TESCO
IRELAND

Welcome

Every little helps

Board / Senior Executives

Tony Keohane	–	Chief Executive
Dermot Breen	–	Corporate Affairs & Communications
Geoff King	–	Finance
Steve Leach	–	Store Operations & Supply Chain
Ann Rogers	-	HR Director
Sandra Turner	–	Commercial
Peter Wright	-	Marketing

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Tesco Ireland

- Market Leader
- Food Market Share: 25.9%
- Non Food Growing
- Focus on Irish Customers
- 1.95m Transactions per Week
- 93 Multi-format Stores
- 05 / 06 Sales: €2.5 Billion + 16%

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1997

- Acquisition from ABF
- NI: 34 Stores
- ROI: 76 Stores
- ROI Market Share: 21.5%

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Milestones

- **1997** Tesco in Athlone. Clubcard Launched
- **1998** Undertakings to Irish Government on Domestic Market and Export Trade
- **1999** Computers for Schools Launched
- **2000** TPF Visa Card; Charity of the Year; Grocery Home Shopping
- **2002** Value Range; Cherokee
  New Relationship with Trade Unions
  First Step Change Programme

Milestones (con'td)

2003

Public Recognition by Taoiseach Bertie Ahern for Delivering Undertakings

DC at Ballymun Opened

Project Forward: Systems Integration

First PFS: Killarney

24 Hour Trading

Milestones (con'td)

2004

- First Extra: Clarehall
- First Express: Co Meath
- Price Leadership
- Parliamentary Committee on Grocery Prices

2005

- Sports for Schools
- Self Scanning

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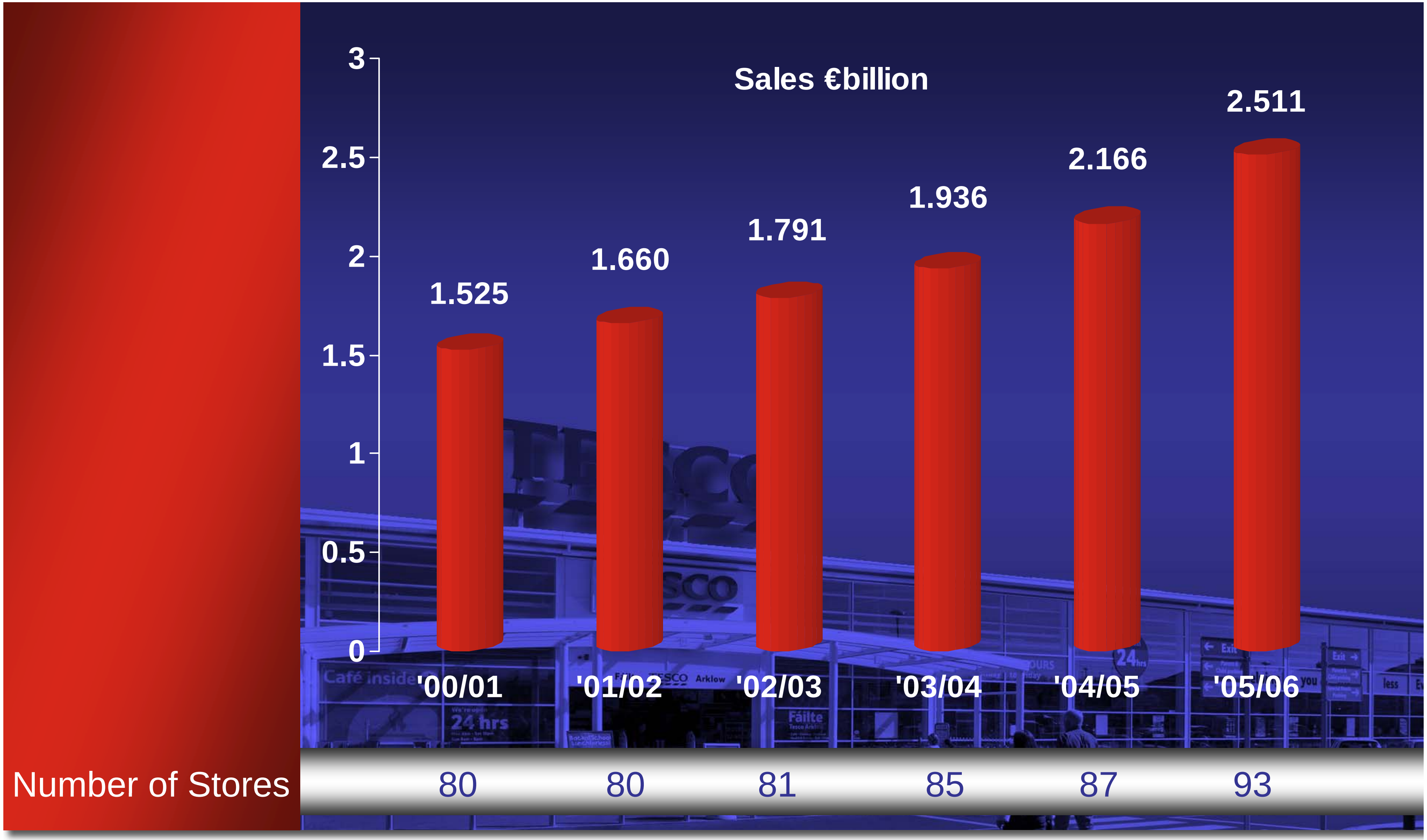
Growth Performance



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Store Formats

- 2 Extra
- 50 Superstores
- 35 Supermarkets
- 6 Express
- 8 PFS
- 1997: 1.5 million Sq ft
- 2006: 2.23 million Sq ft

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Store Transformation: Clearwater, Dublin

Weekly Sales

€300k

Weekly Sales

€1.4m

Supply Chain

- 2005: 5 Depots – 880,000 sq ft
- 2007: 3 Depots – 1,270,000 sq ft

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Irish Food Buying

- €1.5billion p.a.
- 50% of range
- Exports to Tesco UK - €420m p.a.

Irish Food & Drink Export Markets

1. United Kingdom
2. France
3. TESCO
4. Germany
5. Italy
6. Netherlands
7. USA

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Own Label

- Tesco, Value, Finest
- 31% Participation
- 2500 Irish Produced

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Petrol

- 8 Stations; Market 1500
- 5% Market Share

Grocery Home Shopping

- 170,000 Registered
- 20% Growth p.a.

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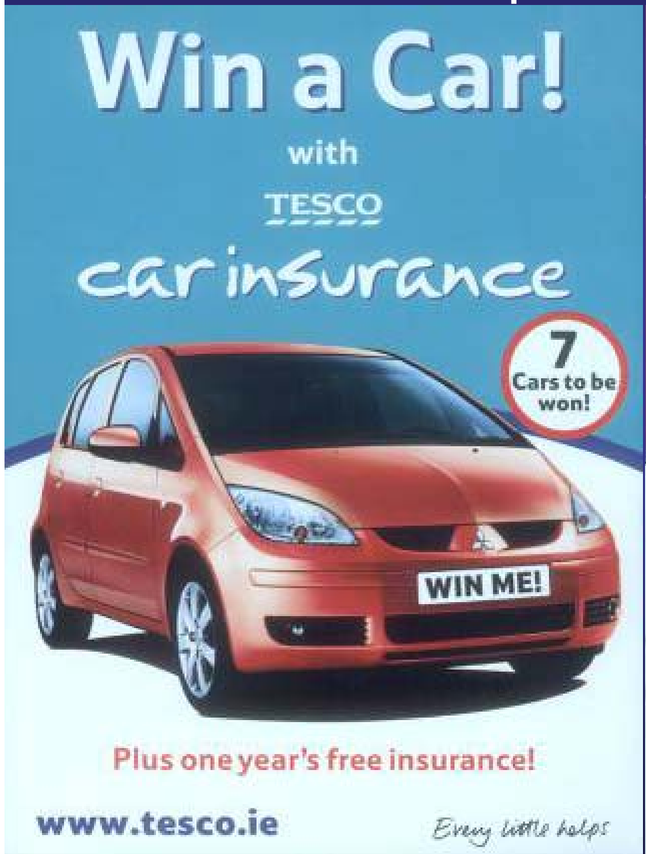
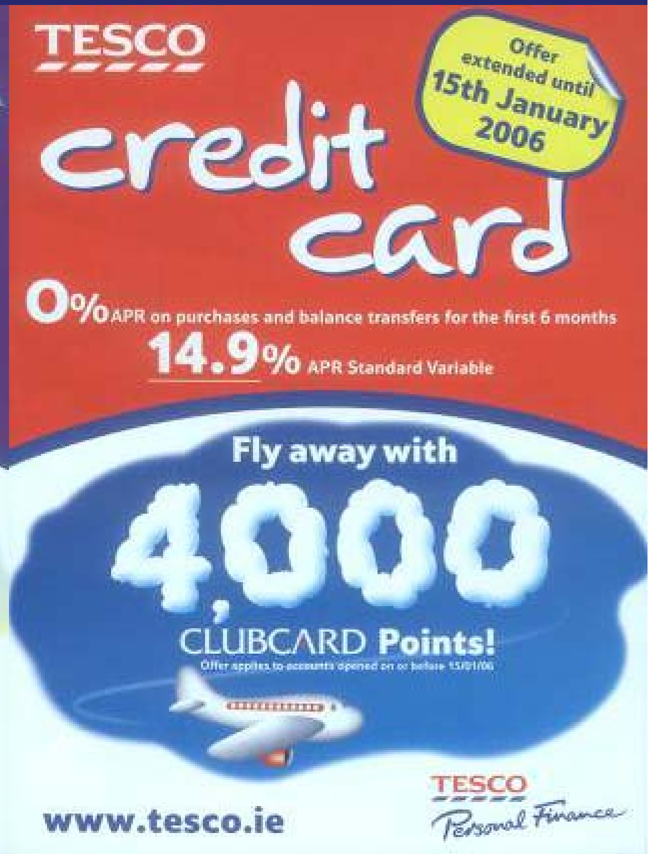
Tesco Personal Finance

- 26,000 Credit Cards
- 2,600 Car Insurance Policies
- Loans Start Up





Price Position

Tesco	100
Dunnes	102
SuperValu	105
Superquinn	107

Value Segment

Tesco Value	100
Lidl / Aldi	115

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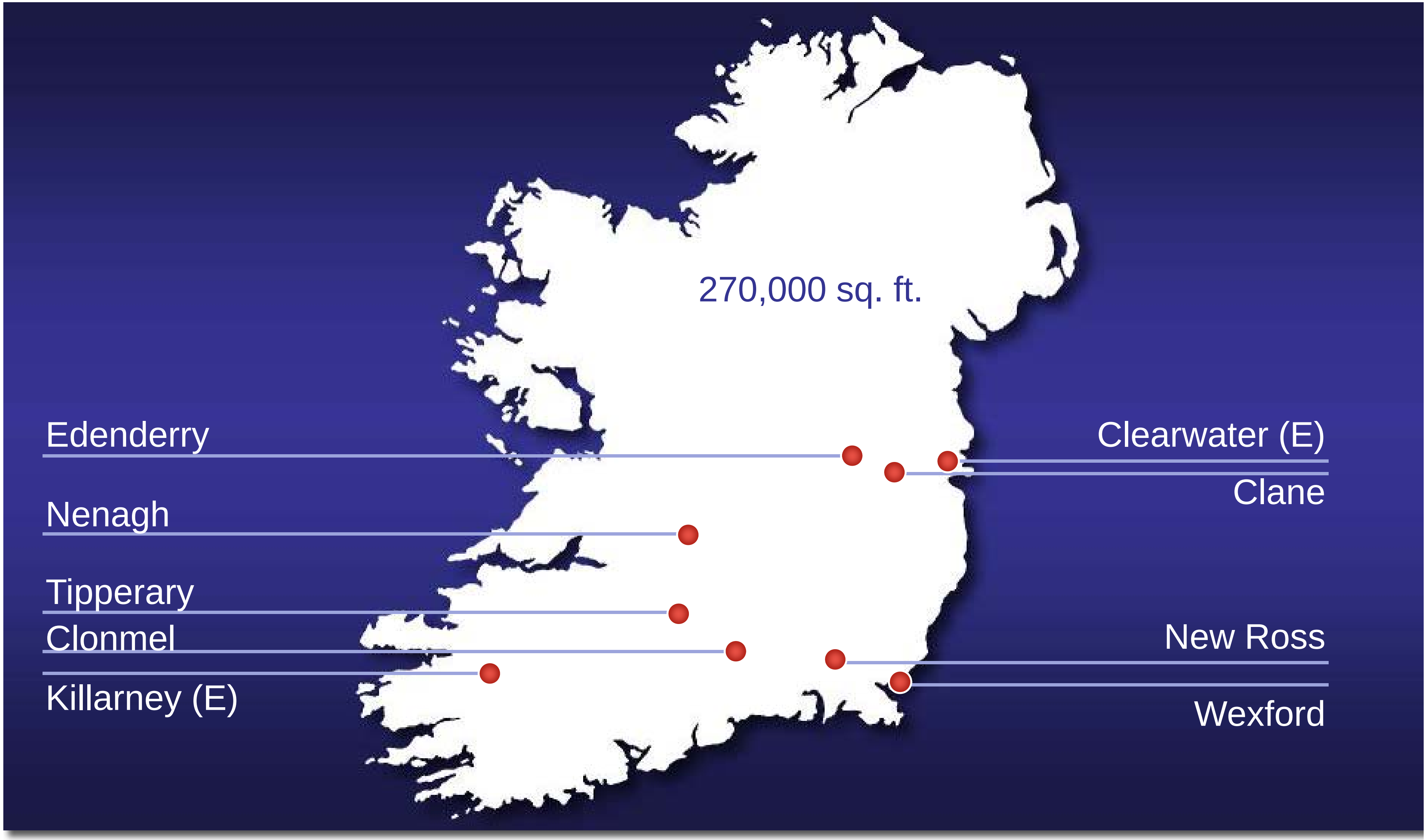
Market Position

	Share %	No. of Stores	2005 Growth
Tesco	25.9	93	16.0%
Dunnes	22.7	95	n/a
SuperValu	19.8	170	5.0%
Superquinn	7.9	21	n/a
Discounters	6.2	92	n/a
Spar	2.0	420	n/a
Centra	2.3	374	11.0%
Musgraves (SV & Centra)	22.2	544	7.5%

New Stores: 2006



Growth Factors

- Price
- New Stores
- Non Food Growth
- Stable Industrial Relations
- Efficiencies
- Consumer / Government Trust

Business Environment

- GNP Growth 5%+
- Consumer Spending 6.0%+
- Strong Demographics
- Favourable Legislation

Future Strategy

- Price Leadership
- New Stores
- Supply Chain
- Group Scale
- People Development
- Management Quality

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