



ONP COLOMBIA | UNIVERSE & EXECUTION

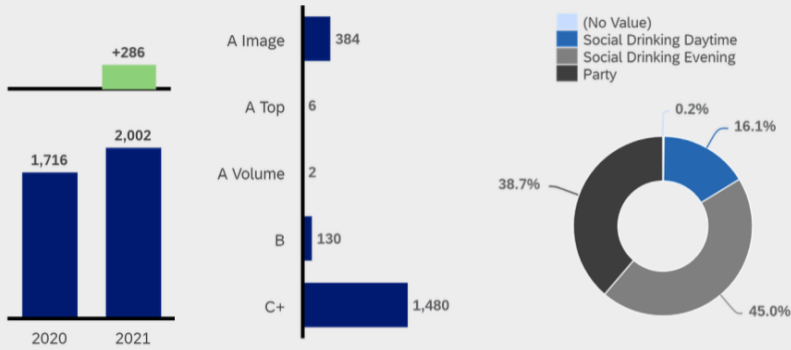
OVERVIEW

ACCOUNTS

2,002
Accounts

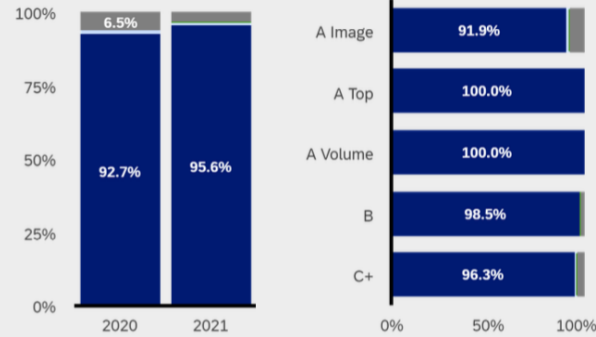
COUNTRY AVERAGE

400
Ø Accounts per Field Force Employee



LISTING STATUS

- no Energy
- Energy Comp only
- Energy parallel
- Energy only



SKU LISTINGS

1,927
Accs w/ RBED List
96.3%
% Accs w/ RBED List

1,129
Accs w/ RBSF List
56.4%
% Accs w/ RBSF List



342
Accs w/ RBEDN List
17.1%
% Accs w/ RBEDN List

CONSUMPTION ACTIVATION, MENU LISTING, COOLER & DiPo's



727
AccsRBEN w/ CA
38.8%
% AccsRBEN w/ CA

CA (accomplished)
YTD: 244



362
AccsRBEN w/ CME
19.3%
% AccsRBEN w/ CME

CME (accomplished)
YTD: 208



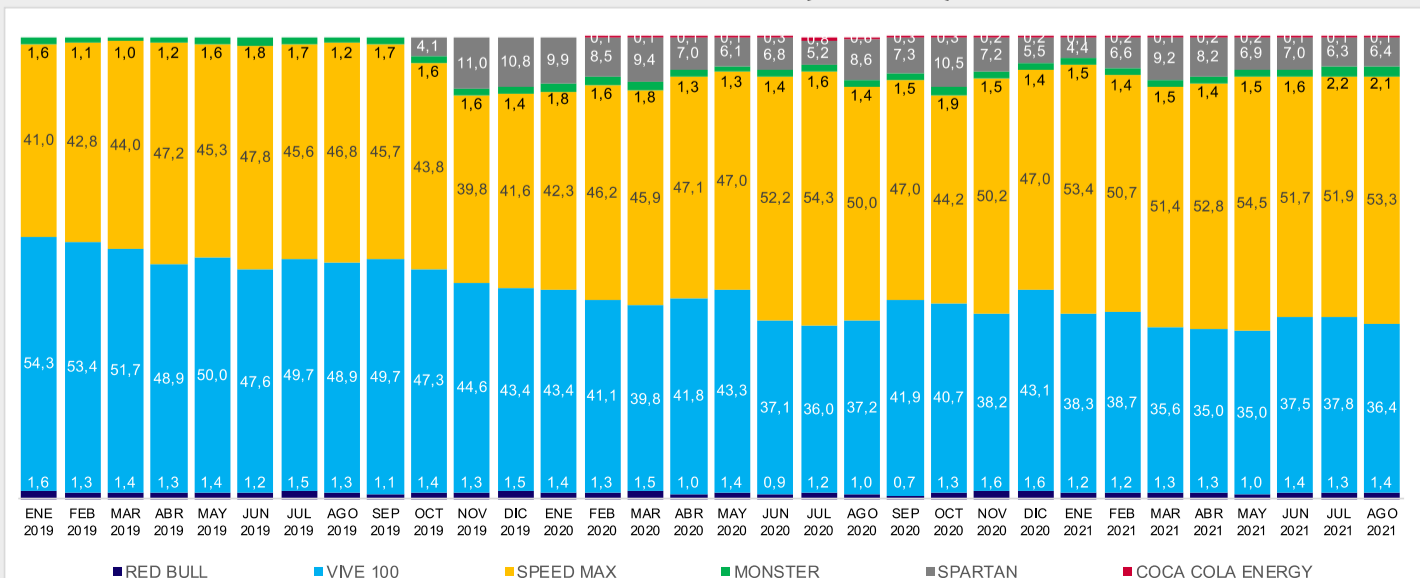
Total Coolers: 737
Cooler P YTD: 105
Cooler Pen: 27,7%



Total Dipos: 37
DiPo P YTD: 37
Dipo Pen: 2%

RALLY CRY	BIG BETS	ACT 20	TARGET YTD	ACT YTD	DEV TRGT vs ACT YTD	TARGET MONTH	ACT MONTH	DEV TRGT vs ACT YTD	% Achievement vs Partial Target 21	% Achievement vs Target 21
	3 New Listings	2.681	600	998	398	60	28	-32	166%	141%
	2 CA	538	400	399	-1	40	16	-24	100%	100%
	2 COOLER	763	200	258	58	20	8	-12	129%	65%
	2 MA	186	400	199	-201	40	-1	-41	50%	50%
	2 MUSK ACCOUNTS	1.753	400	328	-72	40	12	-28	82%	68%

TAT ON VALUE SHARE (NIELSEN)



ON PREMISE



ONE PREMISE COLOMBIA | VOLUME

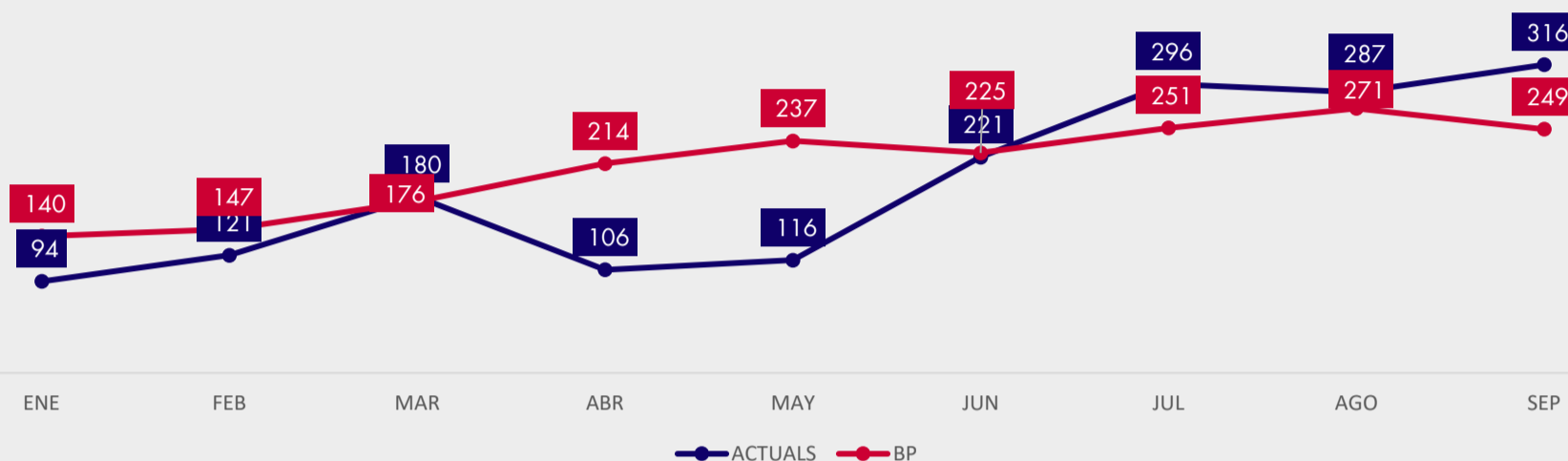
YTD VS 2019

-8%

TOTAL VOLUME

YTD VS PY

+129%



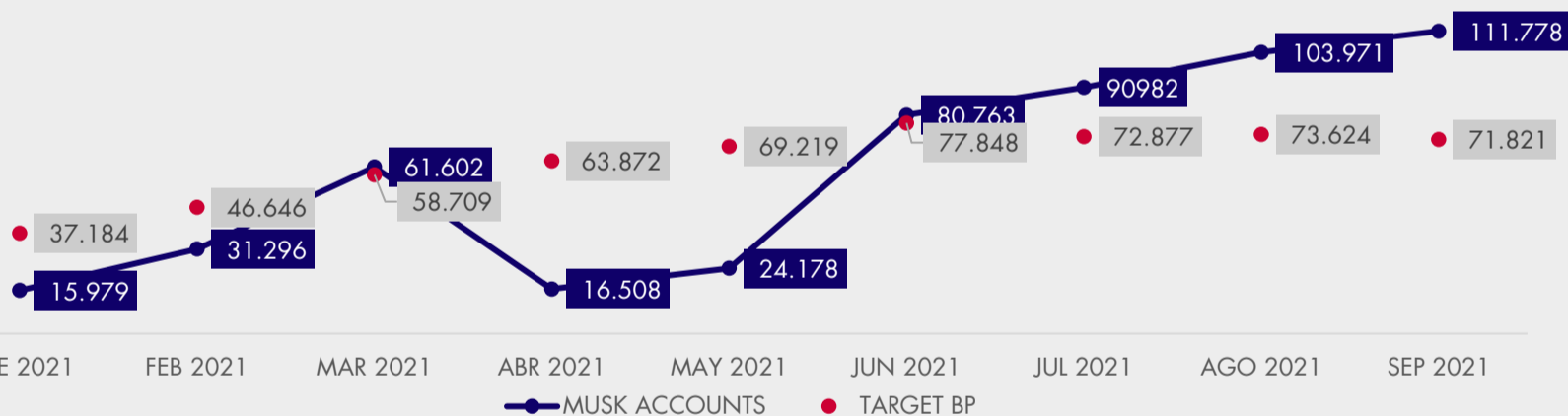
YTD VS 2019

+4%

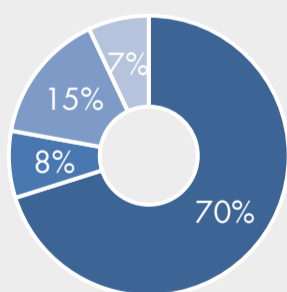
VOLUME MUSK UNIVERSE

YTD VS PY

+250%

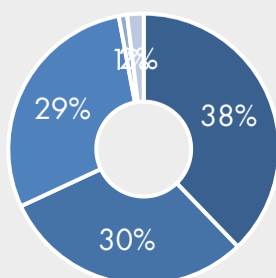


BY SEGMENT



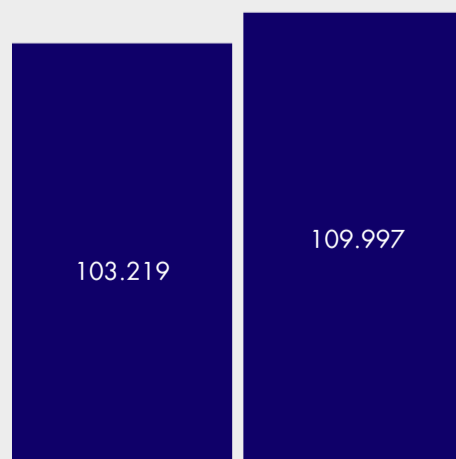
■ MUSKETEER ACCOUNTS ■ EVENTS ■ BDRS ■ KA ONP

BY CLASSIFICATION



■ C + ■ A Image ■ B ■ A V 30 ■ A Top 30

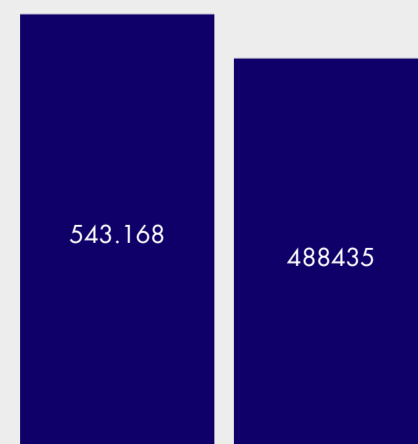
BDR'S YTD VS FRE



YTD 2021

FRE

TAT YTD VS FRE



YTD 2021

FRE