

JULY
2025

DIGITAL MERCHANDISING



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The iconic Coca-Cola logo, rendered in its signature red script font with a white outline, positioned in the bottom right corner of the slide.

AGENDA

- 1 WHY DIGITAL MERCHANDISING?
- 2 NEW DIGITAL RACKS SOLUTIONS
- 3 CONTENT DEVELOPMENT
- 4 INSTALLATION & MANAGEMENT



1

WHY DIGITAL MERCHANDISING?



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WHY DIGITAL MERCHANDISING?

GOALS

The North American Operating Unit (NAOU) stands at the forefront of an exciting digital transformation embarking on the deployment of a **New Digital Rack Program**.

MODERNIZE
our retail
strategy

ENHANCE
consumer
connection

OPTIMIZE
our beverage
and visual
inventory

AMPLIFY
unit sales

ACCELERATE
our speed
to market

DRIVE
profitability



Coca-Cola

WHY DIGITAL MERCHANDISING?

Opportunities & Benefits



THERE IS A UNIQUE OPPORTUNITY TO PIONEER THE PROGRAM IN NORTH AMERICA TO ESTABLISH A COMPETITIVE DIFFERENTIATION BY:

Gaining scale and block competition across NARTD and other SOVI gainers

Leveraging internal systems and on-shore/off-shore capabilities to drive costs down to a point that creates a sustainable point of differentiation

Building our infrastructure versus buying into a competitive retailer media network offering

Being ahead of trend by being first to market and **provide a solution** for our retailers to test and learn

Driving **SOVI, transactions, consumer engagement and enhancing** execution of programs

WHY DIGITAL MERCHANDISING?

Opportunities & Benefits

DIGITAL MERCHANDISING BENEFITS:

ENHANCED SPEED to Market

Incremental **SOVI**

DYNAMIC PRICING Offers

RGM Optimization

Ability **TO LEVERAGE OCCASIONS/DAY** Parts

DIGITALLY CONNECTED Stores

HIGHER ENGAGED Consumers

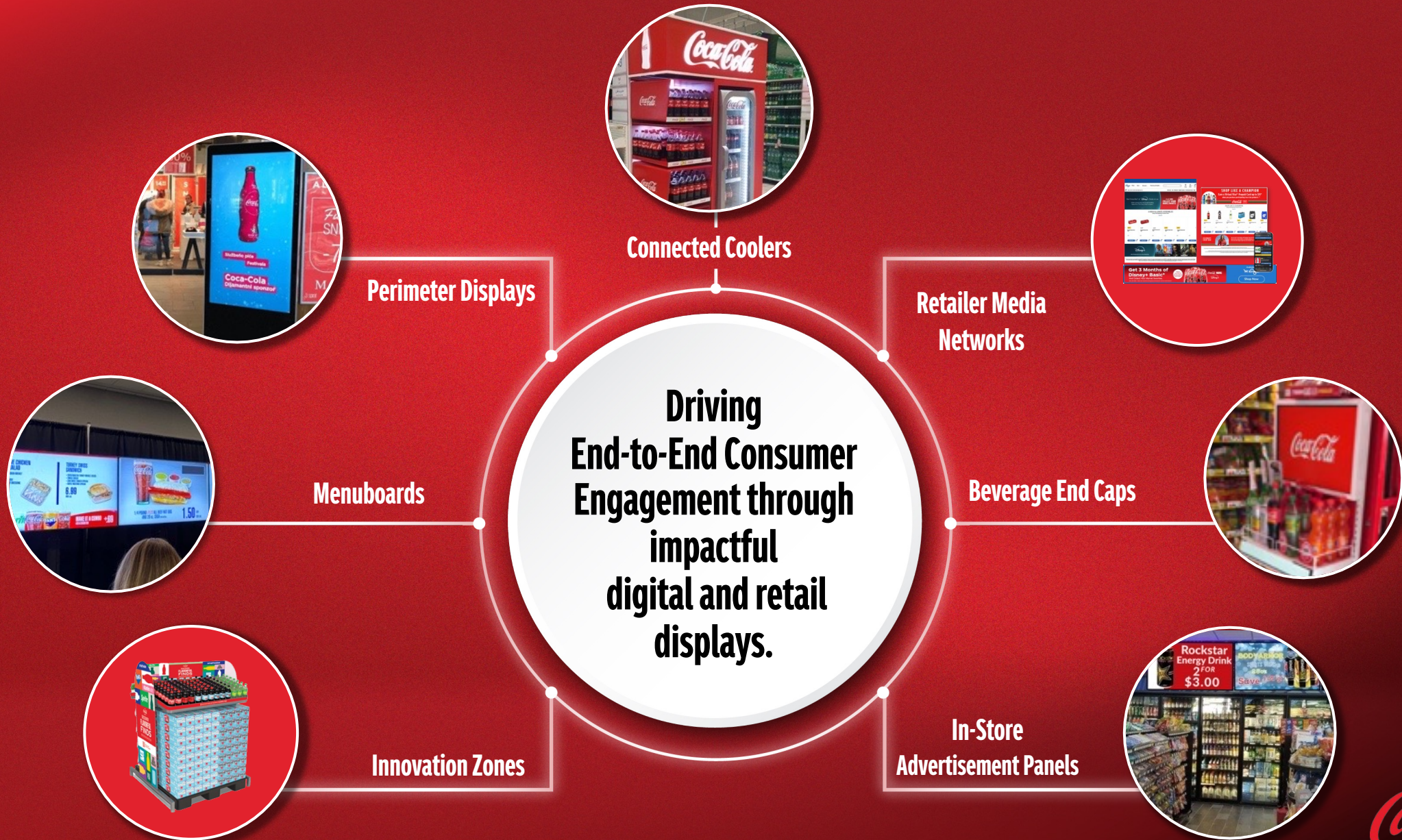
Adoption of **END-TO-END MESSAGING**
Across Need States



Leveraging Coca-Cola
Freestyle Ecosystem

Coca-Cola

VISION FOR NORTH AMERICA



KEY LEARNINGS

This initiative has largely been shaped by the valuable learnings and insights gathered from our international markets and test deployment of various prototypes which we discovered:

Previous Digital merchandising options presented a **high level of complexity** and **considerable costs**.

Needed to **create feasible solutions** to capitalize on digital merchandising opportunities and **allow for significant scalability**.

We **needed to source a more cost-effective, modular solution** that enables us to grow in end points and POI's for the future.

Alignment with a reliable partner/original equipment manufacturer (OEM) with the expertise to coordinate and manage all of the intricate details of the entire process is key to successfully bringing the program to life.



New
Prototype Design



Original
Prototype Design

\$100
Per Month
Variable

\$22,000
Fixture Cost

17 screens
Digital shelf edges
Custom LCD screens
Retrofit to existing rack type

\$27
Per Month
Variable

\$2,900
Fixture Cost

1-2 screens
Backlit transite shelves
Utilize smart LED color lights
Standard LED screens
Designed as digital rack
Modular packout

ROI CASE STUDY



TCCC HAS SEVERAL CASE STUDIES
THAT DEMONSTRATE AN IMPRESSIVE

10% +
AVERAGE BOOST IN SALES

Using the **10% as a benchmark**, we are creating
a budget based upon the incremental cases/GP to
define a target deployment cost for the project.

EXAMPLE: DIGITAL END CAP

COST STATUS QUO
VPO
GP/CS
EST INCR CASES
INCR GP
USEFUL LIFE

\$1,250
2,000 CASES
\$5.00
200
\$1000
5 YEARS

BUDGET \$5,000
(\$6,250 net)

\$5,000 incremental
to status quo

Most digital end caps **cost \$15-20K** in addition to monthly
connection fees and service expenses.

**If we can find lower-cost solutions, we would have a unique
advantage that our competitors couldn't replicate.**

To achieve optimal ROI, it is necessary to build
using a targeted approach that emphasizes
the development of higher-margin/VPO (value-pack
optimization) packs.

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RESULTS

CONVERSION

+ 33%



73%

POSITIVE PERCEPTION
OF MERCHANDISING

58%

OF SHOPPERS FELT
NEW DIGITAL DISPLAY
IMPROVED THE
SHOPPING EXPERIENCE

Coca-Cola



CONSUMER COMMENTS



“THIS IS THE FUTURE. IT IS
VIVID. IT SHOWS A VERY
REFRESHING BEVERAGE.”

“THIS IS AMAZING.
I HOPE TO SEE THIS
IN OTHER STORES.”

“WHAT STANDS OUT ARE
THE LIGHTS... IT JUST
CATCHES YOUR EYE.”

Coca-Cola



2

NEW DIGITAL RACK SOLUTIONS



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NEW DIGITAL DISPLAY RACK

Design Features



1

Contemporized view of POI to match evolving store environments

2

Electrical Available on Display - Opportunities for OBPPC (i.e. ability to add coolers/IC beverages)

3

Built-in lighting and backlit panels which can be leveraged to drive purchase intent

4

Flexibility built in to flex for brands as needed

5

Standard screen sizes across units to minimize resizing/creative costs



NEW DIGITAL DISPLAY RACK

Proposed Solutions & Pricing

1



~ \$3K - 4K

(Rack/Connectivity/ Media for 5 Years)

Endcap

2



~ \$3K

(Rack/Connectivity/ Media for 5 Years)

Hydrocap

3



~ \$2K

(Rack/Connectivity/ Media for 5 Years)

Zone Rack

4



~ \$1K

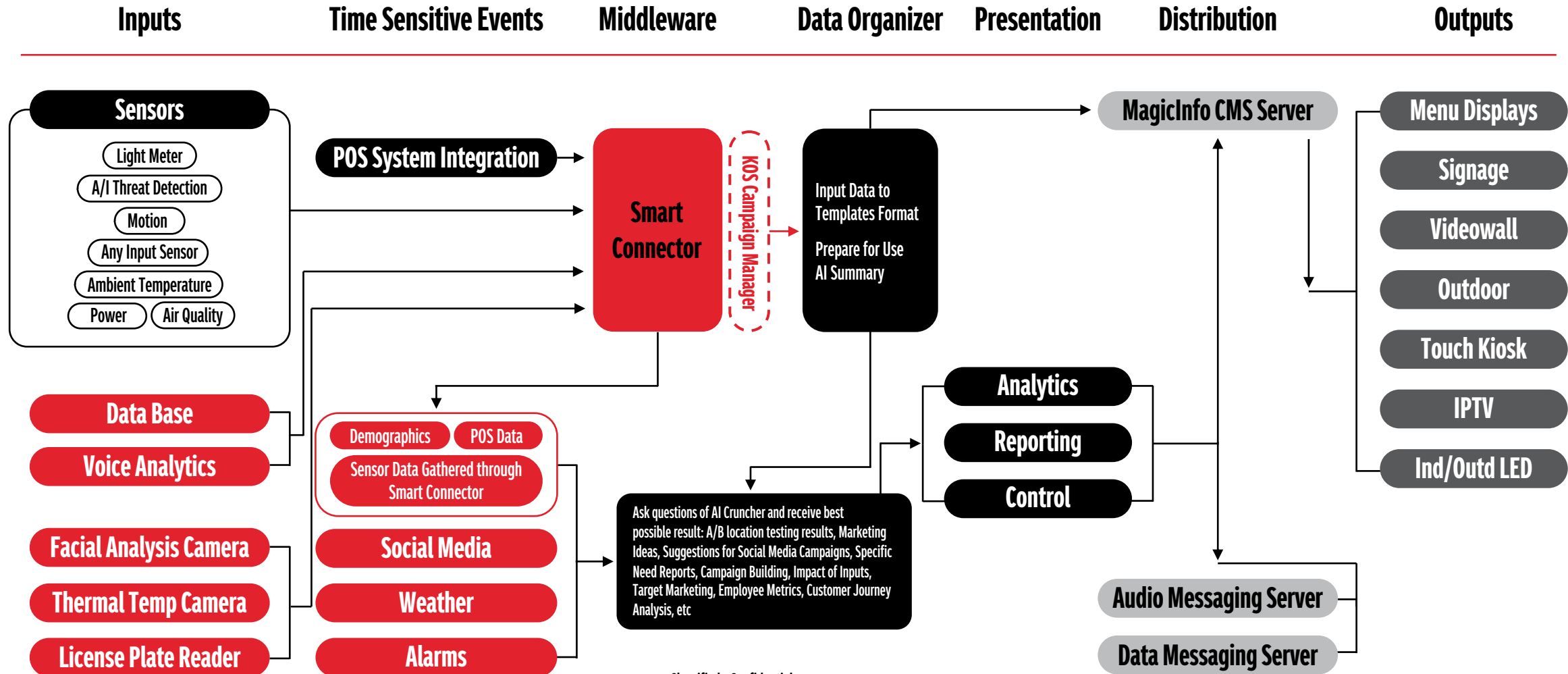
(Rack/Connectivity/ Media for 5 Years)

Bookcase



DIGITAL RACKS SYSTEM

TOTAL SOLUTION FLOW CHART



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OEM MANAGEMENT



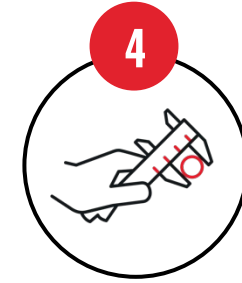
**OEM aggregates
on our behalf**



**R&D
Responsibility**



**Leverages K0
Rate Card**



**Builds to
K0 spec**



Warranty



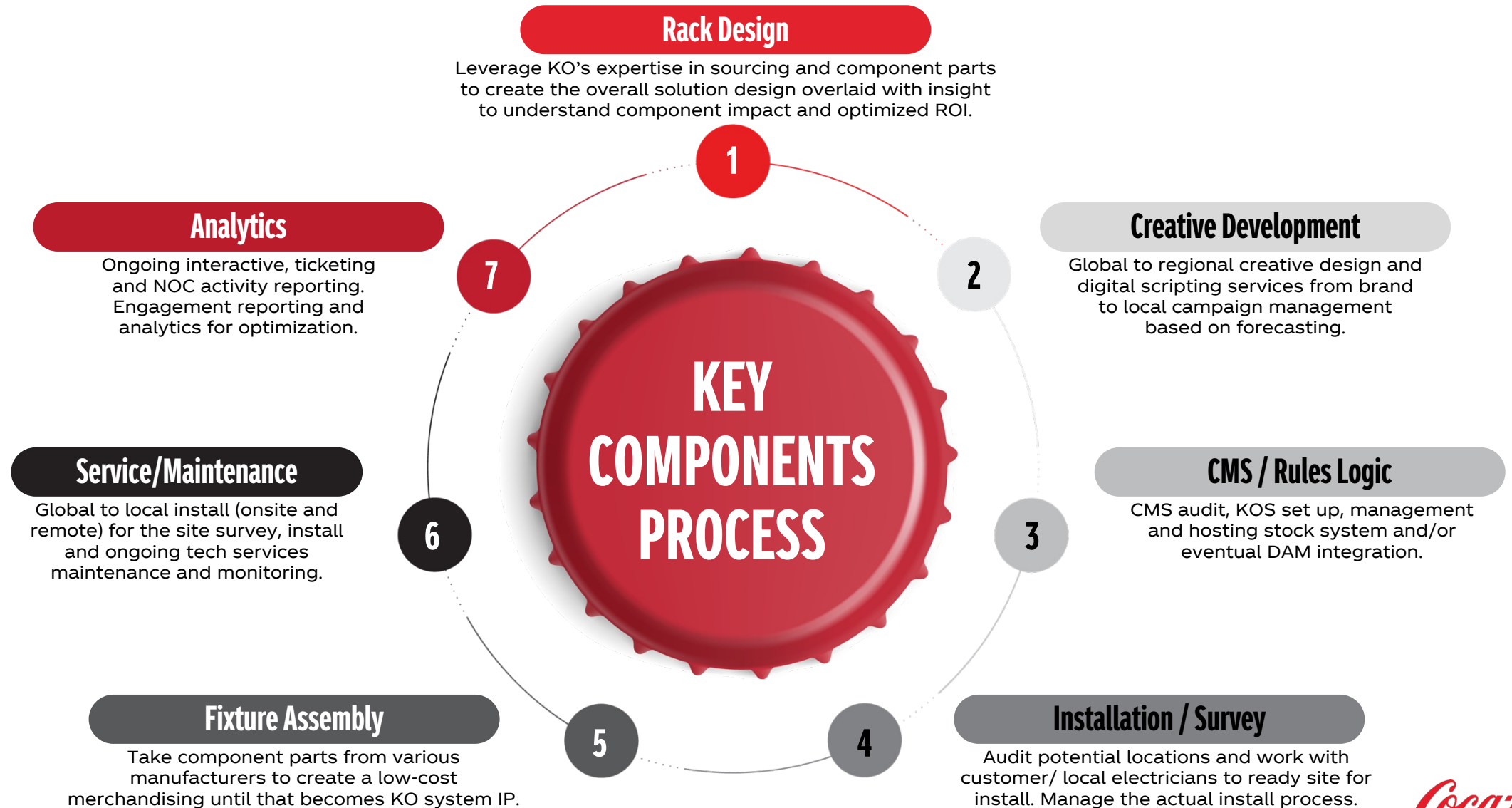
**Holds
Inventory**



**Leverages off-shore capability
to drive end to end/NAFTA
Consideration with Mexico**



OEM PROVIDES END TO END SOLUTION



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PROCESS FLOW & TIMING

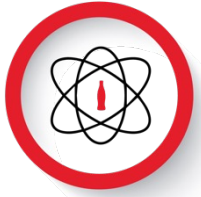


3

CONTENT DEVELOPMENT



DIGITAL RACKS CONTENT DEVELOPMENT



Core Messaging Approach:

Support G.O.A.T.S
Occasion Based (i.e. Meals)
Brand Specific
Retailer Tagged Spots
Affordability



Future Messaging Opportunities:

Day Part driven
Marketing Asset Integrated
Dynamic Pricing Offers/Digital Rebates



Content Considerations:

Digital shopper marketing materials versus adapts of TVC
Standardization of content
Controls of inputs needed (creative review, brand review, SRA, legal, etc.)
Proximity marketing/wayfinding (i.e. 30foot away consideration, 10 ft decision)

By streamlining our messaging approach and creating **targeted, compelling content** we can greatly increase purchase intent. Additionally, with the ability to automatically adjust content leveraging responsive messaging display capabilities, **we can further influence consumer behavior** and drive incremental sales.

THE NEW 2025 GOATs | Repeatable Calendar

All images FPO

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

PROUD
SPONSOR

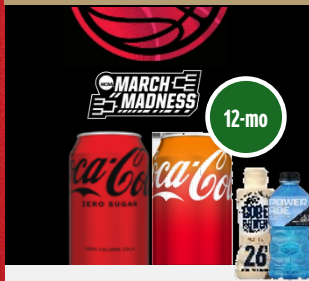
YEAR 2



SOCCER PATHWAY
MEALS + SNACKING
INTEGRATION

NCAA + COKE TM
INNOVATION

MARCH MADNESS + COKE
TM INNOVATION



MEALS + SNACKING
INTEGRATION

SHARE
A COKE

MOTHER'S DAY



COKE ORIGINAL,
ZERO SUGAR & DIET COKE
20oz SAC 4/7 - 6/23

COKE SUMMER
UPLIFT

MEMORIAL DAY



MEMORIAL DAY PATHWAY
FIFA 1 YEAR TO GO/SOCCER
PATHWAYS
MEALS + SNACKING
INTEGRATION

PROJECT
SOLO

JULY 4TH



+DISNEY PARTNERSHIP

FALL SPORTS
FOOTBALL / HOCKEY

LABOR DAY



MEALS + SNACKING
INTEGRATION

COKE
HOLIDAY

THANKSGIVING
CHRISTMAS



MEALS + SNACKING
INTEGRATION



SPRITE
CONNECTED PACK



SPRITE CHILL + TAKIS
MARCH



SPRITE + TEA
5/19/25 - 8/17/25



SPRITE + TAKIS
JULY/AUGUST



SPRITE WSC
10/13/25 - 12/31/25



COKE TM INNOVATION
LAUNCH 12-MONTHS IN-MARKET
2/10/25 - 2/10/26



TOPO SABORES
EXPANSION LAUNCH
3/1/25



SMARTWATER CAN
NATIONAL LAUNCH
4/7/25



SUMMER HYDRATION
LED BY SMARTWATER
5/19 - 7/13



FANTA HALLOWEEN
& LTO FLAVOR
8/18/25 - 11/1/25



GOLD PEAK
THANKSGIVING
October - November

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CONTENT PLANNING



POTENTIAL CONTENT DYNAMIC LOCALIZED OFFERS



CONTENT PLANNING EXAMPLE

KROGER - BUCKHEAD
(30342)

KROGER - COLLEGE PARK
(30320)

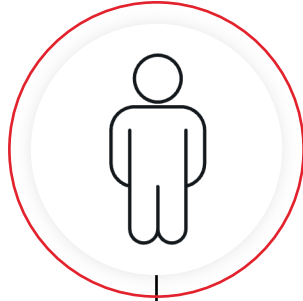
SPOT 1	Meals led by Coke Zero	Meals led by Sprite
SPOT 2	Proud Sponsors (Braves)	Proud Sponsors (Hawks)
SPOT 3	TasteTheSavings.com (ANS)	TasteTheSavings.com (SMF)
SPOT 4	Kroger - Meals Bundle	Kroger - Meals Bundle
SPOT 5	Kroger - Fuel Rewards	Kroger - Fuel Rewards

Driven by ability to dynamically flight content leveraging segmentation data from OptiOutlet to segment media flights to impact consumer connection.

Incorporate retailer-specific messaging to drive incrementality and avoid monetization.



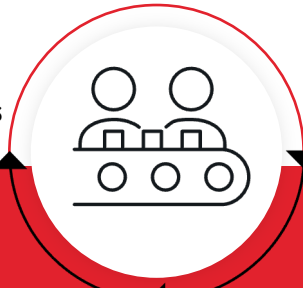
CONTENT MANAGEMENT SYSTEM PROCESS



Global Support of all OUs

OU / Customer Request from Account Teams

**Safety And
Regulatory Affairs
(SRA)**



Engineering / Logistics

Brand Type/Product

Inventory

Brand Promotions/
Digital Content

**Research and
Development**



OU Content Management

Combine all data

Package Tagging (Customer,
Country, Display Type, etc)

Quality Assurance

Secure Stakeholder Approvals

Prep Package for delivery



Content Package



**NAOU Device
Management**

Package sent to
correct customer /
display based on
tagging



**Digital Display
Ecosystem**

- Roadmap & Vision
- Design / Implement new processes
- Cross-System QA



Platform Services

- Build system to support processes
- On-going support and maintenance

**Kroger Store
#805**



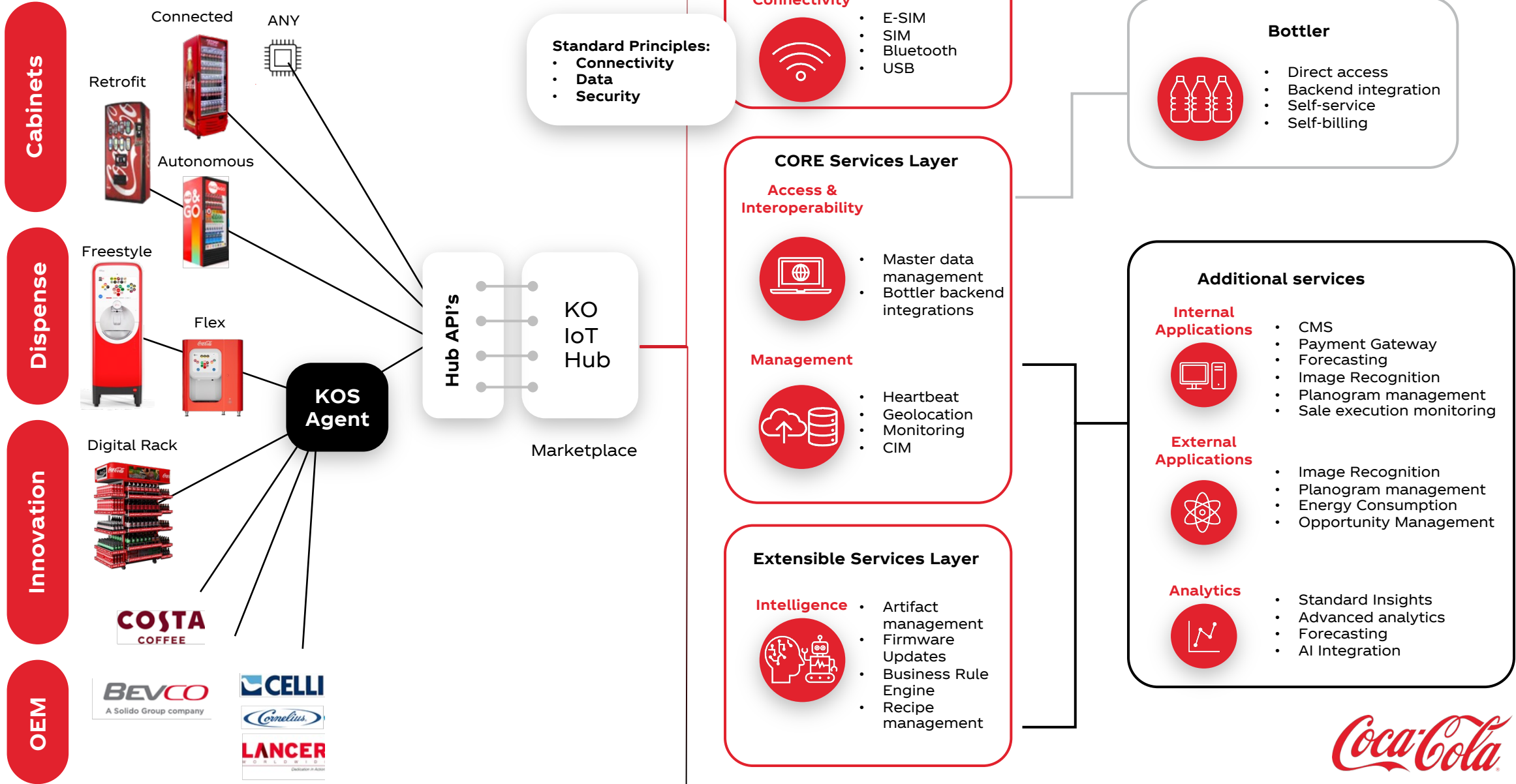
**Walmart Store
#900**



**Publix Store
#1000**



UNIFIED IoT ECOSYSTEM

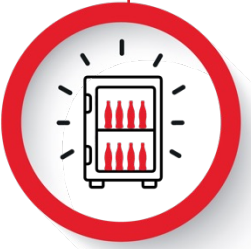


KOS RESOURCES



What is KOS?

KOS is a **leading digital development operating system** that creates a responsive reactive application driven by the KOS data model to create **consumer-facing and non-consumer facing user interfaces** (UIs).



Why KOS?

Harnessing KOS SDKs the integration of UI's becomes a **seamless process to create UI content for digital rack displays** allowing us to **unlock the power of innovation at retail** enabling endless possibilities.



KOS UI Development Process:

KOS includes **powerful tools, features, API's and multiple resources** to help you understand and familiarize yourself with KOS terminology, create simple KOS models, and build and easily **manage UI Content with less hassle.**



4

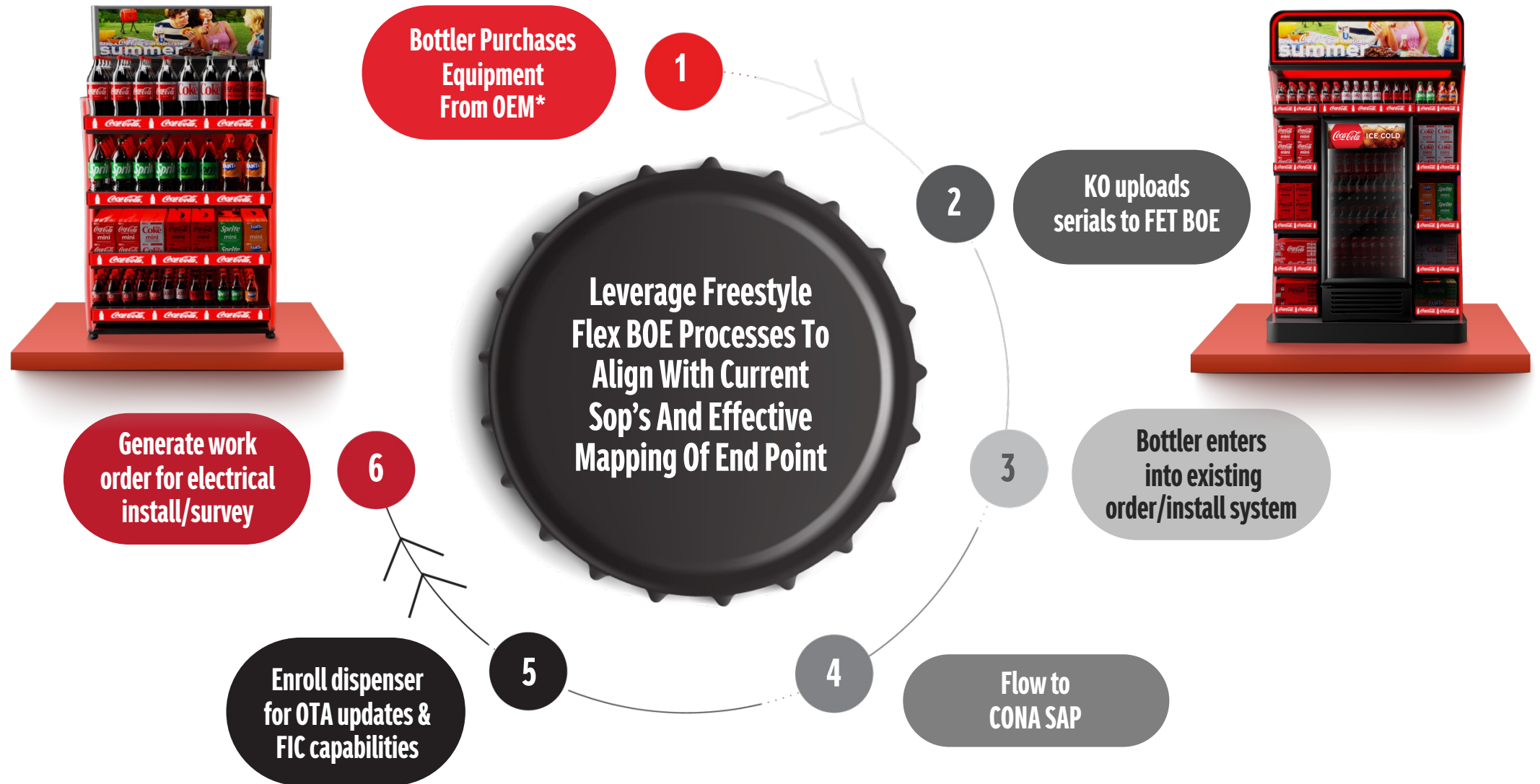
INSTALLATION & MANAGEMENT



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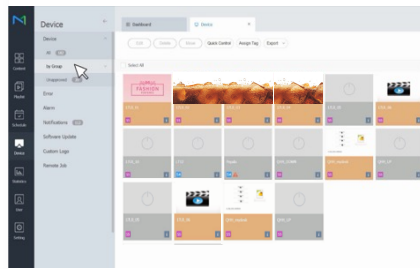


SIMPLIFIED ALIGNMENT PROCESSES



SUPPORTING END TO END FUNCTIONALITY

SELECT DISPLAY(S) TO MANAGE REMOTELY



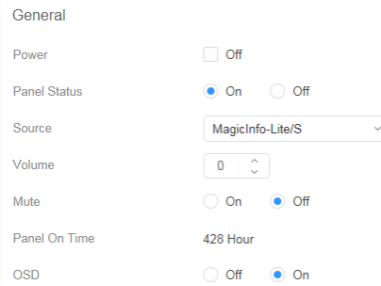
[Display Monitoring Dash Board]

View display information
e.g. Are the screens on?,
Are they playing content?

Select display(s) or Grouping

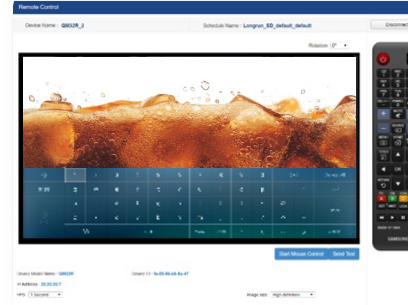
Review history information

Display Health Monitoring



[Display Menu Control]

Change display setting such as
power on/off, backlight, volume,
input source, etc.

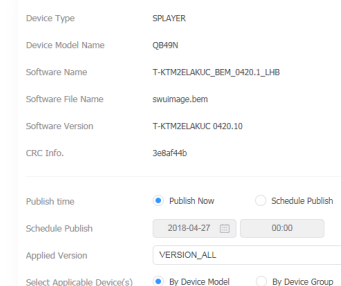


[Virtual Remote Control]

Full KVM Control

Command OSD

Live viewing all input sources



[Remote update]

Publish Settings Presets
remotely

Publish Firmware remotely

Automatic update

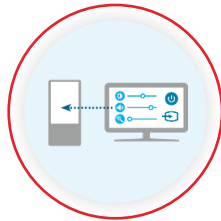
SPECIAL FUNCTION - MAGICINFO DEVICE MANAGEMENT

Hardware Control

- Control critical display settings, anywhere, anytime
- Intuitive interface just like being in front of display



Direct Remote Control



Device Setting Control



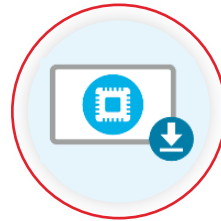
Quick Control Panel



Web Browser Control



Advanced Security Control



Remote Software Update

Proactive Monitoring

- Real-time, proactive display and content monitoring
- Identify and receive guidance on how to resolve display errors



Error Detection

Device Health Check



Error Code Guide



Mobile Access



Device Statistics

Custom Management

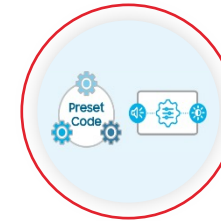
- Customizable device management
- Save time and money with installation and setup



Display Customized Logo



Device Group Code



Advanced Device Preset



Default Content



SERVICE PROVIDER CAPABILITIES



TECHNICAL VERSATILITY

From electronics repair to
licensed plumbing, electrical,
and installation skills



FLEXIBLE CAPACITY

Supporting regional emphasis
or national deployment



NATIONAL FOOTPRINT

Coverage of all
United States locations



LOGISTICAL SUPPORT

Regional warehousing, large item
delivery, parts kitting, etc.



PROJECT MANAGEMENT

Scheduling, dispatching, etc.
with real-time reporting



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THANK YOU

