

# UK Christmas Highlights

## Strong Customer Offer

- On the lines that mattered most to customers at Christmas, we were around 5% cheaper than last year
- Our Brand Guarantee enabled us to be the only retailer to offer instant matching and money off at the till
- Over two million customers and colleagues took part in our largest ever product sampling campaign
- Sales of our market-leading gluten-free Christmas range were up 28%
- Award-winning quality, and market-leading pricing led to the sale of over 5.2 million bottles of Champagne and Prosecco
- New Christmas party food range, which all cooked at the same oven temperature, saw volume growth of 36% in Christmas week
- Improved freshness in our salads and fresh fruit, with products now staying fresh for two extra days
- Clothing like-for-like sales grew 5%, with particularly strong ladies fashion and knitwear ranges
- Over 20,000 Tesco Mobile Pay-As-You-Go mobile handsets activated on Christmas Day

## Great Customer Service

- Customer satisfaction, including price, availability, quality, service and range all improved by up to 5%
- Product availability improved 4% in the peak Christmas week
- Busiest ever day for grocery home shopping on December 22; availability improved to nearly 98% and an additional 500,000 delivery slots were available for customers in the period, with 500 more dotcom vans
- 'Festive food' ordering service ran smoothly with orders up 22%
- Busiest ever day for Customer Fulfilment Centres on 23 December with over 1.4m units picked
- Distribution Centres delivered 6 million more cases over the six-week period, up 3%
- Number of Tesco Direct units shipped increased by over 9% over Christmas

## Exceptional Colleagues

- 4,000 dedicated 'Here to Help' colleagues gave customers an extra helping hand in-store
- For the first time, all our Express stores had a dedicated colleague in place on Christmas Eve helping customers find last minute essentials
- In the lead up to Christmas, office colleagues spent 86,000 hours in store serving customers
- Colleagues supported local communities impacted by flooding helping them with essential items, and our distribution centres donated goods worth £30,000 to victims
- When our Carlisle store flooded, colleagues across the business rallied together to build a 10,000 square foot temporary store in less than a week to serve the local community
- Colleagues and customers donated 3.7 million meals for Neighbourhood Food Collection
- Colleagues spread seasonal cheer by delivering free mince pieces to 15,000 UK households