

ASDA

KEY FACTS

Third-largest supermarket in the UK; second largest in online grocery (Kantar)

More than **1200** sites – up from 623 sites when acquired by current shareholders



580
supermarkets,
superstores and
supercentres



479
express convenience
sites



769
petrol filling stations



30
Asda Living stores



26
depots



53
LEON restaurants

c.**150,000** Asda colleagues serving c.18m customers every week

800,000+ customers shop on George.com every week

A British consumer champion bringing brighter living within everyone's reach

COMMITTED TO GROWTH



c.**£250m-£300m** investment per year in 2022 and 2023



Acquisitions of **EG UK** and **Co-op** sites to drive growth in convenience and food-to-go



Rapid expansion of Express format: **479** current sites (vs 3 at end of Sept 2023), expected to reach **500** by end of year



Maintained #2 grocery home shopping market position through continued investment



George is the UK's third-largest fashion retailer by sales volume; and **#1** in childrenswear

CUSTOMERS AT THE HEART



Maintained Asda's position as the **lowest-priced** traditional supermarket; winner of Grocer 33 annual price comparison award for last 26 years



First supermarket to price match both Aldi and Lidl on 100s of products – reducing prices by **17%** on average



Dropped the price on over **800** popular everyday products in FY23



Invested **£70m** to create Just Essentials range with around 300 value products



c.**6m** customers regularly using Asda Rewards; half of all sales linked to the app; £410m saved by customers in Cashpots since Aug 2022 launch



Served more than **2.2m** meals to children as part of Kids Eat for £1 initiative



Committed to a five-year plan investing **£50m** in our local communities and charity partners

ALL COLLEAGUES TOGETHER, ONE TEAM



Record **£150m** investment in retail pay this year to make Asda the highest paying traditional supermarket



Rates increasing by **8.4%** for hourly-paid store colleagues, rising to £12.04 from 1st July. Rates inside the M25 rising to £13.21



Total increase of **28%** in retail pay since the acquisition of Asda by the Issa brothers and TDR Capital completed in June 2021 – with a total pay investment of almost £415m