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ASX Market Announcements Office  
Australian Securities Exchange  
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Sydney NSW 2000

## First Quarter Sales Results and Trading Update

Attached for release to the market are the First Quarter Sales Results for the 14 week period ended 6 October 2024 and a Trading Update.

**Authorised by:** Dom Millgate, Group Company Secretary

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# First Quarter Sales Results and Trading Update

Financial Year 2025 for the 14 weeks ended 6 October 2024

30 October 2024

## Improved trading momentum but H1 earnings outlook challenged

Group sales

**\$18.0B**

▲ 4.5% on Q1 F24

Group eCommerce sales

**\$2.4B**

▲ 21.2% on Q1 F24

Group VOC NPS

**46**

▼ 1 pt on September 2023

**Woolworths Group CEO, Amanda Bardwell**, said: "Our customers remain under real cost-of-living pressure, and we delivered much needed value to them in the quarter. We offered our customers more specials with larger savings, increased shelf capacity of our more affordable Own Brands, made it easier to find the best unit prices, provided extra value through Everyday Rewards and brought a little joy to families through the Disney Worlds of Wonder collectibles campaign.

"Group sales in Q1 F25 increased by 4.5% or 3.3% excluding Petstock. We worked hard to improve sales momentum in our Food businesses, and this built over the quarter driven by item growth. eCommerce growth also remained strong driven by demand for our convenience offers. Group VOC NPS declined one point on the prior year largely due to a decline in Australian Food VOC in September following the announcement of ACCC legal proceedings and interim report.

"Australian Food total sales increased by 3.8% due to a strong focus on value in the quarter, improved availability, Disney collectibles and strong eCommerce sales growth of 23.6%. Customers remain highly value-conscious and continue to purchase more items on special or trade down to lower priced items including Own Brand. These competitive factors together with strong eCommerce growth is leading to a lower margin sales mix which has impacted earnings. In October to date, total sales have increased by approximately 3%.

"Australian B2B sales increased by 6.9% with PFD sales growth remaining strong at 7.8%. Third-party Primary Connect revenue was also strong reflecting growth from new cross-dock facilities. The acquisition of the remaining 35% of PFD is expected to complete on 31 October.

"In New Zealand Food, customer scores improved further in the quarter, particularly in the key focus areas of Value for Money and Fresh. Total sales increased by 2.7%<sup>1</sup> due to item growth and strong eCommerce sales with stronger momentum in the second part of the quarter which has continued into October. The transformation of the business continues to gather momentum but trading conditions in New Zealand are expected to remain muted.

"W Living sales increased by 17% reflecting the acquisition of Petstock in January 2024. BIG W sales were down 0.9% in the quarter with solid item growth offset by lower average selling prices as we increased our range of opening price points, lowered prices and customers traded down to more affordable options. Despite material improvements to our new Spring/Summer range, sales were impacted by timing of stock receipts during the quarter. October sales to date were broadly in line with the prior year; however, trading over the rest of Q2 remains key. Petstock sales increased by approximately 5% in Q1 compared to the same period in the prior year before Woolworths Group ownership.

"In conclusion, we are pleased with the trading momentum in the lead up to the important Christmas trading period, however, we expect the environment for F25 to remain challenging. We will also continue to engage in good faith with the government and regulatory inquiries and investigations.

"We know that our customers have many choices about where to shop. We don't take their support for granted and remain committed to offering the value, convenience, service and range that they expect from us."

## First quarter sales

| \$ MILLION   | Q1'25         | Q1'24 <sup>2</sup> | CHANGE      |
|--|---------------|--------------------|-------------|
| Australian Food  | 13,595        | 13,102             | 3.8%        |
| Australian B2B   | 1,473         | 1,378              | 6.9%        |
| New Zealand Food (AUD)                                       | 1,933         | 1,906              | 1.4%        |
| New Zealand Food (NZD)                                       | 2,120         | 2,064              | 2.7%        |
| W Living   | 1,357         | 1,160              | 17.0%       |
| Other <sup>3</sup>   | 58            | 54                 | 5.8%        |
| Intersegment eliminations and reclassifications <sup>4</sup> | (412)         | (376)              | 9.3%        |
| <b>Total first quarter Group sales</b>                       | <b>18,004</b> | <b>17,224</b>      | <b>4.5%</b> |

<sup>1</sup> New Zealand Dollars

<sup>2</sup> Q1 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales. Refer to appendix two for further details

<sup>3</sup> Other includes revenue from Quantum

<sup>4</sup> Intersegment eliminations and reclassifications represent the elimination of intersegment revenue and the reclassification of freight revenue recognised in Australian B2B that is reclassified and recognised as a reduction to cost of sales at a Group level

# Trading update and outlook

**Amanda Bardwell** continued: "As we focused on delivering more value to our customers during the quarter and building sales momentum, promotional activity in Australian Food increased as customers responded strongly to specials and, in particular, larger savings. While this has contributed to improved sales momentum, it has also led to a lower margin sales mix. Additionally, eCommerce growth has remained stronger than anticipated in the quarter which has also impacted margins.

"While the key Q2 trading period remains ahead of us, Australian Food EBIT for the first half is forecast to be below our previous expectations. We currently expect H1 F25 EBIT, including \$40 million of incremental supply chain costs, to be within a range of \$1,480 million to \$1,530 million compared to \$1,595<sup>1</sup> million in H1 F24.

"Looking ahead, we expect customers to remain extremely value-conscious with cost-of-living pressures to continue for the remainder of F25. Our key focus for Q2 will be to provide our customers with great value, convenience and inspiration as we head into the crucial Christmas and holiday trading period. Christmas is a time when we are at our best and we are committed to supporting our teams to meet our customers' needs this festive season.

"While responding to our customers' needs and maintaining our trading momentum remains our priority, we are taking steps to improve our financial performance. We are optimising our commercial program to offer compelling value to customers while improving promotional effectiveness as well as adopting prudent cost settings for Q2. Wage cost growth will remain elevated in F25; however, our productivity program remains on track to help mitigate some of these increases together with an ongoing focus on managing the impact of a growing eCommerce mix. We will also take additional steps in calendar 2025 to increase our productivity ambition.

"We understand the need to prioritise the areas that can deliver the most impact and simplify the way we work to deliver strong long-term sustainable value for our shareholders. We will provide a more detailed update on the outlook for the remainder of the year at our H1 F25 results in February."

At the beginning of the financial year, the Board approved the establishment of a new operating segment, W Living, comprising BIG W, Petstock, Healthylife, and Woolworths MarketPlus (WMP). WMP includes BIG W Market, MyDeal and Everyday Market. This brings together the Group's everyday needs and marketplace platform together into one operating segment.

In addition to Everyday Market and Healthylife moving from Australian Food to W Living, the change in segment reporting has also impacted the Other segment with Petstock and Woolworths MarketPlus (including MyDeal) moving to W Living. Previous guidance was for Other costs in F25 to be approximately \$250 million (excluding the Endeavour Group and Petstock contribution). Other segment costs are now expected to be \$210 – 220 million with the difference reflecting the operating costs and trading losses of Woolworths MarketPlus which have moved to W Living. Approximately 55% of the \$210 – 220 million cost is expected to fall into H1. In addition, the Group will no longer receive dividend income or share of profits from Endeavour Group as a result of the sale of the Group's remaining shareholding in September.

<sup>1</sup> Australian Food H1 F24 EBIT excluding LBIT of \$25 million related to Everyday Market and Healthylife. Refer to appendix three for further details

## For further information:

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# Australian Food

## Sales performance by business

| \$ MILLION   | Q1'25         | Q1'24               | CHANGE      |
|--|---------------|---------------------|-------------|
| Woolworths Food Retail (Stores and eCommerce) <sup>1</sup> | 13,452        | 12,985              | 3.6%        |
| WooliesX (including eCommerce) <sup>2</sup>                | 2,280         | 1,857               | 22.8%       |
| Elimination of eCommerce sales <sup>3</sup>                | (1,952)       | (1,580)             | 23.6%       |
| Intrasegment eliminations <sup>4</sup>                     | (185)         | (160)               | 15.4%       |
| <b>Total Australian Food sales</b>                         | <b>13,595</b> | <b>13,102</b>       | <b>3.8%</b> |
| External sales   | 13,559        | 13,073 <sup>6</sup> | 3.7%        |
| Intersegment sales <sup>5</sup>                            | 36            | 29                  | 23.7%       |
| <b>Total Australian Food sales</b>                         | <b>13,595</b> | <b>13,102</b>       | <b>3.8%</b> |

## Trading performance

**Australian Food** sales increased 3.8% in Q1 F25 to \$13,595 million with Woolworths Food Retail sales increasing 3.6% (4.9% ex Tobacco) due to solid item growth, particularly in Long Life categories. WooliesX sales increased by 22.8% with eCommerce growth remaining strong at 23.6% and Digital & Media, Rewards & Services and HomeRun revenue increasing by 16.1%.

## Woolworths Food Retail (Stores and eCommerce)

## Sales performance by business

| \$ MILLION   | Q1'25         | Q1'24         | CHANGE      |
|--|---------------|---------------|-------------|
| Woolworths Supermarkets (store-originated)           | 11,078        | 11,000        | 0.7%        |
| Metro (store-originated)                             | 422           | 405           | 4.3%        |
| eComX (including MILKRUN)                            | 1,952         | 1,580         | 23.6%       |
| <b>Woolworths Food Retail (Stores and eCommerce)</b> | <b>13,452</b> | <b>12,985</b> | <b>3.6%</b> |

## Operating metrics

|   | Q1'25  | Q1'24  |
|---|--------|--------|
| <b>Customer metrics<sup>7</sup></b>     |        |        |
| VOC NPS (Store and Online)              | 46     | 48     |
| Store-controllable VOC (%)              | 77     | 78     |
| <b>Sales metrics</b>                    |        |        |
| Comparable sales growth                 | 2.3%   | 5.5%   |
| Comparable transactions growth          | 1.2%   | 4.0%   |
| Comparable items per basket growth      | 0.1%   | (2.4)% |
| Comparable item growth                  | 1.2%   | 1.6%   |
| <b>Change in average prices</b>         |        |        |
| Total                                   | (0.3)% | 2.0%   |
| Total excluding Tobacco                 | (0.8)% | 1.8%   |
| Total excluding Tobacco and Fruit & Veg | (1.8)% | 4.0%   |

Note: Q1 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales. See appendix two

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

2 WooliesX includes B2C eCommerce, Woolworths at Work, MILKRUN, Digital & Media, Rewards & Services and HomeRun

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

4 Intrasegment eliminations primarily relates to the elimination of Everyday Rewards revenue from the sale of points and payment processing services within Australian Food

5 Intersegment sales primarily relate to Everyday Rewards revenue from the sale of points, payment processing services and sale of goods to other segments within the Group

6 External sales have been restated to reflect the transfer of Healthylife and Everyday Market to W Living

7 Customer metrics represent the final month of the quarter

## Trading performance

After improvements during the first two months of the quarter, customer metrics ended Q1 F25 slightly below Q4 F24 with VOC NPS (Store and Online) declining one point to 46 following the announcement of ACCC legal proceedings and interim report in September. Store-controllable VOC also declined one point to 77% compared to Q4 F24. Value for Money scores in Q1 F25 were in line with Q4 F24 but remain four points below the prior year. VOC NPS (Store and Online) ended the quarter two points below the prior year and Store-controllable VOC was down one point compared to the prior year.

Woolworths Food Retail total sales increased by 3.6% in Q1 to \$13,452 million (4.9% ex Tobacco) primarily driven by item growth of 2.1% (2.2% ex Tobacco) with momentum building over the quarter. In Long Life, item growth benefitted from the Disney Worlds of Wonder collectibles campaign, particularly in Grocery Food, whereas in Fresh, the pass through of lower prices in Meat and Chilled led to strong item growth. Comparable sales increased by 2.3%.

Woolworths Supermarkets (store-originated) sales for Q1 were \$11,078 million, an increase of 0.7% (2.0% ex Tobacco) on the prior year. eCommerce momentum remained strong with sales increasing 23.6% to \$1,952 million. Sales penetration in the quarter was 14.5%, up 2.3 pts on Q1 F24 and 77 bps on Q4 F24. Metro (store-originated) sales increased 4.3% to \$422 million primarily due to new store growth.

Own and exclusive brand sales grew 6.0% in Q1 as customers continued to shift more of their basket to the value offered by Own Brand. Long Life Own Brand sales were particularly strong with 8.0% growth driven by Pantry, Frozen Foods, Snacking and Household Care. Fresh sales increased by 5.8% with Fruit & Vegetables and Bakery the highlights.

Average prices in Q1 declined by 0.3% compared to the prior year. Excluding Fruit & Vegetables and Tobacco, average prices declined by 1.8%. Fruit & Vegetables moved back into modest inflation in the quarter due to cycling a period of abundant supply in the prior year. This was partially offset by Meat where prices were below the prior year reflecting lower livestock prices passed on to customers, and deflation in Long Life categories such as Pantry, Freezer and Everyday Needs partly reflecting increased promotional uptake by customers.

Value remained our key focus during the quarter with an increase in specials and larger savings resulting in increased promotional penetration as customers actively sought out value. To improve visibility and availability of key value items, over 3,500 power bays were rolled out to 650 stores to highlight Everyday Low Price items, and the size of promotional aisle ends were increased. In addition to this, enhancements to digital tools and Everyday Rewards campaigns were used to provide more ways for customers to find value.

During the quarter, 11 supermarket and two Metro renewals were completed with no net movement in the store network. At quarter end, the total network comprised 1,006 Woolworths Supermarkets, 105 Metros, 737 Direct to Boot locations, seven CFCs, and two eStores.

We continued to grow our mini woolies program and opened nine new mini woolies stores in the quarter, bringing the total to 75 locations across Australia. Together with our customers, Woolworths provided the equivalent of over eight million meals to Australians in need in partnership with our food relief partners and diverted approximately 90% of total food waste during the quarter.

## Sales performance by platform

| \$ MILLION   | Q1'25        | Q1'24        | CHANGE       |
|--|--------------|--------------|--------------|
| eComX <sup>1</sup>   | 1,952        | 1,580        | 23.6%        |
| Digital & Media, Rewards & Services and HomeRun <sup>2</sup>   | 613          | 528          | 16.1%        |
| <b>Total WooliesX sales</b>                                    | <b>2,565</b> | <b>2,108</b> | <b>21.7%</b> |
| Intrasegment eliminations and reclassifications <sup>3</sup>   | (285)        | (251)        | 13.5%        |
| <b>WooliesX sales after eliminations and reclassifications</b> | <b>2,280</b> | <b>1,857</b> | <b>22.8%</b> |

## eComX metrics

|  | Q1'25 | Q1'24 |
|--|-------|-------|
| <b>Customer metrics<sup>4</sup></b>        |       |       |
| B2C Online VOC NPS (eCommerce and Digital) | 60    | 61    |
| <b>eCommerce sales metrics<sup>1</sup></b> |       |       |
| eCommerce penetration                      | 14.5% | 12.2% |
| Pick up mix (% of eCommerce sales)         | 40.0% | 39.2% |

## Digital metrics

|   | Q1'25 | Q1'24 |
|---|-------|-------|
| <b>Food and Everyday digital platforms</b>    |       |       |
| Average weekly traffic (million) <sup>5</sup> | 20.8  | 17.4  |
| Average weekly traffic growth (year on year)  | 19.6% | 25.1% |
| <b>Group digital platforms</b>                |       |       |
| Average weekly traffic (million)              | 28.9  | 24.9  |
| Average weekly traffic growth (year on year)  | 16.1% | 24.5% |

## Everyday Rewards metrics

|  | Q1'25 | Q1'24 |
|--|-------|-------|
| Active members (million) <sup>6</sup>      | 10.0  | 9.2   |
| Scan rate (% of transactions) <sup>7</sup> | 58.7  | 54.9  |
| Tag rate (% of sales) <sup>7</sup>         | 73.0  | 69.6  |

Note: Q1 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales. See appendix two

1 eComX includes B2C eCommerce, Woolworths at Work and MILKRUN. The prior period has been restated to include MILKRUN which was previously reflected in Accelerator revenue

2 Q1 F24 has been restated primarily to include HomeRun, the Group's end-to-end third party delivery service provider

3 Intrasegment eliminations and reclassifications represent the elimination of intercompany Everyday Rewards revenue from the sale of points, HomeRun, gift cards, payment processing services within WooliesX and the reclassification of Cartology revenue to cost of sales

4 Customer metrics represent the final month of the quarter

5 Q1 F24 has been restated to exclude Healthylife which has been transferred to the W Living segment

6 Registered Everyday Rewards members that have scanned their card at any Woolworths Group banner or Everyday Rewards partner in the last 12 months

7 Includes Woolworths Supermarkets (Stores and B2C eCommerce), Metro and MILKRUN. The prior period has been restated for comparability. Previously Woolworths Supermarkets only (Stores and eCommerce)



### Trading performance

WooliesX momentum continued in the quarter with total sales increasing 21.7% to \$2,565 million with growth across all platforms.

**eComX** customer scores in Q1 F25 remained broadly stable compared to the prior quarter. B2C Online VOC NPS ended the quarter at 60, unchanged from Q4 F24 and down one point on the prior year.

eComX sales increased 23.6% to \$1,952 million with penetration increasing 2.3 pts on the prior year to 14.5%. The convenience and range of service propositions led to over one million eCommerce B2C customers placing an order within the last four weeks with active customers increasing 16% on the prior year.

Same Day and On Demand propositions continue to resonate strongly with customers with 87% of B2C orders fulfilled within 24 hours of order placement, an increase of 5 pts on the prior year and 54% of orders fulfilled on the same day. MILKRUN continued to expand across Australia and is now available in 391 stores with 61 stores added during the quarter.

A further 10 Direct to Boots were added during the quarter with the service now available in 737 sites. Direct to Boot Now, a sub-60-minute service launched in Q3 F24, expanded to 317 stores and is resonating strongly with high customer scores.

Woolworths at Work sales increased 18.4% on the prior year with an acceleration in small business customer acquisition supported by features such as the Fruit Box service and in-store charge card.

In **Digital**, a host of innovative new features were introduced in the quarter designed to enhance customer experiences, highlight value and drive engagement. They include Watch List, which enables customers to create personalised lists of their favourite products and get notified when they are on special; Voice Product Finder that shows real-time information about the location of the product, price, and availability; and Scan&Go Trolley currently undergoing trials in 10 stores.

Digital engagement continues to grow strongly with weekly average traffic to Group digital platforms reaching 28.9 million in Q1 F25, up 16.1% on the prior year driven by increased traffic to the Woolworths and Everyday Rewards apps. Weekly average traffic to Food and Everyday digital platforms reached 20.8 million in Q1 F25, up 19.6% on the prior year. Weekly active users of the Woolworths app increased 27% on Q1 F24 with Digital NPS also increasing on the prior year.

In **Media**, Cartology revenue increased by 15.1% with strong growth across all channels and banners, particularly Digital and the successful execution of the Disney Worlds of Wonder collectibles campaign. The campaign was the first available for customers across Australian Supermarkets, New Zealand Supermarkets and BIG W. During the quarter, the Shopper business completed the rollout of screens to Vicinity centres.

**Everyday Rewards & Services** platform sales increased 17.7% in Q1. Everyday Rewards membership grew to over 10 million active members in the quarter, with approximately 200,000 new members joining since Q4 F24 and 800,000 new members since Q1 F24.

Member engagement also continued to strengthen with weekly Everyday Rewards active app users increasing to over 2.1 million, up 17.4% compared to last year. Scan and tag rates increased strongly, reflecting additional benefits delivered through Boost your Budget campaigns and improved in-store presence and online engagement, particularly during the Disney collectibles campaign. Everyday Extra also continues to grow with subscribers more than doubling on the prior year.

A new partnership with Petstock was launched during the quarter as well as a new in app feature, Savings Summary, which helps members to easily track what they have earned and saved through Everyday Rewards. Everyday Mobile and Insurance also continued to report strong growth in customer numbers with over one million combined customer and policy holders.

# Australian B2B

## Sales performance by business

| \$ MILLION                        | Q1'25        | Q1'24        | CHANGE      |
|-----------------------------------|--------------|--------------|-------------|
| B2B Food                          | 867          | 808          | 7.3%        |
| B2B Supply Chain                  | 606          | 570          | 6.3%        |
| <b>Total Australian B2B sales</b> | <b>1,473</b> | <b>1,378</b> | <b>6.9%</b> |
| External sales                    | 1,204        | 1,127        | 6.8%        |
| Intersegment sales <sup>1</sup>   | 269          | 251          | 7.4%        |
| <b>Total Australian B2B sales</b> | <b>1,473</b> | <b>1,378</b> | <b>6.9%</b> |

Note: Q1 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales. See appendix two

1 Intersegment sales primarily represent the sale of goods from PFD and Statewide Independent Wholesalers to Australian Food

## Trading performance

Australian B2B total sales in Q1 F25 were \$1,473 million, up 6.9% on the prior year with sales driven by strong growth in PFD, export meat and growth in the Group's third-party supply chain business.

**B2B Food** sales in Q1 increased 7.3% to \$867 million. PFD sales increased by 7.8% with growth across all channels. The Quick Service Restaurant channel was particularly strong with double-digit growth reflecting growth of key customers and new customer acquisitions. Food Service and Key Accounts channels were also solid. Outside of PFD, meat exports increased through growth in beef and increased lamb volumes.

**B2B Supply Chain** sales increased by 6.3% with Primary Connect and SIW sales increasing on the prior year. Third-party revenue from Primary Connect's cross-dock warehouses increased on the prior year and SIW sales increased due to higher item growth.

Primary Connect's NSW supply chain transformation is continuing to progress well with Moorebank NDC scheduled to open before Christmas, with the 'first carton out' milestone achieved in October. The Moorebank RDC and Auburn eCommerce CFC are also progressing to plan with Auburn CFC scheduled to open in H2 F25.



# New Zealand Food

## Sales performance by business

| \$ MILLION (NZD)                                       | Q1'25        | Q1'24        | CHANGE      |
|--|--------------|--------------|-------------|
| Woolworths New Zealand Supermarkets (store-originated) | 1,631        | 1,625        | 0.4%        |
| eCommerce  | 317          | 273          | 15.9%       |
| Other revenue <sup>1</sup>                             | 172          | 166          | 4.1%        |
| <b>Total New Zealand Food sales</b>                    | <b>2,120</b> | <b>2,064</b> | <b>2.7%</b> |

## Operating metrics

|  | Q1'25  | Q1'24  |
|--|--------|--------|
| <b>Customer metrics<sup>2</sup></b>                    |        |        |
| VOC NPS (Store and Online)                             | 37     | 38     |
| Store-controllable VOC (%)                             | 79     | 77     |
| Online VOC NPS (eCom and Digital)                      | 50     | 52     |
| <b>Sales metrics</b>                                   |        |        |
| Comparable sales growth                                | 3.4%   | 2.6%   |
| Comparable transactions growth                         | 2.1%   | 4.8%   |
| Comparable items per basket growth                     | 0.6%   | (8.9)% |
| Comparable item growth                                 | 2.7%   | (4.5)% |
| <b>Change in average prices</b>                        |        |        |
| Total  | (2.1)% | 6.3%   |
| <b>eCommerce and loyalty</b>                           |        |        |
| eCommerce penetration                                  | 15.0%  | 13.2%  |
| Active Everyday Rewards members (million) <sup>3</sup> | 1.8    | -      |
| Scan rate (% of transactions) <sup>4</sup>             | 60.4   | 58.8   |
| Tag rate (% of sales) <sup>4</sup>                     | 76.3   | 75.2   |

1 Includes franchise and export sales

2 Customer metrics represent the final month of the quarter

3 Registered Everyday Rewards members that scanned their card at any Woolworths Group banner or partner in the last 24 weeks

4 Woolworths New Zealand Supermarkets only (Stores and eCom)

## Trading performance

New Zealand Food's customer metrics continued to reflect ongoing progress on transformation initiatives. VOC NPS (Store and Online) ended the quarter at 37, up one point compared to Q4 F24 and down one point on the prior year. Store-controllable VOC was up two points compared to the prior year and one point compared to Q4 F24 with Fruit & Vegetables, Availability and Value for Money scores increasing due to supply chain and range improvements, and investment in value and price communication to customers.

New Zealand Food total sales increased by 2.7% in Q1 F25 to \$2,120 million. Both Fresh and Long Life sales increased supported by the Woolworths 'Fresh Food Feeling' brand platform launch in Q3 F24, a strong trade plan and the Disney collectibles campaign. Comparable sales increased by 3.4% with total sales growth impacted by store closures.

Total items grew 1.9% compared to the prior year with Fresh the highlight, driven by high single-digit item growth in Fruit & Vegetables and Meat. Average prices decreased by 2.1% with the largest reductions in Fruit & Vegetables due to improved supply in key lines such as sweet potato, pumpkin, lettuce, onions and brassica due to favourable growing conditions.

## New Zealand Food

eCommerce momentum remained strong in the quarter, increasing 15.9% to \$317 million with penetration increasing 1.7 pts to 15.0% driven largely by MILKRUN and Pick up. MILKRUN is now available in 76 stores across New Zealand and total Direct to Boot locations increased to 44 stores. Online VOC NPS of 50 was down two points compared to last year; however, improved three points on Q4 F24 with improvements in all areas.

By the end of the quarter, Everyday Rewards had grown to 1.8 million active members and Rewards VOC NPS continues to improve with an 11 point increase since launching in February. Scan and tag rates have also increased compared to previous Onecard rates with the better value provided by Everyday Rewards being recognised by customers.

The rebranding to Woolworths New Zealand from Countdown is progressing well with 10 supermarkets rebranded during the quarter, bringing the total number of rebranded stores to 82. One store was closed during the quarter and four supermarket renewals were completed with the total store network at the end of the quarter comprising 187 Woolworths New Zealand supermarkets, 16 SuperValue stores and 59 FreshChoice stores.

In July, our Growing for Good grants were announced with this year's innovative school-based projects awarded a share of \$50,000. We also started supporting the Kai Ika Project, a food rescue collaboration between LegaSea New Zealand, Papatūānuku Kōkiri Marae, and non-commercial and commercial fishers. We donated \$20,000 to support the Kai Ika Project's ongoing work which is part of our support of food rescue in Aotearoa New Zealand.

The Board approved the establishment of a new operating segment, W Living, comprising BIG W, Petstock, Healthylife, and Woolworths MarketPlus (WMP). WMP includes BIG W Market, MyDeal and Everyday Market. Operating segment results have been restated to conform with the new structure. For further information, refer to appendix three.

## Sales performance by business

| \$ MILLION   | Q1'25        | Q1'24        | CHANGE       |
|--|--------------|--------------|--------------|
| BIG W  | 1,121        | 1,131        | (0.9)%       |
| Petstock   | 206          | -            | N/A          |
| Woolworths MarketPlus <sup>1</sup> and Healthylife | 30           | 29           | 2.7%         |
| <b>Total W Living sales</b>                        | <b>1,357</b> | <b>1,160</b> | <b>17.0%</b> |

1 WMP includes BIG W Market, Everyday Market and MyDeal. Everyday Market and Healthylife were previously reported as part of Australian Food and MyDeal was previously reported as part of Other

## BIG W sales performance

| \$ MILLION               | Q1'25        | Q1'24        | CHANGE        |
|--------------------------|--------------|--------------|---------------|
| BIG W (store-originated) | 1,017        | 1,021        | (0.4)%        |
| eCommerce <sup>2</sup>   | 104          | 110          | (5.4)%        |
| <b>Total BIG W sales</b> | <b>1,121</b> | <b>1,131</b> | <b>(0.9)%</b> |

2 BIG W eCommerce excludes sales commissions from BIG W Market (reported within WMP)

## BIG W operating metrics

|  | Q1'25  | Q1'24  |
|--|--------|--------|
| <b>Customer metrics<sup>3</sup></b>            |        |        |
| VOC NPS (Store and Online)                     | 62     | 62     |
| Store-controllable VOC (%)                     | 83     | 82     |
| Online VOC NPS (eCom and Digital)              | 63     | 66     |
| <b>Sales metrics</b>                           |        |        |
| Comparable sales growth                        | (0.7)% | (5.6)% |
| Comparable transactions growth                 | 3.4%   | (4.3)% |
| Comparable items per basket growth             | 0.9%   | (3.4)% |
| Comparable item growth                         | 4.4%   | (7.6)% |
| <b>eCommerce and loyalty</b>                   |        |        |
| eCommerce penetration                          | 9.3%   | 9.7%   |
| eCommerce penetration (GMV)                    | 12.2%  | 9.7%   |
| Everyday Rewards scan rate (% of transactions) | 58.1   | 54.7   |

3 Customer metrics represent the final month of the quarter

## WMP operating metrics

|         | Q1'25 | Q1'24 | CHANGE |
|---------|-------|-------|--------|
| WMP GMV | 97    | 75    | 28.2%  |

## Trading performance

**W Living** total sales increased 17.0% to \$1,357 million in Q1 F25 with the addition of Petstock to the Group in January 2024. Excluding Petstock, sales growth in Woolworths MarketPlus and Healthylife was offset by a small decline in BIG W sales.

**BIG W's** customer metrics remained strong in Q1 F25 and were broadly stable on prior periods. Store-controllable VOC was 83%, up one point on the prior year and Q4 F24 with an increase in Ease of Pick up, Checkout Wait Time and Availability metrics. VOC NPS (Store and Online) ended the quarter at 62, unchanged on the prior year and Q4 F24. Online VOC NPS declined three points compared to the prior year but increased two points on Q4 F24 due to improvements in delivery metrics.

BIG W total sales in Q1 declined by 0.9% to \$1,121 million. Items grew by 5.2% on the prior year as new seasonal ranges offering more value resonated with customers, and transactions and items per basket increased on the prior year. However, item growth was offset by lower average selling prices due to a shift in mix towards lower priced items as part of the range renewals as well as some price reductions. Comparable sales decreased by 0.7%.

Across BIG W's four trading segments, Everyday sales increased on the prior year, with a strong promotional plan in Beauty. Play sales were below the prior year due to a decline in the gaming market and a focus on fewer, more profitable promotions. In Home, the new Spring/ Summer range resonated with customers, driving comparable sales growth and strong unit growth. In Clothing, the new Spring/ Summer range was completely revamped to improve value, quality and fit; however, sales were impacted by timing of stock receipts together with shipping delays affecting availability during the quarter.

BIG W eCommerce sales declined 5.4% to \$104 million in Q1 F25 with eCommerce penetration of 9.3%. Including BIG W Market, eCommerce GMV increased by 32.1% to \$141 million with penetration of 12.2%. Everyday Rewards scan rates increased to 58.1% in the quarter with BIG W participating in the first Group-wide collectibles campaign, Disney Worlds of Wonder.

At the end of Q1, the network comprised 178 stores with store numbers unchanged on Q4 F24.

BIG W supported the BIG Whopping Toy Sale fundraiser over this period, raising over \$250,000 for hospitals and research partners through customer donations and an additional \$100,000 donation from BIG W. BIG W also supported Red Nose Day again with an exclusive partnership with The Wiggles to sell soft toys, raising over \$139,000 for research and education to help save children's lives.

**Petstock** sales of \$206 million in Q1 F25 increased approximately 5% on Q1 F24 (excluding divested stores and prior to Woolworths Group ownership). Sales growth was driven by item growth as customers sought value in specials and own brand, particularly in pet food categories. eCommerce momentum remained strong with sales penetration of 7% in the quarter supported by an improved user experience and delivery proposition. Petstock commenced its partnership with Everyday Rewards, launching in New Zealand in June and Australia in July. During the quarter 41 retail stores and 25 co-located veterinary clinics were divested under an undertaking to the ACCC with the total network comprising 218 retail stores and 26 retail veterinary clinics at the end of the quarter.

**Woolworths MarketPlus' GMV** was \$97 million in Q1 F25, up 28.2% on the prior year largely driven by BIG W Market, partially offset by a decline in MyDeal GMV. BIG W Market was enabled through the integration of the MyDeal proprietary technology platform and now offers over 200,000 additional products to BIG W customers.

**Healthylife** is a digital health platform offering customers telehealth, retail and pharmacy services to make health more accessible and affordable. Sales increased by 37% in the quarter driven by returning customers, new customer acquisition and improvements in fulfilment (including same day delivery in major capital cities).

# Appendix

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

| Q1'25  | GROSS NEW STORES<br>(INC. ACQUISITIONS) | NET NEW STORES<br>(INC. ACQUISITIONS) | RENEWALS/<br>REFURBISHMENTS |
|--|---|---------------------------------------|-----------------------------|
| Australian Supermarkets                              | 1                                       | -                                     | 11                          |
| Metro  | 1                                       | -                                     | 2                           |
| New Zealand Food                                     | -                                       | (1)                                   | 4                           |
| BIG W  | -                                       | -                                     | -                           |
| Petstock (including retail vet clinics) <sup>1</sup> | 4                                       | 1                                     | 6                           |
| <b>Total Group</b>                                   | <b>6</b>                                | <b>-</b>                              | <b>23</b>                   |

<sup>1</sup> Excludes 41 retail stores and 25 retail vet clinics divested in July under an undertaking to the ACCC

## Appendix Two: Consolidation method view of sales for F24

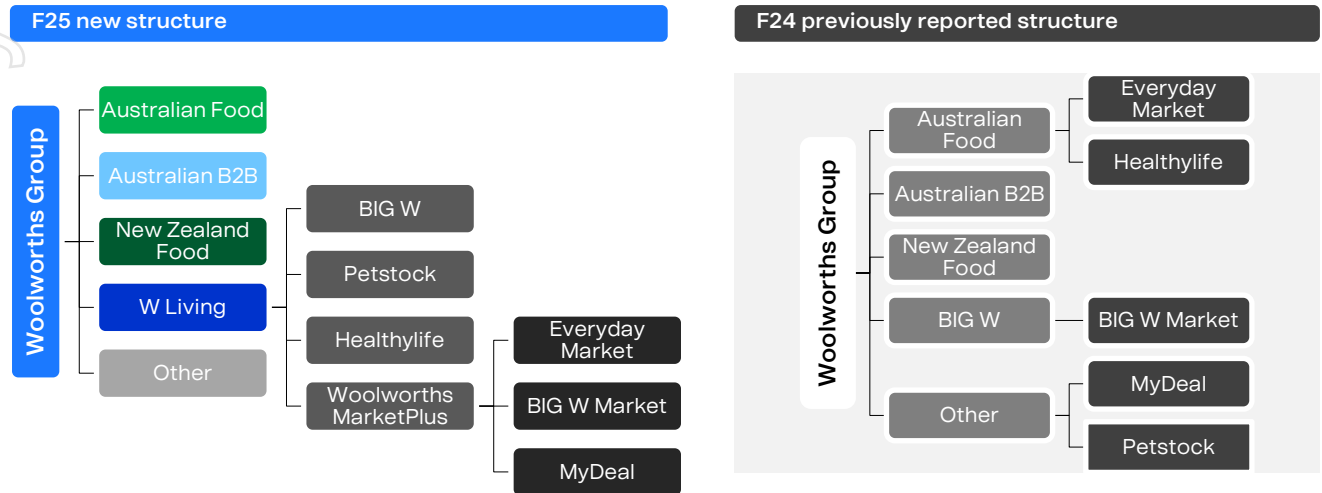
The Group has updated its sales disclosure to the consolidation method where intersegment sales are disclosed. Previously the Group eliminated intersegment sales within the segment. The change in reporting will better reflect how each segment would be reported if it was a standalone business. F24 sales have been restated below.

| \$ MILLION         | AUSTRALIAN<br>FOOD | AUSTRALIAN<br>B2B | NEW ZEALAND<br>FOOD | W LIVING     | OTHER      | ELIMINATIONS/<br>RECLASSIFICATIONS | TOTAL         |
|--------------------|--------------------|-------------------|---------------------|--------------|------------|------------------------------------|---------------|
| <b>Q1'24</b>       |                    |                   |                     |              |            |                                    |               |
| External           | 13,073             | 1,127             | 1,906               | 1,160        | 51         | (93)                               | 17,224        |
| Intersegment       | 29                 | 251               | -                   | -            | 3          | (283)                              | -             |
| <b>Total sales</b> | <b>13,102</b>      | <b>1,378</b>      | <b>1,906</b>        | <b>1,160</b> | <b>54</b>  | <b>(376)</b>                       | <b>17,224</b> |
| <b>Q2'24</b>       |                    |                   |                     |              |            |                                    |               |
| External           | 12,806             | 1,196             | 1,952               | 1,496        | 55         | (94)                               | 17,411        |
| Intersegment       | 37                 | 254               | -                   | -            | 3          | (294)                              | -             |
| <b>Total sales</b> | <b>12,843</b>      | <b>1,450</b>      | <b>1,952</b>        | <b>1,496</b> | <b>58</b>  | <b>(388)</b>                       | <b>17,411</b> |
| <b>Q3'24</b>       |                    |                   |                     |              |            |                                    |               |
| External           | 12,569             | 1,098             | 1,884               | 1,281        | 54         | (86)                               | 16,800        |
| Intersegment       | 28                 | 254               | -                   | -            | 3          | (285)                              | -             |
| <b>Total sales</b> | <b>12,597</b>      | <b>1,352</b>      | <b>1,884</b>        | <b>1,281</b> | <b>57</b>  | <b>(371)</b>                       | <b>16,800</b> |
| <b>Q4'24</b>       |                    |                   |                     |              |            |                                    |               |
| External           | 12,256             | 1,168             | 1,809               | 1,283        | 54         | (83)                               | 16,487        |
| Intersegment       | 25                 | 246               | -                   | -            | 3          | (274)                              | -             |
| <b>Total sales</b> | <b>12,281</b>      | <b>1,414</b>      | <b>1,809</b>        | <b>1,283</b> | <b>57</b>  | <b>(357)</b>                       | <b>16,487</b> |
| <b>F24</b>         |                    |                   |                     |              |            |                                    |               |
| External           | 50,704             | 4,589             | 7,551               | 5,220        | 214        | (356)                              | 67,922        |
| Intersegment       | 119                | 1,005             | -                   | -            | 12         | (1,136)                            | -             |
| <b>Total sales</b> | <b>50,823</b>      | <b>5,594</b>      | <b>7,551</b>        | <b>5,220</b> | <b>226</b> | <b>(1,492)</b>                     | <b>67,922</b> |

# Appendix

## Appendix Three: W Living

The creation of W Living has led to the following operating segment changes:



The table below reflects the restatement of H1 F24 EBIT to reflect the new operating segment structure:

| \$ MILLION                                 | H1 F24<br>RESTATED | H1 F24<br>PREVIOUSLY REPORTED |
|--|--------------------|-------------------------------|
| Australian Food                            | 1,595              | 1,570                         |
| Australian B2B                             | 71                 | 71                            |
| New Zealand Food (AUD)                     | 65                 | 65                            |
| W Living / BIG W                           | 15                 | 54                            |
| Other                                      | (54)               | (68)                          |
| <b>Group EBIT before significant items</b> | <b>1,692</b>       | <b>1,692</b>                  |

## Appendix Four: Comparable sales and retail calendars

Sales growth in F25 is calculated by comparing the following weeks:

### Comparable

|            | Q1'25                    | Q2'25                   | Q3'25                     | Q4'25                       |
|------------|--------------------------|-------------------------|---------------------------|-----------------------------|
| <b>F25</b> | 1 July 2024 – 6 Oct 2024 | 7 Oct 2024 – 5 Jan 2025 | 6 Jan 2025 – 6 April 2025 | 7 April 2025 – 29 June 2025 |
| <b>F24</b> | 3 July 2023 – 8 Oct 2023 | 9 Oct 2023 – 7 Jan 2024 | 8 Jan 2024 – 7 April 2024 | 8 April 2024 – 30 June 2024 |

### Retail

| 2025   | 1 July 2024 – 29 June 2025 (52 weeks)      | 2024   | 26 June 2023 – 30 June 2024 (53 weeks)       |
|--------|--|--------|--|
| Q1'F25 | 1 July 2024 – 6 October 2024 (14 weeks)    | Q1'F24 | 26 June 2023 – 1 October 2023 (14 weeks)     |
| Q2'F25 | 7 October 2024 – 5 January 2025 (13 weeks) | Q2'F24 | 2 October 2023 – 31 December 2023 (13 weeks) |
| Q3'F25 | 6 January 2025 – 6 April 2025 (13 weeks)   | Q3'F24 | 1 January 2024 – 31 March 2024 (13 weeks)    |
| Q4'F25 | 7 April 2025 – 29 June 2025 (12 weeks)     | Q4'F24 | 1 April 2024 – 30 June 2024 (13 weeks)       |

# Glossary

|                                  |  |
|----------------------------------|--|
| 1P                               | Sales of Woolworths Group's owned merchandise  |
| 3P                               | Sales of third-party seller's merchandise  |
| B2B                              | Business to business   |
| B2C                              | Business to customer   |
| Comparable sales                 | 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  |
| Customer fulfilment centre (CFC) | Dedicated online distribution centre   |
| Direct to Boot (DTB)             | 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                           | Dedicated store for the fulfilment of online orders sometimes incorporating automation   |
| Everyday Market                  | An integrated online marketplace that allows customers to shop products from other Woolworths Group brands and partners alongside their groceries  |
| GMV                              | Gross merchandise value includes 1P and 3P merchandise sales transacted online   |
| 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) |
| Pick up                          | A service which enables collection of online shopping orders in store or at selected locations   |
| Renewal                          | A total store transformation focused on the overall store environment, team, range and process efficiency (including digital)  |
| 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 a percentage of customers providing a rating of six or seven on a seven-point scale   |
| VOC NPS                          | 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
- Gross merchandise value