Product Knowledge Channel P2P Sekilas FFI Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

PRICE LIST PRODUK FFI

| PRODUK | CHANNEL | | | | | | | | |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------|---------------------|--|
| SPECIALIZED NUTRITION | SPM | MM | HPM | WHS Modern | WHS Traditional | GROCERY | СВР | CBP WHS Traditional | |
| ▶ PREGLAC | | | | | | | | | |
| IMP FF MAMA CHOCO BOX 24X200GR | 717,567 | 717,567 | 717,567.0 | 717,567 | 704,697 | 717,567 | 33,875 | 34,918 | |
| ► STARTER | | | | | | | | | |
| IMP FB AWAL SPR 0-6 BX 24X 200GR | 484,65 | 484,65 1 | 484,65 I | 484,65 1 | 481,123 | 484,65 1 | 23,775 | 24,504 | |
| IMP FB AWAL SPR 0-6 BX 24X 400GR | 993,999 | 993,999 | 993,999 | 993,999 | 993,999 | 990,798 | 48,975 | 50,459 | |
| IMP FB AWAL SPR 0-6 BX 18X 800GR | I,387,502 | I,387,502 | 1,387,502 | I,387,502 | I,387,502 | I,387,502 | 91,575 | 94,336 | |
| ► FOLLOW ON | | | | | | | | | |
| IMP FB LANGKAH SPR 6-12 BX 24X 200GR | 484,65 1 | 484,65 1 | 484,65 I | 484,65 1 | 481,123 | 484,65 I | 23,775 | 24,504 | |
| IMP FB LANGKAH SPR 6-12 BX 24X 400GR | 993,999 | 993,999 | 993,999 | 993,999 | 990,798 | 993,999 | 48,975 | 50,459 | |
| IMP FB LANGKAH SPR 6-12 BX 18X 800GR | I,387,504 | I,387,504 | 1,387,504 | I,387,504 | I,387,504 | 1,389,863 | 91,575 | 94,376 | |
| ▶ GUM Jr | | | | | | | | | |
| IMP FF JELAJAH SPR I-3 VANILLA BX 24X400GR | 925,718 | 925,718 | 925,718 | 925,718 | 926,386 | 925,718 | 44,550 | 45,904 | |
| IMP FF JELAJAH SPR I-3 VANILLA BX 18X800GR | 1,352,134 | 1,352,134 | 1,352,134 | 1,352,134 | 1,359,236 | 1,352,134 | 87,175 | 89,802 | |
| IMP FF JELAJAH SPR I-3 VANILLA BX 10X1200GR | 1,052,105 | 1,052,105 | 1,052,105 | 1,052,105 | I,062,800 | 1,052,105 | 122,675 | 126,389 | |
| IMP FF JELAJAH SPR I-3 HONEY BX 24X200G | 466,640 | 466,640 | 466,640 | 466,640 | 465,489 | 466,640 | 22,350 | 23,067 | |
| IMP FF JELAJAH SPR I-3 HONEY BX 24X400G | 925,718 | 925,718 | 925,718 | 925,718 | 926,386 | 925,718 | 44,550 | 45,904 | |
| IMP FF JELAJAH SPR I-3 HONEY BX 18X800G | 1,352,134 | 1,352,134 | 1,352,134 | 1,352,134 | 1,359,236 | 1,352,134 | 87,175 | 89,802 | |
| IMP FF JELAJAH SPR I-3 HONEY BX 10X1200G | 1,051,890 | 1,051,890 | 1,051,890 | 1,051,890 | 1,062,583 | 1,051,890 | 122,650 | 126,363 | |
| IMP FF JELAJAH SPR I-3 CHOCO BX 24X400G | 925,717 | 925,717 | 925,717 | 925,717 | 926,787 | 925,717 | 44,550 | 45,924 | |
| IMP FF JELAJAH SPR I-3 CHOCO BX 18X800GR | 1,352,134 | 1,352,134 | 1,352,134 | 1,352,134 | I,359,439 | 1,352,134 | 87,175 | 89,815 | |
| ▶ GUM Sr | | | | | | | | | |
| IMP FF KARYA SPR 4-6 VANILLA BX 24X400GR | 925,717 | 925,717 | 925,717 | 925,717 | 927,199 | 925,717 | 44,550 | 45,943 | |
| IMP FF KARYA SPR 4-6 VANILLA BX 18X800GR | 1,352,137 | 1,352,137 | 1,352,137 | 1,352,137 | 1,359,199 | 1,352,137 | 87,175 | 89,799 | |
| IMP FF KARYA SPR 4-6 VANILLA BX 10X1200GR | 1,052,103 | 1,052,103 | 1,052,103 | 1,052,103 | 1,062,503 | 1,052,103 | 122,675 | 126,354 | |
| IMP FF KARYA SPR 4-6 HONEY BX 24X200GR | 466,640 | 466,640 | 466,640 | 466,640 | 465,660 | 466,640 | 22,350 | 23,075 | |
| IMP FF KARYA SPR 4-6 HONEY BX 24X400GR | 925,717 | 925,717 | 925,717 | 925,717 | 927,199 | 925,717 | 44,550 | 45,943 | |
| IMP FF KARYA SPR 4-6 HONEY BX 18X800GR | 1,352,137 | 1,352,137 | 1,352,137 | 1,352,137 | 1,359,199 | 1,352,137 | 87,175 | 89,799 | |
| IMP FF KARYA SPR 4-6 HONEY BX 10X1200GR | 1,051,889 | 1,051,889 | 1,051,889 | 1,051,889 | I,062,286 | 1,051,889 | 122,650 | 126,328 | |
| IMP FF KARYA SPR 4-6 CHOCO BX 24X400GR | 925,717 | 925,717 | 925,717 | 925,717 | 927,033 | 925,717 | 44,550 | 45,935 | |
| IMP FF KARYA SPR 4-6 CHOCO BX 18X800GR | 1,352,137 | 1,352,137 | 1,352,137 | 1,352,137 | I,359,806 | 1,352,137 | 87,175 | 89,840 | |



Product Knowledge Channel P2P Sekilas FFI Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

| PRODUK | CHANNEL | | | | | | | |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------|---------------------|
| PREPARED BEVERAGES | SPM | MM | HPM | WHS Modern | WHS Traditional | GROCERY | СВР | CBP WHS Traditional |
| ► SCM | | | | | | | | |
| SCM FF GOLD CAN 48X385GR | 555,858 | 555,858 | 555,858 | 555,858 | 565,180 | 555,858 | 13,375 | 13,814 |
| SCM FF CHOCO CAN 48X385GR | 370,745 | 370,745 | 370,745 | 370,745 | 376,897 | 370,745 | 8,925 | 9,213 |
| SCM FF KENTAL MANIS CAN 48X385GR | 379,117 | 379,117 | 379,117 | 379,117 | 378,749 | 379,117 | 9,000 | 9,257 |
| SCM OMELA PLAIN CAN 48X385GR | 357,163 | 357,163 | 357,163 | 357,163 | 357,162 | 357,163 | 8,850 | 9,039 |
| SCM FF FC GOLD SCH I20X40GR | I 70,073 | I70,073 | I 70,073 | I70,073 | I74,040 | I70,073 | I,750 | I,804 |
| SCM FF CHOCO SCH 120X40GR | 116,844 | 116,844 | I I6,844 | 116,844 | 122,409 | 116,844 | I,225 | I,269 |
| SCM FF BKM SCH 120X40GR | 118,028 | 118,028 | I 18,028 | 118,028 | 122,409 | 118,028 | 1,225 | 1,269 |
| SCM FF GOLD PCH 24X220GR | 188,955 | 188,955 | 188,955 | 188,955 | 192,060 | 188,955 | 9,100 | 9,388 |
| SCM FF CHOCO PCH 24X220GR | 155,610 | 155,610 | 155,610 | 155,610 | 157,830 | 155,610 | 7,500 | 7,714 |
| ▶ POWDER | | | | | | | | |
| FMP FF MAINSTREAM FULL CREAM BOX 24X400GR | 836,472 | 836,472 | 836,472 | 836,472 | 833,376.0 | 836,472 | 40,075 | 41,296 |
| FMP FF MAINSTREAM FULL CREAM BOX 18X800GR | 1,164,531 | 1,164,531 | 1,164,531 | 1,164,531 | 1,160,186.0 | 1,164,531 | 74,400 | 76,652 |
| IMP FF MAINSTREAM INSTANT BOX 24X200GR | 410,985 | 410,985 | 410,985 | 410,985 | 409,725.0 | 410,985 | 19,675 | 20,305 |
| IMP FF MAINSTREAM INSTANT BOX 24X400GR | 809,47 I | 809,47 I | 809,47 I | 809,47 I | 806,029.0 | 809,47 I | 38,775 | 39,939 |
| IMP FF MAINSTREAM INSTANT BOX 18X800GR | 1,143,362 | 1,143,362 | 1,143,362 | 1,143,362 | 1,139,735.0 | 1,143,362 | 73,050 | 75,301 |
| IMP FF MAINSTREAM HONEY BOX 24X400GR | 897,328 | 897,328 | 897,328 | 897,328 | 893,482.0 | 897,328 | 42,975 | 44,275 |
| IMP FF MAINSTREAM HONEY BOX 18X800GR | 1,252,992 | 1,252,992 | I,252,992 | 1,252,992 | I,248,794.0 | 1,252,992 | 80,050 | 82,504 |
| IMP FF MAINSTREAM CHOCO BOX 24X200GR | 399,396 | 399,396 | 399,396 | 399,396 | 398,912.0 | 399,396 | 19,150 | 19,767 |
| IMP FF MAINSTREAM CHOCO BOX 24X400GR | 731,375 | 731,375 | 731,375 | 731,375 | 728,524.0 | 731,375 | 35,050 | 36,099 |
| IMP FF MAINSTREAM CHOCO BOX 18X800GR | 1,041,494 | 1,041,494 | 1,041,494 | 1,041,494 | I,037,393.0 | 1,041,494 | 66,550 | 68,538 |
| IMP FF MAINSTREAM ENERGO CHOCO 24X400GR | 780,492 | 780,492 | 780,492 | 780,492 | 776,926.0 | 780,492 | 37,375 | 38,497 |
| IMP FF MAINSTREAM ENERGO CHOCO I 8X800GR | 1,076,108 | 1,076,108 | 1,076,108 | 1,076,108 | 1,072,645.0 | 1,076,108 | 68,750 | 70,867 |



Channel P2P Sekilas FFI Product Knowledge Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

| PRODUK | CHANNEL CHANNEL | | | | | | | |
|--|-----------------|---------|---------|------------|-----------------|----------|----------------|---------------------|
| READY TO DRINK | SPM | MM | HPM | WHS Modern | WHS Traditional | GROCERY | СВР | CBP WHS Traditional |
| ► REAL MILK | | | | | | | | |
| SCC Yes! MUTMUT VANILLA SCH 240x I 8GR | 96,218 | 96,218 | 96,218 | 96,218 | 90,619 | 96,218 | 525 | 525 |
| SCC Yes! MUTMUT CHOCO SCH 240x18GR | 96,218 | 96,218 | 96,218 | 96,218 | 90,619 | 96,218 | 525 | 525 |
| SCC Yes! MUTMUT STRAWBERRY SCH 240x18GR | 96,218 | 96,218 | 96,218 | 96,218 | 90,619 | 96,218 | 525 | 525 |
| UHT FF DISNEY CHOCO CP 36X I I 5ML | 67,415 | 67,415 | 67,415 | 67,415 | 69,067 | 67,415 | 2,275 | 2,378 |
| UHT FF DISNEY STRAWBERRY CP 36X I I 5ML | 67,415 | 67,415 | 67,415 | 67,415 | 69,067 | 67,415 | 2,275 | 2,378 |
| UHT FF DISNEY CHOCO CP 36X I I 5ML MP | 66,138 | 66,138 | 66,138 | 66,138 | 67,759 | 66,138 | 13,350 | 13,990 |
| UHT FF DISNEY STRAWBERRY CP 36X I I 5ML MP | 66,138 | 66,138 | 66,138 | 66,138 | 67,759 | 66,138 | 13,350 | 13,990 |
| UHT FF KID CHOCO CP 36X115ML | 76,549 | 76,549 | 76,549 | 76,549 | 77,943 | 76,549 | 2,575 | 2,683 |
| UHT FF KID STRAWBERRY CP 36X115ML | 76,549 | 76,549 | 76,549 | 76,549 | 77,943 | 76,549 | 2,575 | 2,683 |
| UHT FF KID CHOCO CP 36X115ML MP | 76,549 | 76,549 | 76,549 | 76,549 | 77,943 | 76,549 | I 5,450 | 16,093 |
| UHT FF KID STRAWBERRY CP 36X I I 5ML MP | 76,549 | 76,549 | 76,549 | 76,549 | 77,943 | 76,549 | 15,450 | 16,093 |
| UHT FF DISNEY CHOCO CP 36X 190ML | 101,340 | 101,340 | 101,340 | 101,340 | 103,402 | 101,340 | 3,425 | 3,560 |
| UHT FF DISNEY STRAWBERRY CP 36X 190ML | 101,340 | 101,340 | 101,340 | 101,340 | 103,402 | 101,340 | 3,425 | 3,560 |
| UHT FF DISNEY CHOCO CP 36X I 90ML MP | 99,986 | 99,986 | 99,986 | 99,986 | 102,023 | 99,986 | 20, 175 | 21,065 |
| UHT FF DISNEY STRAWBERRY CP 36X 190ML MP | 99,986 | 99,986 | 99,986 | 99,986 | 102,023 | 99,986 | 20,175 | 21,065 |
| UHT FF SCHOOL CHOCO CP 36X 190ML | 113,996 | 113,996 | 113,996 | 113,996 | 114,755 | I 13,996 | 3,850 | 3,950 |
| UHT FF SCHOOL STRAWBERRY CP 36X 190ML | 113,996 | 113,996 | 113,996 | 113,996 | 114,755 | 113,996 | 3,850 | 3,950 |
| UHT FF SCHOOL CHOCO CP 36X 190ML MP | 113,475 | 113,475 | 113,475 | 113,475 | 114,231 | I I3,475 | 22,900 | 23,585 |
| UHT FF SCHOOL STRAWBERRY CP 36X 190ML MP | 113,475 | 113,475 | 113,475 | 113,475 | 114,231 | I 13,475 | 22,900 | 23,585 |
| UHT FF LF FRENCH VANILLA CP 36X250ML | 138,718 | 138,718 | 138,718 | 138,718 | 139,302 | 138,718 | 4,675 | 4,794 |
| UHT FF LF BELGIAN CHOCO CP 36X250ML | 138,718 | 138,718 | 138,718 | 138,718 | 139,302 | 138,718 | 4,675 | 4,794 |
| UHT FF LF CAL STRAWBERRY CP 36X250ML | 138,718 | 138,718 | 138,718 | 138,718 | 139,302 | 138,718 | 4,675 | 4,794 |
| UHT FF FULLCREAM CP 36X250ML | 124,152 | 124,152 | 124,152 | 124,152 | 124,896 | 124,152 | 4,225 | 4,314 |



Sekilas FFI Product Knowledge Channel P2P Picos Notes 4.1 Distribution 4.2 Shelfing 4.3 POSM 4.4 Pricing 4.5 Promotion 4.6 Key Business Driver (Alokasi A&P & DRD)

| PRODUK | CHANNEL | | | | | | | |
|--|---------|---------|---------|----------------|-----------------|----------|--------|---------------------|
| READY TO DRINK | SPM | MM | HPM | WHS Modern | WHS Traditional | GROCERY | СВР | CBP WHS Traditional |
| ► REAL MILK | | | | | | | | |
| UHT FF STRAWBERRY CP 36X250ML | 124,152 | 124,152 | 124,152 | 124,152 | I24,896 | 124,152 | 4,150 | 4,314 |
| UHT FF CHOCO CP 36X250ML | 124,152 | 124,152 | 124,152 | 124,152 | I24,896 | 124,152 | 4,150 | 4,314 |
| UHT FF FAMILY FULLCREAM CP I 2XI 000ML | 142,181 | 142,181 | 142,181 | 142,181 | 143,171 | 142,181 | I4,350 | I4,780 |
| UHT FF FAMILY CHOCO CP 12X1000ML | 142,181 | 142,181 | 142,181 | 142,181 | 143,171 | 142,181 | 14,350 | I4,780 |
| UHT FF FAMILY LOW FAT CP I 2X I 000ML | I47,442 | I47,442 | 147,442 | I 47,442 | 151,735 | I 47,442 | 15,175 | I 5,664 |
| STR FF CHOCO BT 24X190ML | 62,486 | 62,486 | 62,486 | 59,37 I | 60,825 | 60,582 | 3,150 | 3,267 |
| STR FF STRAWBERRY BT 24X190ML | 62,486 | 62,486 | 62,486 | 59,37 I | 60,825 | 60,582 | 3,150 | 3,267 |
| STR FF CHOCO BT 24X190ML MP | 62,486 | 62,486 | 62,486 | 59,371 | 60,825 | 60,582 | 12,600 | 13,068 |
| STR FF STRAWBERRY BT 24×190ML MP | 62,486 | 62,486 | 62,486 | 59,371 | 60,825 | 60,582 | 12,600 | I3,068 |
| STR FF FULLCREAM BT 15X800ML | 159,170 | 159,170 | 159,170 | 159,170 | 161,829 | 159,170 | 13,000 | 13,411 |
| STR FF CHOCO BT 15X800ML | 159,170 | 159,170 | 159,170 | 159,170 | 161,829 | 159,170 | 13,000 | 13,411 |
| LAD (LIQUID ACID DRINKS) | | | | | | | | |
| PILLO FLEX Yes! STRAWBERRY SCH 48X80ML | 43,596 | 43,596 | 43,596 | 43,596 | 46,994 | 43,596 | 1,175 | 1,213 |
| PILLO FLEX Yes! GRAPE SCH 48X80ML | 43,596 | 43,596 | 43,596 | 43,596 | 46,994 | 43,596 | 1,175 | 1,213 |
| PILLO FLEX Yes! TUTTY FRUITY SCH 48X80ML | 43,596 | 43,596 | 43,596 | 43,596 | 46,994 | 43,596 | 1,175 | 1,213 |
| PILLO FLEX Yes! MILKY CHOCO SCH 48X80ML | 43,596 | 43,596 | 43,596 | 43,596 | 46,994 | 43,596 | 1,175 | 1,213 |
| PILLO FLEX Yes! MILKY STRAWBERRY SCH 48X80ML | 43,596 | 43,596 | 43,596 | 43,596 | 46,994 | 43,596 | 1,175 | 1,213 |
| FRT Yes! GRAPE BT 36X90ML | 45,283 | 45,283 | 45,283 | 45,283 | 45,948 | 45,283 | 1,525 | 1,582 |
| FRT Yes! STAWBERRY BT 36X90ML | 45,283 | 45,283 | 45,283 | 45,283 | 45,948 | 45,283 | I,525 | 1,582 |
| FRT Yes! ORANGE BT 36X90ML | 45,283 | 45,283 | 45,283 | 45,283 | 45,948 | 45,283 | I,525 | 1,582 |
| FRT Yes! TUTTY FRUITY BT 36X90ML | 45,283 | 45,283 | 45,283 | 45,283 | 45,948 | 45,283 | I,525 | 1,582 |
| FRT Yes! GREEN APPLE BT 36X90ML | 45,283 | 45,283 | 45,283 | 45,283 | 45,948 | 45,283 | 1,525 | I,582 |



