**Grow sales**

Group sales continue to grow, with Q4 2017/18 marking our ninth consecutive quarter of like-for-like sales growth for the Group.

**Customers recommend us and come back time and again**

Customer feedback continues to improve, reflecting our work to serve shoppers a little better every day.

**Deliver profit**

Group operating profit before exceptional items increased by 25.9% at constant exchange rates, with Group operating margin reaching 3.0% in the second half of the year.

**Colleagues recommend us as a great place to work and shop**

Every day our colleagues go the extra mile to serve our shoppers better, and more colleagues are recommending Tesco as a great place to shop.

**Improve operating cash flow**

Retail operating cash flow increased by £495m in the year, mainly driven by improved Group profitability.

**We build trusted partnerships**

We are committed to strong partnerships with our suppliers, built on open, fair and transparent relationships. Our supplier feedback score remains at a high level, despite inflationary challenges.

**Alternative performance measures (APM)**

Measures with this symbol ∆ are defined in the Glossary section of the Annual Report on pages 150 to 153.

- (a) Reported on a continuing operations basis (excludes Turkey). Growth is at constant exchange rates, on a comparable days basis.
- (b) Reported on a continuing operations basis (excludes Turkey). Growth is at actual exchange rates.
- (c) Net Promoter Score (NPS) equals ‘fans’ (those scoring 9-10 out of 10) minus ‘critics’ (those scoring 0-6) on an 11 point scale question of 0-10.
- (d) Based on our internal ‘What Matters To You?’ survey. Chart shows the movement in ‘Great place to work’.
- (e) Based on the question “Overall, how satisfied are you with your experience of working with Tesco?” in our Supplier Viewpoint survey.