

A MULTICHANNEL CHRISTMAS

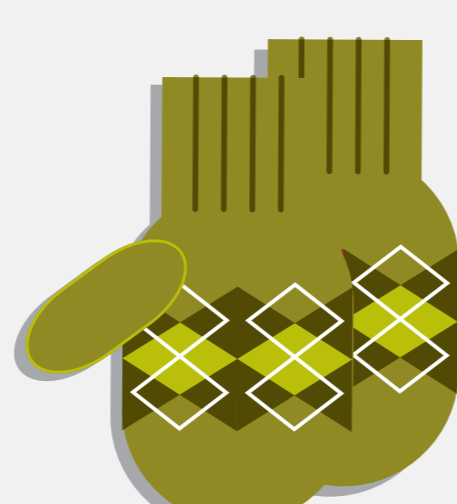


OVER **£1BN** TAKEN IN THE FIVE DAYS BEFORE CHRISTMAS



STRONG ONLINE CLOTHING GROWTH WITH SALES UP OVER...

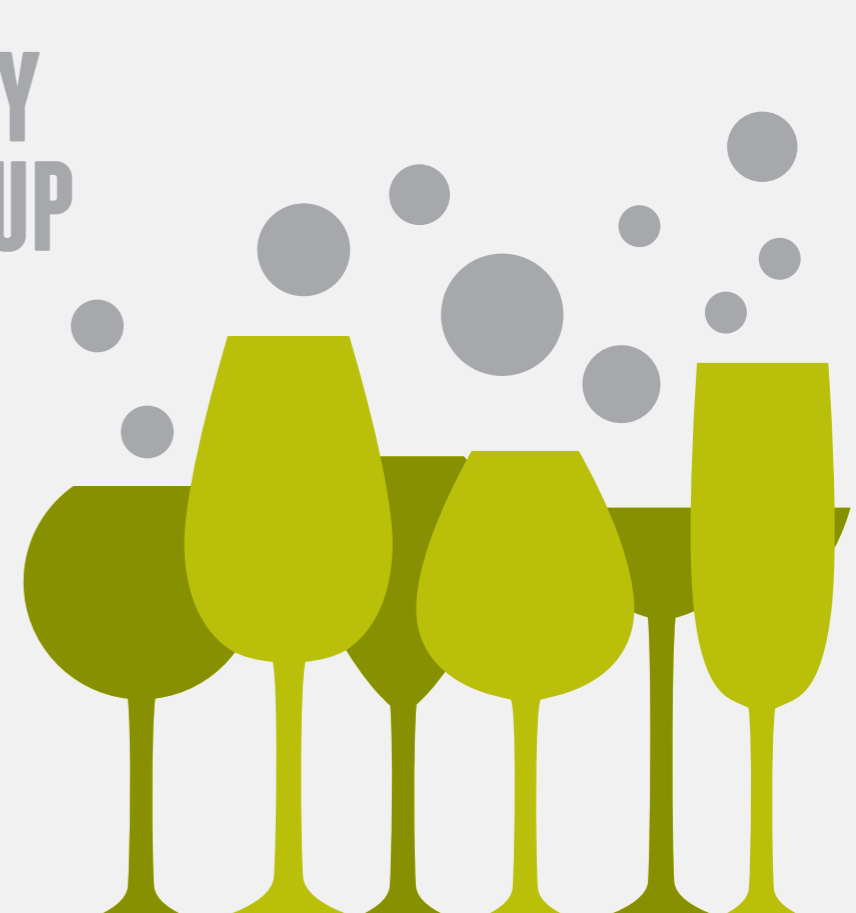
70%



FINEST PARTY FOOD SALES UP

30%

ON LAST YEAR



ONLINE GROCERY

OUR DOTCOM DELIVERY DRIVERS COVERED A TOTAL OF **640,000 MILES** ON 21 AND 22 DEC



THAT'S NEARLY **26 TIMES** AROUND THE WORLD!



TESCO DOTCOM HAD A RECORD CHRISTMAS



OVER 3 MILLION ONLINE GROCERY ORDERS, UP

11%



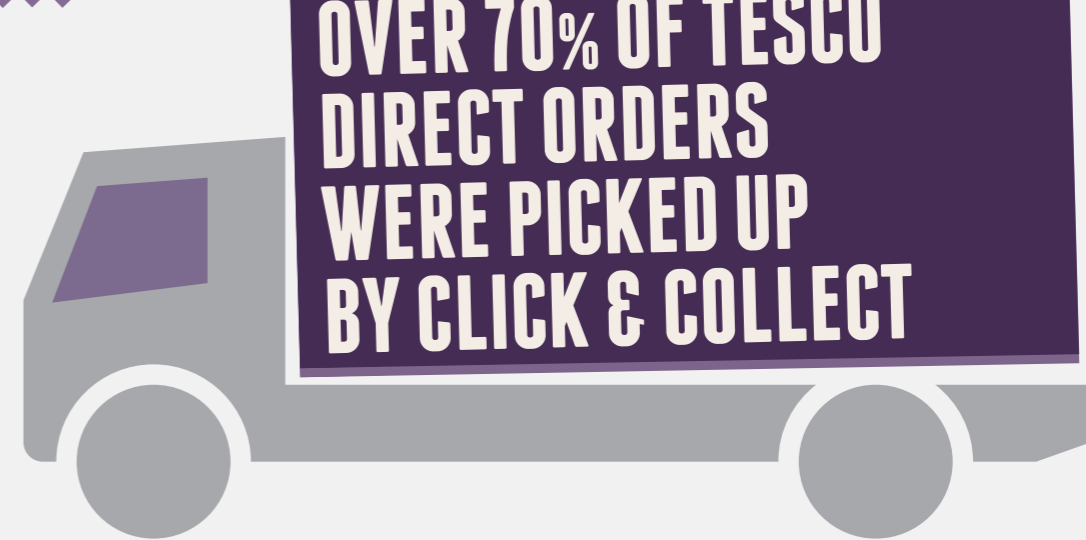
DIRECT

TRAFFIC ON TESCO DIRECT WAS UP

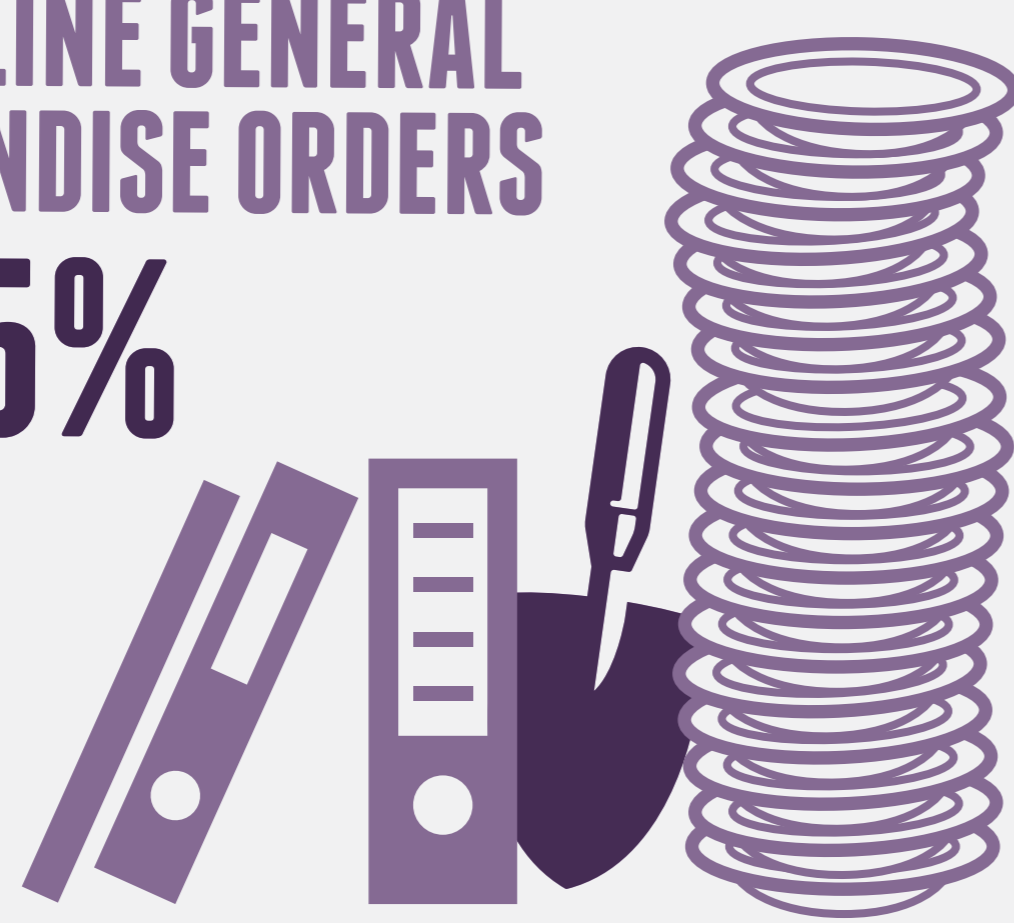
40% TO **45M** VISITS



OVER 70% OF TESCO DIRECT ORDERS WERE PICKED UP BY CLICK & COLLECT

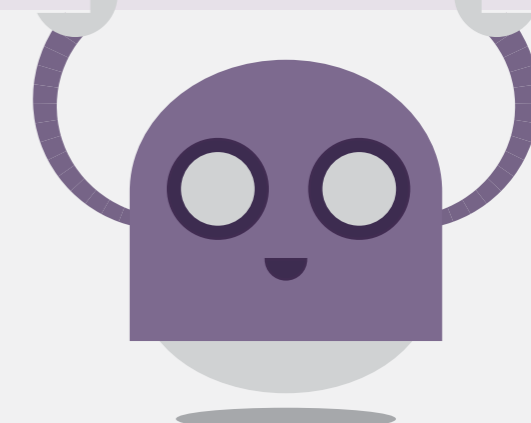


1.5M ONLINE GENERAL MERCHANDISE ORDERS UP **25%**



30%

OF OUR TOTAL TOYS AND ELECTRICAL SALES WERE ONLINE THIS CHRISTMAS



BLINKBOX

blinkbox[®] HAD RECORD SALES OVER CHRISTMAS



NEW YEAR'S DAY WAS THE BIGGEST DAY EVER FOR BLINKBOX WITH SALES UP BY 266% YEAR ON YEAR



OUR CORE PURPOSE

WE MAKE WHAT MATTERS BETTER, TOGETHER