

UK Fact Sheet

Total retail units as of November 30, 2009: 371

Supercenter	29	ASDA Superstore	318
ASDA Living	24		

Associates 165,232*

History ASDA can trace its roots back to two Yorkshire brothers, Peter and Fred Asquith, and a group of Yorkshire farmers who formed Hindell's Dairies in the 1920s. In 1965, Asquith and Dairies joined forces for the c of ASDA. In June 1999, ASDA was acquired by Wal-Mart Stores Inc, and in recent years, has grown to become Britain's second largest supermarket.

Awards Earlier this year, ASDA was named Britain's Best Value Retailer for the eleventh consecutive year in the annual Grocer 33 awards, compiled and presented by Britain's top supermarket trade publication. ASDA also received accolades for 'Best Service' and 'Best Availability', the first time in the Awards' history that a retailer has received awards for price, availability and service all in the same year. ASDA has also won the Business Commitment to the Environment Award for its efforts to reduce packaging.

Opportunity At ASDA, we're proud to deliver great value and exceedingly low prices, making the cost of living more affordable for our 17 million customers. Our latest income tracker shows that the average UK family is £11 a week worse off. At a time when customers are already feeling the pinch, it's an opportunity for us, as a value retailer, to help save customers money every day whilst demonstrating how our low prices are only possible because we're so passionate about lowering our costs.

Community In 2008, ASDA colleagues raised more than £3.2 million for local charities across the UK and almost £4.2 million for our national charities including Tickled Pink, Children In Need and Tommy's the Baby Charity. Highlights include;

- Raised and donated £1.8m for Breast Cancer Care through ASDA's Tickled Pink program. Through the sale of profit free products and in-store fundraising campaigns, ASDA has raised a phenomenal £20m since its inception in 1997.
- In 2008, ASDA stores raised funds for the BBC Children in Need Appeal to positively change the lives of disadvantaged children and young people across the UK. In addition, ASDA sponsored the production of CIN products and combined with the dedication of colleagues in stores and depots, more than £2.3million was donated to the appeal over the last year.
- Raised £366k for the baby charity Tommy's which exists to save babies' lives through funding research and providing information on the causes and prevention of miscarriage, premature birth and stillbirth. Since supporting the charity in 1999, stores have raised more than £2m through pin badge sales, fundraising and product donations.

Sustainability ASDA believes that sustainability should be high on everyone's agenda. By saving energy, reducing packaging or simply removing unnecessary waste from stores, ASDA can lower its prices to help customers save money every day.

We're committed to the environment through several programs including: zero waste to landfill, reducing harmful emissions from stores, depots and transport, responsible store development (represented by ASDA's low carbon flagship store in Bootle, Liverpool, which opened in October last year), minimizing packaging on own-label products; continually improving waste management practices at store

level; encouraging customer and associate recycling through 'bring back' facilities and 'green' transport; and sourcing ethically -- for example MSC certified fish and FSC certified wood.

*as of September 2009