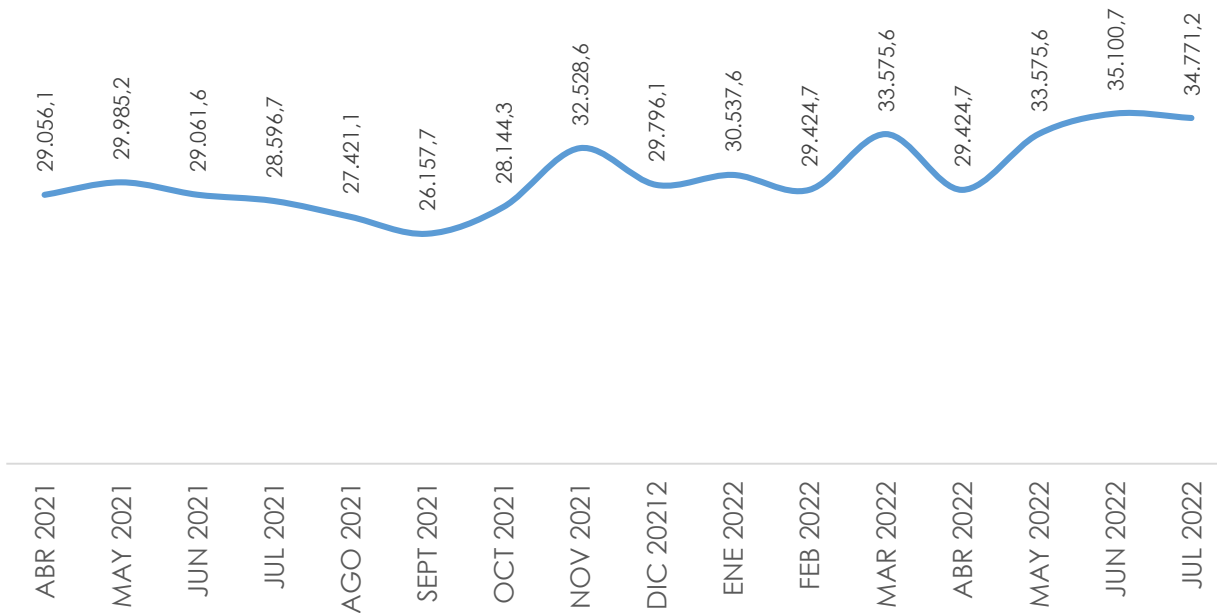


PDM JULIO'22

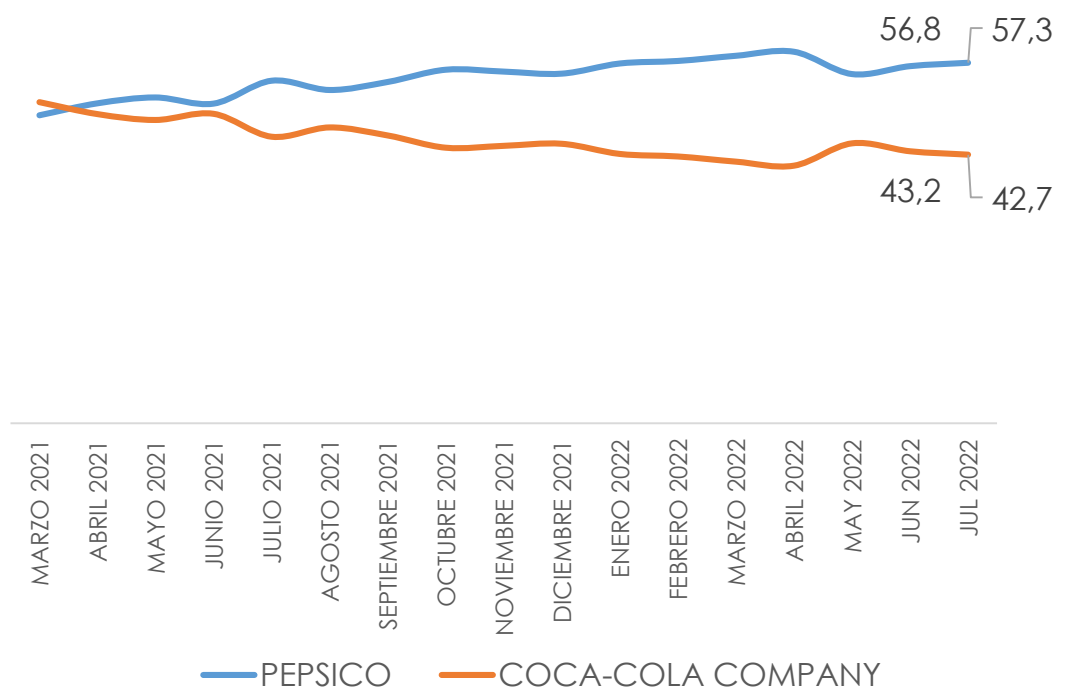
INDUSTRIA REFRESCOS

-0.9%



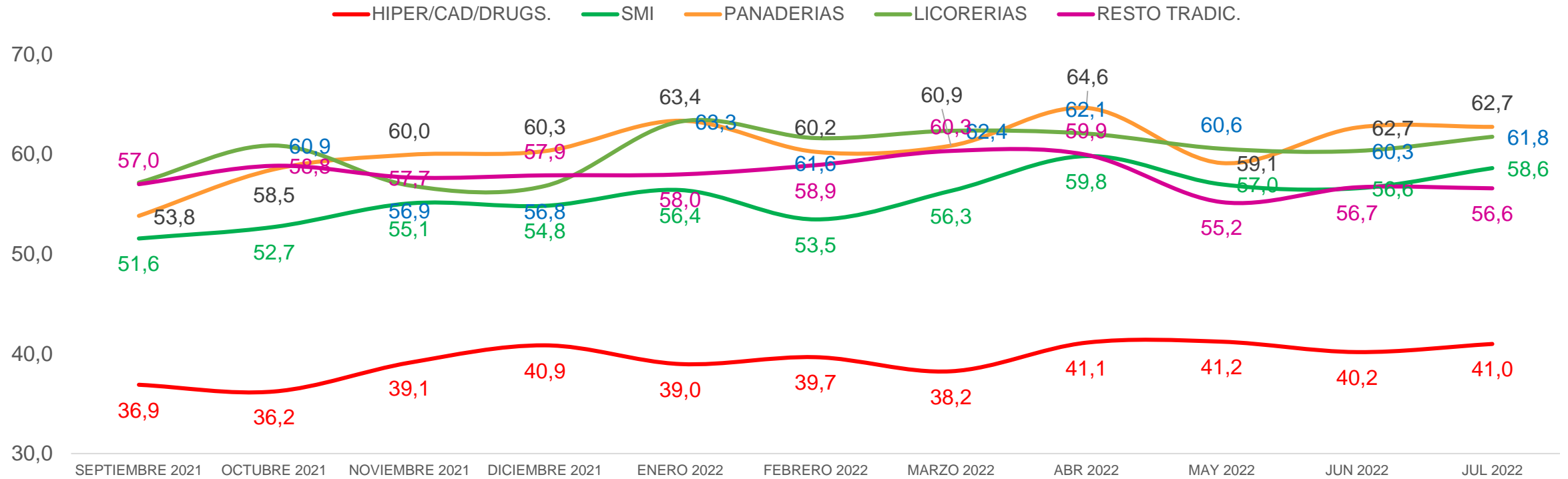
PDM PCV VS KOF

+0.5pp



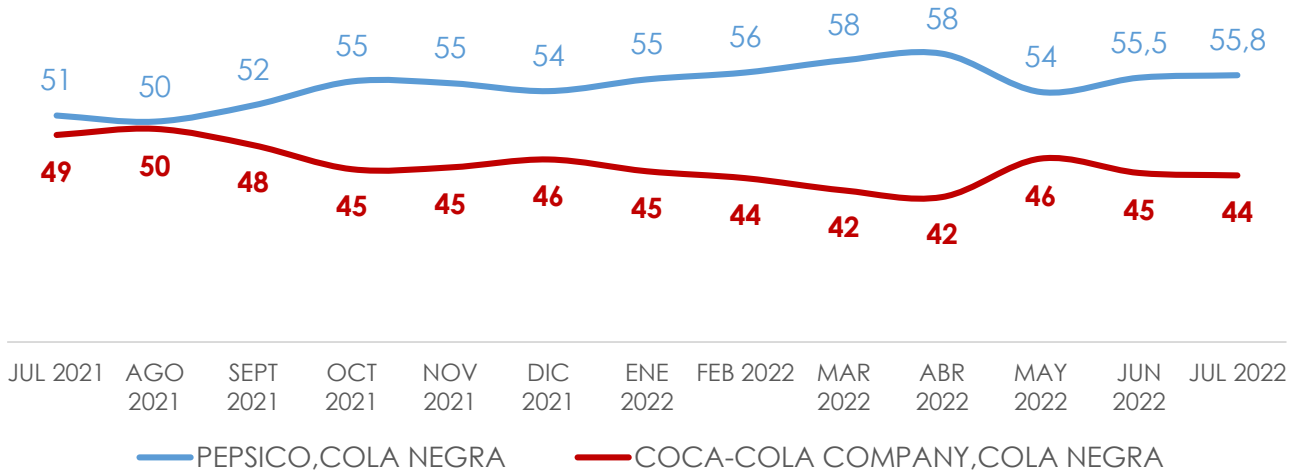
— PEPSICO — COCA-COLA COMPANY

PDM PCV POR SEGMENTO - TOTAL REFRESCOS

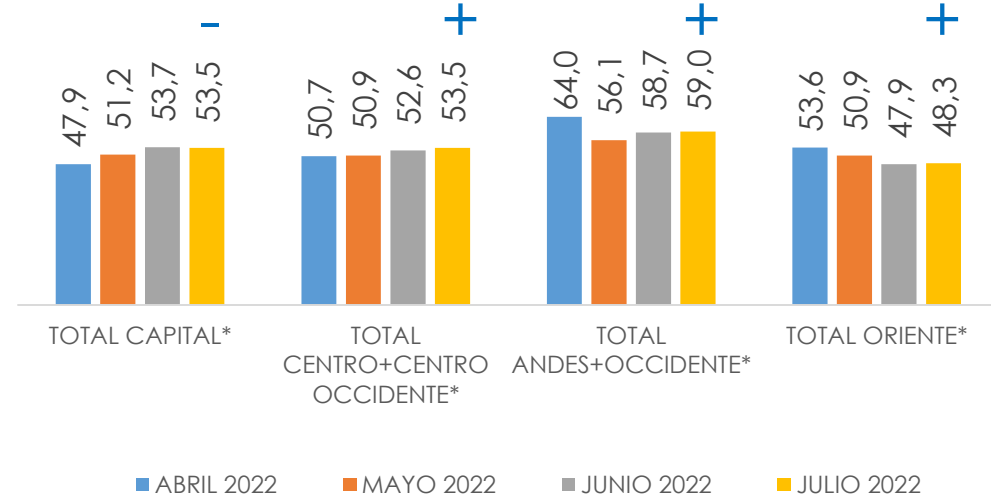


COLA NEGRA TOTAL

+0.3 pp

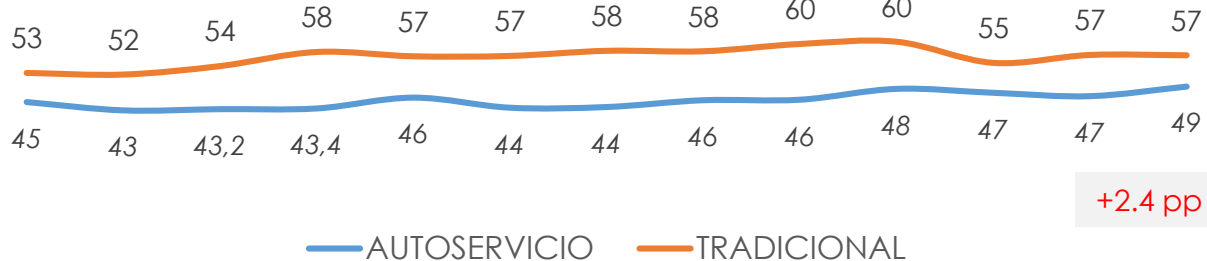


PDM CN PCV POR TERRITORIO



CN PCV POR CANAL

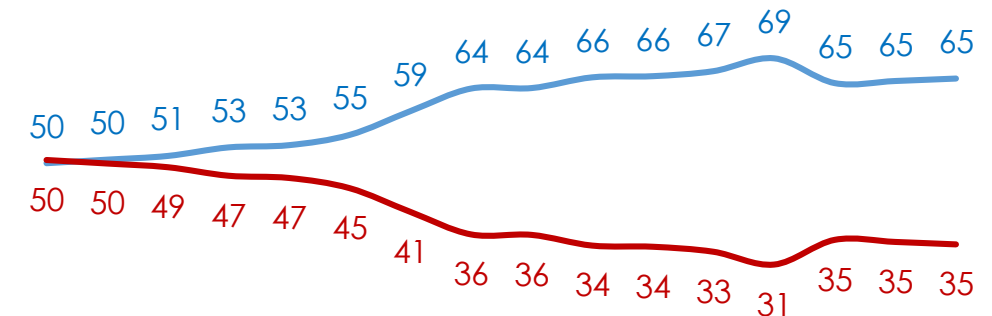
-0.1pp



+2.4 pp

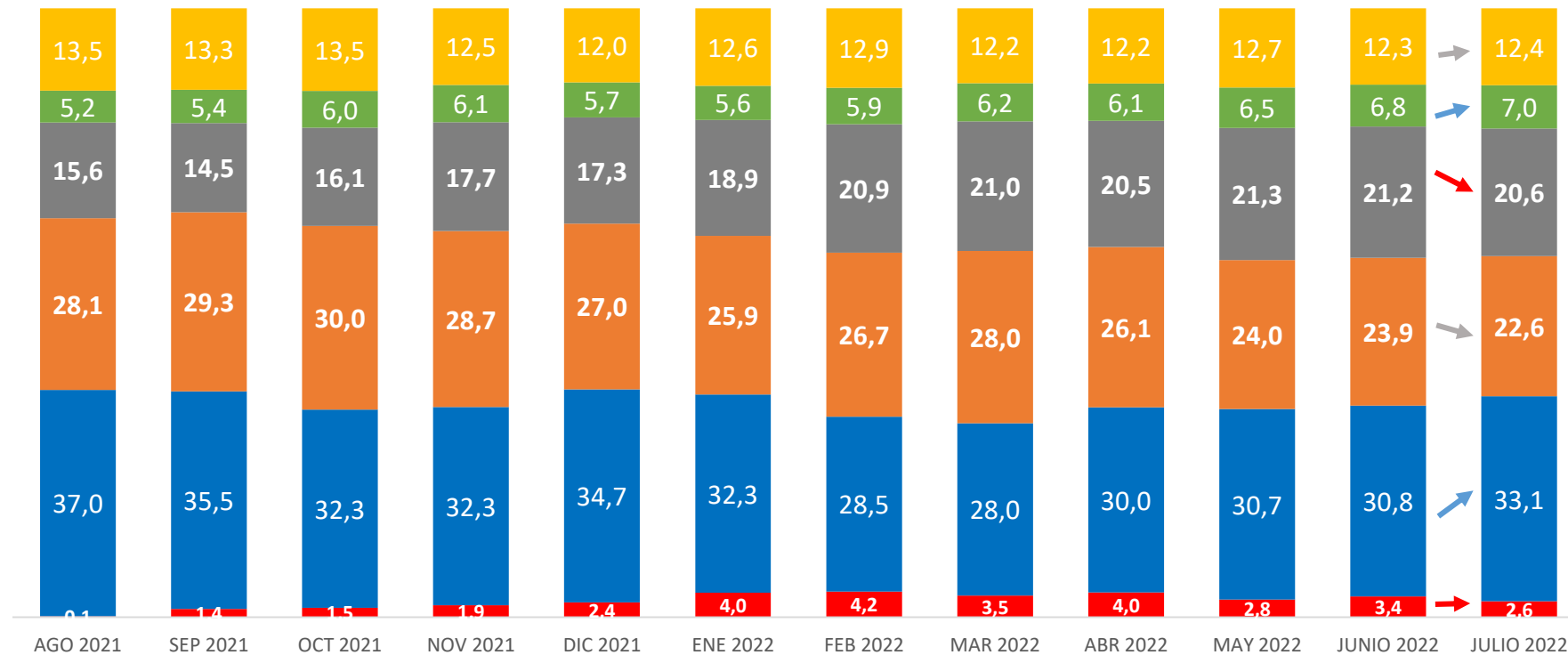
COLA NEGRA TOTAL MCBO

+0.4pp



MIX EMPAQUES COLA NEGRA +B BRANDS

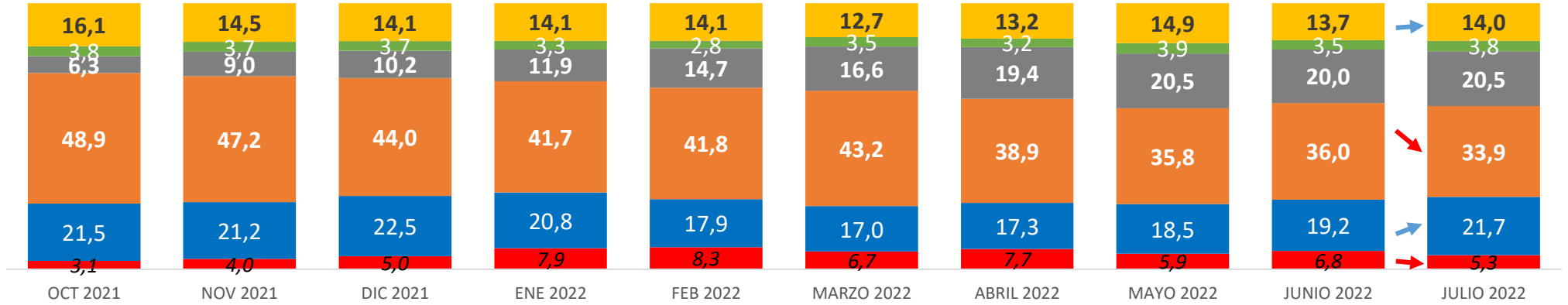
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



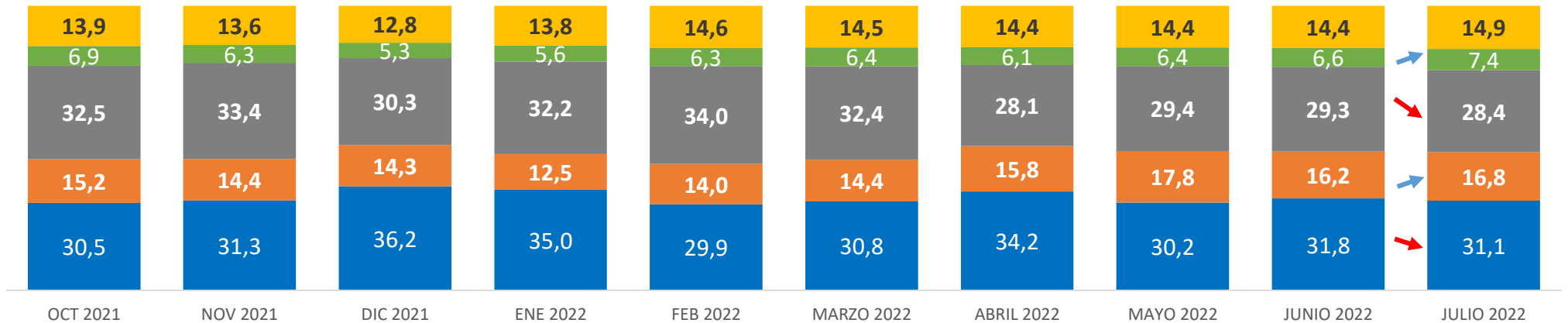
MIX COLA NEGRA FABRICANTES

■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET

PCV

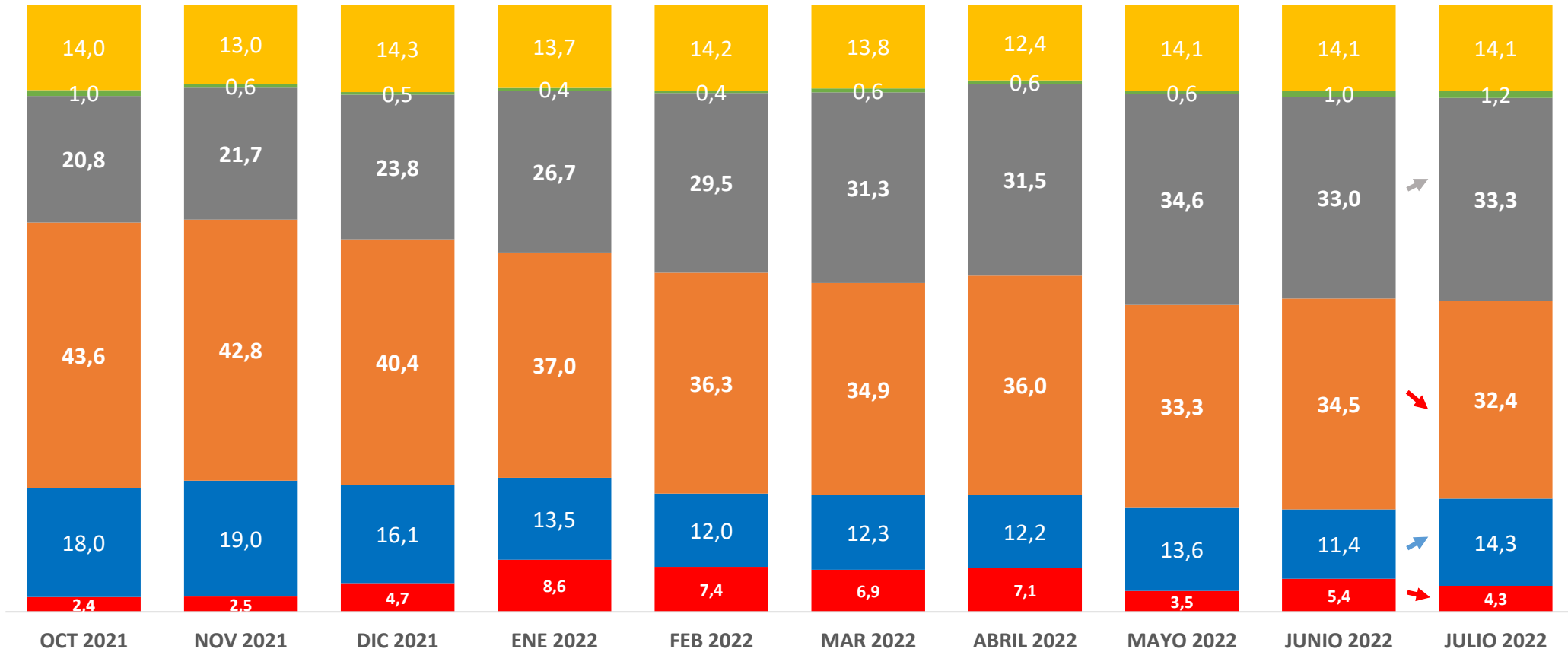


COKE



MIX COLA NEGRA +B BRANDS (MARACAIBO)

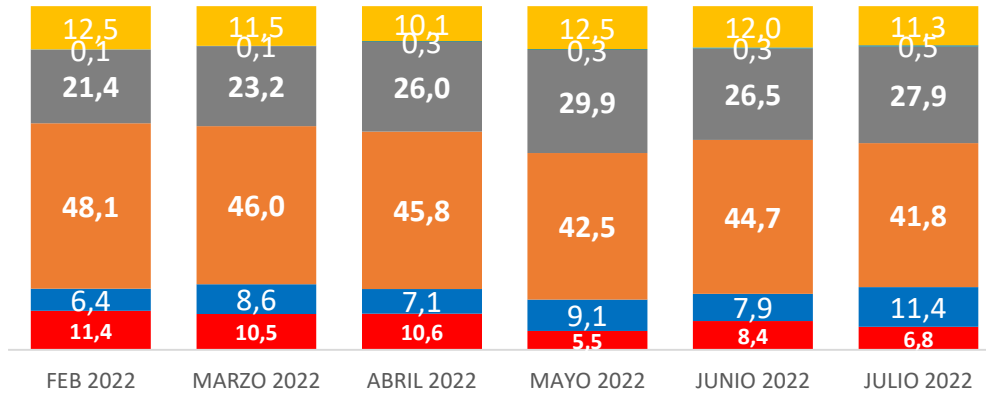
■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET



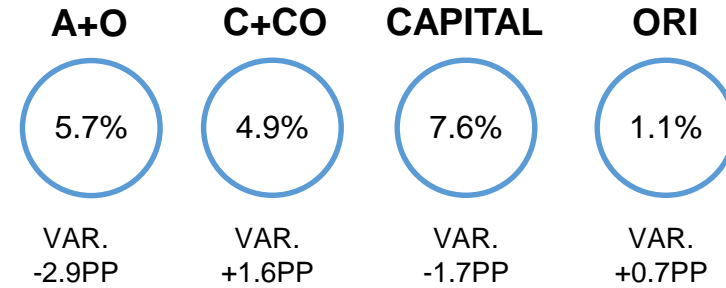
MIX COLA NEGRA MCBO FABRICANTES

■ 2.5 LTS ■ 2 LTS ■ 1.5 LTS ■ 1.25 LTS RET ■ 1 LT PET ■ 350 ML RET

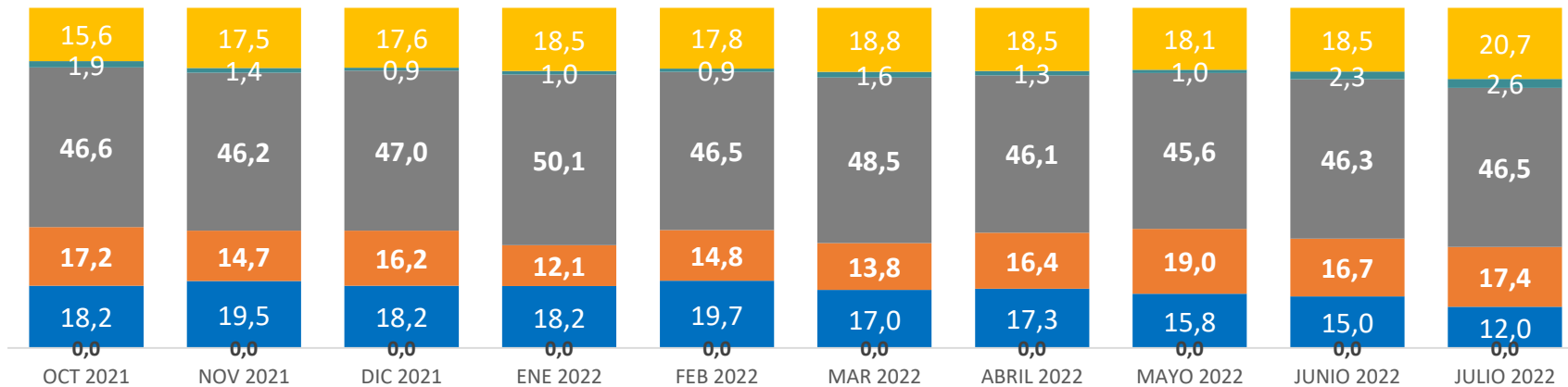
PCV



MIX 2,5L PCV – JUN'22

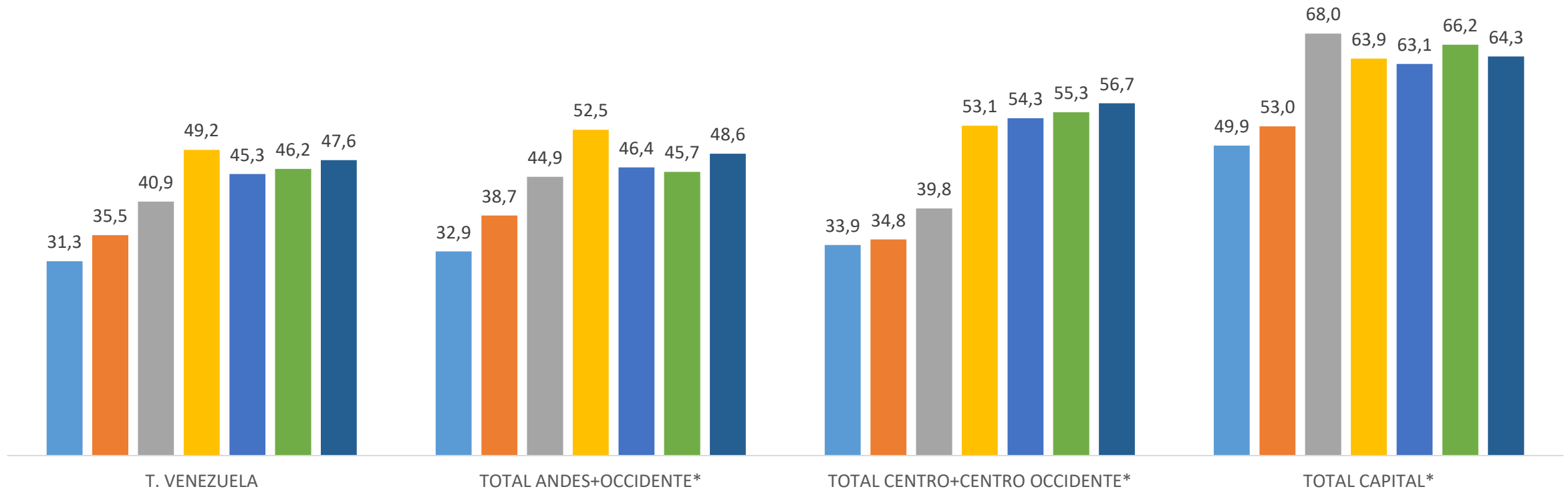


COKE

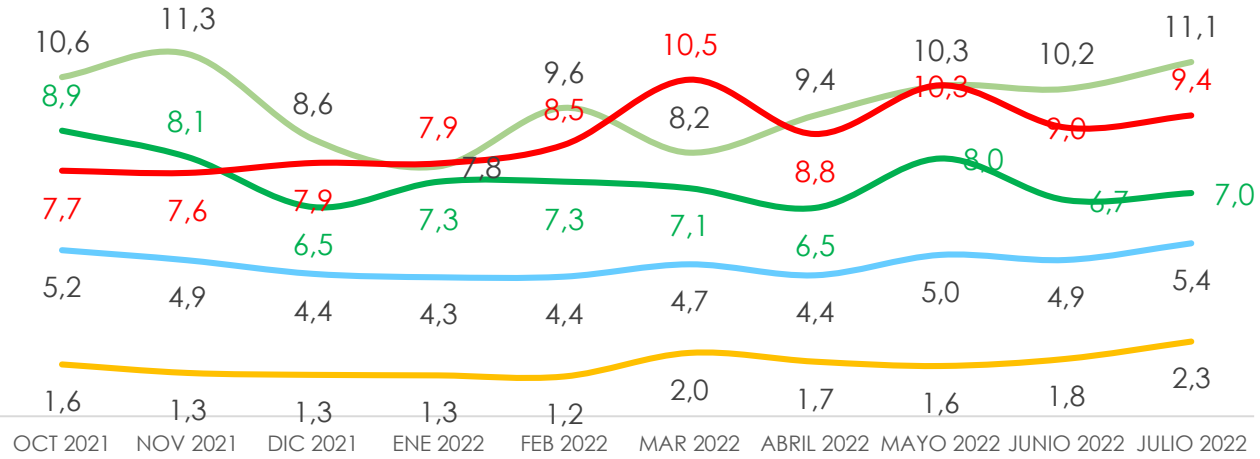


EVOLUCIÓN PDM 1,25L PCV - LOCALIDADES

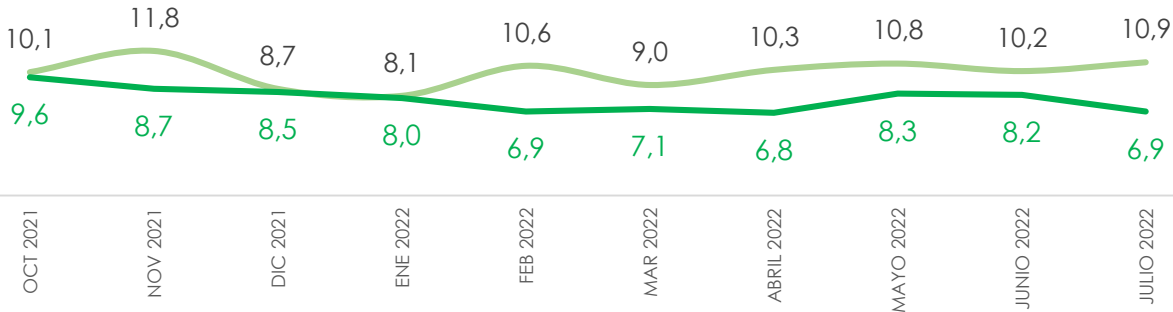
■ ENERO 2022 ■ FEBRERO 2022 ■ MARZO 2022 ■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022



1 lt. PET. CN MIX DE EMPAQUES (PCV+KOF)

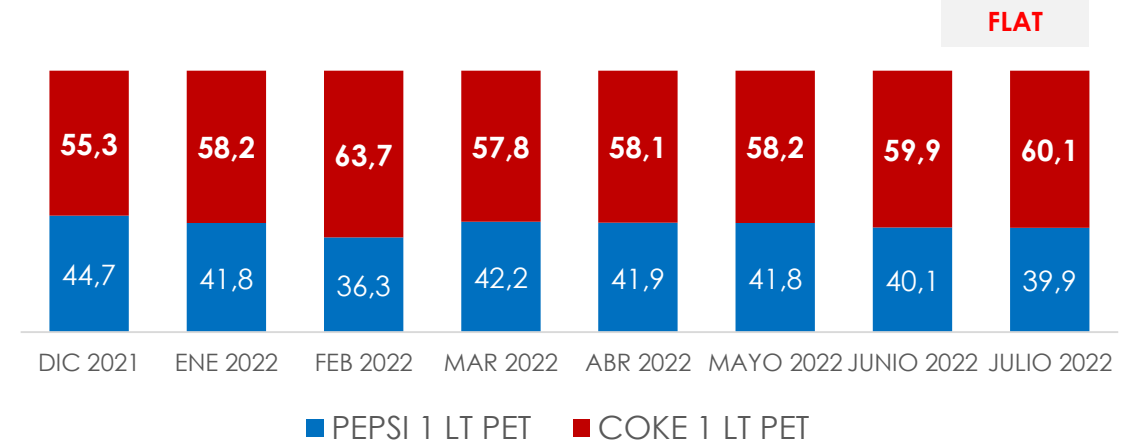


— TOTAL VENEZUELA — CAPITAL — CENTRO-CO — ORIENTE — ANDES+OCC



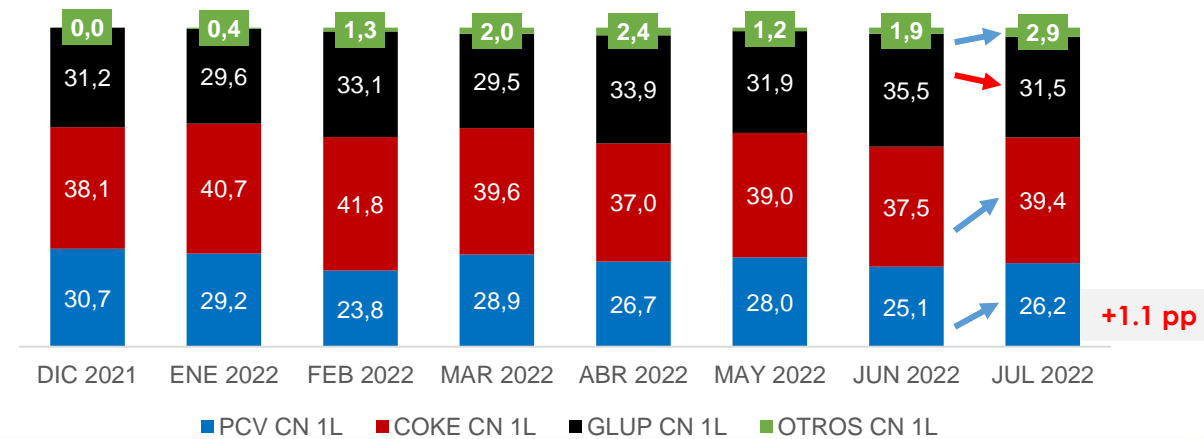
— CARACAS — VALENCIA

1 lt. PET. PDM CN REGULAR PCV+KOF



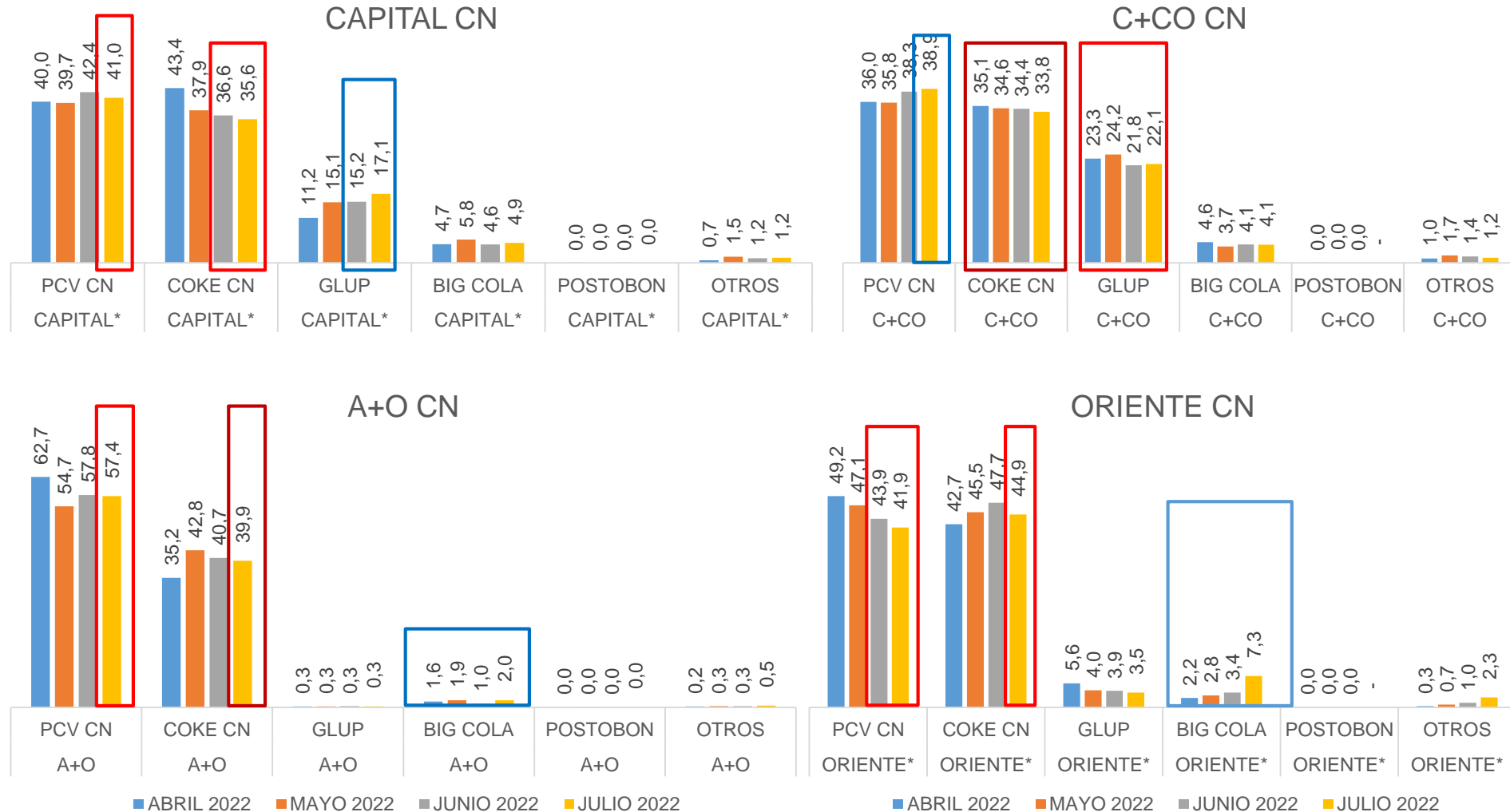
■ PEPSI 1 LT PET ■ COKE 1 LT PET

PDM 1L CN+BBrands



■ PCV CN 1L ■ COKE CN 1L ■ GLUP CN 1L ■ OTROS CN 1L

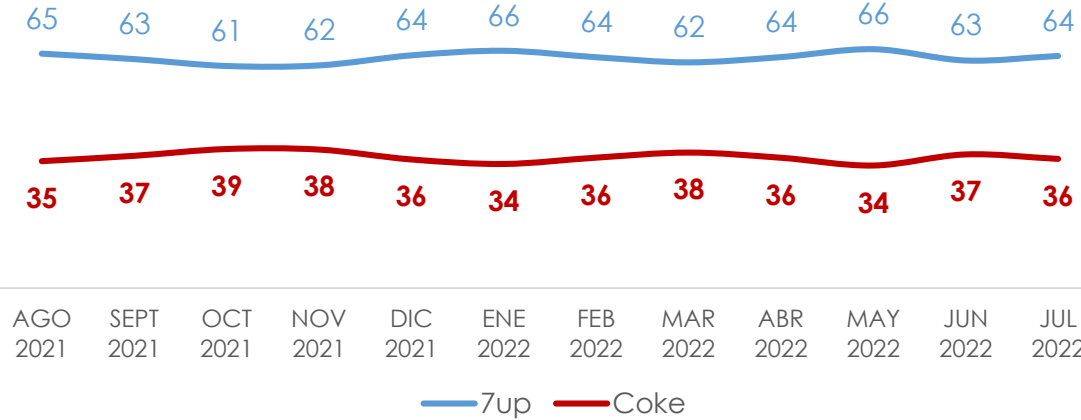
CN + BBRANDS POR TERRITORIO



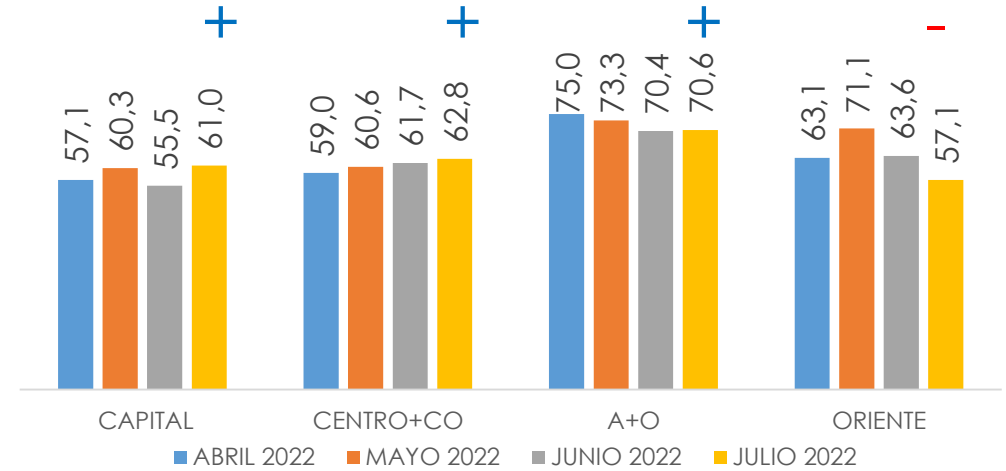
PDM LIMA - LIMÓN

LL PCV VS KOF

+1.2 pp

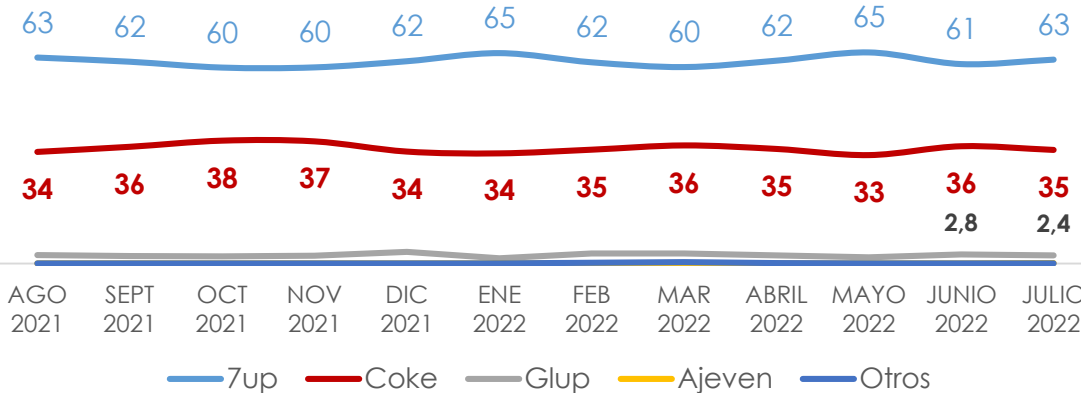


PDM LL PCV POR TERRITORIO



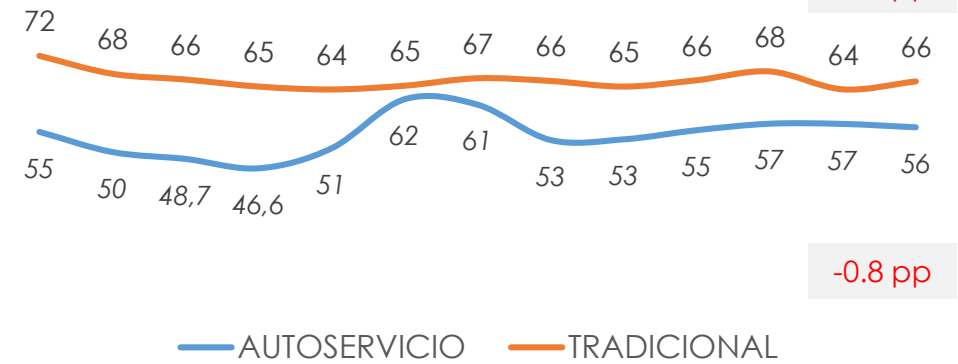
LL+B BRANDS TOTAL

+1.4 pp



LL PCV POR CANAL

+1.8pp

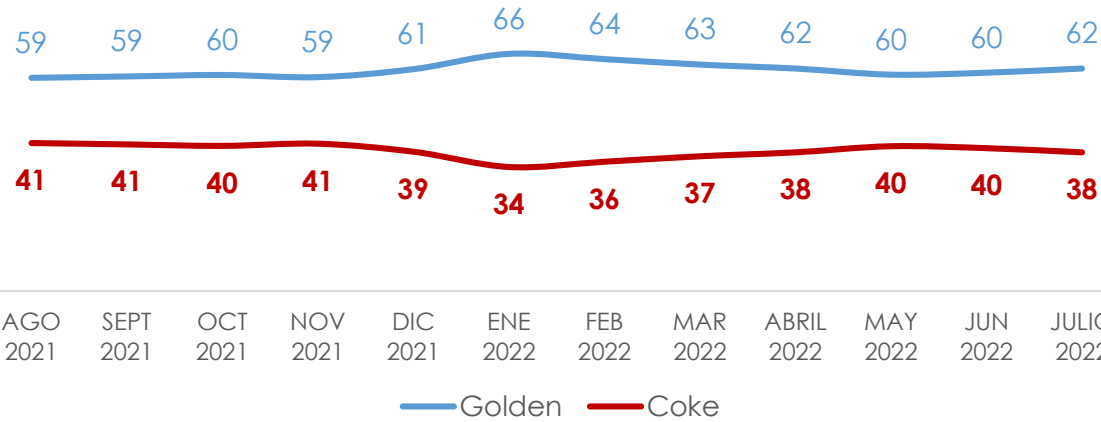


-0.8 pp

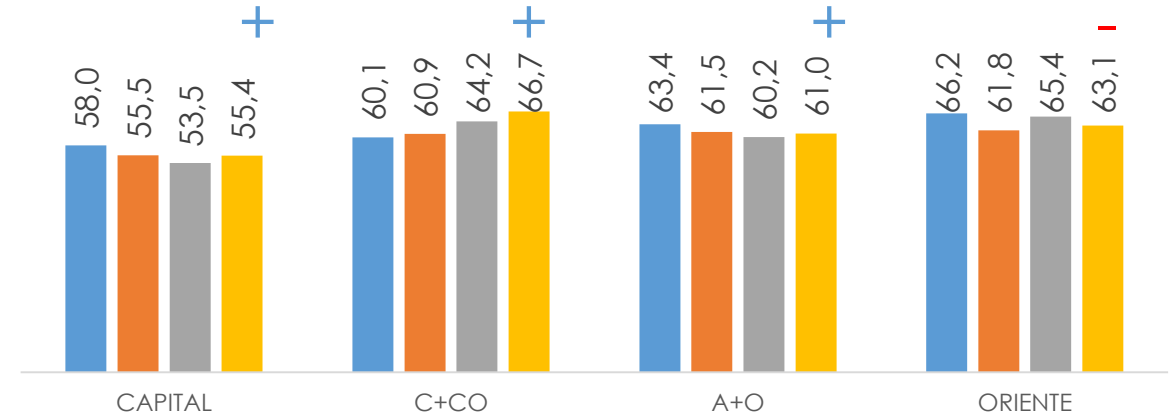
PDM SABORES

Sabores PCV VS KOF

+1.2 pp

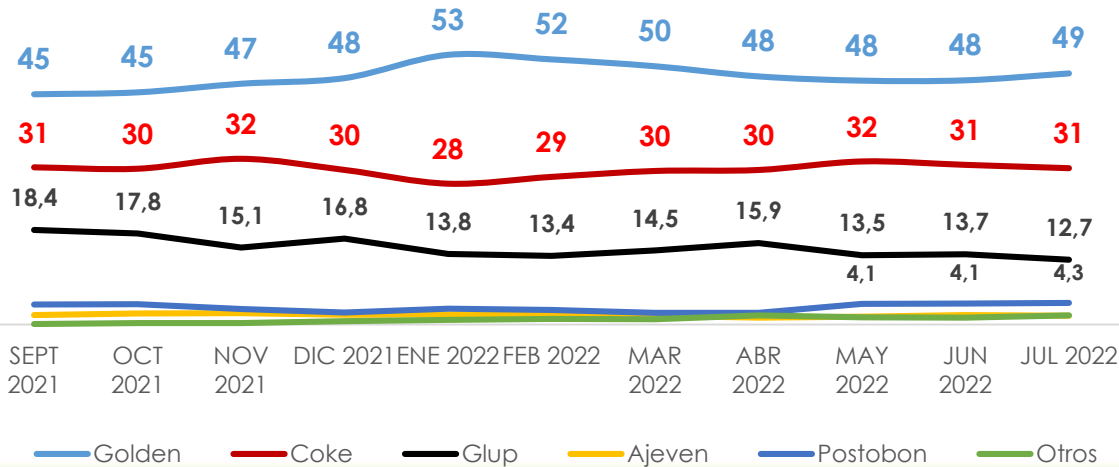


PDM SAB PCV POR TERRITORIO vs COKE



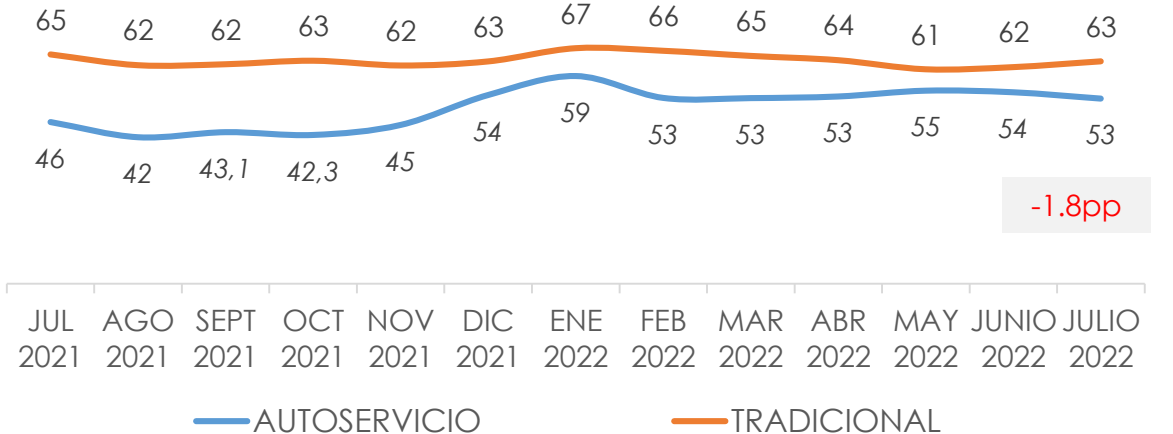
SAB+BBRANDS TOTAL

+1.3pp



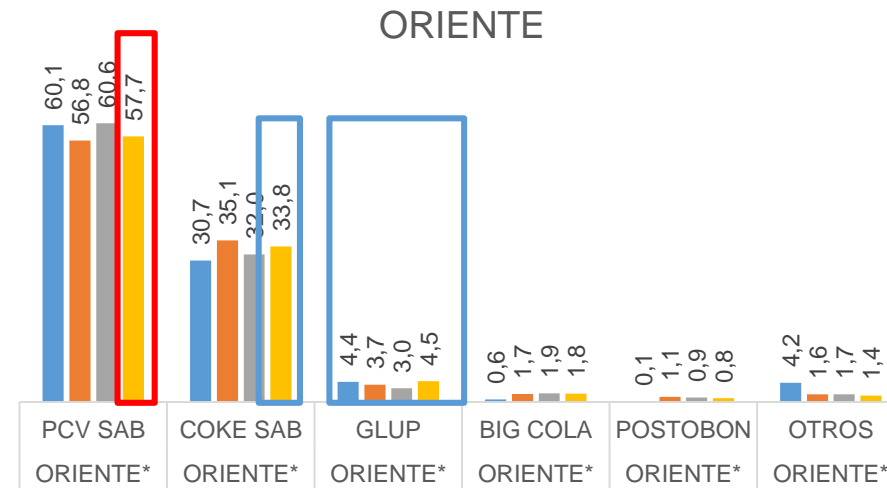
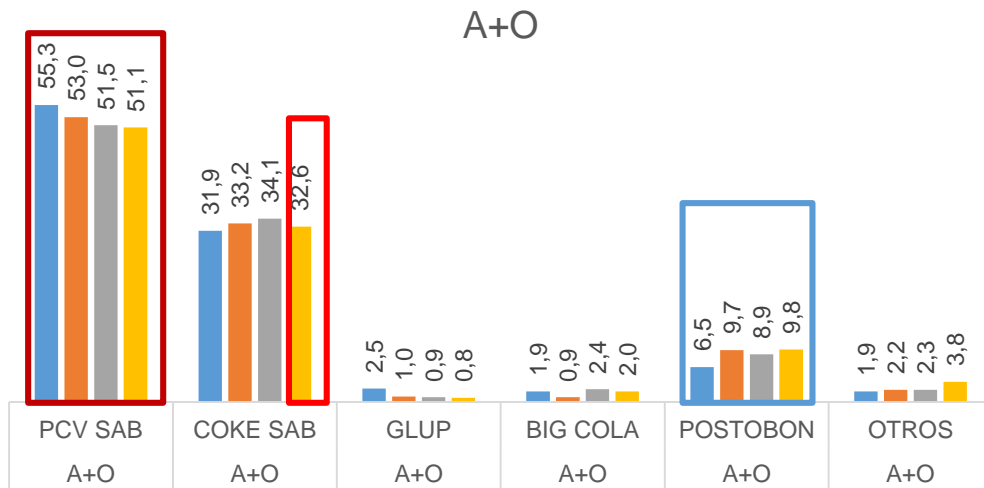
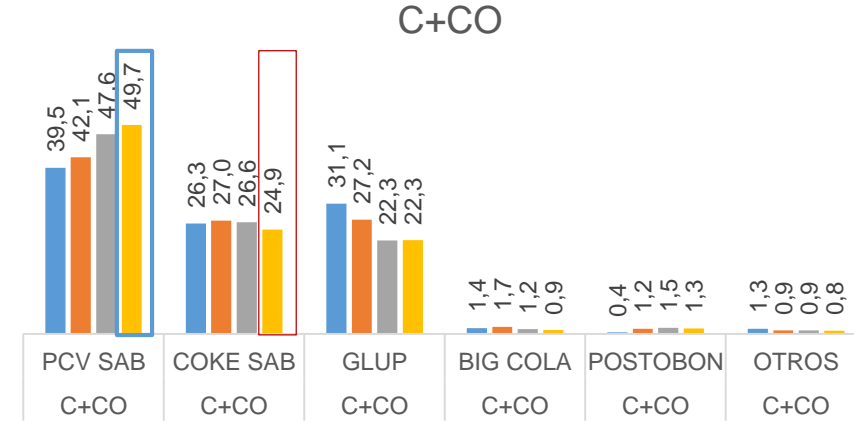
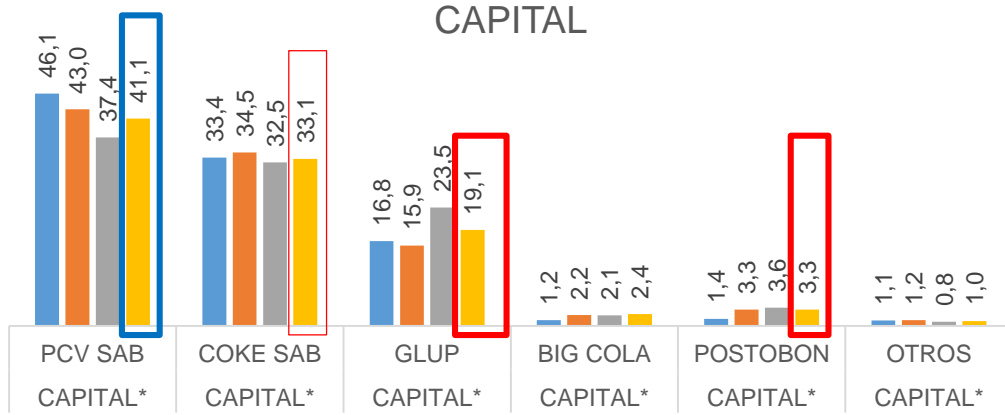
SAB PCV POR CANAL

+1.6 pp



Peso 1 lt Mix Empaques: 8,6%.
Empaques con oportunidad para PCV 1L

SABORES + BBRANDS POR TERRITORIO



■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022

■ ABRIL 2022 ■ MAYO 2022 ■ JUNIO 2022 ■ JULIO 2022