

**BUILDING A
BETTER TESCO
IN THE UK
NOVEMBER 2012**



Philip Clarke



Today

1. Seeing first-hand the progress we are making on our six-part plan to Build a Better Tesco in the UK
2. Introducing you to the UK management team
3. Opportunity for our colleagues to share the work they are leading to improve our shopping trip for customers



Building a Better Tesco in the UK

1. Service & Staff



2. Stores & Formats



3. Price & Value



4. Range & Quality



5. Brand & Marketing



6. Clicks & Bricks



Progress in the first half – a reminder

1. **Service & Staff** – recruitment, training and deployment of 8,000 additional colleagues
2. **Store & Formats** – refreshed over 230 stores and on track for a 40% reduction in our new space programme
3. **Price & Value** – introduced our new, more personalised Clubcard mailings
4. **Range & Quality** – relaunched the entire Value range as Everyday Value and started improving and relaunching the core Tesco own label range
5. **Brand & Marketing** – appointed Wieden + Kennedy as our new creative agency and started localising our offer
6. **Clicks & Bricks** – new innovations for Grocery online including Delivery Saver and Click & Collect. Nearly doubled the number of Click & Collect collection points for Tesco Direct



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