

U.K. Fact Sheet

Total retail units as of April 30, 2012:	544
Supercentre	32
Asda Superstore	310
Asda Living	27
Asda Supermarket	175

Associates 175,017*

History Asda can trace its roots back to two Yorkshire brothers, Peter and Fred Asquith, and a group of Yorkshire farmers who formed Hindell's Dairies in the 1920s. In 1965, Asquith and Dairies joined forces to become Asda. In June 1999, Asda was acquired by Walmart, and in recent years, has grown to become Britain's second largest supermarket.

Awards In 2011 and 2012, Asda earned a number of awards:

- Asda was named Britain's Favorite Supermarket at the 2011 Grocer Gold Awards. And for the 14th consecutive year, Asda was selected as the nation's cheapest supermarket.
- Asda swept the boards at the prestigious Supermeat and Fish Awards in 2011 taking the title of Supermeat Retailer of the Year. Ten finalist stores were nominated for awards, and three stores won Best Store in the region.
- In July 2011, Asda won Supreme retailer at the Nantwich Cheese Awards, the largest cheese show in the world with 3,700 cheese and dairy entries.
- Asda was awarded gold for Best Veggie Wine at the best Cooks Vegetarian Awards in 2011 for the Extra Special Chateaufneuf du pape.
- Other foodie awards earned in 2011 include Retailer of the year at the British Turkey Awards, Chilled Pizza Multiple Retailer Award at the Pizza and Pasta awards (Papa) and Best Supermarket Curry Range at the Scottish Curry awards.
- George won 'Family friendly supermarket of the year' at the Tommy's awards in January 2011, 'Best Supermarket range' at the Prima Awards as well as winner of the platinum award in the 'Family Friendly Retailer category' at the Prima baby Awards and winner of 'gold' in the 'Toddler Clothes' category.
- George also announced wins at the Practical Parenting awards with 'gold' award for 'Best Baby Fashion brand' and The RSPCA Good Business awards 2011 for its work on traceability.
- Asda announced a win for 'Best Family Supermarket' at Tommy's 'Let's Get Baby Friendly' Awards in March, and Asda Mobile won 'Top pay-as-you-go provider' for the third year running based on customer feedback.

Opportunity In May 2011, Asda completed the purchase of the Netto chain of stores from Dansk Supermarkets and began an ambitious transformation programme that saw more than 130 stores converted into Asda supermarkets in just six months. The creation of new in-store jobs in a tough economy has also been a welcome boost in scores of communities across the UK.

Customers are now able to complete a full weekly shop at the same every day low price you'd come to expect from shopping in a superstore. As a result Asda have employed up to twice as many colleagues to serve customers compared to a Netto in the same location.

Asda's move to acquire all Netto's UK stores is a key strategic building block in satisfying demand for the retailer in a much broader range of communities across the UK and underlines Asda's commitment to its smaller stores division as we continue our drive to be a firm number 2 in food and number 1 in non food.

Part of our continued vision at Asda is to earn our customers' long-term loyalty. That's why 2011 saw us focused on the emphasis on our food quality following a revamp of our entire range of more than 7,600 Asda brand food products under the label 'Chosen by you.' We've moved our quality perception on a step further this year by partnering with Leith's school of cookery, with a TV advertising campaign and some great offers in store for our premium customers. We've also developed our Butchers Selection range with inspiring ideas for the family, allowing them to eat really well at the same great value prices they've come to expect from Asda. Butcher's Selection was introduced to Asda's 18 million customers in July 2011, with a TV campaign featuring Asda's head of Meat Quality Jim Viggars, and is the biggest fresh meat launch in Asda's history. In the first six weeks, Asda customers purchased more than 750,000 more steaks than the previous six weeks, an increase of more than half.

As well as the continued innovation in our own brands, we also returned to our EDLP roots following the launch of the Asda Price Guarantee. In April 2010, we committed that if shoppers purchased a basket of products cheaper elsewhere, we'd refund them the difference. In January 2011 we went one step further – and have committed to be 10 percent cheaper, or we'll give our customers the difference plus a penny. Since the re-launch, we have seen more than 19.6 million checks on the Asda Price Guarantee, helping us to build trust with our customers.

2011 also saw George at Asda celebrate its 21st birthday, and become the savior of Graduate Fashion Week – extending its title sponsorship of this key event for a second year. Asda was the first UK retailer to pioneer supermarket clothing, and today continues to stand for quality, style and value. It is number one for volume for children's wear and introduced the first 100 day quality

guarantee, starting with school uniforms and then rolling out the promise to all ranges. George is committed to supporting talent in the industry, from designers, merchandisers, buyers to marketeers and more. This year the brand has launched a Retail Foundation Degree with Manchester Metropolitan University, and continues to provide graduate schemes, placements and work experience. It has also been a year of innovation in shape-wear for George having launched the body sculpt trunks for men, and embracing the silhouette with the 'Thingo' for women sculpting the upper arm, the 'AbracadaBRA' and 'Great Bum Jeans'.

Community

The Asda Foundation donated £2,582,266 to support local charities, good causes and community projects nominated by our colleagues locally across the UK which has made a real long term difference to local communities.

This included £57,761 donated through the Colleague Hardship Fund supporting 164 colleagues who found themselves in significant financial hardship.

Projects were also identified from our National Campaigns where we donated £491,851, which will benefit thousands of people across the UK through Tickled Pink, Tommy's, and Everyman.

In 2011, the Foundation has also funded the Following projects in support of our National Campaigns:

- £4,210,355 to Tickled Pink Campaign for Breast Cancer care.
- £684,333 to Everyman for specialised equipment and tissue machine.
- Asda Christmas Gift Appeal - £550,000 and £90,000 in gifts in 2011. Our donations and gifts were shared between Cash 4 Kids, Have a Heart, Ty Hafan and Barnardo's.
- £612,576 during the Text Santa Campaign, supporting Noah's Ark, The Samaritans, WRVS, Great Ormond Street Hospital, Carers UK, Crisis UK, Help the Hospices, Yorkhill Children's Foundation and Helping Hand Belfast.
- £950,947 for Tommy's Baby Charity Fundraising.
- Asda Stores raised £50,017 for Sporting Chance.

Along with the success of the Asda Foundation, our other community projects contributed to the overall success of championing the community in 2011. Through Free Sport for Kids, more than 300,000 children have tried a new sport for free since 2008, with some 4,000 local leisure providers offering free sessions in around 60 different sports for kids in school holidays.

Since Asda's partnership with SportsAid began in 2008, we have provided over £1 million to the future of British sport through grants to more than 1,350 talented young, able bodied and disabled athletes, providing vital funding towards their training, competition and travel expenses.

Since Asda's sponsorship of the ECB's National Kwik Cricket competition began in 2006, over 700,000 10/11 year old girls and boys have taken part in the competition, using cricket to get healthy and active.

Sustainability Since 2005, we've been measuring our achievements in three key areas: products, energy, and waste. The focus on direct operations has enabled us to reduce our direct carbon footprint in absolute terms by 11.9 percent since 2007, the equivalent of taking 60,000 cars off the road for a year. We now travel 17 million fewer road miles than in 2005 and we've reduced our energy use in stores: 27 percent in existing stores, 42 percent in new stores, which is the equivalent to that used by over 55,000 homes every year.

We've also been working on our products; achieving a 27 percent reduction in the weight of packaging and also increasing sustainable sourcing. One hundred percent of our fish is sourced sustainably and 100 percent of the palm oil and kernel oil that Asda uses supports the Roundtable for Sustainable Palm Oil association.

**as of May 2012*

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