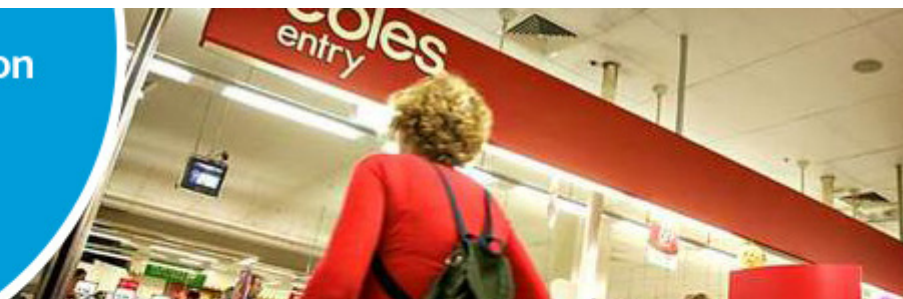


Coles in association
with Nielsen
INVITE YOU
to this special
event



Working together for the Shopper of **TODAY** and the **FUTURE**

2010 Coles Vendor Forum

Melbourne: Thursday, 17 June 2010

Sydney: Friday, 18 June 2010

The Coles Management Team is delighted to invite you to the inaugural **2010 Coles Nielsen Vendor Forum** to be held with our colleagues from Nielsen in Melbourne on the 17th June and in Sydney on the 18th June.

This important session will feature keynote speakers from our Coles Senior Management Team including: **John Durkan**, Merchandise Director; **George Dymond**, General Manager – Grocery; **George Wright**, General Manager – Merchandise Support; **Diane Shelton**, General Manager Customer Knowledge and Insights; and **Tiz Pittui**, Head of Consumer Insights. There will also be keynote presentations delivered by members of Nielsen's Executive Leadership Team.

The purpose of these sessions is to provide an update on the Coles transformation, Merchandise priorities and an insight into our Category Management priorities. Additionally, we will share with you our vision around how we are responding to the needs of the shopper of today and the future, and to demonstrate how our alliance with Nielsen is an easy and powerful way to leverage shopper-centric insights at the trading desk.

*"Coles is pleased to be hosting this important information session with our colleagues at Nielsen. We recognise the value of our trading partners having a well rounded and detailed understanding of their categories and our shoppers. Such customer insights will ultimately enhance our trading relationships to ensure we deliver for our customers." – **John Durkan**, Merchandise Director, Coles*

Key Presentations:

Opening and key messages

John Durkan, Merchandise Director, Coles
Chris Percy, Managing Director, Nielsen Consumer Division

Coles Transformation and Category Management update

George Dymond, General Manager – Grocery, Coles
George Wright, General Manager – Merchandise Support, Coles

Shoppers in 2020 and the decade in between

Lee Naylor, Executive Director, Nielsen Consumer Research

Delivering shopper-centric insights at the trading desk

Diane Shelton, General Manager – Customer Knowledge and Insights, Coles
Tiz Pittui, Head of Consumer Insights, Coles
Kosta Conomos, Executive Director, Nielsen Retailer Services

In addition to these presentations time has been allocated before and after to meet with the Coles and Nielsen teams. Light refreshments will also be provided following the presentations.

Venue details and dates:

Melbourne:

Thursday, 17 June 2010
9:30am – 12:30pm
Promenade Room
Crown Conference Centre
8 Whiteman street, South Bank
[Click here for venue location and information](#)
RSVP: 10 June 2010
alison.sumpton@nielsen.com

(Please provide your name, title and company in the email body)

Sydney:

Friday, 18 June 2010
9:30am – 12:30pm
Parkside 110
Sydney Convention and Exhibition Centre
Darling drive, Darling Harbour
[Click here for venue location and information](#)
RSVP: 11 June 2010
donna.hayward@nielsen.com

(Please provide your name, title and company in the email body)