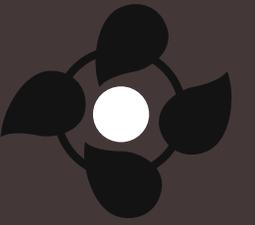




A Modern Beverage Company

CYRILLE JANNET, MANAGING DIRECTOR, KEURIG TRADING



A beverage for every need,
available everywhere people shop and consume beverages



Formats/Brands

Needs/Occasions

Consumer



Shopper

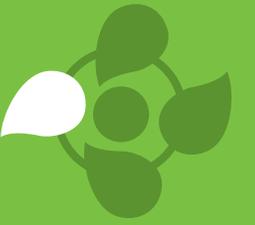
Behaviors

“Retail” Outlets





...committed to working in a conscious and responsible way.



drink well
do good

We are grounded in our principles of good governance, ethical transparency and an unwavering commitment to ESG



REFRESHINGLY RESPONSIBLE



ENVIRONMENT

We are working to reduce our environmental impact while restoring resources in support of a circular economy and climate resilience across our value chain.



GOOD FROM THE START

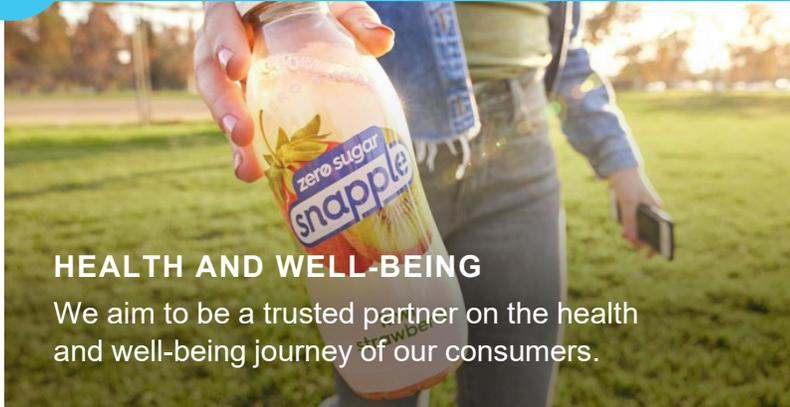


SUPPLY CHAIN

We use our buying power for good, pursuing responsible sourcing and building resiliency across our supply chain.



BETTER CHOICES, BETTER LIVES



HEALTH AND WELL-BEING

We aim to be a trusted partner on the health and well-being journey of our consumers.



MEANINGFUL ENGAGEMENT



PEOPLE AND COMMUNITIES

We are supporting our diverse workforce and investing in our communities to drive for positive impact and inclusive growth.

KDP FACTS AND FIGURES



~\$14Bn

net sales in 2022

S&P 500

Nasdaq 100

~\$50B

market cap at
year end 2022



HQs:

Burlington, Massachusetts
Frisco, Texas
Montreal, Quebec
Mexico City, Mexico



150+

principal warehouses /
distribution centers



30

manufacturing
locations

NASDAQ:
KDP



approximately
27K
employees



125+

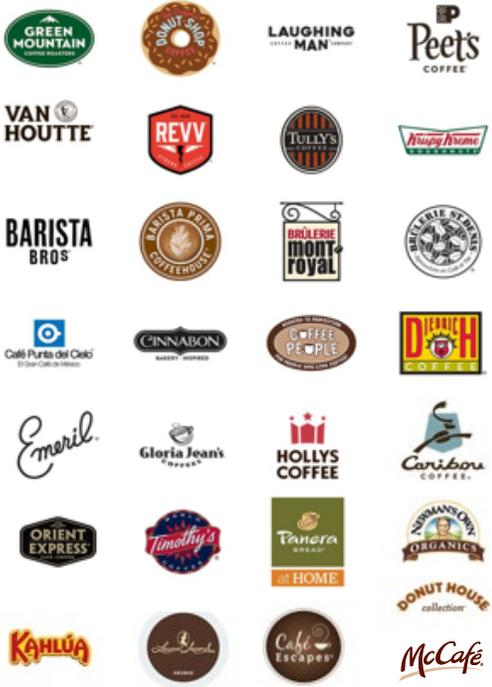
owned, licensed
& partner
beverage brands

We maintain a strong, balanced brand portfolio...

- SELECT OWNED AND PARTNER BRANDS OF OUR 125+ BRAND PORTFOLIO



COFFEES



FLAVORED SOFT DRINKS



TEAS & WATERS



JUICES, JUICE DRINKS, MIXERS & MORE



We have an unrivaled distribution system

• DISTINCT ROUTE-TO-MARKET MODELS OFFER NEAR-UNIVERSAL DISTRIBUTION COVERAGE



**COMPANY-OWNED
DSD**



COLA SYSTEM



**INDEPENDENT
DISTRIBUTOR
PARTNERS**



**WAREHOUSE
DIRECT**



**FOUNTAIN &
FOODSERVICE**



E-COMMERCE



**AWAY
FROM HOME**

Owned brand growth has accelerated through innovation, renovation and package evolution...

Launched market-leading innovation on Dr Pepper



Zero Sugar
Dr Pepper & Cream Soda

Modernized CSD portfolio



Zero Sugar

Invested into new functional needs and occasions



Bai Boost
Mott's Mighty

Invested in the right package solutions for shopper occasions



Mott's Pouches
CSD Mini Cans

Refreshed brands while doing good for the environment



100% Recycled Plastic Bottles

The US Coffee Market is large and growing,
with billions of at home occasions added every year

75B

L A R G E

coffee occasions
per year

+ 2.3%

G R O W I N G

coffee occasions
CAGR '10-'20

88%

A T H O M E

of coffee occasions
happen at home

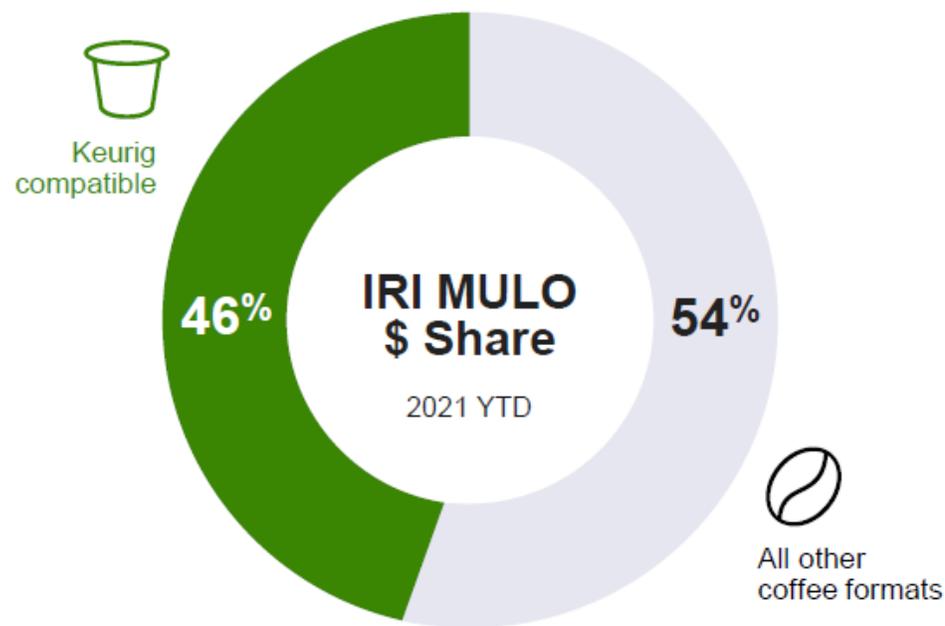


The Keurig ecosystem continues to transform the US Coffee Market...

Keurig has driven

70%

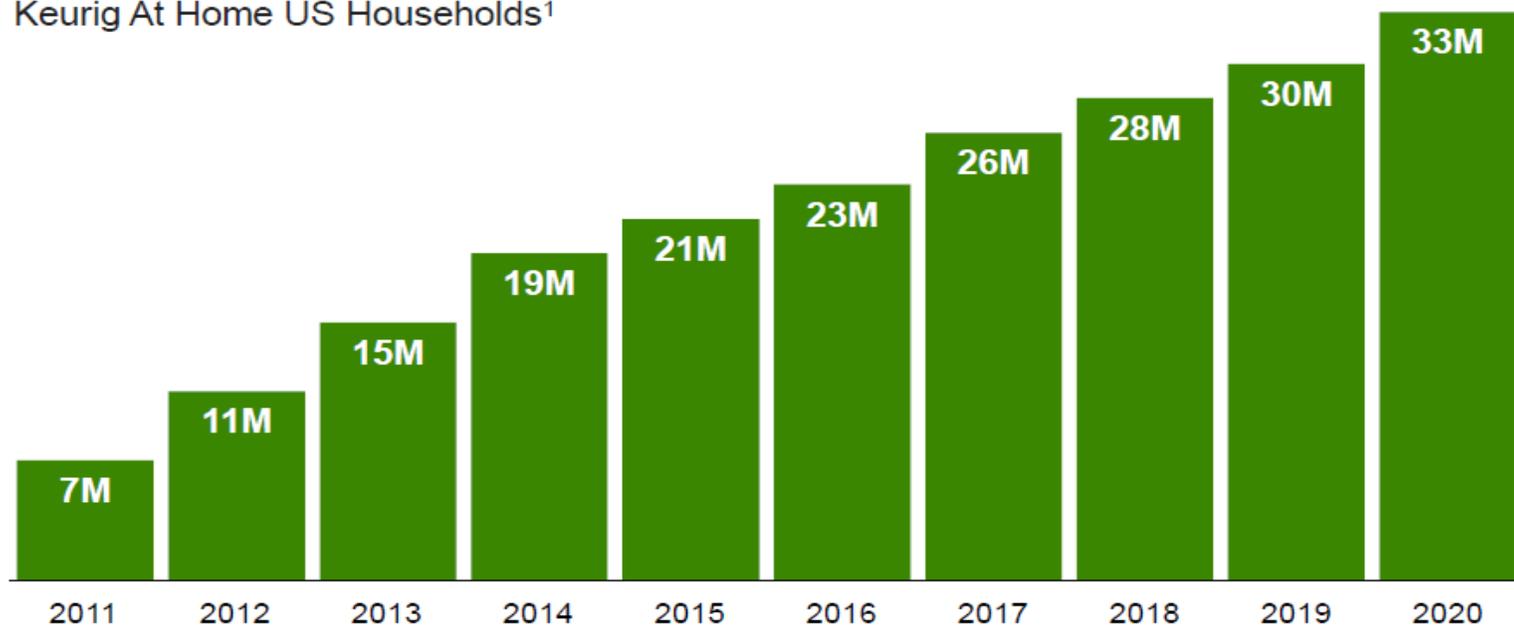
of all coffee retail dollar growth since 2016¹...



...and is now approaching **half of all coffee retail dollars**²

...increasing both household penetration and share of total coffee maker category

Keurig At Home US Households¹



6%

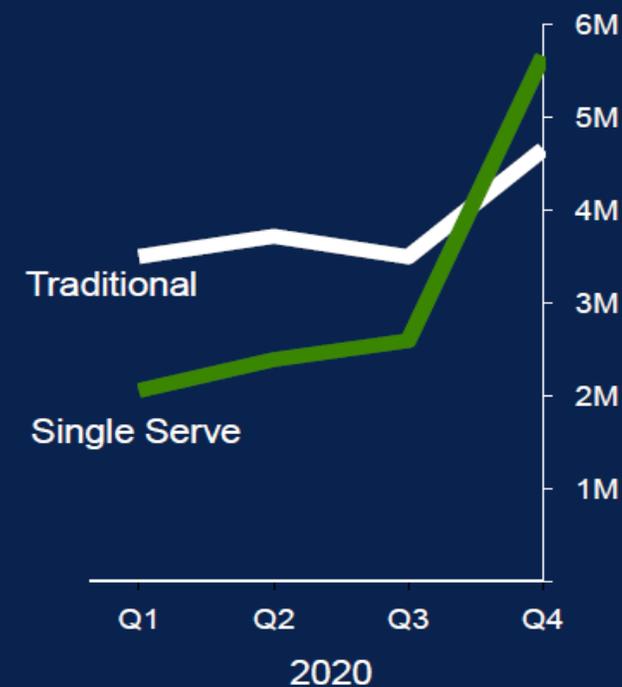
US HOUSEHOLD PENETRATION

25%

US HOUSEHOLD PENETRATION

64 ¹ Third-party survey data and Company estimates
² NPD Coffeemaker Category Share 2020

Single serve brewers outsold traditional brewers for the first time ever in Q4 2020²



2021 Investor Day

Supported by the widest choice of brands and varieties in any coffee ecosystem, maximizing value to consumers, partners and KDP



Owned



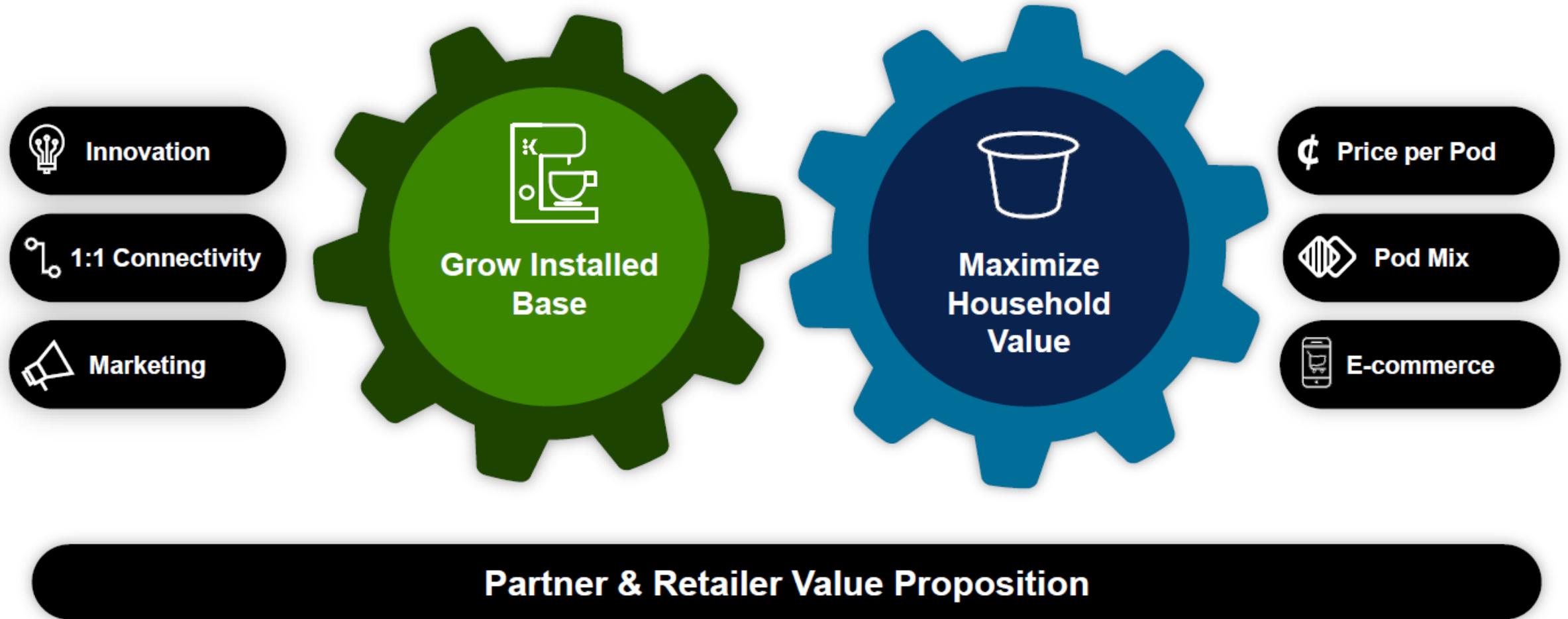
Licensed



Partner



The Keurig core growth equation remains sound and is now catalyzed by new digital capabilities



The Keurig system has significant headroom to double its household penetration...

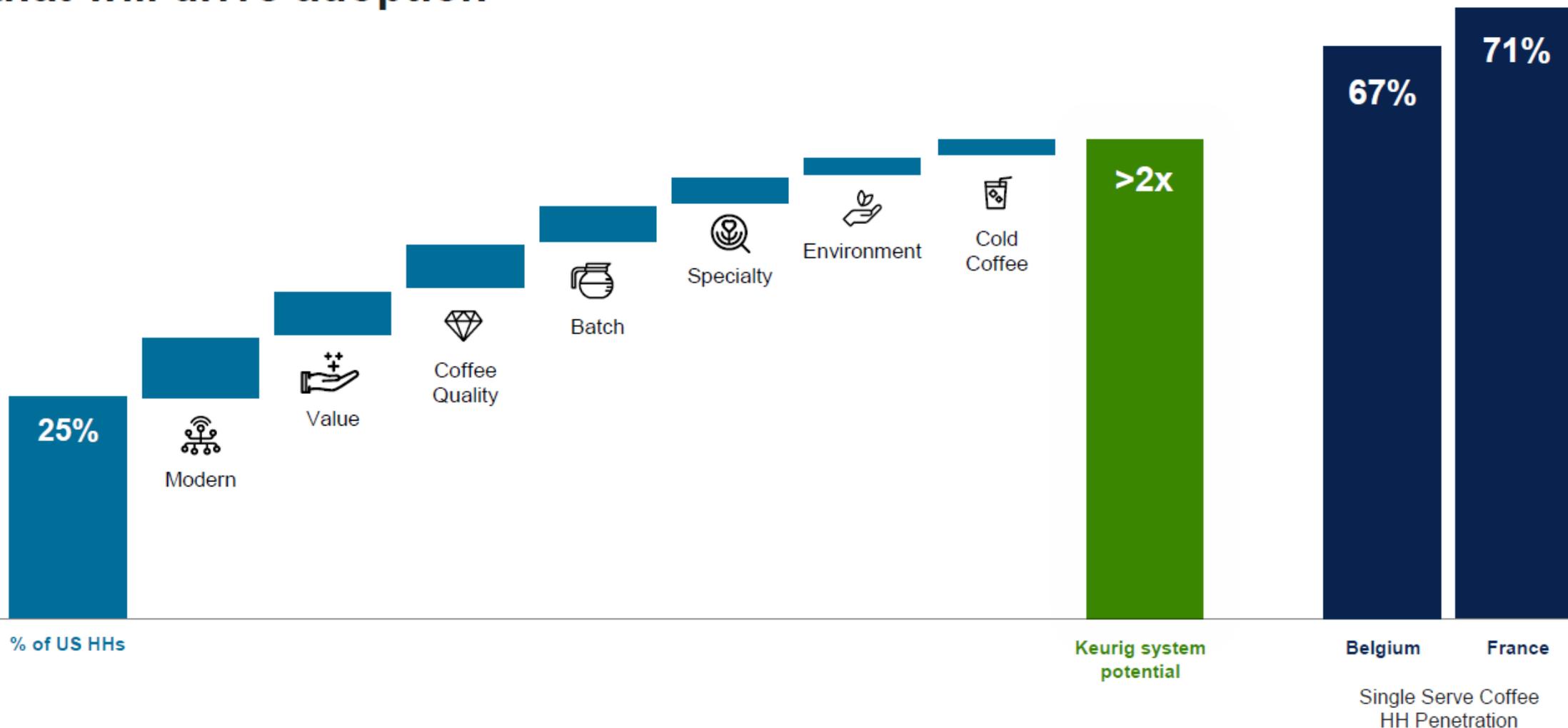
128M Total US HHs



67 US Census 2020; HHP Omnibus Q2 2021; Keurig HHP Model



...with clear line of sight to consumer segments that will drive adoption



Brewer innovation is organized under families that target specific needs

Coffee Quality

Batch

Value

Specialty

Cold

Modern



K-Select
K-Supreme
K-Slim MultiStream
(pictured)



K-Duo
K-Duo Essentials
K-Duo Special Edition
(pictured)



K-Compact
K-Mini
K-Express
(pictured)



K-Latte
K-Café
K-Café Special Edition
(pictured)



K-Slim Iced



K-Supreme Plus Smart

New features and improvements are cascading across multiple brewer families

- Four innovation families launched since Fall '17
- Each family has several brewers hitting different price points

- Fall '21 brings two new families





Green Mountain Coffee Roasters

Green Mountain Coffee Roasters is a power player in U.S. Coffee



#2

Share of
Brands in
Single Serve¹
(~ 1.7 Billion pods
sold!)



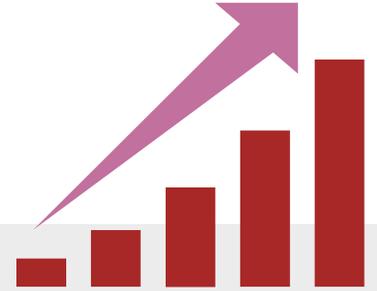
#3

Equity
Strength in
Single Serve²



#1

fastest turning
variety within
KDP's coffee
portfolio for
Light, Dark &
Flavors¹



8.6%

of US HHs
buy GMCR³

Sources:

(1) FY '22 AH POS Cube (volume);

(2) Kantar MB Q1 '22 Equity Tracking Report

(3) IRI Panel MULO L52W

We are *Packed With Goodness!*[®]

We are the champion of democratizing **goodness** through coffee

QUALITY

Smooth + balanced **premium quality** tasting coffee

Quality graded to ensure **premium quality** with **expertly designed blends** supported by top tier sensory testing

PEOPLE

Prioritization of **farmers and their communities** at source

Farmer relationships formed over **40+ years** of **sourcing** with integrity

LAND

Caring for and respecting the **environment**

Monetary commitment to sustainable farming initiatives



Our strategy is to fuel our core business while evolving to address consumer needs



FY '23 Priorities

1. DRIVE THE CORE
Strengthened marketing support



 YouTube
 yahoo!
    

2. EXPAND ICED
Sync with coffee shop trends



3. ELEVATE SEASONALS
Naturally Flavored Seasonals



Evolving Marketing Model with always-on base support

Drive velocity through increased marketing spend and focus behind the core

Reinforce the quality, strength, and differentiation of brand equity

Continue to bring in new and younger users through secondary priorities

And we continue to innovate to drive growth and penetration



2021

2022

2023

EVERYDAY / CORE

Dark Roast Product Expansion to address sensory gap in market



LTO

Fall/Winter Seasonals Natural Flavors Formulation to deliver more 'goodness' for consumers



NEW PLATFORMS



Brew Over Ice Platform Launch



ICED Packaging Update



RTD Multi-serve BiB Walmart Exclusive