

1 May 2025

ASX Market Announcements Office
Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

Third Quarter Sales Results

Attached for release to the market are the Third Quarter Sales Results for the 13 week period ended 6 April 2025.

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Third Quarter Sales Results

Financial Year 2025 for the 13 weeks ended 6 April 2025

1 May 2025



Solid sales growth with strong focus on retail fundamentals

Group sales

\$17.3B

▲ 3.2% on Q3 F24

Group eCommerce sales

\$2.2B

▲ 15.7% on Q3 F24

Group VOC NPS

44

▲ 1 pt on March 2024

Summary:

- Group Voice of Customer NPS stable; Value for Money metric remains impacted by cost-of-living pressures
- Solid Australian Food sales growth following recovery from industrial action in Q2
- eCommerce sales strong driven by on-demand convenience despite weather disruptions
- Improved New Zealand customer and sales momentum; BIG W performance remains challenged
- Group-wide effort to help customers and communities during adverse weather events in Q3

Woolworths Group CEO, Amanda Bardwell, said: "With only two months until the end of our financial year, we remain focused on the priorities set out in February which include improving our retail fundamentals in value, availability and range, simplifying the way we work and unlocking the full potential of the Group. While the market remains competitive and consumer outlook uncertain, we are making progress in these areas and will provide a more detailed update at our full year results in August.

"Cost of living remains a concern for customers, however customer scores were largely stable during the quarter and sales growth rates improved modestly across the Group. Australian Food total sales increased by 3.6% with eCommerce growth of 16.3%. Our focus on value through lower prices for customers in Long Life groceries has led to the fifth consecutive quarter of average price declines, excluding Tobacco.

"I would like to recognise the incredible efforts of our team to support weather affected parts of Queensland and Northern NSW during the period. This included airlifting essential items into Ingham and other communities isolated by floodwaters as well as the donation of groceries and essential items to local evacuation centres. These weather events have led to additional costs of \$20-25 million due to higher stockloss, incremental transportation costs and damage to the Hervey Bay supermarket.

"Australian B2B sales increased by 6.3% with solid momentum continuing in PFD. In New Zealand, while the trading environment remains competitive, total sales increased by 4.8%² and eCommerce sales increased by 24.3%² with a successful collectibles program supporting growth. BIG W's customer scores remained strong with Easter-adjusted sales increasing 1.9% (total sales: -1.5%) supported by growth in Home and Play. Clothing remains a challenge with Q3 growth reliant on clearance of Spring/ Summer, and a slower start to Autumn/ Winter which has continued into April. This has impacted BIG W's profit outlook with the loss before interest and tax for H2 now expected to be approximately \$70 million."

Third quarter sales

\$ MILLION	Q3'25	Q3'24 ¹	CHANGE
Australian Food	13,051	12,597	3.6%
Australian B2B	1,438	1,352	6.3%
New Zealand Food (AUD)	1,918	1,884	1.8%
<i>New Zealand Food (NZD)</i>	<i>2,118</i>	<i>2,022</i>	<i>4.8%</i>
W Living	1,220	1,253	(2.7)%
Other ³	59	57	5.3%
Intersegment eliminations and reclassifications ⁴	(376)	(371)	1.6%
Total third quarter Group sales	17,310	16,772	3.2%

¹ Q3 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales, the establishment of the W Living segment and the restatement of Petstock to align to Woolworths Group's accounting policies

² New Zealand dollars

³ Other includes revenue from Quantum

⁴ Intersegment eliminations and reclassifications represent the elimination of intersegment revenue of \$298m (Q3 F24: \$285m) and the reclassification of freight revenue of \$78m (Q3 F24: \$86m) 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	Q3'25	Q3'24	CHANGE
Woolworths Food Retail (Stores and eCommerce) ¹	12,909	12,481	3.4%
WooliesX (including eCommerce) ²	2,129	1,850	15.0%
Elimination of eCommerce sales ³	(1,820)	(1,565)	16.3%
Intrasegment eliminations ⁴	(167)	(169)	(1.4)%
Total Australian Food sales	13,051	12,597	3.6%
External sales ⁵	13,013	12,569	3.5%
Intersegment sales ⁶	38	28	38.8%
Total Australian Food sales	13,051	12,597	3.6%

Woolworths Food Retail sales performance

\$ MILLION	Q3'25	Q3'24	CHANGE	ADJ CHANGE ⁷
Woolworths Supermarkets (store-originated)	10,671	10,519	1.4%	
Metro (store-originated)	418	397	5.4%	
Pick up eCommerce sales	737	613	20.2%	
Sales to customers visiting a store	11,826	11,529	2.6%	
Delivery eCommerce sales (including MILKRUN)	1,083	952	13.8%	
Woolworths Food Retail (Stores and eCommerce)	12,909	12,481	3.4%	3.6%

Woolworths Food Retail operating metrics

	Q3'25	Q3'24
Customer metrics⁸		
VOC NPS (Store and Online)	43	42
Store-controllable VOC (%)	75	75
Sales metrics	Adjusted⁷	Adjusted⁹
Comparable sales growth	3.0%	1.1%
Comparable transactions growth	1.3%	0.3%
Comparable items per basket growth	0.3%	(0.8)%
Comparable item growth	1.6%	(0.5)%
Change in average prices		
Total	0.0%	(0.2)%
Total excluding Tobacco	(0.5)%	(0.7)%
Total excluding Tobacco and Fruit & Veg	(1.2)%	0.1%

Note: Q3 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales

1 Woolworths Food Retail includes Woolworths Supermarkets, Metro, WooliesX B2C eCommerce, 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 External sales have been restated to reflect the transfer of Healthylife and Everyday Market to W Living

6 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

7 Adjusted for the non-comparable timing of Easter

8 Customer metrics represent the final month of the quarter

9 Adjusted for the non-comparable timing of Easter and New Year's Day

Trading performance

Australian Food total sales increased 3.6% in Q3 F25 to \$13,051 million with Woolworths Food Retail sales increasing 3.4% (4.8% ex Tobacco) to \$12,909 million and WooliesX sales increasing by 15.0% to \$2,129 million. In WooliesX, eCommerce sales grew by 16.3% and Digital & Media, Rewards & Services and Homerun revenue grew by 13.5%.

Woolworths Supermarkets supported communities impacted by adverse weather events across Queensland and Northern NSW during the quarter. In early February, Woolworths donated bottled water, fresh milk, dry groceries, as well as sheets, pillows, nappies, toiletries, pet food and other essential items to evacuation centres. In addition to this, in partnership with the Federal Government and the Australian Defence Force, Woolworths supported the Ingham community by airlifting pallets of drinking water and essential groceries to provide much-needed supplies to residents isolated by flood waters.

Australian Food

Woolworths Food Retail customer scores improved modestly in the quarter with VOC NPS (Store and Online) of 43 increasing one point on both Q2 F25 and the prior year. Store-controllable VOC of 75% was unchanged on Q2 F25 and the prior year.

Woolworths Food Retail Easter-adjusted sales in the quarter increased by 3.6% driven by solid item growth with Easter-adjusted comparable sales increasing by 3.0%. In Long Life, item growth was supported by the Minecraft Cubeez collectibles program, particularly in Grocery Food driven by increased promotional uptake by customers. Fresh item growth improved due to lower prices in Chilled and strong item growth in Meat, with customers trading into more value-driven lines such as mince.

Woolworths Supermarkets (store-originated) sales for Q3 increased 1.4% (2.9% ex Tobacco) to \$10,671 million. Including Pick up eCommerce sales, sales to customers visiting a store increased by 2.6%. Total eCommerce sales momentum remained strong despite disruption to services during the quarter, increasing 16.3% to \$1,820 million. Metro (store-originated) sales increased 5.4% to \$418 million primarily due to new store growth.

Own and Exclusive Brand sales continued to outperform in the quarter with growth of 5.7%. Long Life Own Brand sales were particularly strong in value categories with 8.0% growth driven by Pantry, Frozen Foods, Snacking and Household Care.

Helping customers find value remained a key focus in the quarter with prices lowered on over 340 products as part of the Lower Autumn Price program together with a strong promotional program; two Everyday Rewards 'Boost your Budget' campaigns; and a wide range of Easter items to provide more choice for customers to celebrate.

Average prices (ex Tobacco) declined by 0.5% in Q3 compared to the prior year (total incl. Tobacco: flat) marking the fifth consecutive quarter of lower prices for customers. Excluding Fruit & Vegetables and Tobacco, average prices declined by 1.2%. Fruit & Vegetables inflation in the quarter reflected cycling a period of abundant supply in the prior year, particularly in avocados, as well as unfavourable growing conditions for berries. Deflation in Long Life categories such as Pantry, Snacking, Freezer and Everyday Needs was partially offset by higher Meat prices.

During the quarter 12 Woolworths Supermarket renewals were completed, two net new Supermarkets were opened and one Metro was closed. At quarter end, the total network comprised 1,009 Woolworths Supermarkets, 105 Metros, 745 Direct to Boot locations, six CFCs and two eStores.

WooliesX (including eCommerce)

Sales performance by platform

\$ MILLION	Q3'25	Q3'24	CHANGE	ADJ CHANGE ³
eComX ¹	1,820	1,565	16.3%	14.9%
Digital & Media, Rewards & Services and HomeRun	571	503	13.5%	
Total WooliesX sales	2,391	2,068	15.6%	
Intrasegment eliminations and reclassifications ²	(262)	(218)	20.4%	
WooliesX sales after eliminations and reclassifications	2,129	1,850	15.0%	

eComX metrics

	Q3'25	Q3'24
Customer metrics⁴		
B2C Online VOC NPS (eCommerce and Digital)	56	58
eCommerce sales metrics		
eCommerce penetration	14.1%	12.5%
Pick up mix (% of eCommerce sales)	41.4%	40.0%

Digital metrics

	Q3'25	Q3'24
Food and Everyday digital platforms⁵		
Average weekly traffic (million)	19.4	18.9
Average weekly traffic growth (year on year)	2.7%	21.4%
Group digital platforms⁶		
Average weekly traffic (million)	28.2	27.1
Average weekly traffic growth (year on year)	4.2%	19.0%

Everyday Rewards metrics

	Q3'25	Q3'24
Active members (million) ⁷	10.3	9.7
Scan rate (% of transactions) ⁸	58.5	57.1
Tag rate (% of sales) ⁸	72.9	71.7

Trading performance

WooliesX total sales increased 15.6% to \$2,391 million in Q3 F25 with growth across all platforms.

eComX customer scores softened in Q3 primarily due to impacts related to weather events in Queensland during the quarter as eCommerce services were temporarily closed for team and customer safety. B2C Online VOC NPS ended the quarter at 56, declining one point compared to Q2 F25 and two points compared to the prior year.

eComX sales increased 16.3% to \$1,820 million or 14.9% on an Easter-adjusted basis. Sales momentum improved towards the end of the quarter as the impacts of weather disruption diminished. Sales growth continued to be driven by loyal customers, with an increasing mix of frequent loyal shoppers compared to the prior year. eCommerce penetration was 14.1% in Q3, an increase of 157 bps compared to the prior year.

Same Day and On Demand propositions fulfilled by our store network continue to resonate strongly with 31% of B2C orders fulfilled within two hours of order placement, an increase of 12 pts on the prior year, and 55% of B2C orders fulfilled on the same day, an increase of 9 pts on the prior year. MILKRUN continued to expand across Australia and is now available in 494 Food stores with 20 net stores launched in Q3.

A further five Direct to Boot locations were added during the quarter with the service now available in 745 sites. Direct to Boot Now, a sub-60-minute service, was expanded by 153 stores in Q3 to 493 stores and is resonating strongly with high customer scores. The Auburn CFC in Western Sydney is progressing well and expected to go live in Q4.

In Digital & Media, weekly average traffic to Group digital platforms reached 28.2 million in Q3 driven by increased traffic to Group apps. Weekly average traffic to Food and Everyday digital platforms reached 19.4 million in Q3 with Woolworths app users increasing by 21.7%. App growth was supported by new features rolled out during the quarter including enhanced product search capabilities enabling voice search in app as well as a 'cost per serve' feature for recipe planning.

Cartology revenue grew by 29.1% with strong growth across the portfolio supported by the successful execution of the Minecraft Cubeez collectibles campaign across Australian Supermarkets, New Zealand Supermarkets and BIG W. Cartology continues to expand its solutions for brands with the roll out of In-Aisle Video on woolworths.com.au and activating in-store POS screens as media opportunities.

Everyday Rewards & Services platform sales increased 10.4% in Q3. Everyday Rewards active members increased to 10.3 million, with more than 600,000 new active members compared to the prior year. Member engagement remains strong with weekly active app users reaching 2.1 million in the quarter. Scan and tag rates increased by 143 and 125 bps respectively, reflecting additional member engagement and benefits delivered through Boost your Budget campaigns and Minecraft Cubeez.

Note: Q3 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales

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 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

3 Adjusted for the non-comparable timing of Easter

4 Customer metrics represent the final month of the quarter

5 Q3 F24 has been restated to exclude Healthylife which has been transferred to the W Living segment

6 Q3 F24 has been restated to include Petstock

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

8 Includes Woolworths Supermarkets (Stores and B2C eCommerce), Metro and MILKRUN

Australian B2B

Sales performance by business

\$ MILLION	Q3'25	Q3'24	CHANGE
B2B Food	855	793	7.8%
B2B Supply Chain	583	559	4.3%
Total Australian B2B sales	1,438	1,352	6.3%
External sales	1,179	1,098	7.4%
Intersegment sales ¹	259	254	1.8%
Total Australian B2B sales	1,438	1,352	6.3%

Note: Q3 F24 has been restated due to a change in disclosure methodology to reflect the inclusion of intersegment sales

1 Intersegment sales primarily represent the sale of goods from PFD and SIW to Australian Food

Trading performance

Australian B2B total sales in Q3 F25 were \$1,438 million, up 6.3% 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 Q3 increased 7.8% to \$855 million. PFD sales increased by 7.9% with double-digit QSR growth reflecting the underlying growth of key customers and new customer acquisitions. Growth in Food Service was also solid. Outside of PFD, meat export growth was also strong reflecting a strong international beef market.

As announced at H1 results, following the recent loss of the Ampol contract, Australian Grocery Wholesalers (AGW) will be downsized to focus on existing customers including supporting remote communities.

B2B Supply Chain sales increased by 4.3% driven by an increase in Primary Connect's third-party revenue from cross-dock warehouses as well as an increase in SIW sales on the prior year.

New Zealand Food

Sales performance by business

\$ MILLION (NZD)	Q3'25	Q3'24	CHANGE	ADJ CHANGE ¹
Woolworths New Zealand Supermarkets (store-originated)	1,624	1,596	1.8%	1.2%
eCommerce	313	252	24.3%	23.7%
Other revenue ²	181	174	4.2%	5.9%
Total New Zealand Food sales	2,118	2,022	4.8%	4.4%

Operating metrics

	Q3'25	Q3'24
Customer metrics³		
VOC NPS (Store and Online)	40	34
Store-controllable VOC (%)	79	77
Online VOC NPS (eCom and Digital)	54	46
Sales metrics	Adjusted¹	Adjusted⁴
Comparable sales growth	3.8%	1.5%
Comparable transactions growth	0.5%	3.6%
Comparable items per basket growth	1.4%	(2.6)%
Comparable item growth	1.9%	0.9%
Change in average prices		
Total	(0.3)%	(0.6)%
eCommerce and loyalty		
eCommerce penetration	14.8%	12.4%
Active Everyday Rewards members (million) ⁵	2.1	1.5
Scan rate (% of transactions) ⁶	60.6	52.1
Tag rate (% of sales) ⁶	76.2	68.3

1 Adjusted for the non-comparable timing of Easter

2 Includes franchise and export sales

3 Customer metrics represent the final month of the quarter

4 Adjusted for the non-comparable timing of Easter and New Year's Day

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

6 Woolworths New Zealand Supermarkets only (Stores and eCom)

Trading performance

New Zealand Food's customer metrics continued to improve in Q3 F25 with VOC NPS, Store-controllable VOC and Online VOC NPS ending the quarter up on the prior year by six points, two points, and eight points respectively. New Zealand's transformation initiatives continue to deliver strong momentum in key focus areas with Fruit & Vegetables VOC and Availability VOC up two points on the prior year.

New Zealand Food's total sales increased 4.8% to \$2,118 million or 4.4% on an Easter-adjusted basis. Easter-adjusted comparable sales increased by 3.8% with solid item growth supported by the Minecraft Cubeez collectibles program as well as improved availability and quality in Meat and Fruit & Vegetables.

Average prices declined 0.3% in Q3, mainly driven by deflation in Fruit & Vegetables like potatoes, tomatoes and citrus partly offset by inflation in Meat and Dairy due to livestock and cost price increases.

Franchise and other revenue increased by 4.2% with growth driven by five new FreshChoice stores and the conversion of 10 SuperValue stores to FreshChoice over the last year.

eCommerce sales in Q3 increased by 24.3% to \$313 million with penetration reaching 14.8%. Convenient same day propositions including Delivery Now and MILKRUN are driving strong growth with 23% of eCommerce orders fulfilled within two hours and 89% of orders fulfilled within 24 hours of order placement. Direct to Boot is now available in 52 stores with MILKRUN available in 77 stores.

In February, Everyday Rewards celebrated its one-year anniversary in the New Zealand market with 2.1 million active users at the end of Q3. Member sentiment has steadily increased since launch with the value provided to customers increasing through the Boost offer program and nine new rewards partners added to the program.

During the quarter, Woolworths New Zealand converted one store to a FreshChoice. At the end of quarter, the total store network comprised 185 Supermarkets, 66 FreshChoice and 12 SuperValue franchise stores.

Approximately two-thirds of the supermarket store network has now been rebranded to Woolworths New Zealand with all stores expected to be rebranded by the end of calendar 2025, and all SuperValue to FreshChoice conversions to be completed by the end of F26.

During the quarter Woolworths New Zealand continued its support for local communities and donated \$128,000 in food rescue grants to five food rescue partners.

Sales performance by business

\$ MILLION	Q3'25	Q3'24 ¹	CHANGE
BIG W	986	1,001	(1.5)%
Petstock	204	226	(9.7)%
Woolworths MarketPlus ² and Healthylife	30	26	9.1%
Total W Living sales	1,220	1,253	(2.7)%

WMP operating metrics

	Q3'25	Q3'24	CHANGE
WMP GMV	96	77	24.6%

BIG W sales performance

\$ MILLION	Q3'25	Q3'24	CHANGE	ADJ CHANGE ³
BIG W (store-originated)	899	916	(2.0)%	1.5%
eCommerce ⁴	87	85	4.3%	6.2%
Total BIG W sales	986	1,001	(1.5)%	1.9%

BIG W operating metrics

	Q3'25	Q3'24
Customer metrics⁵		
VOC NPS (Store and Online)	63	61
Store-controllable VOC (%)	83	82
Online VOC NPS (eCom and Digital)	63	63
Sales metrics	Adjusted³	Adjusted⁶
Comparable sales growth	1.1%	(5.1)%
Comparable transactions growth	2.6%	(2.3)%
Comparable items per basket growth	2.2%	(1.8)%
Comparable item growth	4.9%	(4.1)%
eCommerce and loyalty		
eCommerce penetration	8.9%	8.4%
eCommerce penetration (GMV)	13.9%	9.6%
Scan rate (% of transactions)	58.2	57.0
Tag rate (% of sales)	65.1	64.0

1 Q3 F24 has been restated to reflect the alignment of Petstock to Woolworths Group's accounting policies

2 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

3 Adjusted for the non-comparable timing of Easter

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

5 Customer metrics represent the final month of the quarter

6 Adjusted for the non-comparable timing of Easter and New Year's Day

Trading performance

W Living total sales in Q3 F25 decreased 2.7% to \$1,220 million reflecting the timing of Easter which impacted BIG W sales and the impact of the divestment of 41 Petstock retail stores and 25 veterinary clinics which were still owned in the prior year.

BIG W's customer metrics remained strong in Q3, improving on Q2 F25 and the prior year. Store-controllable VOC was 83%, up one point on the prior year and three points on Q2 F25 with an increase in Availability and other key metrics. VOC NPS (Store and Online) ended the quarter at 63, up five points on Q2 and two points compared to the prior year primarily driven by improvements in Delivery metrics.

BIG W total sales in Q3 declined by 1.5% to \$986 million but on an Easter-adjusted basis, sales increased 1.9%. Easter-adjusted comparable items grew by 4.9% on the prior year as enhanced value offerings and new ranges at opening price points resonated with customers contributing to an increase in both transactions and items per basket. Easter-adjusted comparable sales increased by 1.1%.

Across BIG W's four trading segments, Clothing returned to growth; however, increased markdown investment was required to accelerate the sell through of the Spring/ Summer range where launch availability in H1 was impacted by challenges associated with the timing of stock receipts and shipping delays. Play growth was driven by Toys due to everyday low pricing and continued strong momentum in Own Brand (Somersault) which offset declines in Gaming, Office & Stationery, and Books. Home delivered a strong quarter due to improved product design, range resets and better availability. Everyday sales were broadly stable underpinned by growth in Beauty offsetting challenges in Cleaning and Pet which continue to face increased competition.

BIG W eCommerce sales increased 4.3% to \$87 million in Q3 with eCommerce penetration of 8.9%. Including BIG W Market, eCommerce GMV increased by 49.2% to \$145 million with penetration of 13.9%. Digital traffic increased by 20% across both the web and app. The Everyday Rewards scan rate of 58.2% in the quarter was supported by participation in the Group-wide Minecraft Cubeez collectibles.

BIG W's total store network remained unchanged at 179 during the quarter.

Petstock sales declined 9.7% in the quarter to \$204 million due to the divestment of 41 retail stores and 25 veterinary clinics on 1 July 2024. Excluding the impact of divested stores, sales increased by 4.5% driven by item growth, strong own brand performance in pet food categories and the opening of three net new stores in the quarter. eCommerce penetration was stable at 7.0%. At the end of the quarter, the Petstock network comprised 224 retail stores and 26 retail veterinary clinics.

Woolworths MarketPlus' GMV of \$96 million increased 24.6% compared to the prior year driven by BIG W Market, partially offset by a decline in MyDeal GMV. Item and transaction growth increased by 21% and 24% respectively, compared to the prior year with strong growth in returning customers.

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Appendix

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

Q3'25	GROSS NEW STORES (INC. ACQUISITIONS)	NET NEW STORES (INC. ACQUISITIONS)	RENEWALS/ REFURBISHMENTS
Australian Supermarkets	3	2	12
Metro	-	(1)	-
New Zealand Food	-	(1)	-
BIG W	-	-	-
Petstock (including retail vet clinics)	5	3	8
Total Group	8	3	20

Appendix Two: Consolidation method view of sales for F24

In Q1 F25 the Group 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 FOOD	AUSTRALIAN B2B	NEW ZEALAND FOOD	W LIVING	OTHER	ELIMINATIONS/ RECLASSIFICATIONS	TOTAL
Q1'24							
External	13,073	1,127	1,906	1,160	51	(93)	17,224
Intersegment	29	251	-	-	3	(283)	-
Total sales	13,102	1,378	1,906	1,160	54	(376)	17,224
Q2'24							
External	12,806	1,196	1,952	1,496	55	(94)	17,411
Intersegment	37	254	-	-	3	(294)	-
Total sales	12,843	1,450	1,952	1,496	58	(388)	17,411
H1'24							
External	25,879	2,323	3,858	2,656	106	(187)	34,635
Intersegment	66	505	-	-	6	(577)	-
Total sales	25,945	2,828	3,858	2,656	112	(764)	34,635
Q3'24¹							
External	12,569	1,098	1,884	1,253	54	(86)	16,772
Intersegment	28	254	-	-	3	(285)	-
Total sales	12,597	1,352	1,884	1,253	57	(371)	16,772
Q4'24¹							
External	12,256	1,168	1,809	1,311	54	(83)	16,515
Intersegment	25	246	-	-	3	(274)	-
Total sales	12,281	1,414	1,809	1,311	57	(357)	16,515
F24							
External	50,704	4,589	7,551	5,220	214	(356)	67,922
Intersegment	119	1,005	-	-	12	(1,136)	-
Total sales	50,823	5,594	7,551	5,220	226	(1,492)	67,922

1 Q3 F24 and Q4 F24 have been restated to reflect the alignment of Petstock to Woolworths Group's accounting policies

Appendix

Appendix Three: 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
F25	1 July 2024 – 6 Oct 2024	7 Oct 2024 – 5 Jan 2025	6 Jan 2025 – 6 April 2025	7 April 2025 – 29 June 2025
F24	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 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	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
POS	Point of sale
Renewal	A total store transformation focused on the overall store environment, team, range and process efficiency (including digital)
SIW	Statewide Independent Wholesalers
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