

WOOLWORTHS LIMITED

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PRESS RELEASE

Woolworths outlines multi-channel ambition

- Shop from your smartphone from 2012
- Strategic reorganisation to focus on multi-channel growth
- Multi-channel customers spend more
- Roll out of new supermarkets online platform
- New and updated apps for supermarkets and BIG W

Woolworths Limited today signalled its intention to become the country's leading multi-channel retailer via a holistic and fully integrated strategy to capitalise on Australia's growing demand for online shopping.

Under incoming Director of Multi-Channel, Penny Winn, the company will strengthen its focus on online and drive the business towards future growth in an era where the customer is in the driving seat, with more choices at their fingertips than ever before.

Speaking at an investor briefing in Sydney today, CEO Grant O'Brien outlined the opportunities presented by multi-channel and talked about how Woolworths can leverage its bricks and mortar retail strength, Everyday Rewards data and supply chain expertise to truly deliver the value, convenience and shopping options that customers want.

At the briefing, Managing Director of Australian Supermarkets, Tjeerd Jegen showcased the brand new online shopping platform which has recently commenced roll out. The site utilises a customer's Everyday Rewards data, captured from in-store and online shopping, to create favourites lists and predicatively suggest products purchased regularly. Customers can also change their delivery times online and will be able to access click then collect services from early next year.

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Mr O'Brien said: "We are really seeing a revolution in retail as customers integrate mobile, social networking and other internet-enabled technologies into their bricks and mortar shopping experience. It isn't a question of online or offline, it's about creating integrating the two seamlessly and we are increasingly finding that our most valuable customers are ones who do both – for examples in our supermarkets business, customers who shop both in-store and online spend 70% more than customers who only shop in-store."

Woolworths Limited is building a strong and award-winning multi-channel presence in all its trading divisions, with online sales growing at a rate of 63% during the 2011 financial year.

The company also flagged a forthcoming update to its hugely popular Supermarket app (1.1 million downloads since its August launch) to fully integrate it to its online grocery shopping site. BIG W's Julie Coates today announced the launch of an app whereby customers can compare prices to competitors on like for like products, also with integration to online shopping.

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