

28 October 2026

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 4 October 2026.

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First Quarter Sales Results

Financial Year 2027 for the 14 weeks ended 4 October 2026

28 October 2026



Strong Australian Food momentum continuing in Q1

Group sales

\$19.4B

▲ 4.7% vs. Q1 F26

▲ 5.7% (constant currency)

Group eCommerce sales

\$3.1B

▲ 16.0% vs. Q1 F26

Group VOC NPS

48

▼ 1 pt vs. September 2025

- Customer scores resilient as cost-of-living pressures continue to increase
- Australian Food sales growth of 6.9%
- eComX sales growth of 20.2% driven by strong growth in On Demand
- Solid sales growth from PFD, PC+ and Petstock; softer trading in New Zealand Food and BIG W
- Focused on delivering a strong Christmas and holiday period across all businesses

Woolworths Group CEO, Amanda Bardwell, said: "We are pleased with the start to the year in Australian Food with more customers choosing Woolworths first. Customers continue to respond to the progress we have made to improve value, enhance our range and provide more convenience.

"**Australian Food** total sales increased by 6.9% in Q1 with Woolworths Food Retail sales also increasing by 6.9% driven by strong item growth. Sales growth in the early part of the quarter benefitted from the successful Disney Ooshies collectibles campaign but growth remained strong throughout the quarter. eComX sales increased by 20.2% in Q1 with On Demand remaining a key growth driver.

"Lower Shelf Price continued to grow during the quarter with over 1,000 products now part of the range, including more branded favourites, and we have seen record boosting of Everyday Rewards offers by members as customers continue to look for value. This has contributed to average prices declining on the prior year again this quarter.

"In **New Zealand Food**, sales increased by 2.9%¹ in Q1 also benefitting from Ooshies early in the quarter. Sales growth has moderated since the completion of the campaign reflecting a weakening macro environment and a highly competitive market.

"**Australian B2B** sales increased 4.4% with PFD sales remaining solid driven by QSR; however, Food Service sales are seeing some impact from increased cost-of-living pressure. In **W Living**, BIG W sales declined 0.9% in a deteriorating discretionary retail environment. Three of the four businesses grew items in the quarter but Everyday remains challenged. Petstock sales grew 6.1% in the quarter with strong eCommerce growth.

"In October to date, sales growth in Australian Food (Woolworths Food Retail) is broadly in line with the Q1 post Ooshies trading and we are well positioned for the key Christmas and holiday period. We recognise that many of our customers remain under significant pressure and we are committed to making Christmas special and affordable with a range of over 500 budget-conscious festive products. In New Zealand Food and BIG W, our focus remains on building sales momentum."

First quarter sales

\$ MILLION	Q1'27	Q1'26	CHANGE
Australian Food	14,841	13,887	6.9%
New Zealand Food (AUD)	1,853	1,980	(6.4)%
<i>New Zealand Food (NZD)</i>	<i>2,251</i>	<i>2,189</i>	<i>2.9%</i>
Australian B2B	1,634	1,565	4.4%
W Living	1,380	1,390	(0.7)%
Other ²	75	66	13.1%
Intersegment eliminations and reclassifications ³	(430)	(405)	6.4%
Total first quarter Group sales	19,353	18,483	4.7%

¹ New Zealand dollars

² Other includes revenue from Quantum

³ Intersegment eliminations and reclassifications represent the elimination of intersegment revenue of \$315m (Q1 F26: \$303m) and the reclassification of freight revenue of \$115m (Q1 F26: \$102m) 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	Q1'27	Q1'26	CHANGE
Woolworths Food Retail (Stores and eCommerce) ¹	14,680	13,731	6.9%
WooliesX (including eCommerce) ²	3,010	2,549	18.1%
Elimination of eCommerce sales ³	(2,665)	(2,217)	20.2%
Intrasegment eliminations ⁴	(184)	(176)	4.6%
Total Australian Food sales	14,841	13,887	6.9%

Woolworths Food Retail sales performance

\$ MILLION	Q1'27	Q1'26	CHANGE
Woolworths Supermarkets (store-originated)	11,561	11,087	4.3%
Metro (store-originated)	454	427	6.3%
Pick up eCommerce sales	1,080	913	18.3%
Sales to customers visiting a store	13,095	12,427	5.4%
Delivery eCommerce sales	1,585	1,304	21.6%
Woolworths Food Retail (Stores and eCommerce)	14,680	13,731	6.9%

WooliesX sales performance by business

\$ MILLION	Q1'27	Q1'26	CHANGE
eComX ⁵	2,665	2,217	20.2%
Digital & Media, Rewards & Services and HomeRun	685	656	4.4%
Total WooliesX sales	3,350	2,873	16.6%
Intrasegment eliminations and reclassifications ⁶	(340)	(324)	4.8%
WooliesX sales after eliminations and reclassifications	3,010	2,549	18.1%

Woolworths Food Retail operating metrics

	Q1'27	Q1'26	Q4'26
Customer metrics⁷			
VOC NPS (Store and Online)	49	50	49
Store-controllable VOC (%)	79	80	79
Sales metrics			
Comparable sales growth	6.1%	1.6%	
Comparable transactions growth	3.0%	0.1%	
Comparable items per basket growth	1.0%	0.5%	
Comparable item growth	4.0%	0.5%	
Change in average prices			
Total	(0.5)%	0.1%	
Total excluding Tobacco	(0.7)%	(0.3)%	
Total excluding Tobacco and Fruit & Veg	(0.6)%	(0.1)%	

WooliesX operating metrics

	Q1'27	Q1'26
eCommerce sales metrics		
eCommerce penetration	18.2%	16.2%
Pick up mix (% of eCommerce sales)	41.6%	42.4%
Group digital platforms		
Average weekly traffic (million)	33.5	29.3
Average weekly traffic growth (year on year)	14.2%	1.8%
Everyday Rewards		
Active members (million) ⁸	10.9	10.5
Tag rate (% of sales) ⁹	73.9%	72.9%

Trading performance

Customer metrics were unchanged on Q4 F26 and down one point compared to the prior year with VOC NPS (Store and Online) of 49 and Store-controllable VOC of 79%. Strong volume growth associated with the Disney Ooshies collectibles campaign put pressure on store teams leading to a softening of customer scores during the quarter; however, scores ended the quarter largely unchanged despite the impact of an interest rate increase in late September and rising fuel prices on consumer sentiment.

Weekly traffic to Group digital platforms averaged 33.5 million, up 14.2% on the prior year supported by strong traffic to the Woolworths app due to the success of Ooshies, as well as enhancements to the customer experience including the launch of Olive as a personalised agentic shopping agent, and the new Smart Basket feature.

Australian Food total sales increased 6.9% in Q1 to \$14,841 million primarily driven by Woolworths Food Retail (Stores and eCommerce).

Woolworths Food Retail

Woolworths Food Retail sales increased 6.9% (7.0% ex Tobacco) in Q1 with strong customer engagement driven by value initiatives, promotional activity and the Ooshies campaign in the first half of the quarter. Comparable sales increased by 6.1% in Q1 with comparable item growth of 4.0% largely driven by an increase in transactions.

Woolworths Supermarkets store-originated sales grew 4.3% driven by strong item growth in core Fresh and Grocery Food categories.

By category, Fresh sales increased 8.1%. Demand for Meat continued with beef mince and value-added proteins growing strongly. Everyday Chilled also performed strongly reflecting targeted promotional activity with Bakery benefitting from specialty bread launches and new product development. Long Life sales increased by 5.9% with Grocery Food sales strong driven by Health & International Foods, Drinks, Freezer and Snacking. Everyday Needs sales grew modestly in the quarter with a stronger performance early in the quarter benefitting from supplier participation in Ooshies.

Own and exclusive brand sales increased 8.5% in Q1 supported by a strong performance in Fresh and Meat. During the quarter, 151 new own brand products were launched, including expanded value lines such as sausages and confectionery.

Average prices (ex Tobacco) in Q1 declined by 0.7% reflecting the eleventh consecutive quarter of lower average prices. Lower prices were supported by the expansion of the Lower Shelf Price program and price reductions, particularly in Everyday Needs categories.

During the quarter two Woolworths Supermarkets were opened, one Metro was closed and 14 renewals were completed.

WooliesX

eComX sales increased by 20.2% in Q1 with penetration reaching 18.2%, up 2 pts on the prior year. On Demand continues to drive eCommerce delivery growth with 48% of delivery orders fulfilled within two hours, up 5 pts on the prior year. This was supported by the expansion of On Demand fulfilment capabilities with 703 stores offering Direct to Boot Now and Delivery Now available from 776 stores at the end of the quarter.

Complementary services (Media, Wpay, Rewards & Services) sales increased by 4.4% in Q1. Cartology revenue was largely unchanged on the prior year with strong digital media growth, led by Sponsored Search and Off Network, offset by In-Store and Publishing channels. Supplier uptake of major events during the quarter remained strong, including Ooshies and Fissler.

Everyday Rewards member engagement continued to increase in the quarter with active members up 3.7% to 10.9 million and member sales growing ahead of non-member sales. Member engagement was supported by strong promotional campaigns in the period including Ooshies and Fissler with strong growth in boosting members. Three new Rewards partners were added including Travelex, U-GO and Commonwealth Bank. Everyday Mobile and Insurance customers reached a combined 1.2 million, up 6.3% on the prior year.

During the quarter nine new Mini Woolies locations were opened and 12 million meals were donated to Australians in need.

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

2 WooliesX includes eComX, 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 Intrasement eliminations primarily relate to the elimination of Everyday Rewards revenue from the sale of points and payment processing services within Australian Food

5 eComX includes B2C eCommerce, Woolworths at Work, MILKRUN, Healthylife and Everyday Market

6 WooliesX intrasement 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

7 Customer metrics represent the final month of the quarter

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

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

New Zealand Food

Sales performance by business

\$ MILLION (NZD)	Q1'27	Q1'26	CHANGE
Woolworths New Zealand Supermarkets (store-originated)	1,648	1,637	0.7%
eCommerce	384	367	4.6%
Other revenue ¹	225	189	19.1%
Intrasegment eliminations ²	(6)	(4)	54.7%
Total New Zealand Food sales	2,251	2,189	2.9%

Operating metrics

	Q1'27	Q1'26	Q4'26
Customer metrics³			
VOC NPS (Store and Online)	40	43	43
Store-controllable VOC (%)	80	81	80
Sales metrics			
Comparable sales growth	2.6%	3.7%	
Comparable transactions growth	(0.2)%	1.0%	
Comparable items per basket growth	0.1%	0.0%	
Comparable item growth	(0.1)%	0.9%	
Change in average prices	(0.6)%	1.4%	
eCommerce and loyalty			
eCommerce penetration	18.9%	18.4% ⁴	
Active Everyday Rewards members (million) ⁵	2.3	2.2	
Tag rate (% of sales) ⁶	80.8%	77.3%	

¹ Includes franchise and export sales

² Intrasegment eliminations primarily relate 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 Restated to reflect eCommerce sales as a percentage of Woolworths New Zealand Supermarkets (Stores and eCommerce) sales only. Previously reported as a percentage of total New Zealand Food sales

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 eCommerce)

Trading performance

New Zealand Food's customer metrics softened in Q1 with VOC NPS (Store and Online) at 40, down three points compared to Q4 F26 and the prior year. The decline was driven by eCommerce fulfilment and digital metrics following some interruptions to eCommerce services as well as a broader decline in consumer sentiment. Store-controllable VOC remained flat compared to Q4 F26 and down one point compared to the prior year. Pleasingly, Value for Money VOC continued to improve, up two points compared to the prior year, reflecting significant value investment during the period.

New Zealand Food's total sales in Q1 increased 2.9% to \$2,251 million. Comparable sales increased by 2.6% with comparable items broadly flat on the prior year. Sales momentum was supported by strong customer engagement with the successful Ooshies campaign early in the quarter. A highly competitive trading environment and declining consumer sentiment led to lower growth following the completion of Ooshies.

By category, Fresh sales increased by 1.0% led by growth in Meat and Seafood. Long Life sales grew by 1.9% driven by Grocery Food, Impulse, and Frozen.

Average prices in Q1 decreased by 0.6% compared to the prior year, driven by lower global dairy prices, improved Fruit & Vegetable supply due to favourable weather, and easing red meat and poultry prices.

eCommerce sales in Q1 increased 4.6% with penetration reaching 18.9%, 0.5 pts above the prior year. On Demand continues to be the fastest growing proposition with 40% of delivery orders fulfilled within two hours. Direct to Boot services were added to two stores during the quarter, bringing the total to 64 locations.

Other revenue increased by 19.1% in Q1 with strong growth in FreshChoice supported by eCommerce growth, the success of Everyday Rewards across the network and a stronger regional performance. Growth also benefitted from the conversion of two Woolworths stores and four SuperValue stores to FreshChoice over the last 12 months.

Everyday Rewards members increased to 2.3 million, up 7.6% compared to the prior year, with tag rates remaining above 80% of sales. Member engagement was supported by personalised Boost offers and multi-partner Double Points Weeks as well as new partners, AIA Vitality and Skinny Mobile, added during the period.

During the quarter one new store was opened in Halswell, a key customer catchment in Christchurch, and one SuperValue was converted to FreshChoice.

Woolworths New Zealand donated \$753,000 to food rescue organisations during the quarter. The Winter Appeal campaign raised \$168,000 in customer donations for The Salvation Army with Woolworths New Zealand donating a further \$100,000.

Australian B2B

Sales performance by business

\$ MILLION	Q1'27	Q1'26	CHANGE
B2B Food	1,023	981	4.4%
B2B Supply Chain	611	584	4.5%
Total Australian B2B sales	1,634	1,565	4.4%

Trading performance

Australian B2B total sales increased by 4.4% in Q1 to \$1,634 million.

B2B Food sales increased by 4.4% in Q1 driven primarily by PFD. PFD sales increased by 3.9% with growth in the QSR channel remaining the highlight. Food Service channel growth improved relative to Q4 F26; however, it was somewhat offset by the known exit of some customers in the Key Accounts channel with new customers coming on board in Q2. Export meat sales increased by 1.6% in Q1 with higher prices across the international beef market offset by lower volume available to sell.

B2B Supply Chain sales increased by 4.5% largely driven by double-digit PC+ revenue growth through higher volumes in domestic freight and rail as partners seek cost-efficient transport solutions. SIW sales were broadly flat as Grocery volume growth was offset by Tobacco sales declines.

Sales performance by business

\$ MILLION	Q1'27	Q1'26	CHANGE
BIG W (including BIG W Market)	1,127	1,138	(0.9)%
Petstock	253	238	6.1%
MyDeal ¹	-	14	n.m.
Total W Living sales	1,380	1,390	(0.7)%

BIG W sales performance

\$ MILLION	Q1'27	Q1'26	CHANGE
BIG W (store-originated)	996	1,015	(1.9)%
eCommerce	131	123	7.3%
1P	118	110	7.3%
BIG W Market	13	13	7.2%
Total BIG W sales	1,127	1,138	(0.9)%

\$ MILLION	Q1'27	Q1'26	CHANGE
Total BIG W GTV sales	1,226	1,228	(0.2)%

BIG W operating metrics

	Q1'27	Q1'26	Q4'26
Customer metrics²			
VOC NPS (Store and Online)	60	60 ³	61 ³
Store-controllable VOC (%)	83	83	83
Sales metrics			
Comparable sales growth ⁴	(1.3)%	0.6%	
Comparable transactions growth	0.0%	(0.3)%	
Comparable items per basket growth	(0.6)%	(3.5)%	
Comparable item growth	(0.6)%	(3.8)%	
eCommerce and loyalty			
eCommerce penetration	11.7%	10.8%	
eCommerce penetration (GTV)	18.8%	17.3%	
Tag rate (% of sales) ⁵	66.1%	65.1%	

1 MyDeal revenue prior to the closure of the customer website on 30 September 2025

2 Customer metrics represent the final month of the quarter

3 VOC NPS restated to reflect inclusion of BIG W Market consistent with current year presentation

4 Includes BIG W Market

5 Store-originated and eCommerce 1P sales only

Trading performance

W Living total sales declined by 0.7% in Q1 to \$1,380 million. Excluding MyDeal sales in Q1 F26 prior to its closure on 30 September 2025, W Living sales would have increased by 0.3% with a modest decline in BIG W sales of 0.9% offset by Petstock sales growth of 6.1%.

BIG W

BIG W's VOC NPS of 60 was unchanged compared to the prior year and declined by one point compared to Q4 F26. Store-controllable VOC of 83% was unchanged on the prior year and Q4 F26. Brand value perception increased three points compared to the prior year as lower prices resonated with customers through the Big Price Drops campaign and expanded own brand ranges.

BIG W total sales declined by 0.9% to \$1,127 million in Q1 with August and September growth softer in the lower sales trans-seasonal trading period. Total dollars transacted under the BIG W brand (total GTV sales) decreased by 0.2%. Comparable sales declined by 1.3% with a modest decline in items per basket and lower average selling prices reflecting investments in value including Big Price Drops and an increase in own brand penetration. Despite the sales decline, items increased on the prior year in Clothing, Home and Play reflecting the improved customer offer.

Clothing performance continued to be solid with the seasonal transition of stock and Winter clearance well managed despite a slower start to Spring/Summer compared to last year. Play growth was supported by Toys

more than offsetting softness in Tech. Home benefitted from strong performance of own brand ranges offset by softer trading in Appliances. Sales continued to decline in Everyday with the business reset underway.

Own brand delivered sales growth of 7.2% in the quarter, reflecting its value proposition and improvements to range.

BIG W's eCommerce GTV grew by 7.7% with GTV penetration in the quarter reaching 18.8%, up 1.5 pts on the prior year. BIG W's Same Day delivery proposition continues to grow following its launch in partnership with DoorDash in May and in October, BIG W launched on DoorDash offering 35,000 items to customers across 156 stores.

BIG W raised over \$90,000 for its children's hospital and research partners during the quarter through its Toy Sale fundraiser and the sale of charity wrapping paper and art bags.

Petstock

Petstock sales increased by 6.1% to \$253 million driven by solid comparable sales growth and the opening of five net new retail stores and four franchise stores in the quarter. Comparable sales increased by 4.3% supported by strong eCommerce growth of 24.7% following enhancements to the eCommerce customer experience and the expansion of the Same Day delivery service in partnership with DoorDash.

Own and exclusive brand sales increased by 16.6% reflecting the strong value proposition and ongoing range expansion within Petstock. The roll out of Petstock brands into Woolworths Supermarkets is progressing well through Billie's Bowl and Tilly's, and the launch of the Lexi & Me pet accessories range and the Go Get pet toy range.

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[Click to view the shareholder communication for these results](#)

Woolworths Group Investor Day

Woolworths Group is hosting an Investor Day on Wednesday, 18 November 2026 commencing at 9:00 am (AEDT) following the release of presentation materials to the ASX. The event will be webcast and accessible via registration on the Group's website at <https://www.woolworthsgroup.com.au/au/en/investors/our-performance/investorday.html>

Appendix

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

Q1'27	GROSS NEW STORES (INC. ACQUISITIONS)	NET NEW STORES (INC. ACQUISITIONS)	RENEWALS/ REFURBISHMENTS
Australian Supermarkets	2	2	12
Metro	-	(1)	2
New Zealand Food	1	1	-
BIG W	-	-	1
Petstock (including retail vet clinics)	11	9	3
Total Group	14	11	18

Appendix Two: Q1 F27 external and intersegment sales breakdown

\$ MILLION	AUSTRALIAN FOOD	NEW ZEALAND FOOD	AUSTRALIAN B2B	W LIVING	OTHER	ELIMINATIONS/ RECLASSIFICATIONS	GROUP
External	14,798	1,853	1,366	1,377	74	(115)	19,353
Intersegment	43 ¹	-	268 ²	3 ³	1	(315)	-
Total revenue	14,841	1,853	1,634	1,380	75	(430)	19,353

1 Primarily relates to Everyday Rewards revenue, payment processing services and sale of goods to other segments within the Group

2 Primarily represents the sale of goods from PFD and Statewide Independent Wholesalers to Australian Food

3 Represents the sale of Petstock goods to Australian Food

Appendix Three: Comparable sales and retail calendars

Retail

2027	29 June 2026 – 27 June 2027 (52 weeks)	2026	30 June 2025 – 28 June 2026 (52 weeks)
Q1 F27	29 June 2026 – 4 October 2026 (14 weeks)	Q1 F26	30 June 2025 – 5 October 2025 (14 weeks)
Q2 F27	5 October 2026 – 3 January 2027 (13 weeks)	Q2 F26	6 October 2025 – 4 January 2026 (13 weeks)
Q3 F27	4 January 2027 – 4 April 2027 (13 weeks)	Q3 F26	5 January 2026 – 5 April 2026 (13 weeks)
Q4 F27	5 April 2027 – 27 June 2027 (12 weeks)	Q4 F26	6 April 2026 – 28 June 2026 (12 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
Constant currency	Group sales growth assuming that the prior year average exchange rate was used to translate the current year sales into Australian dollars
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. Direct to Boot Now is the sub-60 minute service
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 a Direct to Boot location
QSR	Quick service restaurants
Renewal	A total store transformation focused on the overall store environment, team, range and process efficiency (including digital)
SIW	Statewide Independent Wholesalers
Tag rate	Proportion of sales where customers have scanned their Everyday Rewards card
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 a sample of Woolworths Group customers. 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