



How CG leaders deliver measurable results

Agentic AI in action

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**AI expands capacity –
but human ambition
defines advantage**

Work is changing – AI unlocks new value

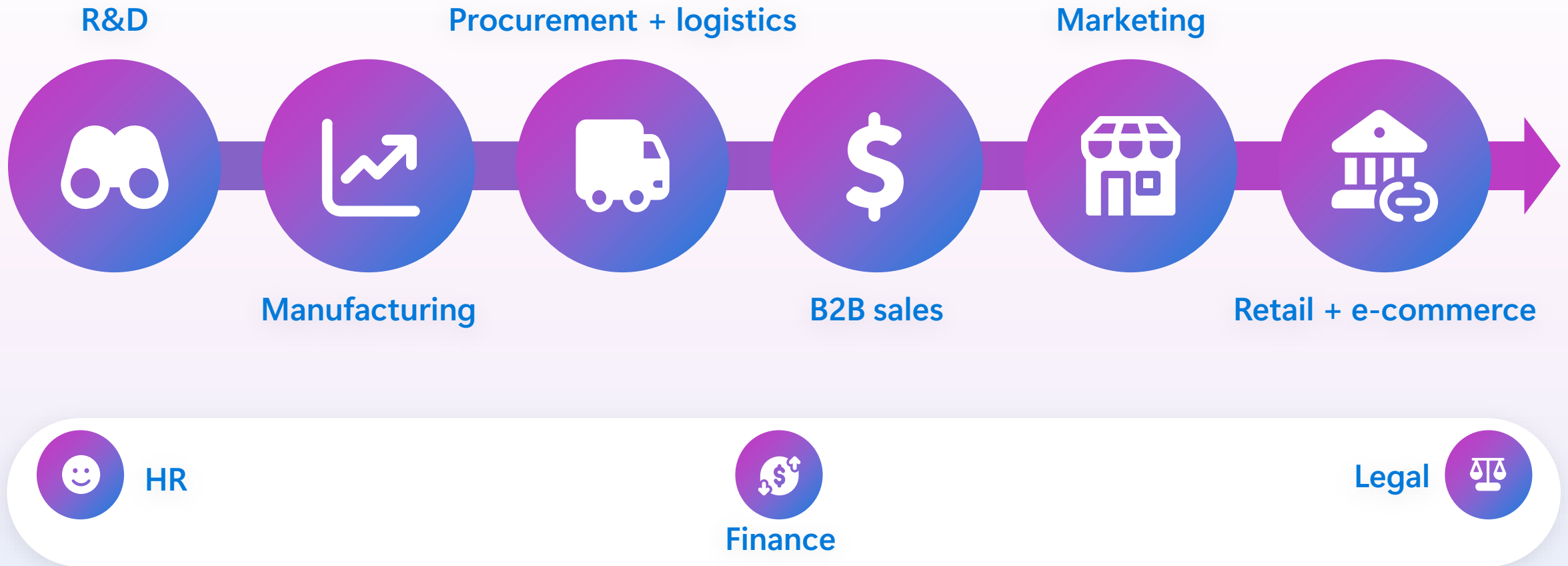
66%

use AI to spend more
time on high-value work

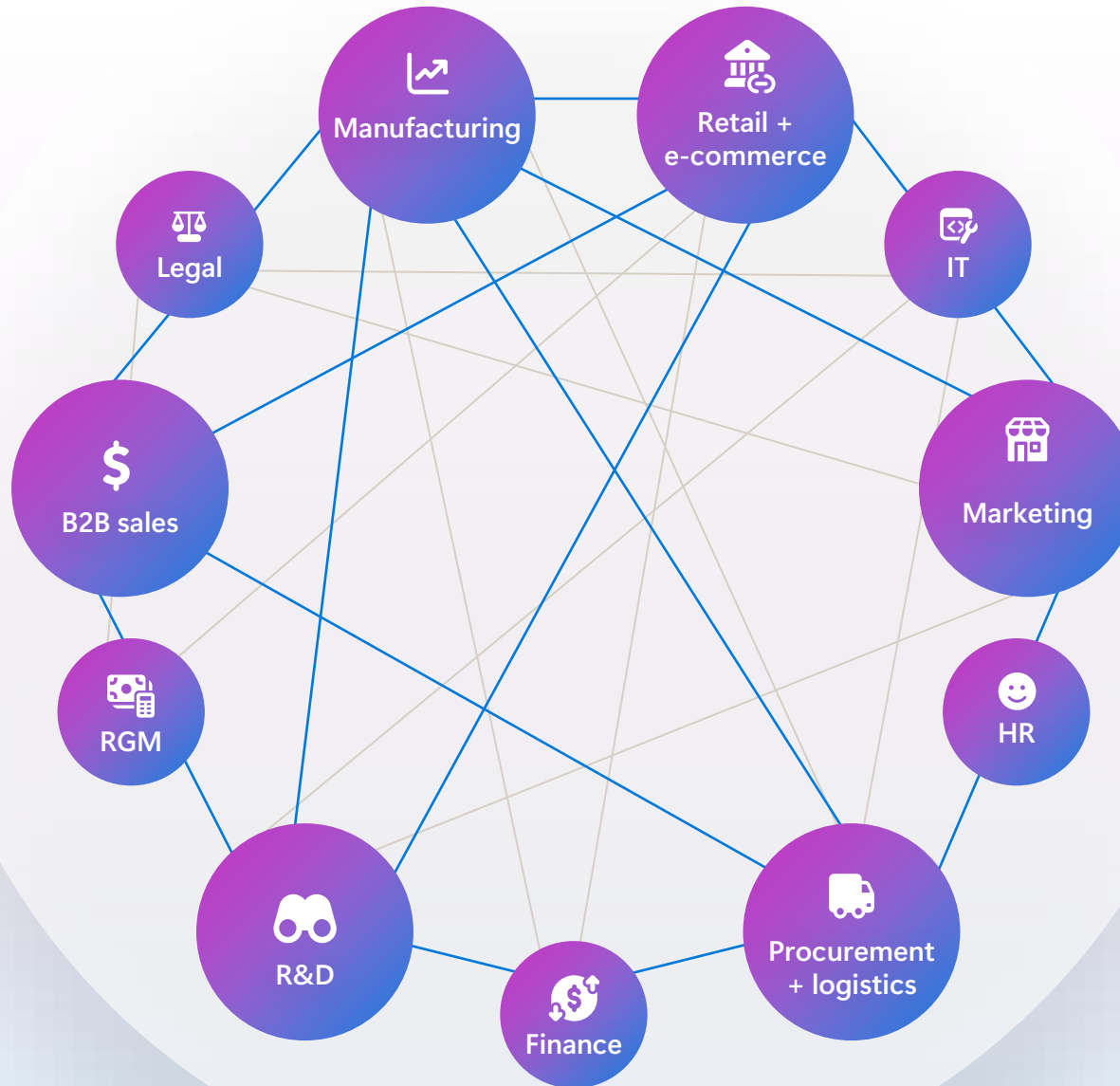
58%

are producing work they
couldn't have a year ago

AI is reshaping business processes



Interconnected ways of working



Frontier brands transform at enterprise scale



Frontier brands deliver value

Enrich
employee
experiences

★ Heineken

Reinvent
consumer
engagement



Reshape
business
processes

DOW

Bend the curve
on
innovation

KraftHeinz



Intelligence + Trust



AI Agents deliver **true value** when grounded in business context



How your
employees work



How your
business operates



How knowledge
comes together



How web data
is integrated

Interconnected ways of working



Scaling Agents in consumer goods without visibility introduces operational and brand risk



Observability

Visibility into how Agents act and make decisions



Security

Security that scales from people to Agents



Governance

Sovereign cloud governance built into how AI operates

A control plane for Agents



The Frontier imperative for leaders

Only
13%

AI users say they're rewarded
for reinvention of work with AI
even if results aren't met

Only
26%

AI users say leadership
is clearly and consistently
aligned on AI

Fireside chat



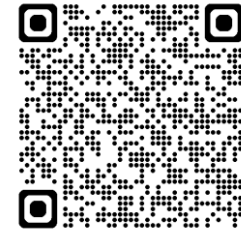
Keith Mercier
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Erwin Logt
SVP, Chief Information
& Data Officer



Your path toward Frontier transformation



Learn: Leader's Guide
to Building an AI
Workforce e-book



Identify your Frontier
priorities



Experiment with Agents