BUILDING A BETTER TESCO IN THE UK NOVEMBER 2012



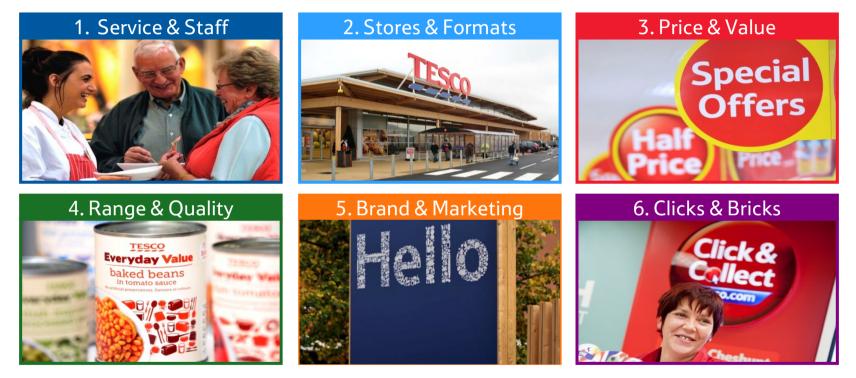
Philip Clarke



Today

- 1. Seeing first-hand the progress we are making on our sixpart 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





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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