING PARTNERS

23% increase in score
9.3% less production cost

As an alternative to wire grid + polystyrene construction, this display was reengineered from laser-perforated sheet metal identical to the bottom of a bottle bridge.

Results

Increased quality and durability

Production efficiencies reduced lead time

Mono-material design, widely recyclable after use

Sustainability score increased from C 48 to B 71



07

ME+E

**Efficiency alone doesn't
drive value for the
Coca-Cola system.**

***What makes a difference
is how we combine agility,
efficiency and effectiveness to
deliver impact where it matters.***

We shaped ME+E 2.0 together and collaboration drove engagement



Designing for success

Successful ME+E starts with considered design.

Being able to **anticipate a consumer's reaction**, or bringing in shopper and retailer insights, not only makes **POS more impactful**, but can **save time and spend** at concept and campaign creation stage.

The more we know, the more we can inform intelligent, right-first-time design



Data driving decisions

There is no point in producing something that is not ordered or creating four varieties of the same thing.

By applying data and analysis to ordering patterns and cadence, along with apply forecasting models and harmonization process, we can **rationalize activity and produce fewer marketing materials** and deliver a bigger sales return



Strategic sourcing for strategic savings

Being able to **reduce cost and workload** from the production process, is the most visible area to deliver ME+E.

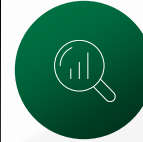
Smarter production **means producing less, it does not mean getting less.**



Sales delivering value

Proving the effectiveness of marketing materials can be done several ways, the most telling being a mix of **sales data and consumer interactions.**

To understand **true effectiveness**, we need to look **beyond just sales**, to the **quantity and quality of consumer interactions**



Insights shaping improvements

To **continue driving efficiency and effectiveness**, the **data** gathered across the process needs to be **analyzed and reapplied**, with the insights and learnings dictating the consumer strategy at design stage and throughout

ME+E 2.0 has delivered tangible, measurable results

Speed to market increased by **33%**

21% reduction in SKUs produced

40% savings on freight logistics

32% uplift in promoted sales

12% savings delivered across over 5,000 orders

27% increase in POS usage

We made high-impact execution cost-effective and created stand out + usability

Manufacturing and materials expertise

HH Global's knowledge of materials, print processes, and retail installation allowed us to create a high-impact campaign that was:

- Innovative yet practical – considering durability and cost. LED lights were initially included in the trucks, then removed as they were hard to see under bright restaurant lights. Their inclusion would also mean the card trucks would no longer be recyclable.
- Focused on quality and convenience - pre-built trucks were distributed in individual packaging to ensure quality was not compromised and implementation was quicker and easier for staff

Big Impact for Big Ideas

Results

An innovative seasonal experience, which succeeded in capturing consumer attention. Creating Christmas magic, while being cost effective and practical.



+17k

Linked In likes
Within 2 days of launch

Sales uplift

For Coca-Cola brand in outlets featuring the truck

27%

Increase in ordered POS | Additional Christmas trucks ordered after original installation due to positive client feedback

With a growth mindset, we recognized the need to for ME+E to continuously evolve to deliver future value



In order to keep ahead of the pace of marketing excellence, we understand the need to look at how and what we do – and sales are the measure of success



Therefore, our approach to marketing efficiency and effectiveness has evolved



To stay ahead of marketing excellence, we continuously evolve both *how* we work and *what* we deliver.

ME+E has matured from efficiency-led optimisation into a results-driven model, where sales impact is the ultimate measure of success.

So, we have reshaped the program to ensure that ME+E continues to drive growth and the benefits that Coca-Cola system need for the future.

Evolved for Coca-Cola. powered by agility, efficiency and effectiveness

Delivering tangible benefits. Resulting in smarter spend and uplifted sales

ME+E 3.0 – marketing better for better marketing



Marketing better for better marketing

ME+E 3.0. Agility. Effectiveness. Efficiency. Results.



Value

Value where you need it and where it is recognized

- Better buying for better budgets
- Speed to market
- Workload reduction
- Strategic insight
- Harmonization
- Data-driven decisions
- Sustainable activity
- Re-engineering
- Cost reduction
- AI driven automation



Impact

More than budgets – but brand recognition and sales uplift

- Innovation
- First to market material usage
- Elevated POS
- PICOS
- Global strategy, localized activation
- AI driven creative
- Optimized design
- Customer + consumer targeted activity
- Future-facing sustainability plans
- Evolved technology capability



Difference

Difference that is ownable and brand led

- Stand out in market
- Brand guardianship
- Elevated concept + innovation
- Localized application
- AI-driven agility



Insights

Everything starts with an insight – insights drive impact

- Spend data analysis
- Data-driven decisions
- Consumer behaviors
- Customer needs
- Market influences
- Localized application
- AI-driven understanding

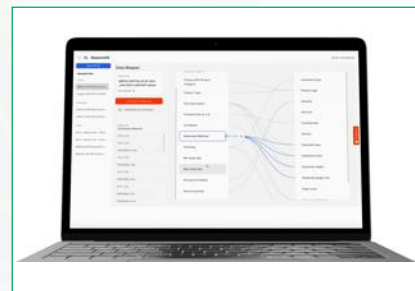
We are bringing technology evolution to enable agility + compliance



Seeing + feeling



MediaMagic



Predicted buying



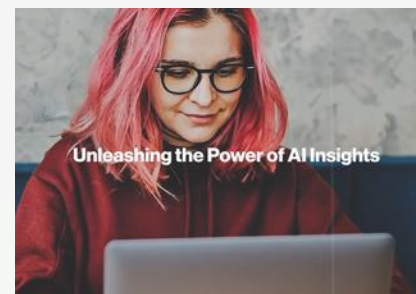
Creative sprints



Digital technology



AI effectiveness testing



Dynamic campaign optimization

We combined the desire for stand out with the need for agility to create activation that delivered across markets

DTMx3.0



>35% Cost Savings + Rapid in-field assembly

Our team developed a component-based system that replaced 45 similar displays with one versatile system. This new system provides 16 different sized displays from 19 components, requiring no tools for assembly. The components can transform to meet footprint, brand, package and occasion-based needs.

Results

>35%
Cost savings

19
components – reduced from 44 to 19

3
vendors – reduced from 20 to three



+27,000 Bespoke Glassware delivered across 23 markets

Our team developed spend and category strategies and a harmonization solution, communicated through a bottom-up communication strategy, resulting in efficiencies, visibility and savings.

Results

+27,000
bespoke glassware produced and delivered for launch

1
Ad hoc order window

18
SKUs developed for Grand Series launch

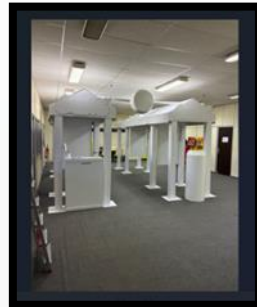


Our understanding of retail environments informed our activation of shop-in-shop stand out

DTMx3.0

Shop In Shop Coca-Cola Triple Zero

- Size: 4x5m - Height: 2.40m
- Quantity produced: 35
- Unit Price Exw in €: 3414 (excluding transport and installation services)
- Country of production: France
- Sustainability Score: B
- Delivery date: 02/03/2026 in stores.
- Other: Inspiration for "shop in shop"



Shop in shop experiential production and installation in 32 shops



Our scale is intelligently leveraged, connected, and governed to perform everywhere

DTMx3.0



+57% Cost Savings
+ Rapid assembly in field

HH Global shared an innovative display as part of an annual Bacardi Innovation Summit. Through SKU rationalization and harmonization, Bacardi was able to consolidate spend across brands and channels.

Results

+57%

Estimated cost savings

5

Minutes to assemble

100%

Recycled material



SUNTORY
GLOBAL SPIRITS

+21% SKU rationalization
+12% Cost Savings

Our team developed spend and category strategies and a harmonization solution, driven through a bottom-up communication strategy, resulting in efficiencies, visibility and savings.

Results

+21%

Reduction in the number of SKUs produced

15

Day acceleration to market

+12%

Reduction in the overall cost to produce



Embedding quality, speed + scale across in-market creative production



Netherlands Creative

Quality and accuracy:

- Artwork accuracy – placement errors dropped from 42%-52% within the first month
- 92%-100% in the second half, **crop marks and low-res compliance held at 100%**
- Orientation stabilized at 96%-100% with minor fluctuations compared to early variability
- QA compliance shifted from corrective to confirmatory – 100% from April onward, eliminating reliance on QA for fixes

Efficiency and process:

- On-time delivery improved from 52%-58% in month one to **96%-100% consistently from month three onwards**
- Efficiency gains – average rounds of amends fell from 2.82 in month one to under 2.0 month four, reflecting embedded briefing discipline and fewer technical errors

Capacity and scale:

- Handling 20-40+ deliverables monthly, timelines and quality remained uncompromised, unlike early months where volume correlated with delays
- Seasonal spikes were absorbed without impacting delivery or quality, **demonstrating scalability and process resilience**



ME+E 3.0 in action: we delivered global creative, adapted locally, at speed + scale

DTMx3.0

Examples from the Netherlands market – initiated as pilot and successfully transitioned as BAU, aligned to CCEP artwork requirements



From A4 toolkit to 300-store activation

We converted a flat A4 visual into a high-impact FSDU, **activating 300 stores** with speed and executional excellence.

More than adaptation – Creative in action

We transformed a flat toolkit into a 3D FSDU, adding architectural pillars, QR integration and stadium lighting.

Seamless creative-production collaboration on time, on budget, **activating 350 stores**.

Turning key visuals into permanent retail presence

Starting with toolkit assets, HH Global's production and print teams collaborated with suppliers to create a 3-metre permanent shelf, **delivered as a one-off unit via a fully integrated 360° delivery model**.

Scaling toolkit assets into standout store execution

We converted flat visuals into FSDUs with arches and floor stickers – successfully **rolling out 50 arch units in major stores and 200 FSDUs across super markets**.

Creating FSDU from A4 to 300 store activation.

We scaled a flat A4 visual into a high-impact FSDU, **successfully deployed in stores**.

Designed for the Games. Built for Second Life.

DTMx3.0



Bronze Award winning re-engineering

The challenge

The Coca-Cola Olympics team required a rack to hold returnable glass bottle (RGB) crates near automatic distributors, designed to be eco-friendly, made in France, and redeployable after the Games.

Smart re-engineering

- Adjustable shelf slots for quick height changes
- Reinforced rear bar for safe shelf tilting
- Removable bottle opener for field use
- Side panels to communicate recycling and sustainability

Results

Out of **241 racks deployed**, **227 were recovered, repaired, and redeployed**, delivering measurable sustainability benefits and cost savings.

Sustainable impact

Tilted shelves used during the Games can be **reconfigured horizontally for retail reuse**. The rack is made from **100% recyclable steel and FSC-certified wood**, supports **up to 120 kg per shelf**, and features interchangeable panels for year-round activations.



08









**Warehousing
+ fulfillment**

**Storage alone
doesn't enable the
Coca-Cola system.**

***What matters is how
warehousing and fulfillment
operate as a responsive
engine for the entire network.***

Operating across +100 warehouse locations globally, servicing +300 clients

Operational capabilities

-  Inventory management
-  Goods receiving
-  Storage
-  Value-added operations
-  Pick + Pack + Kitting
-  Quality control
-  Final-mile solutions
-  Packaging

Our services are flexible and responsive, supporting reverse logistics, kitting and library solutions for clients, as well as tactical overflow solutions for co-packing to support peak periods as part of an ecosystem.

Our warehousing management technology and workflow, coupled with the strategic locations across the globe, gives our clients the visibility, line management and speed-to-market advantages they need to succeed.

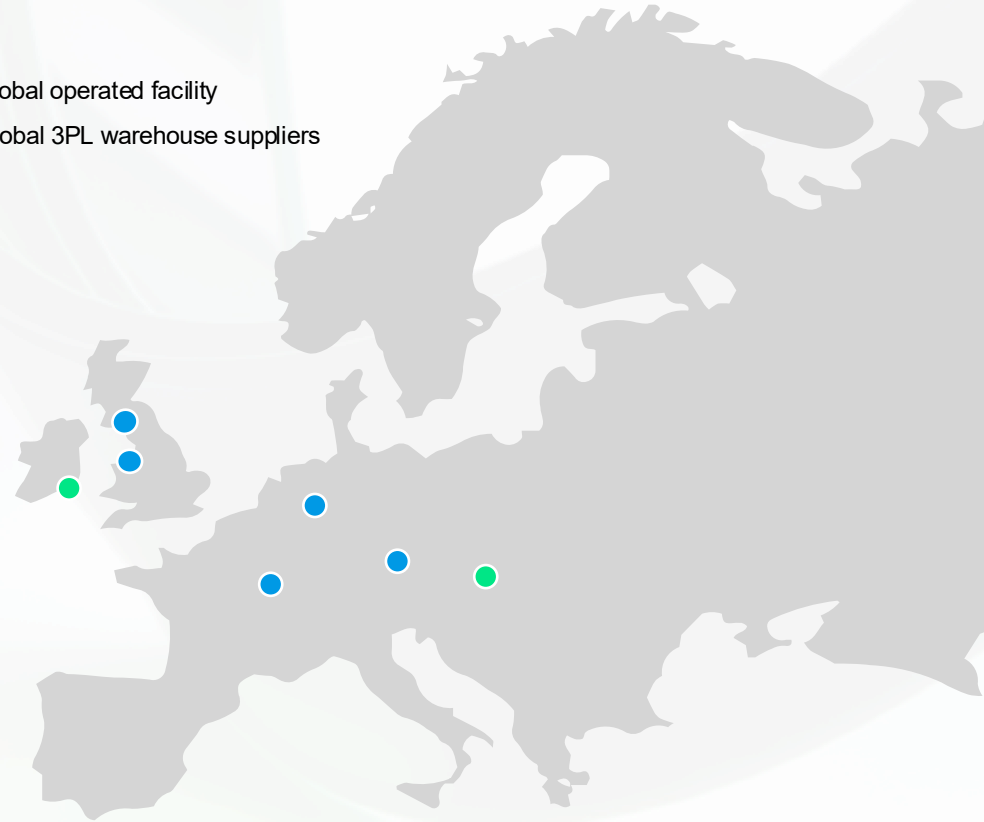


Our EMEA warehousing + logistics empower our agility

DTMx3.0

9 European locations	595k sq. ft. capacity
257k Orders processed annually	+\$10m Annual spend
500k Shipments annually	2 Owned facilities (Ireland + Czech Republic)
99.8% OTIF	+80k pallet locations

- HH Global operated facility
- HH Global 3PL warehouse suppliers



Our North America warehousing + logistics further empower our agility

45
locations USA

6.5+m sq. ft.
capacity

2.1m
Orders shipped
annually

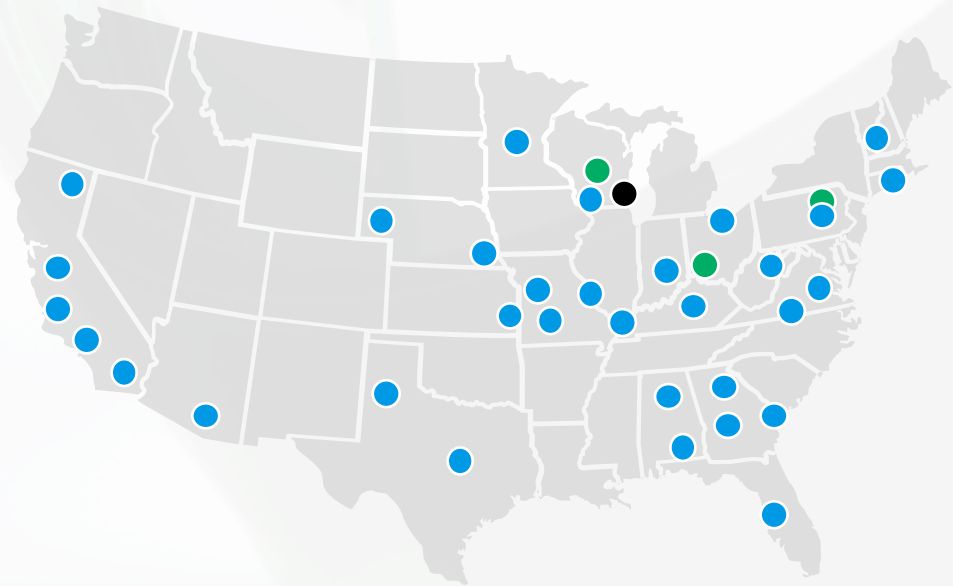
5.4m
Order lines shipped
annually

81k
Pallets shipped
annually

Flexible and
responsive

Turn-key
operations

WMS and
integration capability



- HH Global beverage warehouse facility
- HH Global operated facility
- HH Global 3PL warehouse suppliers

Our LATAM warehousing + logistics empower our effectiveness

11
locations LATAM

6,071 sq. ft.
capacity

263
Orders shipped
annually

631
Order lines shipped
annually

2466
Pallets shipped
annually

Flexible and
responsive

Turn-key
operations

WMS and
integration capability

● HH Global 3PL warehouse suppliers



Our APAC fulfillment scale enables our agility + efficiency

DTMx3.0

38 locations in APAC	+1.6m sq. ft. capacity
2.2m Orders shipped annually	28m Order lines shipped annually
80k Pallet locations	Flexible and responsive
Turn-key operations	WMS and integration capability



Our Kenosha DC maintains an annual inventory accuracy rate of 99.50% with agile order management

Inventory cycle count management

To achieve this, we implement a structured cycle count program using an ABC classification system

- **Class A (valued at \$25 and above):** counted six times per year, with zero allowable variance
- **Class B (valued between \$5 and \$24.99):** counted twice per year, with up to 1% or \$100 variance permitted
- **Class C (valued between \$0.01 and \$4.99):** counted once per year or as needed, with up to 5% or \$100 variance allowed

Investigation + adjustment:

Any discrepancies identified during cycle counts are investigated and corrected according to established policy. Significant variances, especially involving high-value items, are escalated to management for further review

Damage reporting

- All damage or shortage incidents are documented, with photo evidence when possible
- If an issue impacts a customer order or is significant, Customer Service and the client are notified before adjustments are made
- Reports are reviewed by supervisors and managers for accuracy and trends
- Carrier claims are filed as appropriate by our warehouse teams, following company or client policy
- Damaged goods are removed from salable inventory and processed according to established procedures (disposal, return to vendor, or other actions)

Returns management and documentation

- Standardized, annually reviewed SOP governs all returns
- Authorized Returns: CS verifies eligibility, issues RMA, inspects items, updates inventory, and holds for client-directed disposition (reship, restock, recycle/destroy)
- Unauthorized Returns: Logged, quarantined, investigated, and resolved through defined disposition process with 14-day client notification prior to destruction
- Full Traceability: RMA logs, inspections, communications, and inventory adjustments retained for compliance and audit support

We ensure from inbound to returns, sustainability is engineered across the lifecycle



Inbound and transport

- Route optimization and consolidation
- Reduced unnecessary movements
- Increased use of direct-to-destination flows where feasible



Warehousing and storage

- Space optimization and stock rotation
- Reduced storage dependency through flow redesign
- Energy and facility standards aligned to local requirements



Packaging and handling

- Packaging right-sizing and optimization
- Reduced repacking and double handling
- Improved use of original packaging where suitable



Returns, re-use and destruction

- Clear waste hierarchy: re-use → recycle → energy recovery
- Landfill avoidance
- Certified destruction and full traceability

Lower environmental impact while improving operational efficiency and cost control

Our warehousing and fulfillment solutions operate as a responsive engine for the entire network



73+ reduction in pallets,
99.2% on time delivery

WG&S used flexible storage at our secure 24-hour Solihull facility with dedicated logistics support and real-time inventory visibility. SLOB insights drive a sustainable program prioritizing reuse, redistribution, resale, or recycling.

Results

99.2%
on time delivery

£250k
of stock redistributed or recycled

+73
reduction in pallets resulting in saving +£550 per month



+5000 SKUs transferred
40% reduction in SLOB stock

HH Global overhauled 3M's EMEA warehousing by rationalizing and upgrading its logistics network, reducing excess stock by 40%. The result delivered stronger supplier performance, improved visibility and reporting, and greater cost efficiency and brand consistency across markets.

Results

Increased
brand consistency across markets

+1
year due diligence to go live

40%
reduction in SLOB stock



09

**KPI/SLA
tracking**

**Metrics alone don't
drive performance for
the Coca-Cola system.**

***What matters is how productivity
is measured, managed and
continuously transformed.***

We ensure performance is consistently delivered, proactively mitigating issues as they arise

	Service performance	Supply chain control	Visibility + reporting	Compliance, QESH + sustainability	Continuous improvement + value
What we measure	<ul style="list-style-type: none"> On-time delivery (parcel + pallet) Inbound + outbound SLA compliance First-time delivery success 	<ul style="list-style-type: none"> Exceptions + delivery failures Returns + re-delivery cycles Incident frequency + root cause 	<ul style="list-style-type: none"> Stock accuracy + availability Order status + ageing Data completeness + timeliness 	<ul style="list-style-type: none"> Audit readiness + compliance status Returns, destruction + certification Sustainability + waste hierarchy adherence 	<ul style="list-style-type: none"> Cost-to-serve trends CI initiatives delivered Savings + optimization impact
Governance	<ul style="list-style-type: none"> Daily monitoring Weekly operational review 	<ul style="list-style-type: none"> Live dashboards Monthly reporting pack 	<ul style="list-style-type: none"> Live dashboards Monthly reporting pack 	<ul style="list-style-type: none"> Monthly compliance checks Quarterly governance review 	<ul style="list-style-type: none"> Quarterly QBRs Annual target reset
	Operational performance monitored continuously	Issues identified early and resolved before escalation	One consistent, trusted view across all markets	Protecting brand, compliance and reputation	Embedding improvement and turning the dial over time

HH Global owns KPI definition, monitoring, validation and enforcement across all markets and suppliers. KPI views, access and governance cadence are tailored to provide the right level of visibility for Operations, Procurement and Leadership

Penalty governance



Penalties linked directly to agreed KPIs



Applied consistently, regardless of execution partner



Governed and enforced by HH Global



Reviewed and validated in QBRs

We deliver consistent global outcomes through $\geq 98\%$ KPI compliance and results transparency

Commercial and cost control

- Minimum **3 supplier quotes** for most jobs
- Fast quotation turnaround: **1–3 working days** for low-volume items
- Agreed SLAs for larger or bespoke work **outcome:** Competitive pricing and strong cost governance

Visibility and financial control

- Mandatory **WIP tracking** and status reporting
- Formal issue logging within **24 hours**
- Near-perfect **invoice and PO accuracy**
Outcome: End-to-end transparency and auditability

Delivery Performance

- Clear timelines for proofs, samples, production, and final delivery
- SLAs scaled by complexity and geography
- **Financial penalties** applied for late delivery
Outcome: Speed, accountability, and on-time delivery

Supplier Governance

- Structured supplier reviews covering **quality, cost, CSR, and financial stability**
- Regular reporting to procurement
Outcome: Reduced risk and stronger supplier performance

Quality and Compliance

- Mandatory compliance with **CCEP, TCCC, and industry standards**
- KPI score deductions applied for quality issues
Outcome: Brand protection and consistent execution

Service, innovation and sustainability

- Client service measured via responsiveness, availability, and satisfaction surveys
- **Innovation, value engineering, and sustainability** initiatives tracked and signed off
Outcome: Continuous improvement and measurable added value

We have fully configurable reporting capability with user-specific access



Tailored reporting in Power BI, with dashboards updated monthly



Flexible platform can create tailor-made dashboards based on the information that is important to you



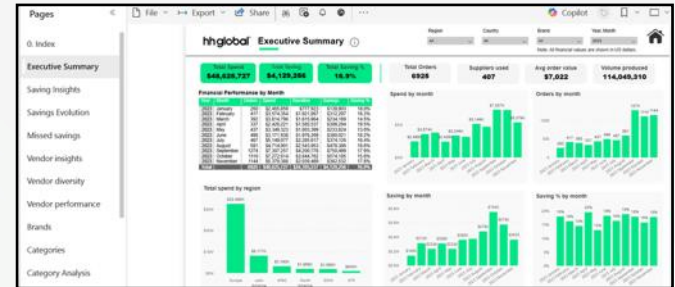
This platform allow you to track savings, spend or performance, and click on any element to drill down further



Accessible via My Hub Profiles



Integration with sales performance metrics Evolve to inform future decision making



What this means for you

Our KPI model allows use to continuously optimize resource allocation, ensuring the right skills are available at the right time. Our KPIs are directly driving operational decisions and continuous improvement.

This KPI-driven approach allows us to deliver faster, operate smarter and continuously optimize performance - in direct alignment with your business objectives, at whatever stage you're at (emerging, evolving, optimizing).



Less guesswork – clearer visibility of status, service performance and delivery health.



Faster intervention – issues, delays and bottlenecks are surfaced early, before they impact execution



Better use of resources – workload and capacity data supports more proactive prioritization and allocation



More transparent operations – Coca-Cola can see not just outcomes, but how work is flowing through the programme



A more controlled model – one governed reporting framework supports speed, accountability and continuous improvement over time.


10

**POS
successes**

POS Excellence: Results you can see

DTMx3.0



The background of the slide features several thick, glowing green ribbons that twist and loop through the space. The ribbons have a metallic sheen and are set against a light blue gradient background. The lighting creates bright highlights and deep shadows, giving the ribbons a three-dimensional appearance.

Our proven performance – now engineered for the future

These POS successes demonstrate delivery excellence today.

Sustaining and scaling that performance requires systematic re-engineering — applying innovation, automation, and ME+E 3.0-led thinking to drive stronger outcomes across markets + categories.

11

**Re-engineering
+ innovation**

**Innovation alone doesn't
create impact for the
Coca-Cola system.**

***What matters is how
innovation is deliberately
re-engineered to drive the
value Coca-Cola desires.***

We employ a smarter Adopt – Adapt – Innovate strategy

Simplify POS Items + Offering



Adopt

Utilizing standard structure,
updated artwork

(Rate Cards, Catalogs)



Adapt

Core pre-tested item,
non-structural localizations

Share and reapply **POS Library item**



Innovate

Development of a true
new to world item

From shelf to screen, innovation is embedded throughout

From static shelf to live screen — HH Global designs, produces and deploys instore communications that move product. We manage print, digital and everything in between. Simultaneously. From one system.

Digital signage

Custom POS

Instore analytics

Content and CMS

Maintenance



Digital signage

Instore screen network

Dynamically managed digital endpoints across grocery and convenience — aligned to campaign calendar and shelf activity.



Custom POS

Bespoke instore materials

Retailer-specific POS designed, produced and shipped globally



Integrated campaign

Print + digital in one system

Campaign coherence from window to shelf: print drops and digital content managed from a single workflow with zero message conflict.

Innovation is a journey, ongoing throughout our partnership

Emerging

Foundation



Quick wins



Consumer insights

Evolving

Optimization



Integration



Sustainability

Optimizing

Transformation



Leadership



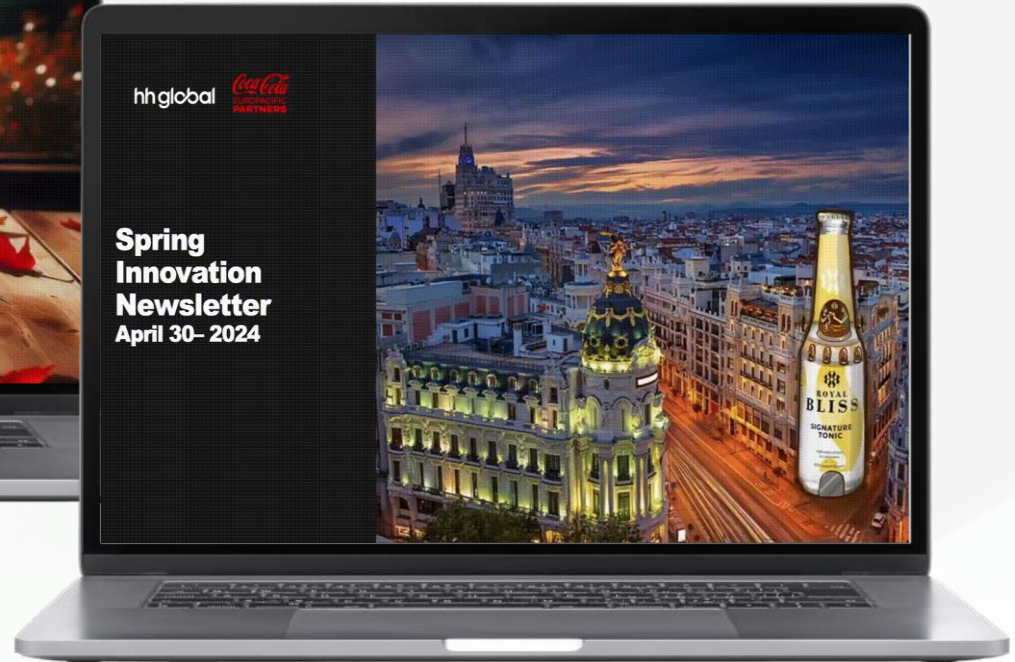
Conscious Creative



ME+E

Global: We turn campaigns into conversations through global employee engagement

DTMx3.0



FIFA Roadshow



Global: Demand-led design delivering partner focused premiums for Coca-Cola FIFA World Cup 26™ + 7-Eleven premiums

DTMx3.0



2 Order windows

7-Eleven bespoke models

14 bespoke items developed

36% conversion

Strong signal of demand-led curation vs overproduction

Multi-market uptake

Asia, USA + Denmark

Global: We inspire your relentless innovation through our beverage innovation days



February + April 2025

Mexico + Colombia



We kicked off our **first-ever Innovation Day** in Mexico City, bringing together **100+ ppl** for a dynamic showcase.

The event spotlighted key categories like **displays, VAPs, textiles, glassware, and promotional items.**

Attendees explored the latest POS trends, including **immersive technologies, digital integrations, and experiential activations**—all aimed at enhancing the retail experience and driving impactful shopper engagement.



August + November 2025

New York + Chicago



We brought our **NYC + Chicago Innovation Day** at our offices, bringing together another **100+ clients + strategic supplier partners** to inspire next generation of POS development.

With our strategic supplier partners, we featured key beverage categories of **displays, VAPs, branded merchandise, glassware, and promotional items.**



April 2026

London



A curated recap highlighted the most impactful innovations, and the enthusiastic feedback continues to pave the way for future editions.

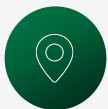
We Invite You to our upcoming
New York Innovation Day
June 17th-18th, 2026

Market: We deliver market nuance and inspiration with localized innovation events

DTMx3.0



Market: We drove in-market impact in APAC through real-time, hyper-localized digital execution



Dynamic headers + screens by location



Event-based messaging
(game time, weather, local moments)



Faster swaps without re-printing



Consistent brand control
with local relevance

“Digital allows Coca-Cola to localize faster, test more, and optimize in-market — without increasing operational complexity.”



Market: We re-envisioned branding of national campaigns to life through hyper-relevant U.S sports culture

- HH Global developed FIFA-approved Coca-Cola mini bottles for FIFA26
- Extending the same hyper-local innovation model to North America through sport-led, regionally relevant designs
- This approach brings national campaigns to life with local pride, connecting brands like Sprite to US sports culture through team- and city-specific executions



Market: Maximizing host-nation impact through a scalable, tiered Coca-Cola FIFA World Cup 26™ activation model

DTMx3.0



Targeted messaging:
**Grab A Coke
Be Gametime Ready!**

Tier 1

Bronze

All corrugate, CS1
e-flute material, non-digital



Targeted messaging:
**Tailgate with A Coke
2 Days 'til USA v England!**

Tier 2

Silver

Digital header, shelf Strips,
and riser illumination



Targeted messaging:
**It's Coke Gameday
Hey Market Street, Get Ready
for 3:30pm Kick-off at SiFi!**

Tier 3

Gold

Digital header, Panels, shelf Strips,
and riser illumination

12

Pricing

**Pricing alone doesn't
define value for the
Coca-Cola system.**

***What matters is how total cost
of ownership is governed with
transparency, discipline and
long-term accountability.***

We collect pricing using a scalable model

1

- Digital RFP via secure SRM system
- Minimum 5 suppliers approached per product.
- Minimum 3 bids per product (revisit for any failures)
- AI driven benchmark against HH Global purchase history

2

Additional round
of negotiation
with top 3 suppliers

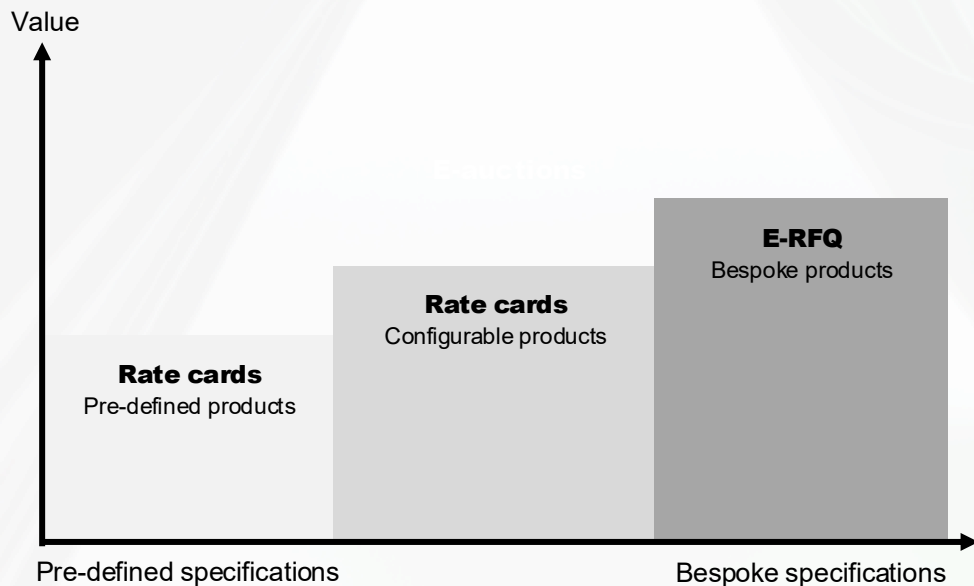
3

Final E-Auction
for best and
final offers







Ensuring your access to the best prices, with quality assurance and compliance

All aspects of the client's requirements are considered before we implement the most appropriate sourcing and pricing approach. The diagram below outlines the methods we employ, and the profile of work that they're suitable for:

Pricing methods



Price levers

-  Spend consolidation
-  Optimum supplier manufacturing capability
-  Controlling supplier input costs
-  Opportunities for standardisation
-  Commodity price tracking
-  Competitive tension between suppliers

We apply your methodologies to deliver transparent savings **DTMx3.0** and best-value pricing

A transparent, auditable approach for New or Recurring - with competitive tension applied to every job

Intake + classify the job

- Identify if the request is New (new SKU, new spec, new production method) or Recurring (same/similar job vs prior year)
- Confirm scope, spec, timing, destination(s), and required compliance

Create a “like-for-like” baseline

- New job baseline: benchmark vs market average
- Recurring job baseline: benchmark vs last year’s actual price (like-for-like)

Competitive tension: “3 bids for all work”

- Every job goes through a minimum 3-bid process (unless a documented exemption applies)
- Bids are normalized to the same Incoterms / freight assumptions / QC requirements

Award decision + proof of savings

- Select best total value offer (cost + lead time + quality + risk)
- Produce a simple summary: baseline vs awarded price + % / \$ impact

Reporting + governance

- Savings shown at job level, roll-up to monthly / quarterly view Clear audit trail of bids, award rationale, and exemption approvals (if any)

**Marketing stays focused on activation
HH Global runs bidding, supplier management, and execution governance end-to-end**

Our recurring savings methodology, delivering EBIT Savings

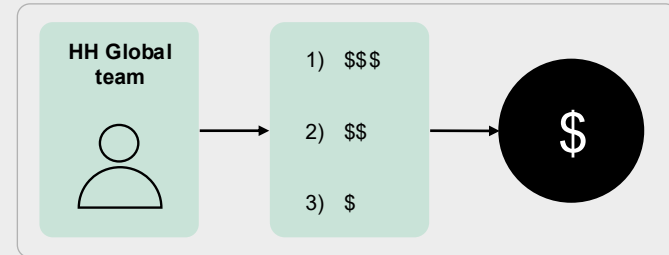
Acute physical supply chain disruption

Recurrent purchases are calculated using the following methodologies:

- Specification within tolerance (HH Global create data sets of similarly specified items within a 30% specification tolerance)
- Exact repeat (same savings if a job is repeated in 6 months)
- Catalogue (ex-Standardization / Rate card)
(Prices and savings are fixed across rate card orders)
- Product re-engineering (changes made to item results in lower cost e.g., reduced material)

First purchase savings*

- First purchase savings is calculated using the first purchase negotiation method
- The saving is measure as the difference between the lowest price from the initial round of quoting and the final negotiated price



*Savings are targeted on aggregate in respect of each year, on aggregate across the term of the agreement and on aggregate across all countries/regions.

Non-recurring savings

A **non-recurring** is any item that isn't a recurrent purchase and Coca-Cola have no previous order that can be used as a baseline. Two stage RFQ process is required and saving calculated as final negotiated price compared to initial lowest market bid.



HH Global to RFQ following brief received



HH Global to obtain a minimum of 3 supplier quotations



On receipt of the quotations, HH Global negotiates with suppliers to obtain a better cost than the lowest initial bid



The saving is calculated as lowest initial bid minus final negotiated price



Specification within tolerance savings

HH Global have data sets of similarly specified items including up to a 30% specification tolerance.



HH Global will compare data sets and identify a number of recurrent savings between periods



A common savings rate is established, and this savings rate will be applied to all items requested that meet the range of specifications in the data set



Savings that are significantly too high or too low are excluded from savings. If we remove the savings % tolerance, we can increase the cluster matches



13

**Challenges
+ changes**

As we continue to work together, we continue to learn together.

Challenges aren't obstacles, challenges are opportunities to re-imagine.

Sharing + visibility – limited across the system



Challenge

- Limited visibility between bottlers, difficult to align demand and harmonize globally
- Bottlers currently lack visibility into what other countries are doing on a day-to-day basis, which limits their ability to identify cost-optimization opportunities
- Perception from bottlers that integrating with HH Global may disrupt existing relationships with preferred local suppliers



Change

- HH Global technology (Forecast Manager) facilitates shared visibility of cross-market demands through global order windows
- To address this, on top of OW catalogs, we proactively increase communication and transparency around local orders, allowing other markets to join where relevant and benefit from economies of scale as well as shared development
- Through onboarding incumbent suppliers into the HH Global supply chain, bottlers retain their preferred partners while suppliers gain access to broader client demand, alongside enhanced compliance and quality standards



Benefit

- Aggregated volumes unlock cost efficiencies
- Increased accessibility for smaller markets to participate and meet MOQs
- Driving cost savings and time efficiency for participating markets.
- Visibility is more powerful than control
- Where markets have visibility into what others are doing, harmonization happens more naturally—through reuse, joint sourcing, and sequencing—rather than being forced
- Increased supply chain resilience and compliance

Working with integrators – what it means for bottlers?



Challenge

- Information sharing and approval timelines
- Direct sharing of marketing information with bottlers, allowing each one to independently seek solutions in the market
- Increase TCCC stakeholders' understanding of the integrator model and engagement with the digital platform (My Hub), particularly among those who are new to the role



Change

- Share the annual planning and schedule briefing meetings for major campaigns, as well as agree on timelines for responding to approval requests such as layouts, process exceptions and other requirements
- Ensure aligned communication between HH Global and TCCC to bottlers regarding the use of the integrator model, delivered in a timely manner
- Retraining initiatives, increased (and more effective) communication and support from Coca-Cola's Procurement team



Benefit

- Higher value-added proposals and solutions delivered within the timelines required by the client
- Leverage for better pricing, brand protection and greater alignment of marketing communication to the client
- Concentrate spend in the integrator model to maximize savings and commercial benefits for TCCC and the Coca-Cola system

What does innovation mean at a market level?



Challenge

- Quality and innovation are perceived differently across markets, depending on local culture and execution context. Recognizing this has been a key learning, driving adaptation and refinement to ensure a consistently high level of client satisfaction overall
- Harmonization on themed campaigns
- Same Moment, Different Realities
- Same Moments, Different budgets (eg Xmas and Halloween)



Change

- Integrated local insights earlier into development and rollout, avoiding late adaptations and misalignment. Conducting market Field visits, benchmark reviews.
- Strengthened cross-market dialogue, sharing feedback, examples, and learnings to better understand how quality is judged locally
- Used real market feedback to continuously refine specifications, processes, and ways of working
- We introduced multiple order windows aligned to local market timelines. This allows each market to place orders based on its specific activation calendar, operational constraints, and retail dynamics
- In parallel, we offer tiered pricing ranges linked to standardized specifications and quality levels. This enables markets to select options that best fit their cultural expectations, commercial priorities, and budget realities, without compromising brand integrity or overall harmonization



Benefit

- More effective innovation rollout, with concepts landing more naturally across diverse markets
- Improved collaboration and trust between global and local teams
- A more scalable harmonization model, capable of performing across culturally diverse environments like EMEA
- Stronger cultural and commercial fit
- Improved speed and predictability, with reduced last-minute changes and smoother delivery planning

Real time agility – how to harness the impact today?



Challenge

- Future trends must be addressed today—because the future is already here
- Technologies such as AI and AR may seem distant, but they are no longer concepts of tomorrow; they are realities shaping how we work and execute today
- Facing global challenges such as COVID, the war in Ukraine, and recent geopolitical tensions, we adapt our partnership in real time



Change

- We have delivered an AR application that empowers sales teams in-store, and we are now embedding AI within our MyHub tool to unlock greater speed and agility for commercial and marketing teams—always grounded in our expertise to ensure feasibility and real-world impact
- Along the way, we learned how to anticipate more effectively, work stronger together, secure our collaboration, and improve forecasting and supply continuity



Benefit

- Combining innovation with deep expertise to deliver solutions that are practical, scalable, and effective
- More resilient, more predictive, stronger together

DTMx, is the programme right for you?

Challenge

- DTMx – The DTMx program has come to be perceived as all or nothing because participation and success are often framed as a binary outcome—either fully compliant or not
- This leaves little room to recognize progress, partial adoption, or maturity over time. As a result, teams may feel that unless they can meet the full standard immediately, the program offers limited value, which has contributed to a negative or intimidating impression of the program

Change

- Working with Bottlers and OUs to understand what are their challenges and how as integrators we can make a change to solve this problem

Benefit

- Managing adoption across all teams, procurement, Commercial, Field sales and Marketing
- Supporting with expertise with challenging categories – Glassware, Perm POS, Branded Merchandise



hglobal

DTMx3.0

**Your strategic
partner for
the future**

We work in partnership with you, to establish the most effective KPIs

A formal **KPI framework** for procurement and fulfillment performance (accuracy, on-time delivery, sustainability metrics)

Our KPI framework includes defined targets for inventory precision, delivery timelines, quality assurances and eco-friendly practices such as optimized freight and reduced packaging waste. Performance is tracked in real-time and regular reporting, ensuring transparency and continuous improvement against agreed benchmarks.

We collaborate with our clients to define KPI metrics that deliver meaningful insights and drive effective business performance measurement.

Category	Indicator	Target	Description	Tracking period
Operational excellence	On time quoting	98%	% of quotations provided on time and in accordance with the PR Customer's requirements.	Quarterly
	On time delivery in full	98%	% of goods delivered that meet the quality standards required under the Local Contract in accordance with agreed lead times to the agreed delivery location.	Quarterly
	On time reporting	98%	% of data processing and reporting on time (delivery deadline met).	Monthly
Quality	Quality standards	98%	Number of orders rejected vs number of orders delivered in accordance with the Local Contract (including in accordance with AQL 2.0. standards).	Quarterly
	Responsible procurement	100%	% of SMETA, EcoVadis (or equivalent) certified subcontractors used in the supply of Goods/Services	Quarterly
Sustainability	Alternative quote	100%	Sustainable alternatives are offered at quotation stage.	Monthly

Our fulfillment SLAs ensure an efficient and transparent warehousing solution for you

Our standard SLAs for order accuracy, turnaround times, and exception resolution

Our fulfillment SLAs are designed to guarantee accuracy, speed, and transparency across all warehousing and distribution activities for Mast Jägermeister

- **Order accuracy:** Multi-step validation and automated checks ensure near-zero error rates
- **Turnaround times:** Standardized workflows and pre-approved suppliers enable consistent, predictable lead times
- **Exception resolution:** When issues occur, we immediately identify the root cause, communicate proactively, and implement corrective action to prevent recurrence

Commerce/call-off related SLAs	Target
Expedited Orders	Same day
Small Package Ground	24-48 hrs
LTL Shipments	72-96 hrs.
Inventory Accuracy	99.50%
Fill Rates: A Items (valued at \$25 and above)	97%
Fill Rates: B Items (valued between \$5 and \$24.99)	92%
Order Accuracy	98%
Dock to Stock	8 hours

Buy window related SLAs	Target
Consolidation %	97%
On-time Delivery % (Buy Book Programs)	98%

Customer service	Target
Call Closure Rate	95%
Email Response Time	4 hrs.
Phone Message Response Time	2 hrs.
Warehouse Invoicing Accuracy	98%

We transform one-time activation into long-term, impactful retail assets

DTMx3.0

Context:

The Coca-Cola Olympics team requested a rack capable of holding returnable glass bottle (RGB) crates to be placed near to automatic distributors, adhering to an eco-friendly and sustainable approach, and manufactured in France.

Developed solution:

We re-engineered an existing rack from our permanent catalog, made in France. Originally used in the retail channel (GMS), this rack was adapted to meet the Olympics' requirements with a clear focus on post-event redeployment

Engineering features:

- Adjustable slots: Easy height adjustment
- Structural reinforcement: Added rear bar for stable tilting
- Removable bottle opener: Practical tool for field use
- Side communication panels: Dedicated space to educate consumers about the recycling process and promote sustainability

Results

- Second life and versatility: The tilted shelves for RGB crates can be re-adjusted to a horizontal position for standard use in retail channels
- Sustainable materials: Made from steel and FSC-certified wood, ensuring a long life-cycle. Interchangeable panels allow for multiple marketing activations throughout the year. High load resistance of up to 120 kg per shelf
- Redeployment success: Of the 241 racks deployed, 227 were recovered, repaired, and reused, achieving sustainability and cost-saving goals
- Once installed in Home Channel, this rack enables a permanent in-store presence. This project demonstrates an innovative approach, combining eco-design, re-engineering, and second life principles, meeting the Olympics' needs while providing a durable and adaptable solution for retail environments



Our warehousing and fulfillment solutions operate as a responsive engine for the entire network



40% freight savings + eliminated 2.1m cartons

Molson Coors US was looking to improve distributor execution of POS at retail while reducing costs. We introduced consolidated shipments and a customized pack-out process.

Results

40%
freight savings

2.1M
cartons eliminated due to the KDC “pack-out” process

2x
Supplier of the Year award – 2010 + 2022



45% reduction of on-hand inventory value in 12 months

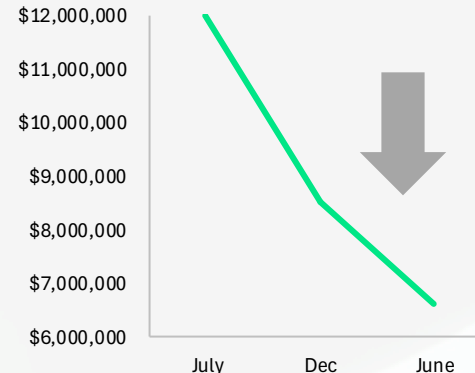
We introduced a four-window ordering strategy, enabling flexible, trend-responsive purchases. By aligning these windows and product selections across global regions and leveraging centralized catalogue technology and data analytics, Bacardi maintained cost efficiency while gaining agility.

Results

45%
reduction of inventory value over 12 months

\$6.6m
of freed-up capital

50%
reduction in SKUs



Generative AI increases agility + efficiency during ideation



DIAGEO

+35% faster turnaround, broader concept exploration + elevated designer impact

AI is transforming the creative development process making it faster, more efficient, and ultimately more impactful. We've broken the process into three phases.

- Phase 1, we begin with initial ideation; traditionally a manual, time-intensive effort.
- Phase 2, we introduce AI tools like ChatGPT and Midjourney to accelerate idea generation and concept development
- Phase 3, our designers take over, refining and elevating the AI-generated concepts into final creative outputs

Results

+35% increase in time efficiency

100% client satisfaction feedback on improved concepts

Exponentially expanded ideation of concepts

More impactful use of designer expertise and skill



+50% faster concept exploration + strengthened premium design

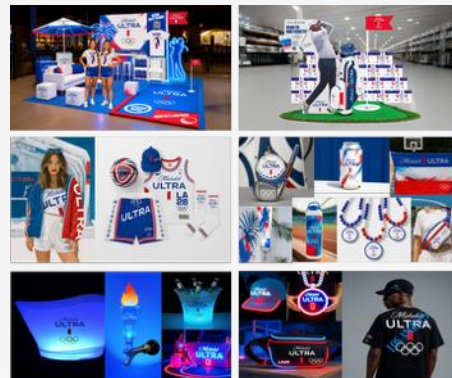
As part of ABI Labatt's Olympic activation strategy, we applied generative AI in the development of premium, brand-defining assets. Strengthening cultural connection in all merchandise – fusion positioning and premium Olympic relevance.

Beyond driving agility + efficiency in ideation, AI strengthened the premium design intent – articulating confident brand-beacon brushstrokes, precision Olympic iconography, disciplined white-space management, high-contrast compositions and elevated LED assets

Results

4 Activation pillars including, Culture, Social Immersion, Celebration and Nightlife

Strengthened premium design elements



We drove harmonization + catalog adoption across LATAM

DTMx3.0

Keep the recurrent simple to focus on impactful innovation



Partnership in **LATAM since 2016**

No harmonization in place and high number of SKUs

Solution

- **Mexico** - SKU consolidation from 66 to 24 – 63% reduction
- **Brazil** - 2D print catalogue implemented – 70% of the total spend purchased through catalogue

Materials were redesigned to consider more sustainable and cost improved options



Partnership in **LATAM since 2019**

No harmonization in place and a high number of SKUs

Significant time and energy spent on branded merchandise ideation

Solution

- 4 branded merch inspirational catalogs – Supported by AI
- 2 commercial catalogs – Branded Merch and 2D Printed materials
- Harmonized to 20 items in total

Rollout plan and adoption targets:

- Year 1 – Offline catalogs. Target: 15% of spend through catalogue
- Year 2 – Move to an online catalog solution. Target: 20% of spend through catalogue

Benefits



Reduced complexity



Cost control



Brand compliance



Leveraged spend



Speed to market



Improved sustainability

Driving agility + efficiency to ensure optimization of key activation windows

DTMx3.0



Lowe's faster speed to market

The challenge

- Lowes required a marketing execution partner who could help them create a solution that would increase their print speed-to-market.

The solution

- HH Global's route-to-print solution enables geographic production flexibility
- We have advanced their speed to market with reduced shipping time
- Allowed the client to customize and order quickly with production close to the point of use
- Facilities are strategically placed across the US to support the program
- Artwork automatically routed to the supplier closest to the store
- Ability to produce store-specific demographic or geographic content

Results

Potential for delivery in **48/72 hours** to **98%** of stores from artwork release

80% store coverage within 1 day shipping

98% store coverage within 2 day shipping

93% stores within **50 miles** of alternative support facilities

