



## 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.

### 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

## STRATEGY

### TRANSFORMED PARTNER EXPERIENCE

- Panama Hub as the main replenishment warehouse for our customers.
- Web-ordering and MI implementation.
- Improve customer service capabilities.

### STRATEGIC SOURCING

- Expanding beer in key occasion markets
- Fixing RTD to source local

### GRAIN TO GLASS SUSTAINABILITY

- Scale up SOP 2030 with TPOs and distributors.

## CUSTOMER SERVICE

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

## SOURCING POINTS



Scotland  
Ireland  
United States  
Guatemala  
Mexico



13  
Breweries  
(Guinness)  
(TPO)



4 Spirit  
plants (RTD &  
Vodka) (TPO)

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.