

ASDA

**The gateway to building
sustainable retail**

there's no place like **ASDA**

Our flexible approach to positive urban regeneration

- Our stores are tailored to their environment
- The majority of our stores are located in town centres, district centres or at the edge of centres
- Our store formats include:
 - Smaller stores: 15,000-30,000 sq ft
 - Superstores: 42,000 sq ft
 - Supercentres: 85,000 sq ft
 - **ASDA Living**: 30,000 sq ft



there's no place like **ASDA**

In the heart of the community

ASDA stores are very much at the heart of the communities they serve.

- Vibrant local stores, championing local people and values
- **ASDA** 'In The Community' programme
- Colleagues decide which local charities to get involved with and support
- In 2006, our colleagues spent almost 100,000 hours volunteering within their local communities



Tickled Pink Campaign



there's no place like **ASDA**

Creating jobs for local people

- Skills and Work Life Balance
 - Supporting the Local Employment Partnership scheme
 - Career and skills development
 - 1,200 colleagues have moved from hourly paid work into management
- Pay and Benefits
 - Over 93,000 colleagues in share ownership scheme
 - Equal pay rates for all colleagues doing the same job – including under 18s
 - Industry leading colleague retention rate
- Diversity
 - One of Britain's biggest private sector employers of the over 50s
 - No mandatory retirement age and no ceiling age for recruitment
 - First retailer to introduce an Ethnic uniform option



there's no place like **ASDA**

Local sourcing at its best

Taking the lead in making locally sourced and produced goods available in every one of our stores.

- 400 local producers supplying ASDA with over 4,000 local products
- 90% of the meat and fresh produce we sell comes from British farmers
- National network of local supplier 'hubs'
- 61% of ASDA local suppliers employ less than 20 people
- Customers and colleagues suggest local products in store



there's no place like **ASDA**

We hate waste of any kind

We are committed to changing our business for the benefit of the environment. Since 2005 we've cut energy use by 11%. We will also:

- Send zero waste to landfill by 2010
- Cut our own brand food packaging weight by 25% within a year
- Reduce new store energy requirements by 30% by 2010*
- Reduce existing store and distribution centre energy requirements by 20% by 2012*



ASDA – Winner of the *Environmental Multiple Retailer of the Year* category at the *Retail Industry Awards 2007*

*against a 2005 store model

there's no place like **ASDA**

Store energy performance

Our new stores are being monitored for their energy saving per square foot against typical **ASDA** stores built in 2005.

Store	Size (gross sq ft)	Energy Saving	Opened
Girvan	27,941	17%	August 2007
Seaham	42,118	27.1%	September 2007
Ardrossan	47,562	15.2%	September 2007
Shaw	66,316	28.8%	August 2007

We are also aiming to reduce the energy consumption across our estate by 20% by 2012. The table below shows how some of our 2005-6 stores are progressing.

Store	Size (gross sq ft)	Energy Saving	Opened
Frome	53,820	13.1%	July 2005
Abbey Park	55,552	30.0%	November 2005
Fleetwood	70,576	14.3%	February 2006
Lowestoft	72,500	15.8%	November 2005
Hereford	75,400	27.2%	October 2006

there's no place like **ASDA**