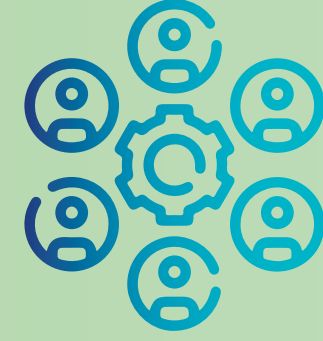


Fueled by CCA's rich diversity – a distributor-based route-to-market with 57 partners in 37 countries; a product supply footprint including 5 RTDs/spirits co-packers (6% of vol.), 13 licensed breweries (18%), 1 spoke-hub distribution warehouse (35%), and 41% of the vol. is sourced by our partners directly from 8 production plants across the globe – our Supply Chain Transformation aims to enable growth by elevating our partners' service experience end-to-end while synchronizing such a diverse sourcing and manufacturing footprint to guarantee sustainable balance between service and cost.



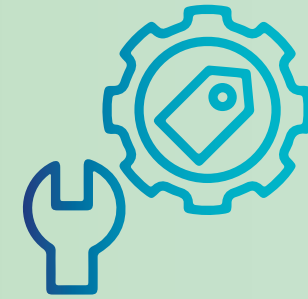
ROLES AND FUNCTIONS



GOVERNANCE

Establish best practices and standardization across the region, support with technical expertise and assure compliance to standards in Environment, Health & Safety and Quality across our market.

BRAND CHANGE AND INNOVATION



Give support to create and execute the CCA Innovation & Brand Change project pipeline, from liquid and pack design to commercialization and production phases.



THIRD PARTY OPERATIONS

to work and enroll the technical, procurement, quality, planning, customer service and finance areas, to ensure our goods are produced and delivered to clients across CCA fulfilling COGS, Service, quality and reputational objectives.

CUSTOMER COLLABORATION



Give support for our partners to provide visibility and implement efficiencies in the supply chain.

TRANSFORMATIONAL EXCELLENCE



Developing and Ensuring a productivity mindset that focuses on simplification, standardization, and continuous improvement that drives excellence across the business, while being externally curious, benchmarking across DIAGEO and industry leaders to transform the team and deliver best-in-class service.



REGULATORY

ensure CCA is fully compliant in all aspects of product regulation in the country of production and of sale, as well as identify changes to be prepared for predicted implications .

Supply

COE (Centre Of Excellence)

DEMAND & SUPPLY PLANNING

Lead Sales and Operation planning activities, manage end to end Supply Chain Network to secure stock availability for the market.

LOGISTICS

Ensure that our customers get the right products on time in full first time, every time.



Supply

STRATEGIC DIAL-UPS

CUSTOMER AT THE HEART OF WHAT WE DO

Our Strategic Dial-Ups:
Re-centering customer at the heart of what we do ensuring our value proposition prioritizes what matters the most - IBP, OTC, C2S;

STRATEGIC SOURCING DRIVING PROFITABLE GROWTH

Supply network reengineering allowing for uninterrupted and cost-effective product flow to customers and;

DELIVERING BREAKTHROUGHS IN SUSTAINABILITY

Sustainability breakthroughs internally and externally to preserve water, accelerate decarbonization (scope 3 emissions) and become sustainable by design.

CUSTOMER SERVICE

Order to cash process for all CCA customers, looking to continuously improving service levels in cooperation.

Segmentation (consciously choosing where to play/win), productivity (from a profit task to a core competence), capabilities scaffolding and digital disruption will be the enablers anchoring all our endeavors to unlock customer advocacy, beat cost inflation, reduce inventory and realize our SoP 2030 goals

MAIN SOURCING POINTS



Scotland
Ireland
United States
Guatemala
Mexico



13
Breweries
(Guinness)
(TPO)



Change
description to 5
Spirit TPOs (RTD &
Vodka)

Direct sourcing
to customers.

REPLENISHMENT THROUGH

Panama Hub, a consolidation warehouse which is closer to main destinations across the region and helps to reduce the Order to Delivery Lead time for products manufactured outside LAC.distributors.

Local manufacturing in CCA is performed at Third Party Manufacturers to reduce import duties and to benefit from customs unions (2) and free trade agreements (8) in the region and to be closer to consumers.