

SHARE OF SHELF

THINK SHOPPER

INCREASE CATEGORY VISIBILITY, LOOK LIKE #1

68% OF SHOPPERS BUY ENERGY FROM THE MAIN SHELF

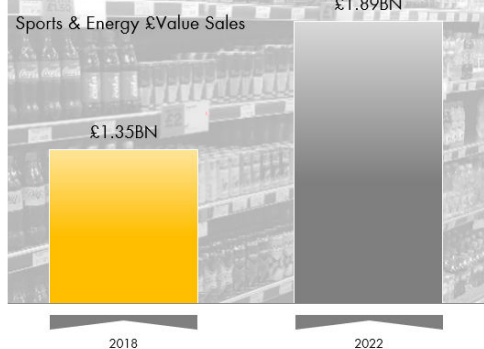


THE MAIN SHELF IS THE PRIMARY PURCHASE LOCATION FOR SHOPPERS PURCHASING ENERGY DRINKS!

SOURCE: AU_Shopper Tracker- Shopper Tracker 2015

CATEGORY INSIGHTS

ENERGY IS THE CATEGORY TO BACK



EUROMONITOR FORECASTS & IRI - £VALUE
(TOTAL COVERAGE | MAT DATA TO 22.10.18)

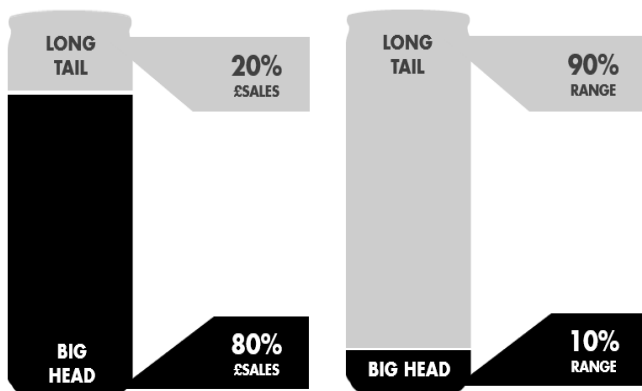
41.6%

OF ALL **FUTURE** SOFT DRINKS GROWTH

Energy is the fastest growing beverage category – get ahead of the trend!

WHAT IT MEANS TO YOU

REDUCE RANGE, FOCUS SHELF-SHARE ON THE BIG HEADS FOR HIGHER PROFIT



•IRI - £VALUE & SKU COUNT
•(TOTAL COVERAGE | MAT DATA TO 22.10.18)

**REDUCE RANGE, REALIGN
SEGMENT IMPORTANCE
SIMPLIFY THE OFFER &
DRIVE SIGNIFICANT
SALES GROWTH**

**ED = 3.5x MORE
PROFITABLE THAN CSD**

