

## UK Fact Sheet

<b>Total retail units as of December 31, 2011:</b>	552
<b>Asda Supercentre</b>	32
<b>Asda Superstore</b>	309
<b>Asda Living</b>	27
<b>Asda Supermarket</b>	174
<b>Netto Supermarket</b>	10

**Associates** 178,000\*

**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 to become Asda. In June 1999, Asda was acquired by Walmart, and in recent years, has grown to become Britain's second largest supermarket.

**Opportunity** Part of our vision at Asda is to earn our customers' long-term loyalty. We aim to build trust by actively involving customers in every aspect of what we do, and by lifting the lid on how we do things. That's why last year saw us focused on emphasising our food quality and revamping our entire range of more than 6,500 Asda brand food products under the label 'Chosen by you.'

It was named 'Chosen by you' because every single one of the products has been tested by real customers up and down the country – and only those that got a big thumbs up made it into the Asda 'Chosen by you' range. We conducted more than 325,000 independent blind taste tests completed by 53,000 representative UK shoppers in the last 12 months, making this the biggest piece of product testing anyone has ever done.

As part of Asda's strategy to deliver both value and quality to its customers, a further £27m was invested in enhancing quality across the fresh food business. Roll out of 6,500 'Chosen by you' products is now officially complete following the £100m relaunch. Asda's mid tier brand is now the fastest growing own label range in UK.

As well as the re-launch of our mid tier, we also returned to our EDLP roots and launched our biggest and broadest range of Rollbacks for a decade. In April last year we committed that if shoppers purchased a basket of products cheaper elsewhere, we'd refund them the difference. In January this year we went one step further – and have committed to be 10 per cent cheaper, or we'll give our customers the difference plus a penny. Since the relaunch in January, nearly three million people have taken advantage of our 10 per cent price promise and to date more than 200,000 have downloaded the iPhone app, helping us attract even more customers and reinforce our price position for existing customers that already trust us to be the best value supermarket.

This year has also seen George at Asda celebrate its 21st birthday, and become the saviour of Graduate Fashion Week. Asda was the first UK retailer to pioneer supermarket clothing, and today continues to stand for quality, style and value. It is number one for volume for childrenswear and introduced the first 100 day quality guarantee in 2010, starting with school uniforms and then rolling out the promise to all ranges. George is committed to supporting talent in the industry, from designers, merchandisers, buyers to marketeers and more. This year the brand has launched a Retail Foundation Degree with Manchester Metropolitan University, and continues to provide graduate schemes, placements and work experience.

**Community** The Asda Foundation donated **£1.6m** to support local charities, good causes and community projects nominated by our colleagues locally. The Foundation has also funded 64 sustainable projects across the country which has made a real long term difference to local communities.

The Asda Foundation launched the colleague hardship fund which supported 110 colleagues, donating £91,382 to colleagues who found themselves in significant financial hardship.

Our commitment to support Mobile Youth Provision across the country started with Burnley, Sheffield, Teesdale and Cornwall. Projects also funded are London, Lancashire, Lewisham, and Sandwell where in total we donated £481,890, which will benefit thousands of people across the UK. Funding

The Foundation has also funded the Following projects in support of our National Campaigns:

- Tommy's Free Phone Helpline over 3 years - £112k investment
- Tommy's Premature Pack over 3 years - £250k investment
- Breast Cancer Campaign - Tissue Bank - £55,000
- Breast Cancer Care - Moving Forward Pack - £155,200 over 2 years
- Breast Cancer Care - Enterprise Database project - £44,432
- Everyman - Specialised Equipment and Tissue Machine - £180,000

Two overseas projects Starhe Girls School in Kenya and Jamgara Hope School in Bangladesh received funding.

Along with the success of the Asda Foundation, our other community projects contributed to the overall success of championing the community in 2010. Through Free Sport for Kids, more than 200,000 children have tried a new sport for free since 2008, with some 4000 local leisure providers offering free sessions in around 60 different sports for kids in school holidays.

Since Asda's partnership with SportsAid began in 2008, we have provided grants to more than 1350 talented young, able bodied and disabled athletes, providing vital funding towards training, competition and travel expenses.

Since Asda's sponsorship of the ECB's National Kwik Cricket competition began in 2006, over 600,000 10/11 year old girls and boys have taken part in the competition, using cricket to get healthy and active.

**Sustainability** At Asda we're dedicated to keeping prices low and delivering great value to you, our customer. *Saving you money every day* isn't just a slogan – we make it our daily mission. We think you'll agree that value for money is simply good business. But we know we can always be better, and we're continually working to make Asda a better business, for our customers, colleagues and the planet.

Better means treating our workers and suppliers more fairly, cutting down on energy use in stores, and helping you find healthy, affordable products. These actions are good for people and for the planet. While some call it sustainability – we just call it better business. This isn't something new to us. We've always worked hard to reduce our impact on the environment. Since 2005, with Walmart, we've been measuring our achievements in three key areas: products, energy, and waste.

The focus on direct operations has enabled us to reduce our direct carbon footprint in absolute terms by 7% since 2007; cutting our carbon emissions by 84,703 tonnes, whilst still opening new stores and serving an additional 2.5 million customers.

**Awards** Noor Ali, our Ethnic Non-Food, Frozen Foods & Ethnic Concessions Buyer was named as Asian Business Woman of the Year by the Asian Women of Achievement Awards. Noor joined Asda in 2000 as a checkout operator and within six months, she was promoted to an HR role at Asda House. From there, she's gone from marketing to merchandising and eventually to trading, where

she became an ethnic buyer. She has been instrumental in taking our ethnic range from a few lines to over 15,000 fantastic products.

Asda were awarded gold for 'Best Veggie Wine' at the best Cooks Vegetarian Awards in 2011 for the Extra Special Chateaufort -du-pape.

Asda were awarded the best family supermarket and most family friendly coffee shop in the prestigious Tommy's Parent Friendly Awards in April, retaining our title of best family friendly supermarket for the second year running

George won four categories at the Prima Baby awards in January including Best value maternity range, Baby and Toddler supermarket, Best Value Baby and Toddler range and Baby Retailer of the year.

The Asda House Contact Centre won 'Most Improved UK Contact Centre' at the 'Top 50 Contact Centres for Customer Service' awards in Q4, 2010. They also achieved 19th place overall for emails after finishing 30th in 2009.

Following a survey of more than 10,000 consumers, Moneywise announced the winners of its Customer Services Awards 2010. Winning 'Best Credit Card for Fraud Protection' was Asda.

Asda was named Britain's Best Value Retailer for the 13th consecutive year in the annual Grocer 33 awards in June 2010, and was named in the Sunday Times Best Green companies. We also won a selection of high profile awards for our Extra Special and Fresh Tastes ranges at the Grocer Gold awards in May 2010. Our fresh meat and fish teams also walked away with seven awards at the Supermeat and Fish awards. To add to this, Asda also won 'Turkey Retailer of the Year in September.

As well as being voted as one of the Top 50 places for women to work by the Times newspaper, we were awarded a ROSPA Gold Award in May 2010 for Occupational Health & Safety within our stores. This award recognises achievements and excellence in work-related and safety performance.

Asda also holds the 'Gold Star for Retailer of the Year' in the annual Mother & Baby Awards, featured in their April issue. This is based purely on the level of quality of our own brand baby range and the consistent value for money that these products provide.

We also scooped a win at the Yorkshire business awards, and our Fresh and Frozen teams can be proud of their crown as Turkey Retailer of the year 2010.

Earlier in the quarter we won the Supreme Champion in the Retailer Dairy Class at the Great Yorkshire Show for the second year running.

We also picked up the prestigious award of 'Best Credit Card for Fraud Protection' at the Moneywise Customer Service Awards 2010. This comes as just rewards for a great deal of committed, proactive development on our fraud protection strategy by the Asda Service and Financial Services teams, over the last 12 months. Winners are decided by a survey of over 10,000 customers, which is considered 'the most comprehensive of its kind'.

Finally, Asda has also been recognized for its environmental welfare credentials, winning 'Best large retailer' at the RSPCA's 'Good business' awards for animal welfare and a 'Business commitment to the Environment' Award for its efforts to reduce packaging and literally hundreds of prestigious awards for our wines and cheeses.

*\*as of Aug 2011*