

29 October 2025

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

First Quarter Sales Results

Attached for release to the market are the First Quarter Sales Results
for the 14 week period ended 5 October 2025.

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First Quarter Sales Results

Financial Year 2026 for the 14 weeks ended 5 October 2025

29 October 2025



Rebuilding momentum and focused on delivering a better Christmas for customers

Group sales

\$18.5B

▲ 2.7% on Q1 F25

Group eCommerce sales

\$2.7B

▲ 13.2% on Q1 F25

Group VOC NPS

49

▲ 3 pts on September 2024

Q1 F26 summary

- Group VOC NPS up 3 points compared to the prior year and up 4 points compared to Q4 F25
- Australian Food sales up 2.1% with Woolworths Food Retail sales up 3.8% (ex. Tobacco)
- Group eCommerce sales up 13.2%
- Solid sales momentum in New Zealand Food; improved Clothing performance in BIG W
- Improved momentum in Woolworths Food Retail in Q2 to date with sales up 5.0% (ex. Tobacco)

Woolworths Group CEO, Amanda Bardwell, said: "While the Q1 sales performance was below our aspirations and there remains more to do, the changes we are making to improve value, convenience and availability are being recognised by our customers. Group VOC NPS increased by three points compared to the prior year and four points compared to Q4 F25 largely driven by improvements in Australian Food and New Zealand Food.

"Australian Food sales in Q1 increased by 2.1% with Woolworths Food Retail sales increasing by 3.8% (ex. Tobacco). In September, we increased customer engagement through Rewards offers, eCommerce investment and weekly promotions to drive traffic and sales with item growth showing a modest improvement in trend during the quarter. We also added over 100 products to our Lower Shelf Price program, bringing the total to over 750 products with low double-digit unit growth across the program and supporting a strong improvement in Value for Money VOC. Average prices (ex. Tobacco) compared to the prior year have now declined for seven consecutive quarters.

"By category, Fresh and Grocery Food were solid in Q1 while Pet and Baby continued to underperform in store and Tobacco sales declined by 51%. In eCommerce, sales grew by 12.9% and On Demand growth remained a highlight. eCommerce sales delivered or picked up in under two hours increased by 39% as customers seek greater convenience.

"Australian B2B sales increased by 6.2% with sales growth driven by PFD. In New Zealand Food, sales growth improved towards the end of the quarter with total sales growth of 3.2%¹ and eCommerce growth of 15.8%. BIG W (including BIG W Market) sales increased by 1.0% with a more favourable sales mix reflecting an improved Clothing performance.

"Looking ahead, we are cautiously optimistic about our key trading quarter and we have strong plans in place for our customers for the festive season including a refreshed seasonal range. Woolworths Food Retail sales in Q2 to date have increased by 3.2% (5.0% ex. Tobacco) as we continue our focus on rebuilding momentum. It will take some time for the full benefits of our strategic actions to be realised but we remain confident the steps we are taking will lead to meaningful improvements for our customers and our shareholders."

First quarter sales

\$ MILLION	Q1'26	Q1'25 ²	CHANGE
Australian Food	13,887	13,605	2.1%
Australian B2B	1,565	1,473	6.2%
New Zealand Food (AUD)	1,980	1,933	2.5%
<i>New Zealand Food (NZD)</i>	<i>2,189</i>	<i>2,120</i>	<i>3.2%</i>
W Living	1,390	1,346	3.3%
Other ³	66	58	13.8%
Intersegment eliminations and reclassifications ⁴	(405)	(411)	(1.5%)
Total first quarter Group sales	18,483	18,004	2.7%

¹ New Zealand dollars

² Q1'25 restated to reflect Everyday Market and Healthylife moving to Australian Food from W Living. See Appendix Two

³ Other includes revenue from Quantum

⁴ Intersegment eliminations and reclassifications represent the elimination of intersegment revenue of \$303m (Q1 F25: \$306m) and the reclassification of freight revenue of \$102m (Q1 F25: \$105m) 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	Q1'26	Q1'25 ¹	CHANGE
Woolworths Food Retail (Stores and eCommerce) ²	13,731	13,463	2.0%
WooliesX (including eCommerce) ³	2,549	2,291	11.3%
Elimination of eCommerce sales ⁴	(2,217)	(1,963)	12.9%
Intrasegment eliminations ⁵	(176)	(186)	5.3%
Total Australian Food sales	13,887	13,605	2.1%
External sales ⁶	13,846	13,570	2.0%
Intersegment sales ⁷	41	35	16.7%
Total Australian Food sales	13,887	13,605	2.1%

Woolworths Food Retail sales performance

\$ MILLION	Q1'26	Q1'25	CHANGE
Woolworths Supermarkets (store-originated)	11,087	11,078	0.1%
Metro (store-originated)	427	422	1.2%
Pick up eCommerce sales	913	765	19.4%
Sales to customers visiting a store	12,427	12,265	1.3%
Delivery eCommerce sales (including MILKRUN)	1,304	1,198	8.9%
Woolworths Food Retail (Stores and eCommerce)	13,731	13,463	2.0%

WooliesX sales performance by business

\$ MILLION	Q1'26	Q1'25 ¹	CHANGE
eComX ⁸	2,217	1,963	12.9%
Digital & Media, Rewards & Services and HomeRun	656	613	6.9%
Total WooliesX sales	2,873	2,576	11.5%
Intrasegment eliminations and reclassifications ⁹	(324)	(285)	13.8%
WooliesX sales after eliminations and reclassifications	2,549	2,291	11.3%

Woolworths Food Retail operating metrics

	Q1'26	Q1'25
Customer metrics¹⁰		
VOC NPS (Store and Online)	50	46
Store-controllable VOC (%)	80	77
Sales metrics		
Comparable sales growth	1.6%	2.3%
Comparable transactions growth	0.1%	1.2%
Comparable items per basket growth	0.5%	0.1%
Comparable item growth	0.5%	1.2%
Change in average prices		
Total	0.1%	(0.3)%
Total excluding Tobacco	(0.3)%	(0.8)%
Total excluding Tobacco and Fruit & Veg	(0.1)%	(1.8)%

WooliesX operating metrics

	Q1'26	Q1'25
eCommerce sales metrics		
eCommerce penetration	16.2%	14.6%
Pick up mix (% of eCommerce sales)	42.4%	40.0%
Group digital platforms		
Average weekly traffic (million)	29.3	28.8
Average weekly traffic growth (year on year)	1.8%	15.7%
Everyday Rewards		
Active members (million) ¹¹	10.5	10.0
Tag rate (% of sales) ¹²	72.9	73.0

Trading performance

Customer metrics continued to improve in Q1 with VOC NPS (Store and Online) up four points compared to the prior year and up three points compared to Q4 F25 driven by improvements across all metrics. Value for Money VOC increased five points compared to the prior year and three points compared to Q4 F25 through ongoing efforts to provide more value to customers and the expansion of the Lower Shelf Price program. Store-controllable VOC of 80% was up three points compared to the prior year and increased two points compared to Q4 F25 driven by improvements in Fruit & Veg, Out of Stocks and Queue Wait Times. Brand NPS scores have also improved but budget shoppers remain an opportunity.

After a challenging start to the quarter, customer investment was increased to drive customer traffic and sales and respond to competitor activity. This included new Everyday Rewards campaigns, increased eCommerce offers and an increase in weekly promotions to provide customers with more value and more reasons to choose Woolworths first. Two successful Everyday Rewards campaigns were also run during the quarter driving strong engagement, including a points blitz and double points campaigns in September.

Weekly average traffic to Group digital platforms reached 29.3 million in Q1, up 1.8% on the prior year reflecting a focus on personalised offers in the early part of the quarter with an increase in offers to all Rewards members later in the quarter. Woolworths app users increased 7.9% with major app enhancements to improve search speed and the check-out functionality introduced during the period.

Australian Food total sales increased 2.1% in Q1 F26 to \$13,887 million with Woolworths Food Retail sales increasing 2.0% (3.8% ex. Tobacco) to \$13,731 million. WooliesX sales increased by 11.3% to \$2,549 million.

Woolworths Food Retail

Woolworths Food Retail comparable sales in Q1 increased by 1.6% reflecting an increase in items per basket with comparable items increasing by 0.5%. Fresh sales growth was driven by Chilled, Meat and Fruit with Fresh sales growing faster than Long Life. In Long Life, Drinks, Snacking and Health and Wellness delivered strong growth with Baby, Pet and Home Essentials more challenging. Tobacco trends remained unchanged over the quarter with a decline of 51.5% on the prior year. Own and exclusive brand sales grew 2.8% in Q1 with Fresh sales increasing by 4.9%.

Average prices (ex. Tobacco) declined 0.3% in Q1 compared to the prior year, marking the seventh consecutive quarter of lower prices for customers. Inflation reduced over the quarter which led to a softening in total sales in the latter part of Q1; however, unit growth showed a modest improvement over the quarter. The lower inflation was primarily due to Fruit & Vegetables moving into deflation in the quarter driven by increased supply of berries and avocados. This was partially offset by higher Meat prices. Long Life categories including Pantry, Snacking, Freezer and Everyday Needs remained in modest deflation during the quarter.

During the quarter nine Woolworths Supermarkets and one Metro renewal was completed and three net new Supermarkets were opened.

WooliesX

eCommerce sales in Q1 increased 12.9% to \$2,217 million with penetration reaching 16.2%, up 1.6 pts on the prior year. Sales growth was driven by continued growth in Same Day and On Demand propositions. MILKRUN remains the fastest growing eCommerce proposition and is now available at 628 stores with 113 new stores added during the quarter. Online delivery orders fulfilled within two hours increased by 4.3 pts on the prior year to 43%.

Pick up mix increased 2.4 pts on the prior year to 42.4% with mix stable on Q4. Two net new Direct to Boots opened in the quarter bringing the total to 757 locations. Direct to Boot Now (sub-60-minute service) was added to 22 stores in Q1 and is now available at 535 stores. B2C orders fulfilled within 24 hours of order placement has increased to 88% of orders.

Cartology revenue increased by 4.6% driven by growth in Australian Food, particularly in Digital. The lower growth rate in the quarter was due to cycling several promotional events in the prior year, including the Olympics, as well as a competitive out-of-home retail market. Highlights for the quarter include the roll out of Ads Manager, a self-service reporting platform for customers.

Everyday Rewards & Services sales growth was driven by Everyday Mobile and Insurance with combined customer growth of 5% compared to the prior year. Everyday Rewards active members reached 10.5 million, an increase of 4.5% on the prior year. Everyday Rewards also continued to expand its partnerships with ANZ and American Express both launching in October.

Woolworths Supermarkets celebrated a decade of partnership with OzHarvest during the quarter, achieving a significant milestone of 100 million meals to Australians in need over the last ten years. At the end of Q1 there were 104 Mini Woolies locations.

1 Q1'25 restated to reflect Everyday Market and Healthylife moving to Australian Food from W Living. See Appendix Two

2 Woolworths Food Retail includes Woolworths Supermarkets, Metro, WooliesX B2C eCommerce, Woolworths at Work, MILKRUN, Healthylife and Everyday Market

3 WooliesX includes eComX, Digital & Media, Rewards & Services and HomeRun

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

5 Intra-segment eliminations primarily relates to the elimination of Everyday Rewards revenue from the sale of points and payment processing services within Australian Food

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

7 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

8 eComX includes B2C eCommerce, Woolworths at Work, MILKRUN, Healthylife and Everyday Market. Q1'25 restated to reflect Everyday Market and Healthylife moving to Australian Food from W Living

9 Intra-segment 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

10 Customer metrics represent the final month of the quarter

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

12 includes Woolworths Supermarkets (Stores and B2C eCommerce), Metro and MILKRUN

Australian B2B

Sales performance by business

\$ MILLION	Q1'26	Q1'25	CHANGE
B2B Food	981	867	13.1%
B2B Supply Chain	584	606	(3.6)%
Total Australian B2B sales	1,565	1,473	6.2%
External sales	1,305	1,204	8.4%
Intersegment sales ¹	260	269	(3.3)%
Total Australian B2B sales	1,565	1,473	6.2%

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

Trading performance

Australian B2B total sales increased by 6.2% in Q1 F26 to \$1,565 million with sales driven by growth in B2B Food. Sales benefitted from the alignment of retail calendars in PFD which moved to a 14-week quarter from a 13-week quarter previously. Excluding this benefit, Australian B2B sales increased 2.2%.

B2B Food sales in Q1 increased 13.1% to \$981 million. PFD sales increased by 6.2% (normalised to exclude the benefit of an additional week), with growth driven by the Food Service and QSR channels.

Export Meat sales increased by 31.3% reflecting elevated prices across the international beef market. PFD and Export Meat sales growth was somewhat offset by a decline in Australian Grocery Wholesalers sales following the loss of the Ampol contract in February.

B2B Supply Chain sales decreased 3.6% to \$584 million driven by a decline in SIW revenue due to a reduction in Tobacco sales. Excluding Tobacco, B2B Supply Chain sales increased 1.6%. Growth in PC+ of 3.8% in the quarter was driven by solid growth in international logistics and an increase in new and existing customers using Primary Connect's cross-dock warehouses.

New Zealand Food

Sales performance by business

\$ MILLION (NZD)	Q1'26	Q1'25	CHANGE
Woolworths New Zealand Supermarkets (store-originated)	1,637	1,631	0.4%
eCommerce	367	317	15.8%
Other revenue ¹	189	172	9.6%
Intrasegment eliminations ²	(4)	-	n.m.
Total New Zealand Food sales	2,189	2,120	3.2%

Operating metrics

	Q1'26	Q1'25
Customer metrics³		
VOC NPS (Store and Online)	43	37
Store-controllable VOC (%)	81	79
Sales metrics		
Comparable sales growth	3.7%	3.4%
Comparable transactions growth	1.0%	2.1%
Comparable items per basket growth	0.0%	0.6%
Comparable item growth	0.9%	2.7%
Change in average prices	1.4%	(2.1)%
eCommerce and loyalty		
eCommerce penetration	16.8%	15.0%
Active Everyday Rewards members (million) ⁴	2.1	1.8
Tag rate (% of sales) ⁵	77.3	76.3

¹ Includes franchise and export sales

² Intrasegment eliminations primarily relates to the elimination of sales of Everyday Rewards points within New Zealand Food and sales from The Kitchenary New Zealand to Woolworths New Zealand Supermarkets

³ Customer metrics represent the final month of the quarter

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

⁵ Woolworths New Zealand Supermarkets only (Stores and eCommerce)

Trading performance

New Zealand Food's customer metrics strengthened on the prior year with VOC NPS (Store and Online) up six points on the prior year, however down one point on Q4 F25. Store-controllable VOC and Online VOC NPS were up two and seven points respectively compared to the prior year and in line with Q4 F25.

Total sales increased by 3.2% in Q1 F26 to \$2,189 million largely driven by strong eCommerce growth. Comparable sales increased by 3.7%. Sales momentum improved over the quarter following competitor activity at the beginning of Q1 with comparable items increasing by 0.9%. By category, Fruit & Vegetables, Meat, Chilled and Frozen performed strongly.

Average prices in Q1 increased by 1.4% primarily driven by inflation in Meat due to livestock cost price increases, and Chilled driven by global commodity increases, particularly in Dairy.

eCommerce sales in Q1 increased by 15.8% with eCommerce penetration reaching 16.8%. Customer demand for convenience continued to drive growth with Same Day propositions growing strongly in the quarter. Online orders fulfilled within two hours increased to 26% and online orders fulfilled within 24 hours of order placement increased to 90%, up five and two points respectively compared to the prior year. At the end of the quarter, Direct to Boot was available in 54 stores and MILKRUN was available in 87 stores.

Other revenue increased by 9.6% with growth driven by the opening of three new FreshChoice stores and the conversion of seven SuperValue stores to FreshChoice over the last year.

Everyday Rewards remains a key driver of member engagement with 2.1 million active members at the end of Q1, an increase of approximately 250,000 compared to the prior year. Member engagement and sentiment continues to improve with Rewards VOC NPS increasing two points compared to Q4 F25 and eleven points compared to the prior year supported by investment in Boost offers with tag rates increasing on the prior year.

During the quarter, one store was opened, one Metro was closed and one SuperValue store was converted to a FreshChoice. A further 24 stores were rebranded to Woolworths New Zealand in Q1 with all stores expected to be rebranded by the end of Q2.

Woolworths New Zealand opened two new Mini Woolies locations in the South Island in Q1 and continued its support for local communities through the donation of \$275,000 via food rescue grants to seven food rescue partners.

Sales performance by business

\$ MILLION	Q1'26	Q1'25 ¹	CHANGE
BIG W	1,125	1,121	0.4%
BIG W Market	13	5	146.7%
BIG W (including BIG W Market)	1,138	1,126	1.0%
Petstock	238	206	15.8%
MyDeal ²	14	14	(0.9)%
Total W Living sales	1,390	1,346	3.3%

BIG W sales performance

\$ MILLION	Q1'26	Q1'25	CHANGE
BIG W (store-originated)	1,015	1,017	(0.2)%
eCommerce (including BIG W Market)	123	109	12.3%
1P	110	104	5.9%
BIG W Market	13	5	146.7%
Total BIG W sales	1,138	1,126	1.0%

\$ MILLION	Q1'26	Q1'25	CHANGE
BIG W Market GTV	103	42	148.0%

BIG W operating metrics

	Q1'26	Q1'25
Customer metrics³		
VOC NPS (Store and Online)	62	62
Store-controllable VOC (%)	83	83
Sales metrics		
Comparable sales growth ⁴	0.6%	(0.7)%
Comparable transactions growth	(0.3)%	3.4%
Comparable items per basket growth	(3.5)%	0.9%
Comparable item growth	(3.8)%	4.4%
eCommerce and loyalty		
eCommerce penetration	10.8%	9.7%
eCommerce penetration (GTV)	17.3%	12.5%
Tag rate (% of sales) ⁵	65.1	65.0

1 Q1'25 restated to reflect Everyday Market and Healthylife moving to Australian Food from W Living. BIG W Market revenue is reflected in total BIG W sales

2 MyDeal revenue prior to the closure of the customer website on 30 September

3 Customer metrics represent the final month of the quarter

4 Includes BIG W Market

5 Store-originated and eCommerce 1P sales only

Trading performance

W Living total sales in Q1 F26 increased by 3.3% to \$1,390 million reflecting strong Petstock sales growth.

BIG W

BIG W's customer metrics remained stable in Q1 with VOC NPS (Store and Online) unchanged on Q4 F25 and the prior year. Store-controllable VOC of 83% increased one point on Q4 F25 and was unchanged on the prior year.

BIG W total sales increased by 1.0% in Q1 to \$1,138 million with comparable sales up 0.6% on the prior year. BIG W GTV sales (including BIG W Market) increased by 5.7%. Total sales growth reflected a decline in items of 3.4% due to the cycling of significant Winter clothing clearance activity in the prior year which was more than offset by average selling price growth from increased full price sales driven by improved quality and weight of Summer stock.

Across BIG W's four trading segments, **Clothing** sales increased driven by improved availability and a solid start to the Summer season aided by warm weather. **Play** sales growth was driven by Toys which benefitted from new product launches and category expansions. **Home** growth was supported by improved Winter sell-through driven by volume growth in new on-trend homeware ranges at low prices. **Everyday** sales decreased driven by

increased competition in Everyday Essentials and Party, as well as cycling strong sales growth in Cosmetics in the prior year.

BIG W eCommerce GTV increased by 46.3% to \$213 million with penetration of 17.3% primarily driven by the strong growth of BIG W Market of 148%. BIG W Market sales were previously reported as part of Woolworths MarketPlus with the change reflecting an integrated marketplace strategy which leverages the significant digital traffic in BIG W. eCommerce 1P sales in Q1 increased 5.9% to \$110 million with both Delivery and Pick up propositions in growth.

During the quarter BIG W supported the Whopping Toy Sale fundraiser, raising over \$244,000 for children's hospitals and research partners across Australia.

Petstock

Petstock sales increased by 15.8% in Q1 to \$238 million largely driven by network expansion of a net six stores and the inclusion of wholesale revenue from distributors Big Dog and TimePet (following exercise of convertible notes in H2 F25). Comparable sales increased 3.9% with strong volume growth following a value reset in the quarter, increased marketing and solid own brand and eCommerce growth. eCommerce sales increased by 23.5% with penetration of 11.2% supported by growth in both delivery and 15-minute Click & Collect.

MyDeal

MyDeal sales of \$14 million represent sales for the period until the closure of the customer website on 30 September.

Appendix

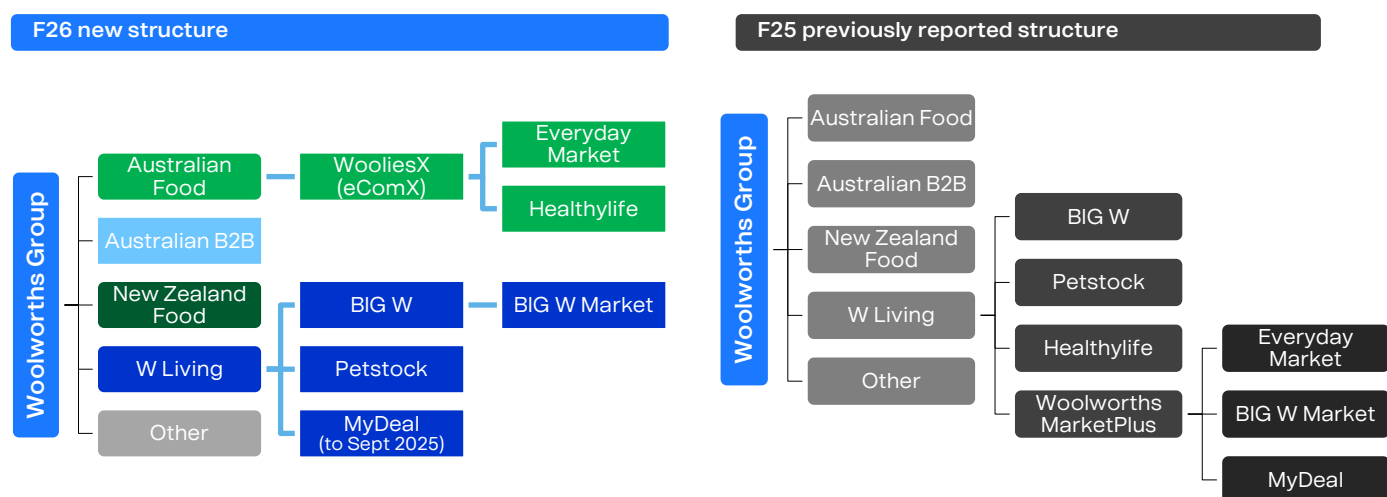
Appendix One: New stores and renewals

Q1'26	GROSS NEW STORES (INC. ACQUISITIONS)	NET NEW STORES (INC. ACQUISITIONS)	RENEWALS/ REFURBISHMENTS
Australian Supermarkets	4	3	9
Metro	-	-	1
New Zealand Food	1	-	-
BIG W	-	-	-
Petstock (including retail vet clinics) ¹	7	6	9
Total Group	12	9	19

1 Includes three stores that were previously classified as franchises

Appendix Two: Segment changes

Following the closure of MyDeal, the Group reviewed its segment disclosures with the following changes reflecting the changes to reporting structures within the Group. Everyday Market and Healthylife have moved to Australian Food from W Living. BIG W Market will be reported as part of BIG W's eCommerce sales and Woolworths MarketPlus platform costs will be attributed to sales across BIG W Market and Everyday Market in F26.



The tables below reflect the restatements in line with the updated operating segment structure.

Restated F25 quarterly sales

\$ MILLION	Q1'25	Q2'25	Q3'25	Q4'25
Australian Food	13,605	13,069	13,060	11,754
Australian B2B	1,473	1,509	1,438	1,323
New Zealand Food (AUD)	1,933	1,962	1,918	1,744
W Living	1,346	1,715	1,210	1,326
Other	58	62	59	67
Intersegment eliminations and reclassifications	(411)	(391)	(375)	(377)
Group sales	18,004	17,926	17,310	15,837

Restated F25 EBIT

\$ MILLION	H1 F25 RESTATED	F25 RESTATED
Australian Food	1,373	2,721
Australian B2B	78	137
New Zealand Food (AUD)	73	138
W Living	33	(31)
Other	(106)	(211)
Group EBIT before significant items	1,451	2,754

Appendix

Appendix Three: Comparable sales and retail calendars

Retail

2026	30 June 2025 – 28 June 2026 (52 weeks)	2025	1 July 2024 – 29 June 2025 (52 weeks)
Q1'F26	30 June 2025 – 5 October 2025 (14 weeks)	Q1'F25	1 July 2024 – 6 October 2024 (14 weeks)
Q2'F26	6 October 2025 – 4 January 2026 (13 weeks)	Q2'F25	7 October 2024 – 5 January 2025 (13 weeks)
Q3'F26	5 January 2025 – 5 April 2025 (13 weeks)	Q3'F25	6 January 2025 – 6 April 2025 (13 weeks)
Q4'F26	6 April 2025 – 28 June 2025 (12 weeks)	Q4'F25	7 April 2025 – 29 June 2025 (12 weeks)

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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
Everyday Market	An integrated online marketplace that allows customers to shop products from other Woolworths Group brands and partners alongside their groceries
GTV	Gross transaction 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)
PC+	Primary Connect's third-party supply chain business
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)
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