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ASX Market Announcements Office  
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## First Quarter Sales Results

Attached for release to the market are the First Quarter Sales Results for the 14 week period ended 1 October 2023.

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# First Quarter Sales Results



Financial Year 2024 - 14 weeks ended 1 October 2023

25 October 2023



Group sales

**\$17,224m**

▲ 5.3% versus Q1 F23



Group eCom sales

**\$1,969m**

▲ 16.0% versus Q1 F23



Group Voice of Customer NPS

**47**

▼ 3 pts<sup>1</sup> on Q1 F23

## Solid sales growth in Q1 with good progress on strategic priorities

Woolworths Group CEO, Brad Banducci, said: "Importantly for our customers, inflation in our Food businesses continued to moderate over the quarter driven mainly by deflation in Fruit & Vegetables and Meat as lower input costs in these categories have led to lower retail prices. Group sales remained solid, increasing by 5.3%. Customer trends remain broadly in line with the prior quarter with overall demand resilient; however, we are seeing our customers, particularly our Saver Families and Young Singles and Couples, ever more focused on value in all forms which has impacted our customer scores.

"In Australian Food, sales increased by 6.4% with sales growth largely consistent over the quarter with higher item growth offset by a moderation in inflation. We continue to work hard to provide our customers with value under our 'We can Help You Spend Less Today' program including Prices Dropped for Spring, Weekly Specials, Member Pricing and Personalised Offers, and great value Own Brands on Low Price. WooliesX eCom sales remained strong, increasing by 18.4% compared to the prior year and Cartology media sales increased by 28%.

"Australian B2B sales increased by 1.5% compared to the prior year with growth rates impacted by the exit of our international businesses in H2 last year. Excluding the exited businesses, sales increased by 6.2% with PFD growing by 9.3%.

"New Zealand Food's sales increased by 2.8%<sup>2</sup> but with a slowing trend throughout the quarter, due to lower inflation and item declines driven by a very challenging economic environment and competitive landscape. At this stage, New Zealand Food H1 EBIT is expected to be below H2 F23 and the prior year. While early days, the transformation of the business announced in July is progressing well with new pricing mechanics showing positive traction and 15 stores rebranded to Woolworths.

"BIG W sales declined by 5.5% on the prior year with a modest improvement in trend in the latter part of the quarter. While customers continue to be cautious and are trading down within categories, we are seeing solid growth in summer clothing and in opening price point products that offer real value. While profit in the half to date has been impacted by the decline in sales and higher wage costs, the Christmas trading period will determine the success of the half.

"Areas of recent strategic investment are performing strongly. wiq continues to develop high-value use cases driving benefits across the Group with the Next Gen Promo tool being rolled out in New Zealand and the launch of wiqConsumer. Technology investments, including Scan Assist and electronic shelf labels, are increasingly driving our productivity agenda. We are continuing to build out Everyday Rewards including the soft launch in New Zealand ahead of the official launch next year, and evolving our marketplace strategy, by bringing together the MyDeal and Everyday Market teams.

"Looking ahead, we have strong plans in place for the key Christmas and holiday trading period and while sales trends in October to date have remained broadly in line with the trend lines in Q1, the trading environment remains uncertain and value for money remains a key focus for our customers across all our businesses. Keeping our team safe and helping all our customers have an inspirational and affordable festive season remains our top priority. Thank you as always to our team for their commitment and our customers for their support."

### First quarter sales

\$ MILLION	Q1'24	Q1'23	CHANGE
Australian Food	13,082	12,294	6.4%
Australian B2B	1,127	1,109	1.5%
New Zealand Food (AUD)	1,906	1,802	5.8%
New Zealand Food (NZD)	2,064	2,007	2.8%
BIG W	1,131	1,197	(5.5)%
Other <sup>3</sup>	(22)	(39)	(46.1)%
<b>Total first quarter sales for the Group</b>	<b>17,224</b>	<b>16,363</b>	<b>5.3%</b>

1 F23 VOC NPS has been restated to reflect the reweighting of the metrics. Refer to Appendix Two for details

2 New Zealand Dollars

3 Other includes revenue from Quantum and MyDeal offset by the elimination of freight revenue recognised in Australian B2B that is reclassified and recognised as a reduction to cost of sales at a Group level

# Australian Food

## Sales performance by business

\$ MILLION	Q1'24	Q1'23	CHANGE
Woolworths Food Retail (Stores and eCom) <sup>1</sup>	12,957	12,208	6.1%
WooliesX (including eCom) <sup>2</sup>	1,657	1,390	19.2%
Accelerator revenue <sup>3</sup>	27	12	135.9%
Elimination of eCom sales <sup>4</sup>	(1,559)	(1,316)	18.4%
<b>Total Australian Food sales</b>	<b>13,082</b>	<b>12,294</b>	<b>6.4%</b>

1 Woolworths Food Retail includes Woolworths Supermarkets, Metro Food Stores, WooliesX B2C eCom and Woolworths at Work

2 WooliesX includes B2C eCom and Woolworths at Work, Digital & Media and Rewards & Services

3 Accelerator revenue includes Everyday Market, MILKRUN and HealthyLife. It does not reflect Everyday Market GMV. Accelerators are not included in Woolworths Food Retail or WooliesX

4 Eliminations reflect the reversal of eCom sales which are included in both Woolworths Food Retail and WooliesX

## Trading performance

**Australian Food** total sales increased 6.4% in Q1 to \$13.1 billion with solid growth across all businesses. Woolworths Food Retail grew by 6.1% supported by strong item growth despite a moderation in inflation. WooliesX sales increased by 19.2% with both eCom and other WooliesX businesses growing strongly. Accelerator revenue increased by 135.9% reflecting strong growth in sub-60 minute delivery through MILKRUN.

## Woolworths Food Retail (Stores and eCom)

### Sales performance by business

\$ MILLION	Q1'24	Q1'23'	CHANGE
Woolworths Supermarkets (store-originated)	10,993	10,531	4.4%
Metro Food Stores (store-originated)	405	361	12.3%
eCom	1,559	1,316	18.4%
<b>Woolworths Food Retail (Stores and eCom)</b>	<b>12,957</b>	<b>12,208</b>	<b>6.1%</b>

### Operating metrics

	Q1'24	Q1'23
<b>Customer metrics<sup>2</sup></b>		
VOC NPS (Store and Online)	48	51 <sup>3</sup>
Store-controllable VOC (%)	78	78
<b>Sales productivity metrics</b>		
Comparable sales growth	5.5%	(0.9)%
<b>Volume productivity metrics</b>		
Comparable transactions growth	4.0%	5.2%
Comparable items per basket growth	(2.4)%	(12.8)%
Comparable item growth	1.6%	(8.3)%
<b>Change in average prices</b>		
Total	2.0%	7.3%
Total excluding Tobacco	1.8%	7.3%
Total excluding Tobacco and Fruit & Veg	4.0%	6.8%

1 F23 Woolworths Supermarkets (store-originated) and Metro Food Stores (store-originated) sales have been restated to reflect the conversion of nine Supermarkets to Metro Food Stores in Q1

2 Customer metrics represent the final month of the quarter

3 F23 VOC NPS has been restated to reflect the reweighting of the metrics. Prior periods have been restated for comparability. Refer to Appendix Two for details

### Trading performance

Customer metrics during the quarter were mixed with VOC NPS (Store and Online) down three points to 48 compared to the prior year and down one point on Q4 F23 largely driven by a decline in Value for Money perceptions impacting all retailers due to industry-wide cost pressures. Store-controllable VOC was unchanged compared to the prior year and Q4 at 78%.

Woolworths Food Retail total sales increased 6.1% in the quarter (7.6% ex Tobacco) to \$12,957 million due to a combination of easing inflation and a return to item growth of 2.2% (ex Tobacco: 2.3%), which was mainly driven by increased demand for Fruit & Vegetables and Meat due to lower prices and improved availability. Trade also benefitted from the successful Disney collectables campaign which ran during the quarter. Comparable sales for the quarter increased 5.5% (6.8% ex Tobacco).

Woolworths Supermarkets (store-originated) sales for Q1 were \$11.0 billion, up 4.4% (5.9% ex Tobacco) on the prior year. eCom sales of \$1,559 million continued the momentum from Q4 F23 with sales growth of 18.4% driving incremental item growth for Woolworths Food Retail. eCom sales penetration in the quarter was 12.0%, up 1.2 pts on Q1 F23 and 0.6 pts on Q4 F23. Metro Food Stores (store-originated) sales increased 12.3% to \$405 million with strong growth across both Neighbourhood and On the Go stores.

Woolworths Food Company's Own and Exclusive brand sales grew 7.8% in Q1. Long Life sales increased by 14.4% with item growth of 4.6% and by category, Pantry, Household Care and Everyday Chilled, including milk, cream and cheese were particularly strong.

During the quarter we launched '*We can Help You Spend Less Today*' to highlight all the ways our customers can get their Woolies worth. This included Prices Dropped for Spring on more than 450 products with an average price drop of 17% as well as over 3,000 essential products on Low Prices with a special focus on Own Brand. In August, Member Pricing was launched for Everyday Rewards members to access even more ways to save. Range curation (Value, Core and UP) continued in the quarter with the completion of protein, highlighting affordable poultry ranges to customers.

Average prices in Q1 increased 2.0% compared to the prior year with the moderation compared to previous quarters primarily as a result of deflation in Fruit & Vegetables and Meat. Excluding Tobacco and Fruit & Vegetables, average prices increased by 4.0% with some moderation in Long Life categories. Fruit & Vegetables average prices declined by approximately 12% due to improved growing conditions with berries, lettuce, cucumbers, capsicum and tomatoes all declining materially.

During the quarter 15 Woolworths Supermarket renewals were completed, five net new Supermarkets were opened and nine small Supermarkets were converted to Metro Food Stores. At quarter end, the total network comprised 998 Woolworths Supermarkets, 102 Metro Food Stores, 713 Direct to boot locations, seven CFCs and two eStores.

Woolworths Group announced its new initiative to reduce hunger and food waste during the quarter with an additional \$9 million donated to its hunger relief partners, including OzHarvest, Foodbank and FareShare. This will deliver the equivalent of 13 million additional meals to support food relief across Australian communities. Seven new Mini Woolies stores were opened in the quarter bringing the total to 48 Mini Woolies stores at the end of Q1.

## Sales performance by platform

\$ MILLION	Q1'24	Q1'23	CHANGE
eComX (B2C and Woolworths at Work)	1,559	1,316	18.4%
Digital & Media (idX & Cartology) and Rewards & Services (EverydayX)	393	328	20.0%
<b>Total WooliesX sales</b>	<b>1,952</b>	<b>1,644</b>	<b>18.7%</b>
Eliminations and reclassifications <sup>1</sup>	(295)	(254)	15.9%
<b>WooliesX sales after eliminations and reclassifications</b>	<b>1,657</b>	<b>1,390</b>	<b>19.2%</b>

## eCom metrics

	Q1'24	Q1'23
<b>Customer metrics<sup>2</sup></b>		
B2C Online VOC NPS (eCom and Digital)	61	60 <sup>3</sup>
<b>eCommerce sales metrics</b>		
eCommerce penetration	12.0%	10.8%
Pick up mix (% of eCommerce sales)	39.7%	36.3%

## Digital metrics

	Q1'24	Q1'23
<b>Food and Everyday digital platforms</b>		
Average weekly traffic (million)	17.5	14.0
Average weekly traffic growth (year on year)	25.2%	4.0%
<b>Group digital platforms</b>		
Average weekly traffic (million)	24.8	20.2
Average weekly traffic growth (year on year)	22.8%	(0.5)%

## Everyday Rewards metrics

	Q1'24	Q1'23
Active members (million) <sup>4</sup>	9.2	8.6
Scan rate (% of transactions) <sup>5</sup>	56.2	53.9
Tag rate (% of sales) <sup>5</sup>	70.0	67.1

<sup>1</sup> Eliminations and reclassifications represent the elimination of intercompany revenues for Everyday Rewards points, gift cards, wPay processing fees; and the reallocation of Cartology revenue to cost of sales

<sup>2</sup> Customer metrics represent the final month of the quarter

<sup>3</sup> F23 VOC NPS has been restated to reflect the reweighting of the metrics. Prior periods have been restated for comparability. Refer to Appendix Two for details

<sup>4</sup> Registered Everyday Rewards members that have scanned their card at any Woolworths Group banner or partner in the last 12 months

<sup>5</sup> Woolworths Food Retail (Store and Online)

## Trading performance

**WooliesX** total sales in Q1 increased by 18.7% to \$1,952 million driven by strong growth across all platforms.

eCom sales increased by 18.4% to \$1,559 million with penetration reaching 12.0%, an increase of 1.2 pts on the prior year. B2C eCom sales growth continues to be driven by a growing demand for convenience with Pick up contributing 57% of sales growth for the quarter, benefitting from ongoing investments in Direct to boot. Double-digit growth in Delivery sales was driven by increased demand for Same Day orders, now 38% of total Delivery orders as well as an acceleration in growth of Delivery Now which grew by 66%.

Customer scores remained stable with B2C Online VOC NPS ending the quarter at 61, unchanged from the prior quarter and up one point on the prior year. While value perceptions remained challenged during the quarter, improvements in out of stocks and order completeness supported an improved customer experience.

Within Digital & Media, weekly average traffic to Group digital platforms reached 24.8 million, up 22.8% on the prior year. Weekly average traffic to Food and Everyday digital platforms reached 17.5 million, up 25.2% on the prior year with weekly active users of Everyday Rewards and Woolworths apps growing 44.0% and 37.4% respectively. A new digital tool, Best Unit Price, was launched in the quarter to help customers find the lowest unit price for items and has already become the most popular digital filter for customers. Enhancements to existing digital tools such as personalised shopping lists and recipes are also driving increased customer engagement.

Cartology, including Shopper Media, continues to perform strongly growing 28% in the quarter supported by momentum in BIG W as well as the Disney collectables program run in Woolworths Food Retail during the quarter.

In Rewards & Services, Everyday Rewards active membership increased by 6.8% on the prior year to 9.2 million active members. Strong momentum in active member engagement was further supported by the launch of Everyday Rewards Member Pricing within Australian Food and BIG W during the quarter, resulting in the strongest scan and tag rates to date in Woolworths Supermarkets (Store and Online), at 56.2% and 70.0% respectively. Enhancements to the member activity feature within the Everyday Rewards app has improved the user experience and helped members to better track their points value, resulting in a reduction in member queries. Other highlights during the quarter include growth in the Everyday Extra subscriber base and the rebranding of Everyday Mobile from Woolworths Mobile in August 2023 as part of the transformation of portfolio service businesses under the Everyday brand.

# Australian B2B

## Sales performance by business

\$ MILLION	Q1'24	Q1'23	CHANGE
B2B Food (Woolworths Food Company 3 <sup>rd</sup> party)	801	803	(0.4)%
B2B Supply Chain (Primary Connect 3 <sup>rd</sup> party)	326	306	6.6%
<b>Total Australian B2B sales</b>	<b>1,127</b>	<b>1,109</b>	<b>1.5%</b>

## Trading performance

Australian B2B total sales for the quarter increased 1.5% to \$1,127 million. B2B Food sales growth was negatively impacted by the wind down of Woolworths International and the sale of Summergate in H2 F23 with this offset by solid growth from PFD and B2B Supply Chain. Excluding exited businesses, Australian B2B sales increased by 6.2%.

B2B Food sales in Q1 decreased 0.4% to \$801 million. PFD sales increased by 9.3% with all key channels growing strongly on the prior year. Growth continues to be driven by a recovery in trading of key customer segments such as airlines and cruise ships, underlying growth from customers in the quick-service restaurant channel and inflation.

This was offset by a decline in AGW sales due to cycling unprofitable bulk meat sales in Q1, the closure of Woolworths International and the sale of Summergate in F23. Final sales orders for Woolworths International were completed in the quarter.

B2B Supply Chain sales increased by 6.6% in the quarter to \$326 million reflecting new business growth in PC+, new warehouse capacity, and strong sales growth in Statewide Independent Wholesalers offset somewhat by a lower fuel rate and a decline in Primary Connect International revenue as international shipping rates declined.

# New Zealand Food

## Sales performance by business

\$ MILLION (NZD)	Q1'24	Q1'23	CHANGE
Countdown Supermarkets (store-originated)	1,625	1,563	4.0%
Franchise and other revenue <sup>1</sup>	166	159	4.2%
eCommerce	273	285	(4.2)%
<b>Total New Zealand Food sales</b>	<b>2,064</b>	<b>2,007</b>	<b>2.8%</b>

## Operating metrics

	Q1'24	Q1'23
<b>Customer metrics<sup>2</sup></b>		
VOC NPS (Store and Online)	38	39 <sup>3</sup>
Store-controllable VOC (%)	77	75
<b>Sales productivity metrics</b>		
Comparable sales growth	2.6%	(3.3)%
<b>Volume productivity metrics</b>		
Comparable transactions growth	4.8%	6.7%
Comparable items per basket growth	(8.9)%	(14.3)%
Comparable item growth	(4.5)%	(8.6)%
<b>Change in average prices</b>	<b>6.3%</b>	<b>5.3%</b>

## CountdownX

	Q1'24	Q1'23
<b>Customer metrics</b>		
Online VOC NPS (eCom and Digital)	52	52 <sup>3</sup>
<b>eCommerce sales metrics</b>		
eCommerce penetration	13.2%	14.2%
<b>Loyalty</b>		
Countdown Onecard members (million)	1.9	1.9
Onecard scan rate (% of transactions)	58.8	60.0
Onecard tag rate (% of sales)	75.2	76.5

1 Includes franchise and export sales

2 Customer metrics represent the final month of the quarter

3 F23 VOC NPS has been restated to reflect the reweighting of the metrics. Prior periods have been restated for comparability. Refer to Appendix Two for details

## Trading performance

New Zealand Food's VOC NPS (Store and Online) scores were flat compared to Q4 F23 and down one point compared to the prior year with significant cost-of-living pressures impacting customer value perceptions and customer metrics more broadly. However, Store-controllable VOC was up one point on Q4 F23 and up two points on the prior year driven by improvements in Availability and Fruit & Vegetables.

New Zealand Food's total sales increased 2.8% to \$2,064 million driven by inflation. This was partially offset by item declines as customers continue to face cost-of-living pressures and the impact of cycling the prior year collectables program. Trading during the quarter was also impacted by the removal of the Government fuel subsidy and school holiday travel patterns returning to pre-COVID norms.



## New Zealand Food

Average prices in Q1 increased by 6.3% compared to increases of over 9% in H2 F23 as Fresh and Long Life inflation moderated. In Fruit & Vegetables, improved growing conditions compared to the prior year resulted in an improvement in supply in avocados, berries, peas and capsicums and lower prices in broccoli, tomatoes and cucumbers. During the quarter Woolworths New Zealand started the reset of its key price mechanics to provide customers with increased value including a relaunch of its Weekly Specials program from week eight and the launch of Low Price in week 14 to provide price certainty on more products, especially Own Brand.

eCom sales declined by 4.2% in the quarter due to cycling strict COVID restrictions in the prior year and customers continuing to shift back to in-store shopping with penetration declining to 13.2%. Despite the lower sales, online market share increased in the quarter supported by a significant improvement in availability metrics including Complete Order. MILKRUN was launched in July and is currently available in 16 stores across Auckland and Wellington.

During the quarter, Woolworths New Zealand announced its multi-year transformation program which includes the rebranding of Countdown to Woolworths Supermarkets NZ, investment in the store network, a materially improved Fresh offer to create better experiences for customers, as well as the rollout of Everyday Rewards in early H2. To date, 15 stores have been rebranded to Woolworths Supermarkets NZ as part of this transformation with the initial customer reaction to the rebranding positive. During the quarter two stores were closed and one store was renewed.

Woolworths Group announced its new commitment to reduce hunger and food waste in the quarter with Woolworths New Zealand donating \$1.5 million to the Food for Good Foundation to support Kiwi communities experiencing food insecurity. Woolworths New Zealand also awarded ten schools with Growing for Good grants totalling \$50,000 to support local schools implement sustainability initiatives within their local communities.

## Sales performance by business

\$ MILLION	Q1'24	Q1'23	CHANGE
BIG W (store-originated)	1,021	1,085	(5.9)%
eCommerce	110	112	(2.0)%
<b>Total BIG W sales</b>	<b>1,131</b>	<b>1,197</b>	<b>(5.5)%</b>

## Operating metrics

	Q1'24	Q1'23
<b>Customer metrics<sup>1</sup></b>		
VOC NPS (Store and Online)	62	62 <sup>2</sup>
Store-controllable VOC (%)	82	83
<b>Sales metrics</b>		
Comparable sales growth	(5.6)%	29.9%
<b>Volume productivity metrics</b>		
Comparable transactions growth	(4.3)%	34.6%
Comparable items per basket growth	(3.4)%	(3.8)%
Comparable item growth	(7.6)%	29.5%

## BIG W X

	Q1'24	Q1'23
<b>Customer metrics</b>		
Online VOC NPS (eCom and Digital)	66	65 <sup>2</sup>
<b>eCommerce sales metrics</b>		
eCommerce penetration	9.7%	9.4%
<b>Loyalty</b>		
Everyday Rewards scan rate (% of transactions)	54.7	52.0

<sup>1</sup> Customer metrics represent the final month of the quarter

<sup>2</sup> F23 VOC NPS has been restated to reflect the reweighting of the metrics. Prior periods have been restated for comparability. Refer to Appendix Two for details

## Trading performance

BIG W's VOC NPS (Store and Online) ended the quarter at 62, down one point from Q4 F23 and unchanged on the prior year. Store-controllable VOC declined by one point compared to Q4 F23 and the prior year with a decline in Ease of Locating Products, Check Out Wait Times and Ease of Pick Up metrics offset by improvements in Availability. Online VOC NPS increased one point compared to the prior year and increased two points compared to Q4 F23 due to improvements in all Home Delivery metrics including Delivery Time, Communications and Completeness of Orders.

BIG W's total sales in Q1 declined by 5.5% to \$1,131 million with items down 7.6% on the prior year reflecting a more challenging trading environment with customers continuing to cut back on discretionary categories. Despite this, BIG W continued its focus on providing customers with value during the quarter through dropping the prices on over 1,700 products, the launch of Member Prices for Everyday Rewards members and a reduction in lay-by service fees. Towards the end of the quarter, momentum in Clothing improved, particularly the Summer range, driven by investment in entry

price points across the category and a focus on online availability. Inventory remains well managed following disciplined Winter clearance activity with the proportion of aged and quit stock below the prior year.

BIG WX's eCom sales declined 2.0% to \$110 million in the quarter. Despite the decline, eCom penetration increased to 9.7% from 9.4% in the prior year and app usage continues to grow. Everyday Rewards scan rates increased to 54.7% due to growth in active members and Member Pricing resonating well with customers.

The network size was unchanged with 177 BIG W stores at the end of the quarter.

BIG W supported expansion of the Breakfast Library program in partnership with the Australian Literacy and Numeracy Foundation, raising \$80,000 through customer fundraising over the Book Week period and matching this with a donation. BIG W also supported Red Nose Day with an exclusive partnership with The Wiggles to sell soft toys to raise funds for research and education to help save children's lives.

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## Other

\$ MILLION	Q1'24	Q1'23	CHANGE
Gross revenue	71	51	44.0%
Eliminations <sup>1</sup>	(93)	(90)	3.9%
<b>Total sales</b>	<b>(22)</b>	<b>(39)</b>	<b>(46.1)%</b>

<sup>1</sup> Reflects the elimination of freight revenue recognised in Australian B2B that is classified and recognised as a reduction in cost of sales at a Group level

### Trading performance

**Other** includes Group functions such as Property and Group overheads, as well as Woolworths Group's investments in Quantum and MyDeal.

Gross revenue increased by 44.0% to \$71 million. The growth on the prior year was due to the first-time inclusion of MyDeal sales following the completion of the transaction at the end of Q1 F23. On an underlying basis, MyDeal GMV declined on the prior year; however, including Everyday Market, GMV was up on the prior year.

# Appendix

## Appendix One: New stores, refurbishments, and new store rollout plans

Q1'24	GROSS NEW STORES (INC. ACQUISITIONS)	NET NEW STORES (INC. ACQUISITIONS)	RENEWALS/ REFURBISHMENTS
Australian Supermarkets <sup>1</sup>	6	5	15
Metro Food Stores <sup>1</sup>	2	-	-
New Zealand Food	-	(2)	1
BIG W	-	-	-
<b>Total Group</b>	<b>8</b>	<b>3</b>	<b>16</b>

<sup>1</sup> This excludes the conversion of nine Woolworths Supermarkets to Metro Food Stores during Q1 F24 as the comparative period store numbers were restated to reflect Woolworths Supermarkets as Metro Food Stores

## Appendix Two: VOC NPS

In F24, the composition of VOC NPS was reweighted to better reflect the growing importance of digital experiences to the overall customer experience. VOC NPS changed from 70% in-store and 30% eCom fulfilment to 70% in-store, 15% eCom fulfilment and 15% digital. F23 has been restated as follows:

VOC NPS	Q1'23	Q2'23	Q3'23	Q4'23
<b>Australian Food</b>				
Woolworths Food Retail VOC NPS (Store and Online)	51	52	46	49
WooliesX Online VOC NPS (eCom and Digital)	60	60	58	61
<b>New Zealand Food</b>				
VOC NPS (Store and Online)	39	43	37	38
Online VOC NPS (eCom and Digital)	52	54	49	50
<b>BIG W</b>				
VOC NPS (Store and Online)	62	62	64	63
Online VOC NPS (eCom and Digital)	65	62	67	64
<b>Group VOC NPS</b>	<b>50</b>	<b>51</b>	<b>47</b>	<b>48</b>

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# Glossary

<b>AGW</b>	Australian Grocery Wholesalers
<b>B2B</b>	Business to business
<b>B2C</b>	Business to customer
<b>Comparable sales</b>	Measure of sales, excluding stores that have been opened or closed in the last 12 months and existing stores where there has been a demonstrable impact from store disruption because of store refurbishment or new store openings/closures
<b>Customer fulfilment centre (CFC)</b>	Dedicated online distribution centre
<b>Direct to boot (DTB)</b>	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
<b>eStore</b>	Dedicated store for the fulfilment of online orders sometimes incorporating automation
<b>Everyday Market</b>	An integrated online marketplace that allows customers to shop products from other Woolworths Group brands and partners alongside their groceries
<b>GMV</b>	Gross merchandise value
<b>Net Promoter Score (NPS)</b>	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)
<b>n.m.</b>	Not meaningful
<b>PC+</b>	Primary Connect third-party logistics
<b>Pick up</b>	A service which enables collection of online shopping orders in store or at selected locations
<b>Renewal</b>	A total store transformation focused on the overall store environment, team, range and process efficiency (including digital)
<b>Voice of Customer (VOC)</b>	Externally facilitated survey of a sample of Woolworths Group customers where customers rate Woolworths Group businesses on several criteria. Expressed as a percentage of customers providing a rating of six or seven on a seven-point scale
<b>VOC NPS</b>	VOC NPS is based on feedback from Everyday 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 transactions growth, items per basket and item growth
- Change in average prices