

WOOLWORTHS GROUP



27 October 2021

ASX Market Announcements Office
Australian Securities Exchange
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First Quarter Sales Results

Attached for release are the First Quarter Sales Results for Woolworths Group for the 14 week period to 3 October 2021.

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First Quarter Sales Results

Financial Year 2022 - 14 weeks to 3 October 2021

27 October 2021

WOOLWORTHS GROUP

Incredible team effort during very challenging quarter

Group sales



\$16,070m

▲ 7.8%¹ vs. Q1 F21

Group eCommerce sales²



\$1,879m

▲ 53.5% vs. Q1 F21

Group VOC NPS



51

Flat vs. Q1 F21³

"Q1 F22 has arguably been the most challenging COVID quarter for our business, with the Delta variant causing major disruptions to our supply chain and stores, especially in NSW and Victoria. I again want to thank our extended team for their incredible efforts under very trying circumstances, and our customers, for their understanding and support.

"Prolonged lockdown restrictions in NSW, Victoria and Greater Auckland in the quarter saw customers continue to consume more at home. This benefitted our Food businesses, with Australian Food sales growth of 3.9% (2-yr avg: 8.7%), and New Zealand Food sales growth of 9.7% (2-yr avg: 8.7%). On the other hand, BIG W sales declined by 17.5% (2-yr avg: -0.3%) due to store closures and trading restrictions, as well as cycling growth of 20.4% in Q1 F21. Group eCommerce sales growth was again strong, with record sales penetration of 12.4%. Group COVID costs increased to 0.6% of sales due to additional hygiene, testing, team and supply chain costs.

"Our team has been working both tirelessly and with agility to ensure our customers have access to food and everyday essentials. Since the Delta outbreak began, over 22,000 team members have had to isolate and we have had over 1,500 exposure sites across our network. It has been a 'better together' team effort across Woolworths Group. BIG W team members have assisted in Woolworths Supermarkets; our Commercial, Replenishment and Primary Connect teams have constantly been rebalancing stock across our various East Coast distribution centres to ensure we keep our stores in stock; and our digital and store teams have continued to work together to create ever more convenient solutions and meet elevated customer demand.

"During the quarter, our team's wellbeing has also been a particular focus. We announced an initiative to 'Take a Break', a 'Christmas Thank You' bonus, and a new flexible team discount. We also announced an ex-gratia payment of \$2,500 (plus super) to eligible team members employed between 2010 and 2013 as we look to complete the remediation of GRIA-covered salaried store team.

"In October to date, sales have slowed in Australian Food as NSW lockdown restrictions have eased. In contrast, BIG W sales trends have improved as Greater Sydney stores reopen. Given recent closures and restrictions, BIG W's results will be even more dependent this year on the Christmas trading period.

"As we look ahead, we will continue to prioritise the health, safety and wellbeing of our team and customers. The Vaccination Roadmap announced last week is an example of this commitment. Our focus is now firmly on Christmas and the festive season more broadly. While the outlook remains uncertain, and there are likely to be challenges in the weeks ahead, we are excited about helping our customers celebrate a much-needed festive season in an inspirational, safe and enjoyable way."

Brad Banducci, Woolworths Group CEO

First quarter sales

\$ MILLION	2022 (14 WEEKS)	2021 (14 WEEKS)	CHANGE	2-YR AVG CHANGE	COMPARABLE GROWTH
Australian Food	12,271	11,808	3.9%	8.7%	2.7%
Australian B2B	952	321	196.4%		
New Zealand Food (AUD)	1,962	1,738	12.9%		
New Zealand Food (NZD)	2,060	1,877	9.7%	8.7%	9.0%
BIG W	920	1,115	(17.5)%	(0.3)%	(16.8)%
Other ⁴	52	-	n.m.		
Eliminations ⁵	(87)	(74)	n.m.		
Total continuing operations	16,070	14,908	7.8%		
Discontinued operation - Endeavour Group	-	2,967	n.m.		
Total first quarter sales for the Group	16,070	17,875⁶	(10.1)%		

¹ Growth rate is based on continuing operations only

² Group eCommerce sales have been restated to exclude Woolworths at Work

³ Prior year Group VOC NPS score has been restated to exclude Endeavour Group

⁴ Other includes revenue from Quantum

⁵ Eliminations represent freight revenue recognised in the B2B segment but classified as COGS at a Group level

⁶ Prior period results have been restated to reflect the new Australian B2B segment and includes \$22 million of external revenue previously classified within COGS

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Australian Food

Sales performance by channel

\$ MILLION	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)	CHANGE
Woolworths Supermarkets (store-originated) ¹	10,575	10,637	(0.6)%
Metro Food Stores (store-originated) ¹	256	235	8.7%
WooliesX B2C eCommerce	1,389	907	53.1%
Woolworths Retail (Stores and eCommerce)	12,220	11,779	3.7%
Adjacency revenue ²	51	29	79.0%
Total Australian Food sales	12,271	11,808	3.9%

Operating metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Customer metrics		
VOC NPS (Store and Online)	51	50
Store-controllable VOC ³	79%	78%
Sales metrics		
Comparable sales growth	2.7%	11.5%
Two-year average comparable sales growth	7.1%	9.1%
Volume productivity metrics⁴		
Comparable transactions growth	(6.8)%	(9.3)%
Comparable items per basket growth	10.0%	15.8%
Comparable items growth	2.5%	5.0%
Change in average prices		
Total	(0.9)%	1.2%
Total excluding Tobacco	(1.8)%	(0.2)%

¹ Excludes eCommerce sales fulfilled from store

² Adjacency revenue includes Digital, Data & Media and Loyalty & Fintech revenues (including sales to Endeavour Group from Q1 F22). Adjacency revenue previously included SIW, Woolworths International and Australian Grocery Wholesalers which are now included in Australian B2B

³ In F22 the Store-controllable VOC metric has been revised. Prior periods have been restated for comparability. Refer to Appendix Two for further details

⁴ Volume productivity metrics are disclosed as percentages and therefore may not add

Australian Food VOC NPS (Store and Online) finished Q1 at 51, an increase of one point compared to the prior year and a decline of two points compared to Q4 F21. Store-controllable VOC was 79%, a one point increase on the prior year, and a one point decline on Q4 F21 with Out of Stocks impacted by the sustained higher trading volumes across stores and eCommerce, and supply chain disruptions given the high number of team members required to isolate.

Total Australian Food sales for the quarter increased 3.9% to \$12.3 billion with Woolworths Retail sales increasing by 3.7%. Comparable sales increased 2.7% (4.8% excluding Tobacco) with two-year average comparable sales growth of 7.1%. Woolworths Retail sales benefitted from higher in-home consumption driven by extended COVID lockdowns in NSW and Victoria, the roll out of additional eCommerce capacity, and the successful Woolworths Bricks collectables campaign, despite cycling Q1 F21 comparable sales growth of 11.5%.

Woolworths Supermarkets (store-originated) sales for the quarter were \$10.6 billion, down 0.6% (+1.4% ex Tobacco) impacted by lockdowns resulting in some customers shifting to eCommerce, as well as cycling strong sales growth of 9.2% in Q1 F21. By state, NSW growth was strongest and by category, Long Life (excluding Tobacco) and Integrated Protein had the highest growth.

Metro Food Stores sales for the quarter increased 8.7% to \$256 million, driven by new store growth and strong sales in neighbourhood stores with city and transit stores continuing to be negatively impacted by reduced foot traffic.

WooliesX B2C eCommerce sales increased 53.1% to \$1.4 billion, with sales penetration of 11.4% (Q1 F21: 7.7%), with 86% fulfilled by the Woolworths Supermarket store network.

Adjacency revenue was \$51 million (Q1 F21: \$29 million), with growth compared to the prior year largely driven by the recognition of revenue from Endeavour Group for partnership services.

Comparable transactions declined 6.8% but were more than offset by growth in items per basket of 10.0%, with customers continuing to shop less frequently but with larger baskets. The Woolworths Food Company's own and exclusive sales increased 7.1%, supported by strong new product development.

Average prices decreased 0.9% (-1.8% ex Tobacco), with deflation across all major categories except Tobacco and Meat, due to cycling the temporary reduction in promotional activity in the prior year and deflation in Fruit & Vegetables. Fruit deflation, in particular, was driven by cycling unfavourable growing conditions in the prior year as well as increased supply in the current year of key items such as avocados and apples.

During the quarter, six new stores were opened, including five Woolworths Supermarkets and one Metro store, with ten renewals completed. A second Australian eStore was also opened, located in Maroochydore, Queensland. Six Metro stores in metropolitan locations remain temporarily closed. At the end of the quarter, there were 1,001 Supermarkets and 79 Metro Food Stores, with a total fleet of 1,080 stores.

WooliesX

Digital & Media metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Average weekly traffic to digital assets ¹ (million)	15.6	11.4
Average weekly traffic growth (year on year)	36.8%	75.5%

B2C eCommerce metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Customer metrics		
Online VOC NPS	56	58
eCommerce sales metrics		
eCommerce sales (\$ million) ²	1,389	907
eCommerce sales growth	53.1%	116.6%
eCommerce penetration ²	11.4%	7.7%
Pick up mix (% of eCommerce sales)	38.5%	33.7%

Loyalty metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Total Everyday Rewards members (million)	13.3	12.6
Scan rates ³ (%)	54.7	53.1

¹ Digital assets include Woolworths website and app, Everyday Rewards website and app, and Woolworths Insurance website

² WooliesX B2C eCommerce sales are included in Australian Food. Prior year sales and penetration have been restated to exclude Woolworths at Work which is now included in Australian B2B

³ Scan rates for Woolworths Supermarkets excluding Tobacco

WooliesX's **Digital and Media** business continued its strong momentum assisted by increased customer engagement through new digital tools, apps and customer demand for safe and convenient shopping experiences in store and online. In Q1, average weekly traffic to the Woolworths and Everyday websites and apps reached 15.6 million weekly visits, up 36.8% on Q1 F21, and 28.4% on Q4 F21. Key upgrades during the quarter included the ability to select Healthier Options, recipe personalisation, and targeted app notifications.

Cartology continues to deliver strong growth in Australia and has expanded to Countdown in New Zealand. Addressing key supplier feedback, Cartology Reporting was launched, a measurement and reporting tool providing clients with a closed loop understanding of media investment.

In Q1 F22, **B2C eCommerce** sales increased 53.1% to \$1,389 million, equivalent to 11.4% of Woolworths Retail sales. Strong sales growth in the quarter was due to increased demand as a result of lockdowns in NSW and Victoria and strong collaboration with Woolworths Supermarkets to increase eCommerce capacity.

WooliesX and Woolworths Supermarkets worked in close partnership to meet elevated levels of customer demand for both Direct to boot and Delivery services, and rapidly added new capacity through stores and customer fulfilment centres across the Eastern Seaboard. By the end of the quarter, a total of 644 Direct to boot services were enabled and a partnership between Woolworths Metro and Uber Eats was launched to enable 60-minute grocery delivery and went live in 12 stores across Sydney and Melbourne.

VOC NPS softened to 56 with increased demand and supply issues leading to the prioritisation of vulnerable customers, reduced window availability and increased out of stocks. This began to stabilise by the end of the quarter.

Everyday Market went live nationwide in September providing customers with a curated online marketplace to complement the food and grocery range with more than 2,000 products across household appliances, baby, toys, pet care, health and beauty.

By the end of the quarter **Everyday Rewards** members had increased to 13.3 million, up 5.5% on Q1 F21 with scan rates increasing to 54.7% of all transactions. Everyday Rewards was also recognised by Canstar Blue 2021 with the Most Satisfied Customers in a Rewards Program.

The Everyday Rewards app continued to grow in popularity with weekly active app users doubling compared to Q1 F21.

Australian B2B

Sales performance by channel

\$ MILLION	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)	CHANGE
B2B Food	656	145	352.4%
B2B Supply Chain	296	176	67.9%
Total Australian B2B	952	321	196.4%

Reflecting the changing shape of the Group, including the acquisition of PFD Food Services, the establishment of partnership services with Endeavour Group and the growth of existing B2B businesses, the Board has approved the establishment of a new operating segment, Australian B2B. Australian B2B will comprise B2B Food and B2B Supply Chain. B2B Food includes PFD Food Services, Woolworths International, Woolworths at Work and Australian Grocery Wholesalers. B2B Supply Chain includes external Primary Connect revenue (Endeavour Group and other third-party customers) and Statewide Independent Wholesalers (SIW) in Tasmania. Operating segment results have been restated to conform with the new structure¹.

Australian B2B total sales for the quarter were \$952 million compared to \$321 million in the prior year. While all B2B businesses reported higher sales than the prior year, dollar growth in comparison to Q1 F21 was largely as a result of the acquisition of PFD, and the recognition of Endeavour Group revenue under the partnership agreements.

B2B Food sales were \$656 million (Q1 F21: \$145 million), of which over two thirds related to PFD. While PFD's Q1 F21 sales were not included in Woolworths Group's results, its sales in Q1 F22 were broadly in line with the prior year and have been impacted by lockdowns in NSW and Victoria, restricting many of its customers' ability to trade. Excluding NSW and Victoria, sales in other states and territories increased in the mid-single digits.

Woolworths at Work was previously included in WooliesX eCommerce sales and Australian Food. In the quarter, Woolworths at Work sales increased strongly on the prior year despite lockdowns in NSW and Victoria. Woolworths International also reported strong sales growth across all categories but especially in Meat, with higher sales driven by the expansion of the case-ready meat offer and increased focus on premium cuts for export.

B2B Supply Chain sales for the quarter were \$296 million, up \$120 million on Q1 F21. Primary Connect revenue increased largely through the recognition of Endeavour Group revenue but also an increase in primary freight services. SIW sales also increased due to the recognition of Endeavour Group revenue, as well an increase in ambient and freezer/chiller volumes.

¹Consistent with accounting standards, the reported segments reflect the basis on which the results are regularly reviewed by the Board to allocate resources and assess performance

New Zealand Food

Sales performance by channel

\$ MILLION	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)	CHANGE
Countdown Supermarkets (store-originated)	1,621	1,496	8.3%
SuperValue, FreshChoice and other revenue ¹	169	151	11.7%
eCommerce	270	230	17.4%
Total New Zealand Food	2,060	1,877	9.7%

Operating metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Customer metrics		
VOC NPS (Store and Online)	46	48
Store-controllable VOC ²	77%	81%
Sales metrics		
Comparable sales growth	9.0%	5.8%
Two-year average comparable sales growth	7.4%	5.3%
Volume productivity metrics³		
Comparable transactions growth	(3.7)%	(12.5)%
Comparable items per basket growth	8.2%	13.6%
Comparable items growth	4.1%	(0.6)%
Change in average prices		
Total	1.1%	0.8%
Total excluding Tobacco	1.1%	0.6%

CountdownX

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Customer metrics		
Online VOC NPS	59	67
eCommerce sales metrics		
eCommerce sales (NZD \$ million)	270	230
eCommerce sales growth	17.4%	50.8%
eCommerce penetration	13.1%	12.2%
Loyalty		
Countdown Onecard members (million)	1.8	1.8
Onecard scan rates (%)	60.5	59.1

¹ Includes franchise and export sales

² In F22 the Store-controllable VOC metric has been revised. Prior periods have been restated for comparability. Refer to Appendix Two for further details

³ Volume productivity metrics are disclosed as percentages and therefore may not add

New Zealand Food's customer metrics softened in Q1 driven by strong demand as New Zealand entered a strict Level 4 lockdown on 17 August, as well as supply chain challenges impacting product availability. VOC NPS (Store and Online) of 46 was down two points on the prior year and down one point on Q4 F21 with the decline in Online VOC NPS reflecting lower perfect order rates. Store-controllable VOC was down four points to 77% or down one point on Q4 F21, again driven by Out of Stocks.

Total sales increased by 9.7% to \$2,060 million, partly driven by the resurgence of COVID in the community in mid-August, as well as improving underlying customer demand and higher inflation. The Auckland region remained in lockdown Level 3 or 4 for the remainder of the quarter with the rest of New Zealand entering Level 2 restrictions from 7 September.

Comparable sales growth was driven by items per basket growth with COVID-related customer behaviours returning, including fewer visits, bigger baskets, and a preference for online and local shopping. This also benefitted New Zealand Food's FreshChoice and SuperValue franchise stores with strong one and two-year growth, aided by an increase in customers shopping locally.

eCommerce sales grew by 17.4% in Q1, with penetration for the quarter at 13.1% of sales, up from 12.5% in Q4 F21 and 12.2% in Q1 F21. Onecard scan rates for the quarter increased to 60.5% of transactions, the highest since Q1 F18, benefitting from increased digital sales penetration and linked cards.

Average price growth in Q1 was 1.1% which compared to -0.5% in Q4 F21. Higher inflation has been driven by temporary supply issues due to weather and shipping. Inflation has also been impacted by labour shortages as well as underlying raw material cost increases, in particular livestock and commodity price inflation.

The new Hilton meat plant opened in July 2021, supplying case-ready meat to all North Island Countdown stores. The new Palmerston North ambient DC also opened, with first outbound orders commencing three weeks ahead of schedule on

New Zealand Food

30 August, helping to meet heightened COVID demand. There were no changes to the Countdown store network with 184 stores and four eStores at the end of the quarter.

During the quarter, we provided trauma support for impacted team members following the LynnMall terrorist attack on 3 September. Comprehensive support was offered to all team members immediately following the incident, and counselling support was offered to all New Zealand team members. Countdown also removed knives and other potentially dangerous articles from sale, as well as activating elevated security across the broader Countdown network.

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BIG W

Sales performance by channel

\$ MILLION	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)	CHANGE
BIG W (store-originated)	687	1,011	(32.1)%
eCommerce	233	104	123.8%
Total BIG W	920	1,115	(17.5)%

Operating metrics

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Customer metrics		
VOC NPS (Store and Online)	59	60
Store-controllable VOC	84%	80%
Sales metrics		
Comparable sales growth	(16.8)%	22.3%
Two-year average comparable sales growth	2.7%	13.4%
Volume productivity metrics¹		
Comparable transactions growth	(23.2)%	(1.8)%
Comparable items per basket growth	2.4%	11.7%
Comparable items growth	(21.3)%	9.7%

BIG WX

	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
eCommerce sales metrics		
eCommerce sales (\$ million)	233	104
eCommerce sales growth	123.8%	175.2%
eCommerce penetration	25.4%	9.3%
Loyalty		
Everyday Rewards scan rates (%)	49.8	49.2

¹ Volume productivity metrics are disclosed as percentages and therefore may not add

BIG W's Store-controllable VOC improved by four points on the prior year to 84%, and VOC NPS declined one point to 59 with lockdown demand adversely impacting Online VOC NPS. Compared to Q4 F21, Store-controllable VOC was up one point and VOC NPS declined by three points, also impacted by Online VOC NPS.

Total sales in Q1 were \$920 million, down 17.5% on the prior year with comparable sales declining by 16.8%. Trading was materially impacted by lockdown restrictions in NSW, ACT and Victoria as well as cycling sales growth of 20.4% in the prior year. The states and territories not impacted by lockdowns experienced strong sales growth on a two-year basis.

Trading restrictions impacted 91 stores during the quarter including eight stores in ACT and NSW that were closed completely. In NSW, 42 stores remained open for essential items and eCommerce, and a further 41 stores (NSW and Victoria) were open for eCommerce orders only. BIG W was able to redeploy over 250 team members to support Woolworths Supermarkets during this period. All BIG W stores in Greater Sydney reopened to customers on 11 October. Melbourne stores are expected to open on 29 October.

By category, there was a modest shift to Leisure & Toys as customers adjusted to lockdowns. Apparel continued to see slower sell-through with higher levels of clearance activity on winter lines and slower sell-through of spring and summer ranges. Industry-wide shipping and distribution challenges have resulted in a slower than planned inflow of Christmas stock during the quarter, but this is not expected to have a material impact on Christmas inventory levels.

BIG W's eCommerce sales grew by 124% in the quarter to \$233 million, reflecting the growing use of eCommerce services and the impact of lockdowns in NSW and Victoria. As a result, eCommerce penetration reached a record 25.4% in the quarter. To support growing demand, two stores were temporarily converted to eCommerce hubs.

BIG W's store network was unchanged at 176 stores.

Other items

Discontinued operation - Endeavour Group

\$ MILLION	Q1'22 (14 WEEKS)	Q1'21 (14 WEEKS)
Endeavour Drinks total sales	-	2,654
Hotels total sales	-	313
Endeavour Group total sales	-	2,967

COVID update

\$ MILLION	Q1'22 (14 WEEKS)	H2 F21 (25 WEEKS)	H1 F21 (27 WEEKS)
Cleaning and PPE	22	25	91
Contractors and security	6	7	13
Team costs ¹	51	10	60
Supply Chain	23	12	61
COVID costs before discretionary payments	102	54	225
Team discounts, incentives, recognition payments and donations ²	-	1	52
Total COVID costs	102	55	277
COVID costs as a % of sales	0.6%	0.2%	0.8%

¹ Represents incremental team members, leave costs and roles, to support COVID crisis management and customer and team safety (and excludes any incremental variable cost driven by higher sales)

² Cost of team discounts offset against sales

Total COVID costs in Q1 F22 were \$102 million, representing 0.6% of sales. Cleaning and PPE, team costs and supply chain costs again increased in Q1 due to the impact of lockdowns, primarily in NSW and Victoria.

Since the Delta outbreak began, we have had over 1,500 exposure sites across our network and over 22,000 team members have been required to isolate at some point. Team costs reflect additional team members required in store, such as dedicated Health Ambassadors to assist customers to check in, as well as costs associated with the Group's COVID crisis management team. In Q2, COVID team costs will also include a 'Christmas Thank You' bonus which is expected to cost \$35 - \$40 million.

Higher supply chain costs were driven by material disruptions to the Group's supply chain network as a result of COVID impacts in distribution centres, primarily in NSW, Victoria and Auckland. Supply chain costs also include rapid antigen testing which has been deployed successfully across many of our Group sites.

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Appendices

Appendix One: New stores and refurbishments

F22 FIRST QUARTER	GROSS NEW STORES (INCL. ACQUISITIONS)	NET NEW STORES (INCL. ACQUISITIONS)	RENEWALS/ REFURBISHMENTS
Group			
Australian Supermarkets and Metro Food Stores	6	6	10
New Zealand Food	-	-	-
BIG W	-	-	-
Total Group	6	6	10

Appendix Two: Store-controllable VOC

In F22, Store-controllable VOC has been reduced from five metrics to four metrics in Australian Food and New Zealand Food. The four metrics are Care, Fruit & Vegetables, Out of Stocks, and Wait times. F21 has been re-presented as follows:

STORE-CONTROLLABLE VOC	Q1'21	Q2'21	Q3'21	Q4'21
Australian Food	78	80	78	80
New Zealand Food	81	82	80	78

Glossary

Glossary

Comparable sales	Measure of sales which excludes stores that have been opened or closed in the last 12 months and demonstrable impact on existing stores from store disruption because of store refurbishment or new store openings/closures
DC	Distribution centre
Direct to boot	Where a customer places an order online and drives to a dedicated area where a team member places the order directly in the customer's boot
eStore	Store which utilises automation for the fulfilment of online orders
Everyday Market	An integrated online marketplace that allows customers to shop products from other Woolworths Group brands and partners alongside their groceries
Net Promoter Score (NPS)	A loyalty measure based on a single question where a customer rates a business on a scale of zero to 10. The score is the net result of the percentage of customers providing a score of nine or 10 (promoters) less the percentage of customers providing a score of zero to six (detractors)
n.m.	Not meaningful
Pick up	A service which enables collection of online shopping orders in store or at select locations
Renewals	A total store transformation focused on the overall store environment, team, range, and process efficiency (including digital)
Two-year average comparable sales growth	Simple average of the current period and prior period comparable sales growth
Two-year average sales growth	Current period sales growth on same period two years ago divided by two
Voice of Customer (VOC)	Externally facilitated survey of a sample of Woolworths Group customers where customers rate Woolworths Group businesses on several criteria. Expressed as the percentage of customers providing a rating of six or seven on a seven-point scale
VOC NPS	VOC NPS is based on feedback from Woolworths Rewards members. VOC NPS is the number of promoters (score of nine or 10) less the number of detractors (score of six or below)

Other non-IFRS measures used in describing the business performance include:

- Volume productivity metrics including transaction growth, items per basket and item growth
- Change in average prices