



Hungary

Gerry Gray – CEO Hungary

June 2011



Update on Tesco Hungary



	Feb 2006	Feb 2011
No of stores	87	205
Hypers	57	115
1k	2	32
Express	0	34
NW	28	24

	2005/06 *	2010/11
Sales £m	1,315	2,029
Sales % growth	16%	(2)%
Sales % growth (constant FX)	13%	3%

* Note: 2005/06 sales given on a 12-month basis



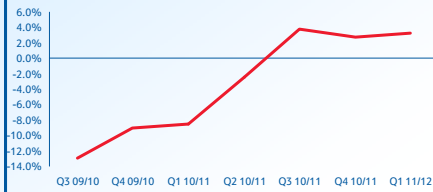
Recent Developments

- 3.3m customers per week
- 1.2m Clubcard members – scheme launched in September 2010
 - > 50% sales participation
- Launched the F&F and Cherokee ranges in March 2008
- Increased space by 68% since February 2006
- Express format launched in 2007/08
- 1st Extra converted from old format hypermarket in 2010/11
- Divested petrol business in 2009
- Dunakeysi environmental store uses 50% less energy and carbon than standard format

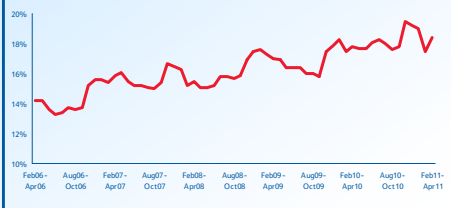
Tesco Hungary is performing well in a difficult market



Quarterly LFL



Hungary Market Share



Looking ahead

- In the current year, the business will focus on improving the shopping trip and driving efficiencies in order to maintain profitability despite the crisis tax
- Group Skill & Scale initiatives will also provide further improvements to the shopping trip and to profitability
- We will continue with our programme of Extra conversion, improving our product ranges and providing a platform for the growth of Tesco Mobile and other retail services

Source: GfK Panel

