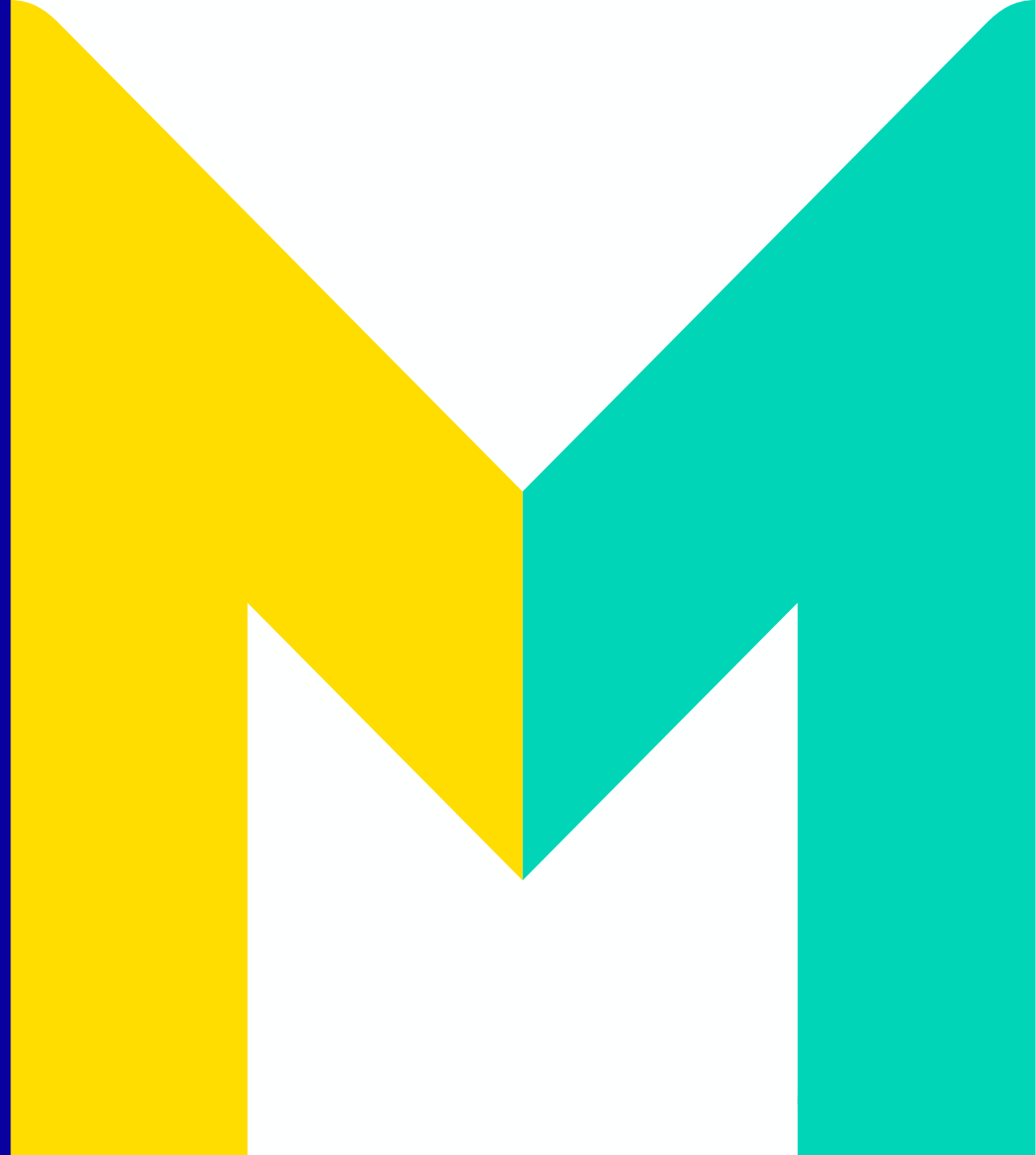
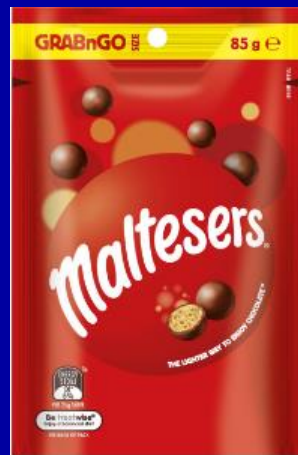
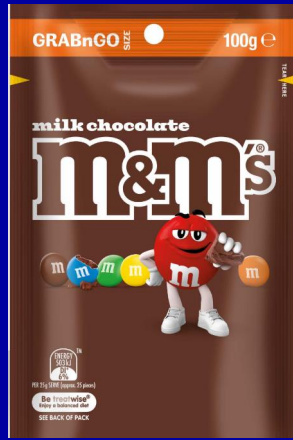




# BITESIZE PPA 2025



# Bitesize PPA 2025



## 3 recruitment SKUs

- M&M'S PNT 90g
- M&M'S MILK 100g
- Maltesers Milk 85g

Shoppers have changed

We must recruit & re-recruit

To be in more moments, more often



By adding three new SKUs to the range

We can continue to reduce category leakage

To stay relevant and inspire new ways to connect

## Reaching more consumers

- Competitively priced with promotional support to provide an entry point into the range

## In more consumption moments

- Meeting those who are managing overall basket price & cutting some non-essentials.
- Set budget and price sensitive but still wants a treat for self or to share with partner

## To drive penetration through white space price points

- Pricing designed to reach more shoppers with lower price thresholds and reduce trade down or category leakage.
- encouraging trade up for cost per 100g except for when on half price.

# MW Bitesize Performance is strong, but penetration remains our biggest challenge

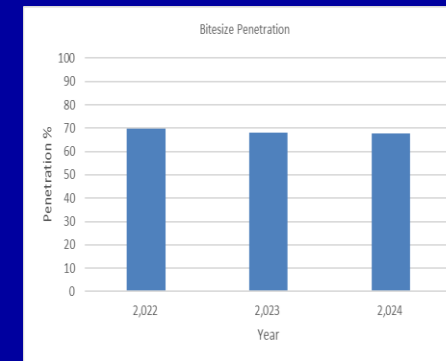
We have Australia's favourite Bitesize Brands & growing \$MS



We're growing the Bitesize Category +2.2pt MAT

Manufacturer	Val Sales ('000)	Val +/- YA ('000)	Val % Chg YA	Val % Share	Share +/- YA
MARS WRIGLEY	\$81,216	\$11,383	16.3%	45.7%	2.2
MONDELEZ	\$35,324	\$4,746	15.5%	19.9%	0.8
DARRELL LEA	\$27,882	\$1,492	5.7%	15.7%	-0.7
PRIVATE LABEL	\$8,440	\$993	13.3%	4.7%	0.1
OTHER MFRS	\$6,726	\$2,370	54.4%	3.8%	1.1
ROBERN MENZ	\$6,723	-\$2,540	-27.4%	3.8%	-2.0
NESTLE	\$5,634	-\$2,321	-29.2%	3.2%	-1.8
STUART ALEXAN...	\$4,035	\$1,232	43.9%	2.3%	0.5
LINDT & SPRUNGLI	\$1,723	-\$192	-10.0%	1.0%	-0.2

Penetration has not shifted & remains our #1 focus. -1pt 2YA



# To grow penetration, we must always cater for all shopper budgets

Lower Income – Out of Pocket

Higher Income – Relative Price

## Strategies to manage budget

Cutting non-essential categories

Managing overall basket price

Stocking Up  
Make \$ last longer

No change to budget

Absolute Price Point

Value Packs

No change to budget





Introducing...

# ***GRAB N GO***



# EVERYDAY SHARING

Genuine human connections have become more crucial than ever.

Snacking can nurture shared moments, enriching these connections.



## Consumer Insights

Top emotional needs “good to share”, “good to connect”

Looking to connect with family, partners & friends

83% of occasions are at home

## Shopper Insights

33% of shoppers fall out at attract & browse stage of funnel

1/3 shoppers used on-demand-delivery



M&M'S MILK 100g

M&M'S PNT 90g

MALTESERS 85g

**INSPIRE BONDING THROUGHOUT THE DAY**  
Staying relevant and inspiring new ways to connect

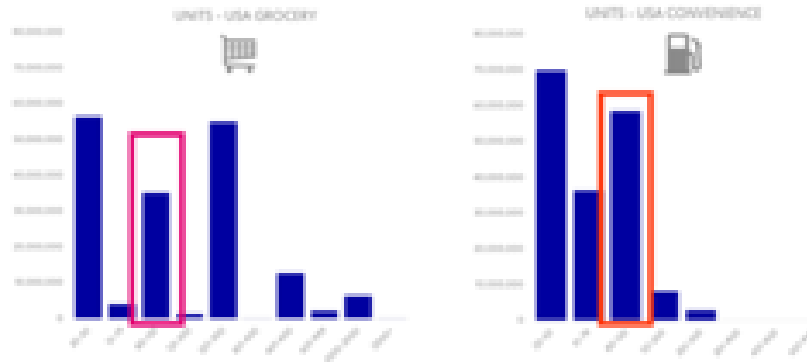
# New smaller pack will drive penetration through white space price points in the segment

In corporate grocery

# 70%

of bites units are sold at **less than \$4.00.**

UK and USA provide a convenience / snack pack at a lower price threshold that plays a role for **small basket trips** in both channels.



Current base price is a barrier to entry.

There is "Whitespace" between Bars and Sharing Block/Bites.

## Introducing our new 'Grab & Go' Packs



# Pricing designed to reach more shoppers with lower price thresholds and reduce trade down or category leakage.



**Snack provides a lower price (entry price) while encouraging trade up for cost per 100g except for when on half price.**

# Assortment

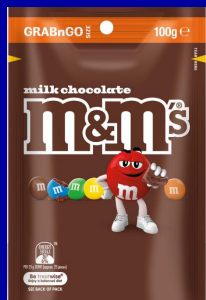
## ENTRY POINT

Competitively priced with promotional support to provide an entry point into the range

## SHOPPER

Set budget and price sensitive but still wants a treat for self or to share with partner

**Key metric incremental penetration that recruits new shoppers**



## HERO

This pack size will be the anchor within the range being the most often purchased

## SHOPPER

I need an offering to share with others (or maybe even just for me) and enjoy over time

**Key metric highest penetration & RSV**



## UPSIZE

These packs are to help shoppers increase their purchase volume within the range allowing a higher value for money offering

## SHOPPER

I want a convenient offer that will suit the needs of the family for movie night or entertain the masses

**Key metric higher \$/unit vs anchor**



## UPSCALE

This pack will be a variation on core, offering shoppers the opportunity to premiumise with added value propositions

## SHOPPER

I want to try my favourite brands in new formats and flavours

**Key metric higher \$/kg vs anchor**

# Formats which address shopper needs

SKU	Occasion	Shopper Need	Affluence Group	H,M,L	Category Benefit
	For now, on the go sharing	I have a set budget and price is a barrier to entry but I still want a treat I can share with my partner	Budget (Assumed)	Light (Assumed)	Entry level price point for increased penetration
	For later, household sharing	I need an offering to share with others (or maybe even to have in the house for myself) and enjoy over time	Budget	Light	Blockbuster SKUs with high RSV and pack size where innovation occurs
	Movie night/ family sharing	I want a convenient offer that will suit the needs my family for our Friday movie night	Mainstream	Heavy	Drives core value
	Party/entertaining larger groups	I am busy but love to entertain and need an offering that will suit the masses	Budget	Heavy	Competitive value for those who can afford bulk upfront. Suited to the online channel

# GrabnGo offers value to chocolate sharing, whilst meeting “For Me” and “For Us” occasions

	<p><b>FOR ME</b> Adult treating for themselves</p>	<p><b>FOR US</b> Sharing chocolate with family and friends</p>	<p><b>FOR THEM</b> A safe gift</p>
<p><b>ADD VALUE</b> Tailored <b>occasion or channels</b> which will add value through <b>packaging</b> and <b>or/price per \$.</b></p>	<div data-bbox="1080 439 1467 808" style="text-align: center;">  <p>GrabnGo</p> <p>Smaller snack serve, higher Cost/KG, lower price point</p> </div>		<div data-bbox="1900 691 2033 872" style="text-align: center;">  </div>
<p><b>CORE</b> Scale 'Hero' pack formats that are consumed cross multiple occasions</p>	<div data-bbox="1411 753 1653 936" style="text-align: center;">  <p>Medium</p> </div>		<div data-bbox="1862 896 2099 936" style="text-align: center;"> <p>Sharepack</p> </div>
<p><b>VALUE</b> Create value without devaluing the brand.</p>	<div data-bbox="1294 976 1533 1176" style="text-align: center;">  <p>Large</p> <p>Value, low cost/KG</p> </div>	<p>Hero scale pack.</p> <div data-bbox="1704 982 1946 1176" style="text-align: center;">  <p>X-Large</p> <p>Value, low cost/KG</p> </div>	