

WHICH OF THESE 2 GLOBAL BRANDS HAS MORE PRICING POWER IN THE NETHERLANDS ?

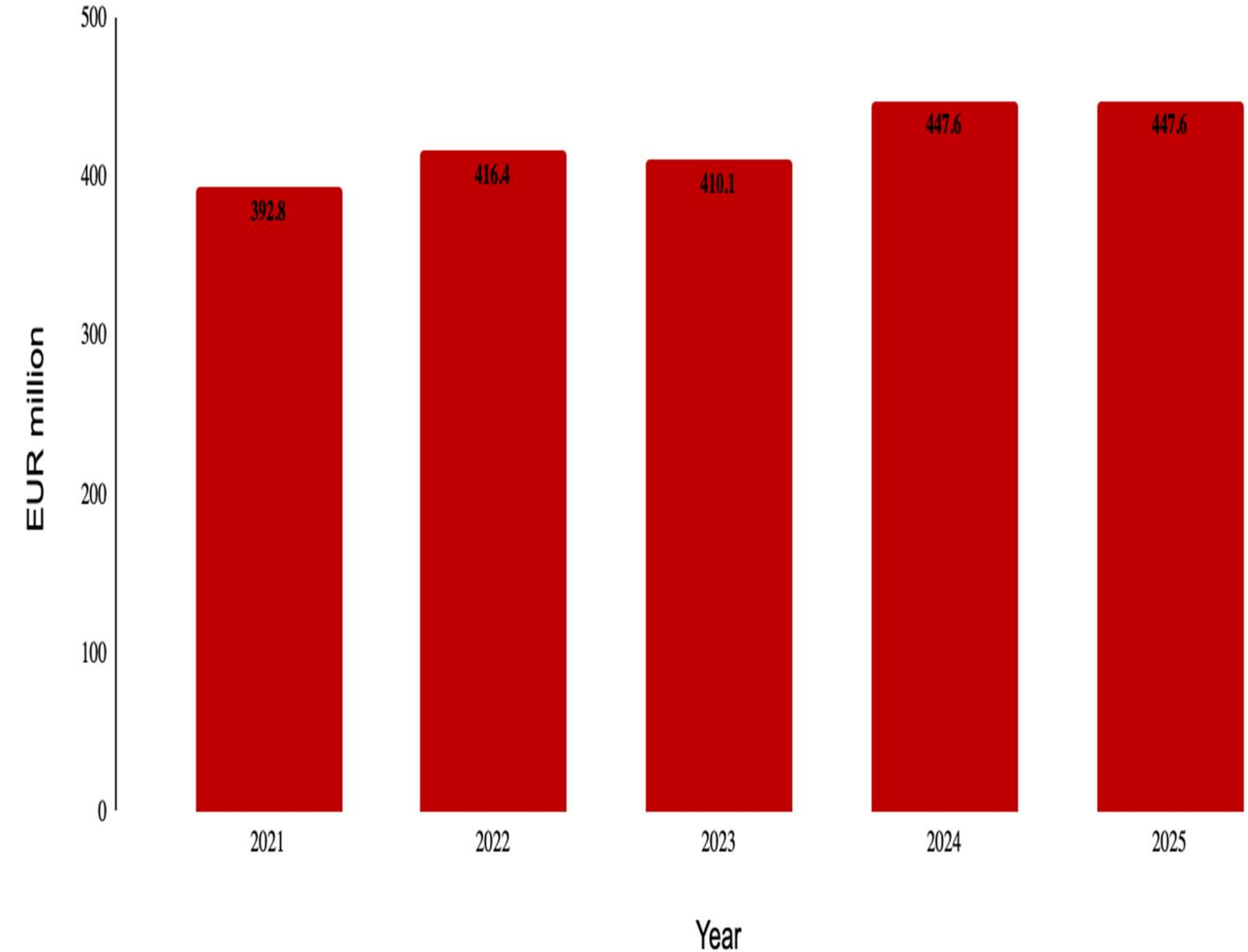
(TEST PERCEPTION VERSUS REALITY)

The Coca-Cola logo is displayed in its iconic red script font.The Red Bull logo features the brand name in a bold, red, sans-serif font, followed by a yellow circle containing two red bulls facing each other, and the words "ENERGY DRINK" in a smaller, red, sans-serif font below.

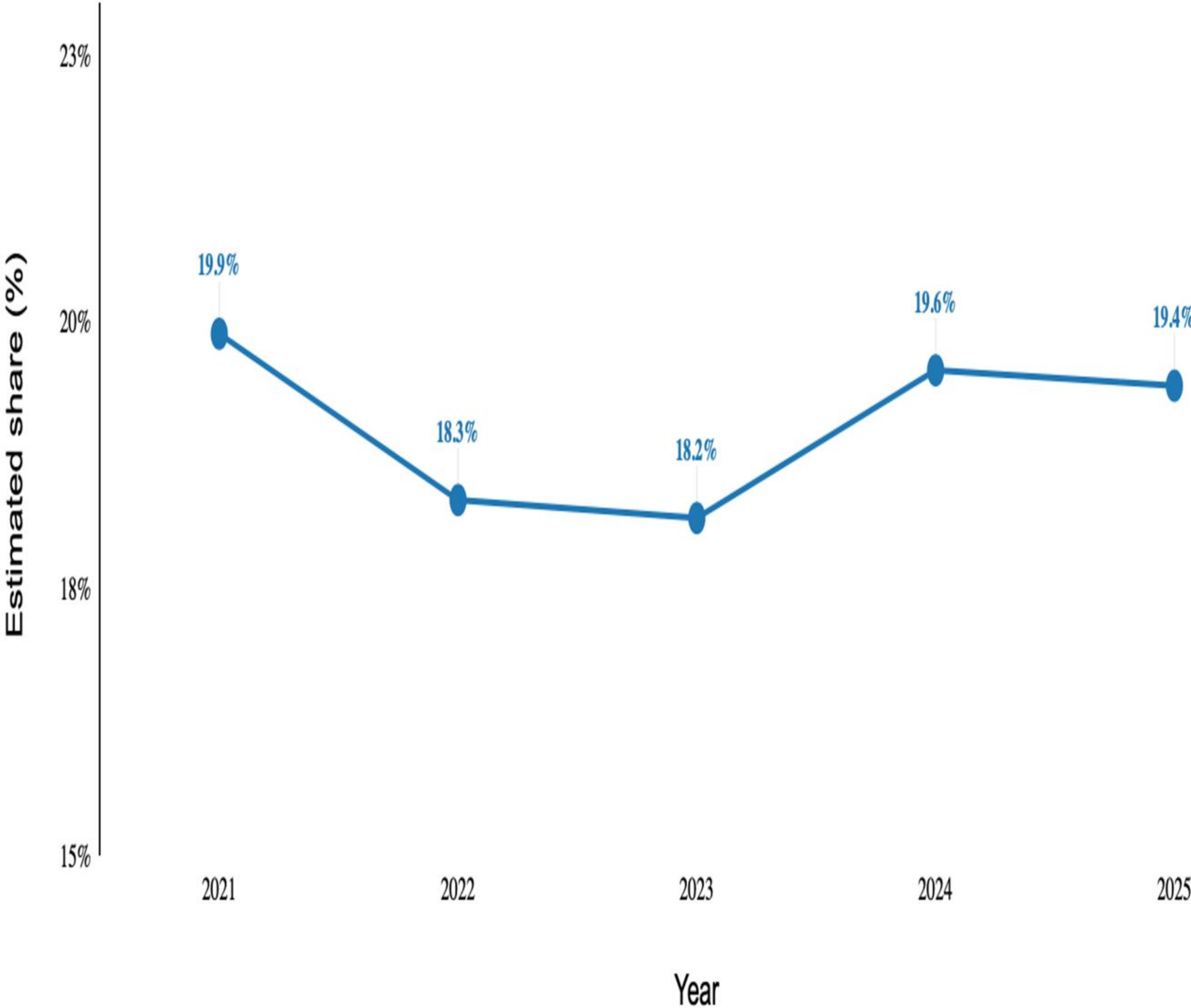
DOES COCA-COLA NETHERLANDS HAVE PRICING POWER ?

(TBC – CLAUDE AI DATA)

Coca-Cola Netherlands — NL Supermarket Revenue (EUR million)

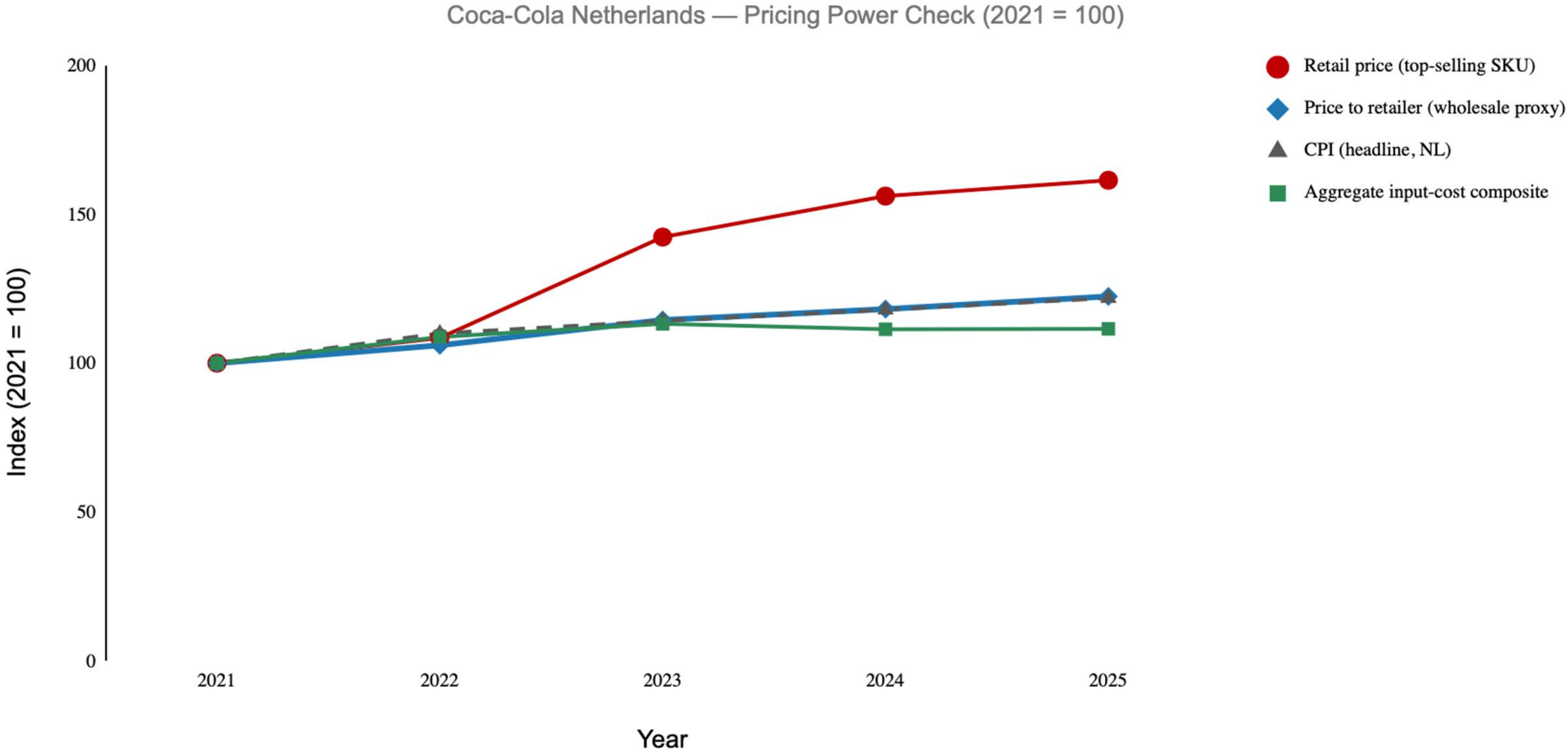


Coca-Cola Netherlands — Estimated Share of NL CSD (Cola) Market (%)



DOES COCA-COLA NETHERLANDS HAVE PRICING POWER ?

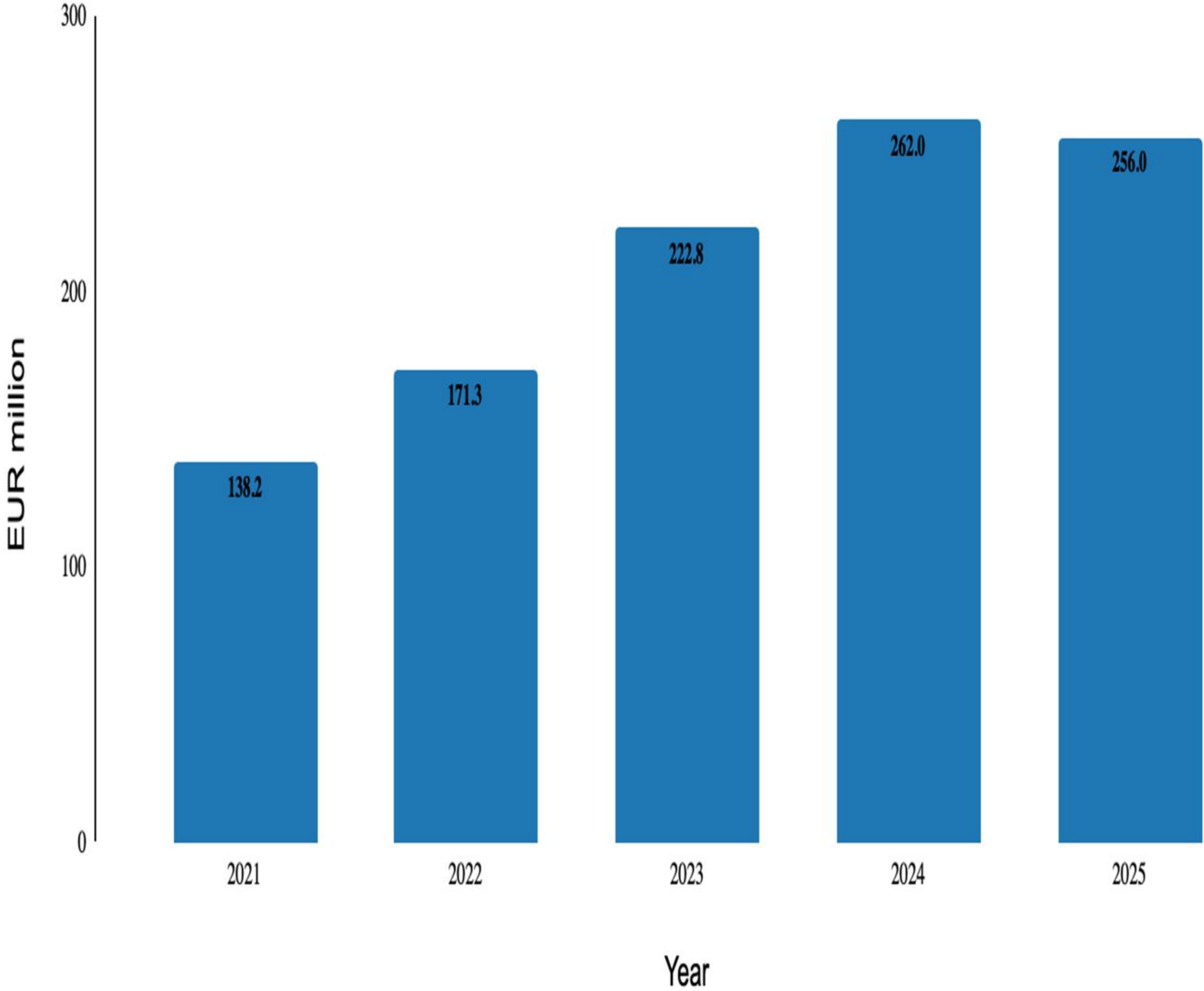
(TBC – CLAUDE AI DATA)



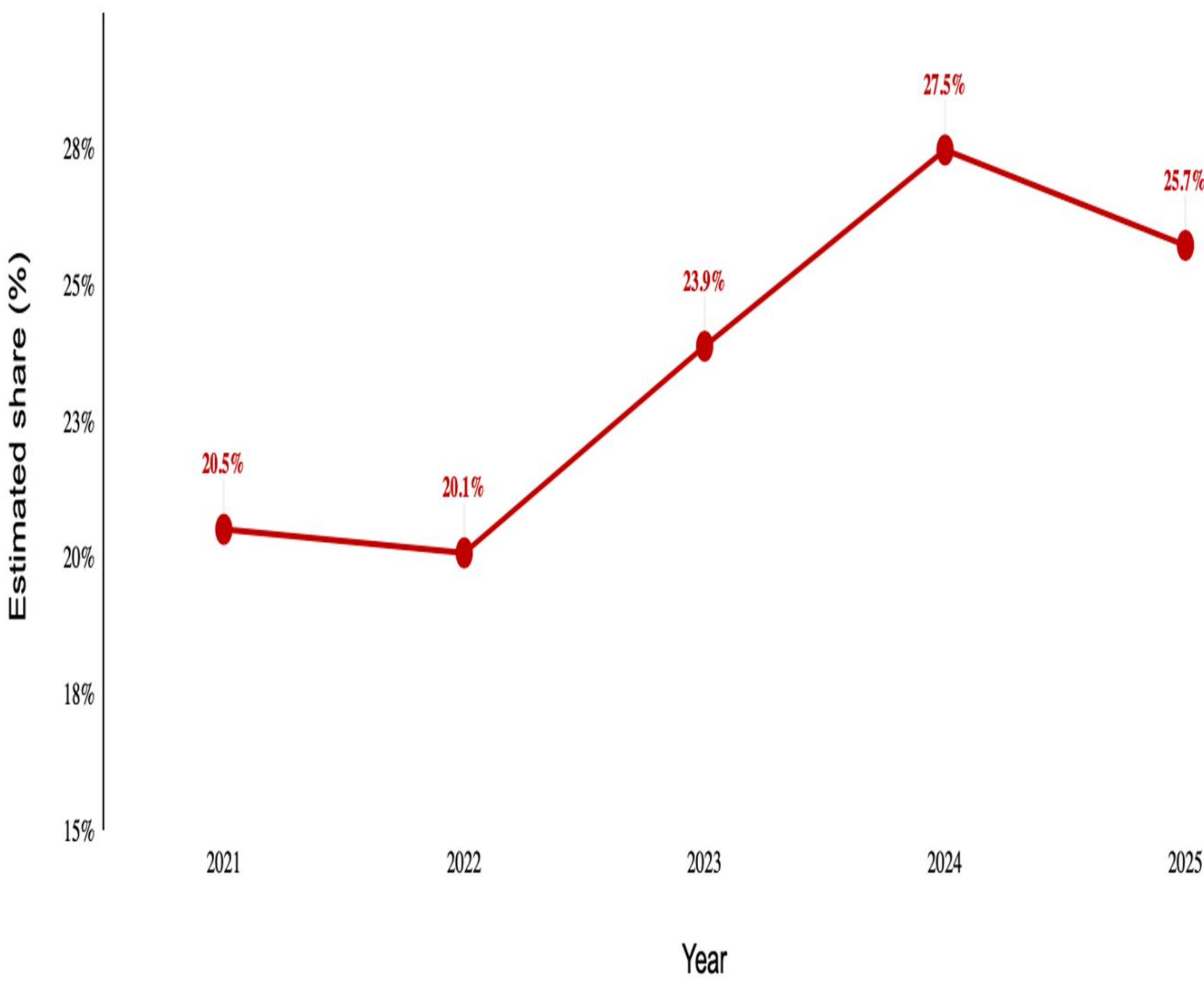
DOES RED BULL NETHERLANDS HAVE PRICING POWER ?

(TBC – CLAUDE AI DATA)

Red Bull Netherlands — NL Supermarket Revenue (EUR million)

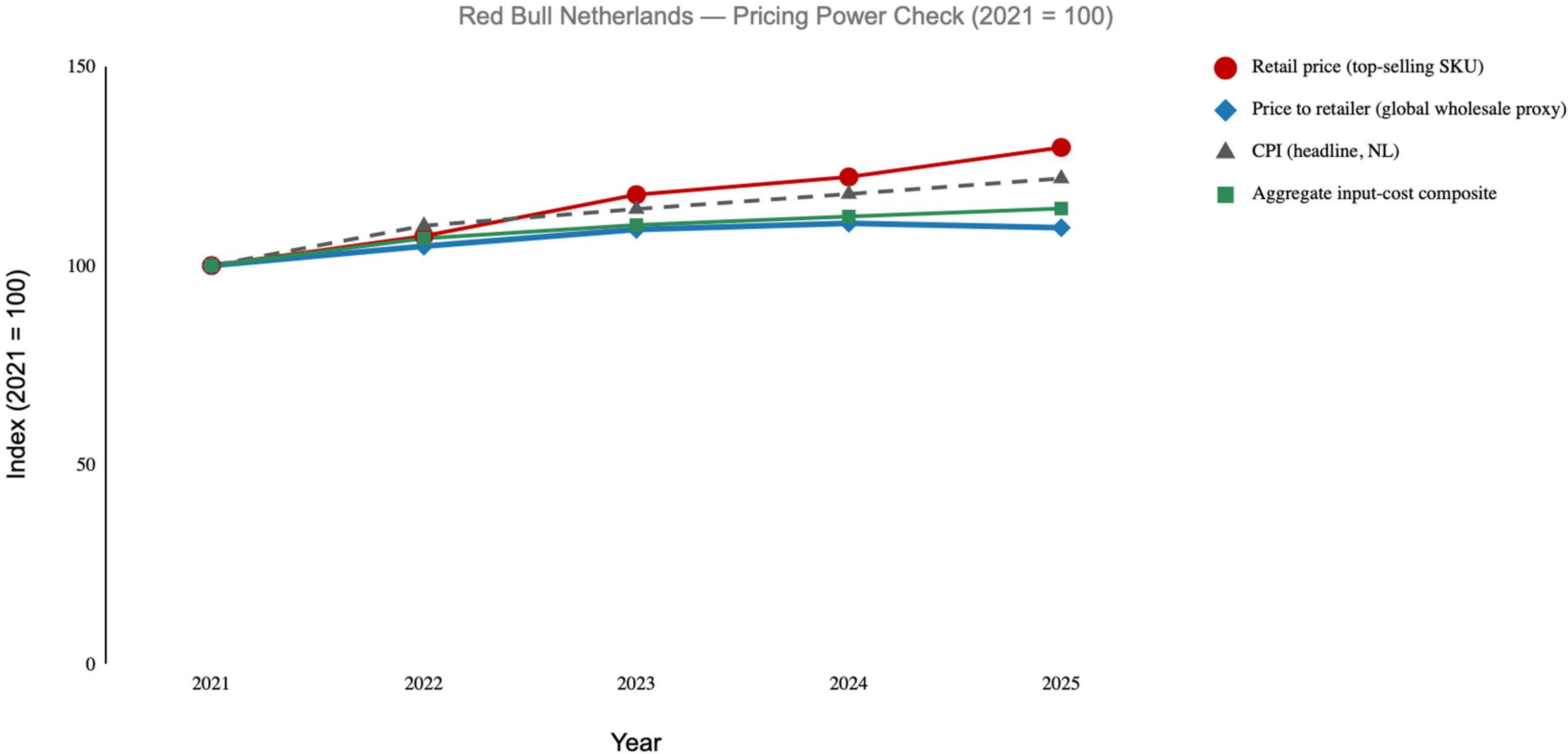


Red Bull Netherlands — Estimated Share of NL Energy-Drink Market (%)



DOES RED BULL NETHERLANDS HAVE PRICING POWER ?

(TBC – CLAUDE AI DATA)



WHICH OF THESE 2 GLOBAL BRANDS HAS MORE PRICING POWER IN THE NETHERLANDS ?

Coca-Cola



Red Bull®

ENERGY DRINK

