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LATAM

What is our change management plan for adoption across LATAM bottlers?	Our change management approach drives LATAM bottler adoption through aligned communication and governance, structured planning and approvals, targeted retraining and onboarding, and continuous engagement with tools (e.g. MyHub), reinforced by clear value delivery (cost, compliance, speed) to sustain behavioural change and integrator model adoption
What are the key success factors for implementation in LATAM (given logistics complexity)?	Key success factors for implementation in LATAM include clear governance and aligned communication across TCCC and bottlers, defined planning and approval timelines, strong enablement and retraining, and consistent use of the integrator model and platforms (e.g. MyHub) to ensure coordination, compliance and scalable delivery across markets
Should LATAM adopt a central warehouse model (like CCEP)?	A central warehouse model can be beneficial for LATAM where it supports consolidation, standardisation and cost efficiency; however, its success depends on balancing central control with local flexibility to manage diverse bottler needs, logistics complexity and market-specific requirements within the integrator framework
How do we enable transparency through MyHub (e.g. access to quotes/WIP)?	Transparency through MyHub is enabled by providing bottlers with consistent access to shared marketing information, clear visibility of planning and approval timelines, and aligned communication on quotes and work-in-progress, creating a single, centralised view of activity to support informed decision-making and governance
What is our AI strategy for LATAM and how will it deliver value?	Our AI strategy for LATAM focuses on enhancing data visibility and decision-making through integrated platforms (e.g. MyHub), enabling smarter planning, improved forecasting, and more efficient execution, delivering value through increased speed, consistency, cost optimisation and better alignment across bottlers
What data do we need from LATAM to enable AI?	AI enablement requires consistent, high-quality data from LATAM bottlers including marketing plans, campaign timelines, demand and execution data, and approval workflows, ensuring a single, standardised data set within platforms (e.g. MyHub) to support visibility, analysis and improved decision-making

How long will it take to implement AI solutions?	AI solutions will be implemented in a phased approach, starting with foundational data alignment and pilot use cases, followed by scaled adoption across bottlers, ensuring early value delivery while progressively embedding capabilities into planning and execution processes
Can AI support end-to-end process tracking?	AI can support end-to-end process tracking by centralising planning, approvals and execution data within platforms (e.g. MyHub), providing continuous visibility of workflows and enabling more consistent monitoring, coordination and decision-making across bottlers
Where should we prioritise focus (e.g. premiums vs rack/print)?	Prioritisation should focus on categories that deliver the greatest scale, savings and standardisation benefits (e.g. rack and print), while maintaining a flexible, locally responsive approach for premiums where market specificity and activation needs are higher, ensuring the right balance between efficiency and local impact
What does re-engineering the process actually mean in practice?	Re-engineering the process means standardising and simplifying planning, approval and execution workflows across bottlers, leveraging the integrator model and platforms (e.g. MyHub) to remove duplication, improve coordination and enable faster, more consistent delivery at scale
What value can we bring to upcoming events (FIFA Women's / World Cup)?	We bring value to major events (e.g. FIFA Women's / World Cup) by combining centralised planning, scalable sourcing and the integrator model to deliver consistent, compliant and high-impact activations across markets, enabling speed to market, cost efficiencies and seamless execution from concept to delivery
What is our roadmap for AI implementation and adoption?	Our AI roadmap follows a phased approach, starting with data standardisation and pilot use cases, then scaling through integrated platforms (e.g. MyHub) and embedding capabilities into planning and execution processes to drive consistent adoption and continuous value across LATAM bottlers



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**Thank
you**