



hh global®

DTMx 3.0

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.



We integrate without disruption,
giving you more visibility, control,
and flexibility without replacing
what already works

How would the integrator model work across NAM with existing GPO structures?

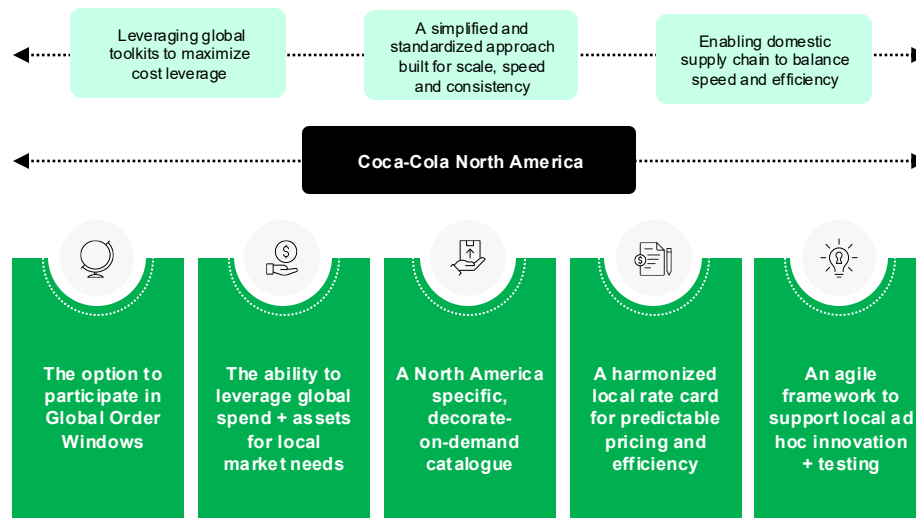
Our model is built for the Coca-Cola system - combining global scale with the flexibility bottlers need to execute locally.

As an integrator, HH Global operates as a central orchestration layer within existing NAM GPO structures, strengthening governance and connectivity without replacing what already works.

We already connect into existing systems and workflows - including Ariba, CONA, Coke Catalog, eStore platforms, and field tools - creating a more unified model across planning, sourcing, production, inventory, and fulfillment. We would align with your additional existing systems, ensuring connected upstream production with downstream demand, so materials can be deployed, tracked, and optimized based on real usage.

This approach delivers greater visibility and control across the full activation lifecycle, while enabling you to continue operating within familiar environments.

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Transitioning to an integrator model isn't about replacing the system, it's about unlocking how the system performs

What would be different in transitioning to an integrator vs current model?

Today, execution is often fragmented. Multiple suppliers, disconnected workflows, and limited visibility make it harder to move quickly or see the full picture. With an integrator model, that starts to shift.

Where we are engaged, we act as a connected orchestration layer, bringing greater visibility across planning, sourcing, production, and in-store execution. That visibility enables faster decisions, better forecasting, and more proactive optimization.

But importantly, it doesn't have to happen all at once. This isn't an all-or-nothing partnership. You can engage HH Global in the areas where you see the most immediate value — whether that's sourcing, production, inventory management, execution tracking, or end-to-end orchestration. The model is designed to meet you where you are, and scale as your needs evolve.

Over time, many clients choose to expand into a more integrated model as they see the benefits: improved consistency, stronger performance management, and clearer accountability across the system.



Ultimately, you're moving from managing cost and complexity, to driving activation value, speed, and measurable impact.

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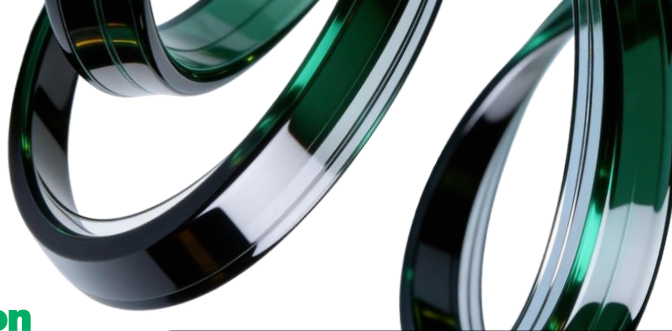
How can we balance standardization with local flexibility/customization? How do we drive harmonization while maintaining customization?

Balancing standardization with **local flexibility** starts with clarity on **where scale creates value** and **where flexibility drives impact**. We take a modular approach so local teams stay agile, while the system becomes more consistent, efficient, and easier to manage.

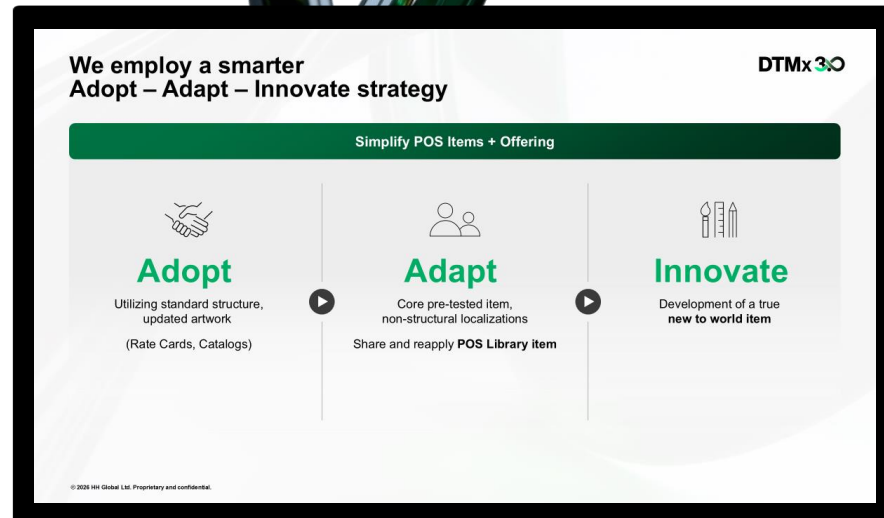
Core assets are standardized at a NAM or global level, creating consistency, efficiency, and cost leverage where it matters most. From there, localization is intentional. **Bottlers can adapt within defined guardrails — formats, messaging, and language — so execution remains relevant without compromising brand integrity.**

This is supported by a **catalogue-led model**, giving teams access to ready-to-use, pre-approved assets that can be deployed or adapted quickly, reducing duplication and accelerating speed to market.

Over time, **data helps guide the balance** — showing what should standardize and what should flex — so the model continuously improves.



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A tiered model allows you to scale high-volume programs, adapt templated assets locally, and still enable fully bespoke execution where innovation is required.

Impact in action: Harmonizing Coca-Cola's global marketing items while delivering for 10 unique countries via a single platform



€2.1m cost savings + > 81% items purchased through catalog

Relationship Overview

As the long-standing activation partner for CCEP, we have the expertise to deliver a global solution at a local level that harmonizes their overall TMM Activation strategy. We identify the best opportunities to value engineer products in all major spend categories and execute with excellence.

Scope

10 countries supported

>€100m
under spend management

>200 stakeholders

20 brands activated

Approach

By leveraging our comprehensive supplier network and partners, we identified opportunities for substrate, product size standardization and format redesign. Then, developed a catalog solution.

Our harmonization focus also employs an annual harmonization workshop to continue to transform and delivery best in class products.

Results

€2.1m Cost savings delivered through harmonization in 2024

>81% items purchased through Catalog

>82% Internal CRM Score

1 MyHub bottler platform

15 vendors aggregated



Client quote

“We are working to harmonize, rationalize, and centralize the procurement of materials across Europe. Achieving this requires close collaboration between HH Global, CCEP Central, and KO Central teams. Our goal is to develop a catalogue that reflects the shared vision and mission of all countries, supporting true harmonization.”

–Manager, Commercial Development

Harmonization project of the Coca-Cola Christmas Truck 2023



Challenge

- In 2023, HH Global recognized an opportunity to harmonize CCEP's infamous Christmas truck POSM activation
- In previous years, different markets had designed and produced their own versions of the Christmas truck. In 2022 there were four designs, meaning four art-working, prototyping and associated delivery costs from four different suppliers
- CCEP needed a smarter and more efficient approach to this project. HH Global's objective was to have one design approved by all CCEP stakeholders

Solution

- HH Global engaged with local CCEP teams and agreed with all the markets on one single model to be used across all eight EMEA markets
- We engaged one of our trusted supply chain partners in Europe and sent white samples to all markets for approval
- Once approved, we then arranged the full production and shipped promptly, for the activation to be in stores by mid-November
- The final design would be made from fully recyclable FSC paper, to align with the client's sustainability goals

Impact



€296k
savings
delivered



Eight markets
engaged



100%
recyclable



Just seven
months from
brief to delivery



6,000 pcs
delivered



€573k total
project cost

Previous versions



2023 Harmonized version



We can provide final mile visibility, engineering effectiveness in execution

How can we improve execution tracking (e.g. verifying POS is in the correct location)?

How can we ensure visibility from delivery through to in-store execution?

Can track-and-trace (e.g. QR codes) be implemented effectively across markets?

Effectiveness starts with visibility to identify gaps in execution, trigger replenishment, optimize asset deployment, and improve future planning.

QR code technology

Active engagement,

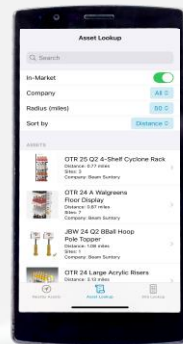
Includes visibility from each scan, supporting display set-up, compliance tracking, and real-time feedback from the field



Beacon technology

Passive engagement,

includes always-on visibility, tracking assets from production through end-of-life without adding work for your teams



HH Global delivers flexible, final-mile visibility through two program options, designed for the realities of the beverage and consumer packaged goods system.

In the U.S., we offer **both QR code and beacon-based track-and-trace programs**, enabling you to select the approach that best aligns with operating model, field resources, investment and desired level of engagement. **Both programs can be effectively implemented across the USA.**

Across both options, **you gain a clear, end-to-end view of where POS lives within the route-to-market, supported by real-time dashboards and performance scorecards** that turn visibility into actionable insight.

Leveraging QR technology: Halloween '25

+40% engagement in the first week

Client: Global Beverage Brand

Market: France

Channels / Coverage: FMCG Retailer Network (*Gold / Silver / Bronze tiered stores*)

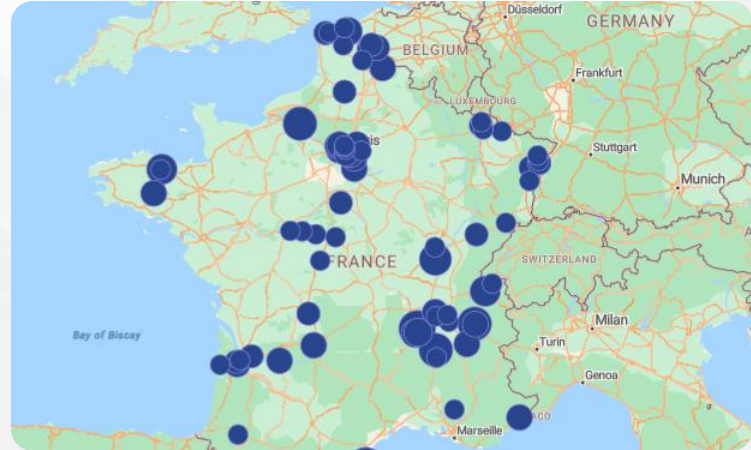
Assets: Permanent In-store Displays

Challenge

Limited visibility of campaign execution across dispersed retail network
Difficulty tracking asset placement, condition, and compliance in real time
Missed opportunities to identify waste, damage, or execution gaps

Solution (Track + Trace via QR)

QR-enabled temporary display solution deployed across retail locations
End-to-end tracking from warehouse through to in-store execution
Real-time reporting of asset presence, placement, and quality
Integrated damage reporting and repair management within platform
Data capture to analyse execution performance and optimise ROI



Results

+40% Engagement in the first week

Visibility across 63%
of forecasted locations

Leveraging Beacon Technology, execution rates increased 2 - 4x over a 3-year period



2x increase in POS Execution Rate in first 3 years of program

Across the CPG network, a **35% baseline execution rate is the industry standard**. With beacon technology, execution rates have increased by 2x in the 1st 3-years of the program (Avg. 35%-85%). The structured measurement and field transparency drive fastest results. Improved execution ensures key retail thematic windows are not missed and brands are compliant with national account programs

Results

+25-38 pts Avg Execution Rate Increase over 3-years

+65-78% Avg Execution Rate in Year 3

CPG Client Transformations

	Year 1 Baseline Setting	Year 2 Enterprise Visibility	Year 3 Transformation
Client 1	40.5%	48.4%	78.2%
Client 2	40.6%	62.8%	78.2%
Client 3	47.3%	53.8%	65.5%



BWS

4x increase in POS Execution Rate in first 3 years of program

Across the Beer, Wine & Spirits network, a **15% execution rate baseline is the industry standard**. With beacon technology, execution rates have increased by 4x in the 1st 3-years of the program (Avg. 12.5%-55%). Strongest gains achieved when marketing, sales and distributor partners adoption engaged early. Improved execution translates directly into stronger retail presence and brand consistency

Results

+18-38 pts Avg Execution Rate Increase over 3-years

+42-53% Avg Execution Rate in Year 3

BWS Client Transformations

	Year 1 Baseline Setting	Year 2 Enterprise Visibility	Year 3 Transformation
Client 1	10.2%	22.8%	42.8%
Client 2	14.4%	32.9%	53.8%
Client 3	12.6%	28.1%	51.1%

AI transforms standard POS assets, from ideation through to execution and continuous optimization

Can AI be used to customize and enhance standard POS assets?

Yes, and in a much more meaningful way than simple creative adaptation.

At the front end, AI accelerates ideation generating and testing multiple creative concepts quickly, allowing us to identify what will perform before production begins.

Tools like heat-mapping and attention analysis help predict how assets will land in-store, ensuring designs cut through and work harder at shelf.

Using digital twins and augmented reality, we can model how POS will appear and perform in real environments — testing placement, visibility, and shopper interaction before anything is manufactured.

On the execution side, AI drives scale and speed. Through dynamic templates and content automation, we can generate thousands of on-brand asset variations in seconds—adapting formats, languages, and markets without recreating assets each time

Ideation

AI Concepting

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



Effectiveness Testing + Customization

DragonFly AI (heat-mapping) and *HH Genius* (attention analysis), *Digital Twins* (Virtual copies of physical objects) and *Augmented Reality* (showcase a LIVE environment and position POS) help predict how assets will land in-store, ensuring designs cut through and work harder at shelf



Execution

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 your data to produce adaptations and localized content for all touchpoints.



We create one connected ecosystem across content, suppliers, and technology

Can we consolidate content management and suppliers into one system?

How can hardware and technology be integrated strategically?

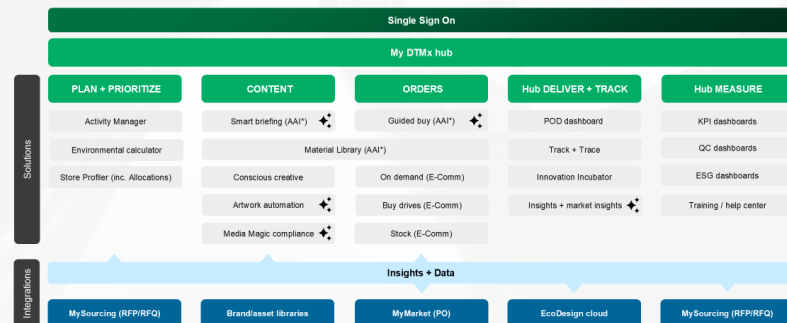
Yes, but the goal isn't to force everything into a single system. It's to **create a connected ecosystem** that simplifies how everything works together.

- **We centralize content** through a catalogue-led model - approved assets, templates, and workflows all in one place to drive consistency and speed
- **We simplify the supplier landscape** - moving from fragmented vendors to a performance-managed, connected ecosystem
- **We integrate**, not replace — our modular platform connects into existing systems, tools, and workflows to create a seamless end-to-end flow
- **We embed hardware and technology** into the operating model, connecting physical POS, digital screens, and track-and-trace into one system of visibility and insight

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

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How do we demonstrate activation value and ROI?

To deliver true ROI that has accurate value, the optimum approach is to combine insight + data sources.

Achieving qualitative and quantitative results, defines brand and sales impact beyond single data.

The more elements we combine, the fuller the real picture of ROI becomes.

HH Global combine our own insights and data with industry feeds to deliver clients a rounded view of marketing execution performance.

By integrating client sales data into this process, we are able to provide an accurate review of success and apply learnings to future activity to enable continuous improvement and performance

HH GLOBAL	INDUSTRY	COCA-COLA
Harmonisation savings		
Product cost + savings		
Impact prediction		
Seeing + feeling		
Shopper strategy		
CO ₂ impact + savings		
POD + compliance	Compliance + merchandising	Compliance + ease (sales team)
		OTS + delivery
Shopper survey	NPS	Field sales team data + review
Retail review		
	Category review	
	Nielsen, IRI, Kantar data	
	IGD, Mintel consumer data	
Campaign analysis		
Competitor review		
MBR + BI review		
	Sell through (retailer)	JBP review
		Rate of sale data
TRUE RETURN ON INVESTMENT		



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Thank
you