

Foodstuffs South Island

Mary Devine





Foodies Forum



Open Day at our Hornby DC



Regular virtual forums

We're seeing **strong growth**,
driven by more customers
through the doors and a
focus on loyalty

Sales YTD



↑ **10%**

1.79m

customers serviced
+15,000 more
loyal customers



↑ **16%**

1.53m

customers serviced
+46,000 more
loyal customers



↑ **15%**

1.27m

customers serviced
+9,600 more
loyal customers

Market share ↑

EDLP growth ↑ **20%** stronger than branded

HOW WE PARTNER



WIN CUSTOMER LOYALTY

Insight-led range
Best price to customer
Optimised promotions



GROW PEOPLE & PARTNERSHIPS

Reset supplier engagement
Elevated category management



LEAD & INNOVATE

First to market with customer-led innovation
Reduce environmental impact



FOCUS ON SIMPLICITY

Simplification of buying
Simplification of supply
Reduction of internal processes



WHAT TO EXPECT

Insights led approach to range, price, promotion
Increased focus on shelf availability



Relevant meeting or workshop sequencing
More strategic discussions

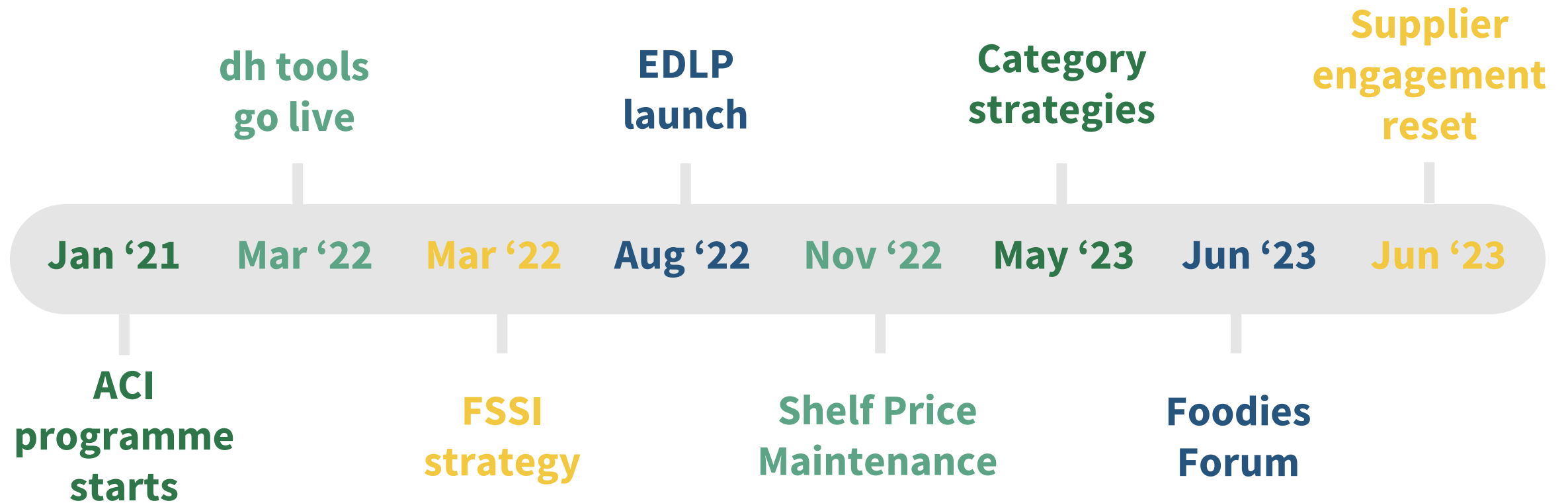


NPD speed to market
A focus on environmental & social impact of products



Data-informed negotiations
Seamless processes

What have we achieved?



Your partnership helps drive collective results

Our key tools to partner powerfully are:



Scorecard



Category Forums



**Category
strategies**



**Joint Business
Planning**

Key learnings from category reviews

Category reviews identify an optimal mix of ranged products that meet our customers' needs and deliver to our commercial targets. We've heard your feedback and are looking to improve the supplier experience on:



Supplier briefings

Good, but we need to be clearer on the potential outcomes for suppliers



Commercial submission process

Variable feedback - some found it easy, others confusing



Negotiation process

This is a tight timeframe, and you've asked us to be more aligned among our teams

Online Focus

Online shopping is now available in all New World and PAK'nSAVE stores – and we're continuously improving the customer experience by focusing on:



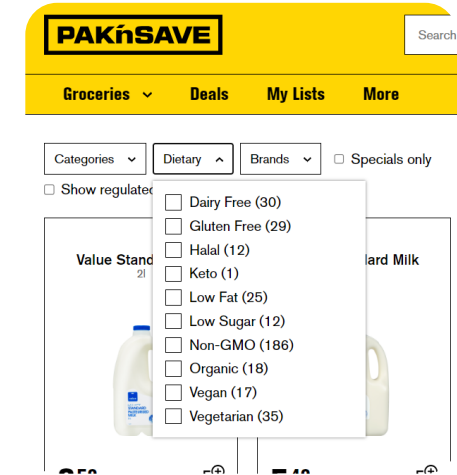
Convenience

Doubling timeslot availability and offering same day timeslots



Efficiency

Maintaining world-class pick rates and introducing intelligent substitutions

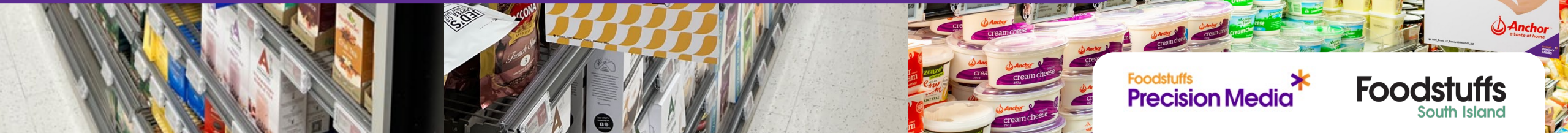


Digital experience

Richer product information and improved search performance



Foodstuffs Precision Media



Foodstuffs
Precision Media

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South Island



94% digital screen deployment



Instore POS, digital screens and ecomm search are all out of pilot



Ratecard released effective 1 October

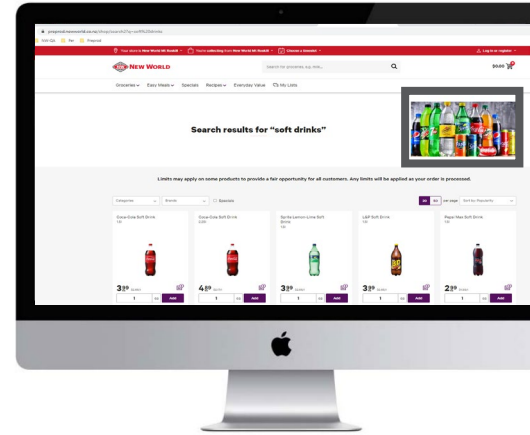


Reviewed standards and processes

What's next?



Piloting and discovery with new inventory offerings kicking off Jan/Feb 2024



Display banners on ecommerce are on track for pilot Jan 2024



Precision Social in pilot: Leveraging data driven audience targeting for social campaigns



Incremental ROAS

Increased from \$ 1.26 to \$1.76

Provide **better transparency and performance** through category segmentation

Your Advantage Survey feedback

What's working well

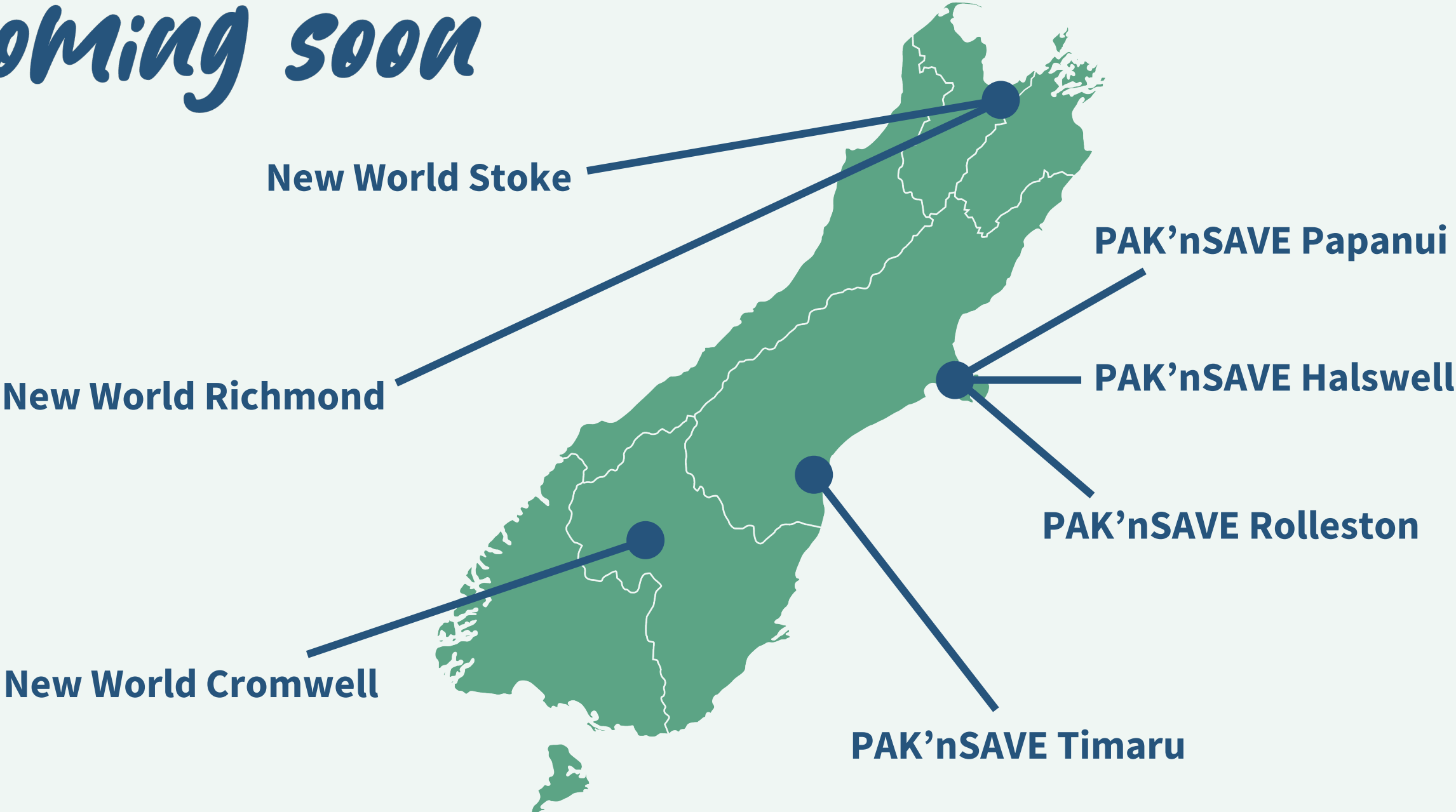
- ✓ Engagement with large and small suppliers
- ✓ Communication
- ✓ Supply Chain
- ✓ Execution
- ✓ Capability

Areas of focus

- Medium sized suppliers engagement approach
- Digital leadership
- eCommerce
- Innovation

On the *investment* horizon

Coming soon



Freezer *expansion*

New **Temperature Controlled
Distribution Centre** facility



Technology *uplift*

SAP S4

**Warehouse
Management System**

What we're focused on in store



**Deliver more
customer value**



**Drive efficiency
& simplicity**



**Win where it
matters**

The *Magic* of retail



Focus on Fresh



Precision Media



Leverage local

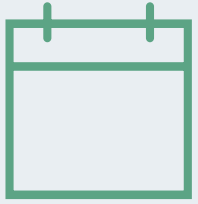


Everyday retail excellence

**We're staying close to our
suppliers and partners, from
store to centre to supply chain**



Focused on customer loyalty



More strategic supplier engagement



Transparent performance targets



Pumped about summer trading



Looking forward to working together



Time for
questions