CONFIDENTIALITY STATEMENT

We consider what we are discussing today to be confidential as it relates to our relationships with you, our suppliers, our buying group and related ranges and plans. It is important that we all protect this information.

- > The information should be used only for the purposes of our relationship with you
- > It must be treated as private and confidential and safeguarded accordingly
- > You must not disclose the Confidential Information to any person unless strictly necessary for your relationship with Co-op

COMPETITION COMPLIANCE STATEMENT

Like our suppliers, we take competition compliance seriously. Our discussions at this conference today may relate to issues of general interest to the industry and publicly available market data which are discussed ultimately for the benefit of consumers, but they remain within the boundaries of competition law. However, we cannot discuss or exchange commercially sensitive information. Stocking and retail pricing decisions must be taken by each individual business based on their own strategy and in their sole discretion.





CONFIDENTIALITY STATEMENT

We consider what we are discussing today to be confidential as it relates to our relationships with you, our suppliers, our buying group and related ranges and plans. It is important that we all protect this information.

- > The information should be used only for the purposes of our relationship with you
- > It must be treated as private and confidential and safeguarded accordingly
- > You must not disclose the Confidential Information to any person unless strictly necessary for your relationship with Co-op

COMPETITION COMPLIANCE STATEMENT

Like our suppliers, we take competition compliance seriously. Our discussions at this conference today may relate to issues of general interest to the industry and publicly available market data which are discussed ultimately for the benefit of consumers, but they remain within the boundaries of competition law. However, we cannot discuss or exchange commercially sensitive information. Stocking and retail pricing decisions must be taken by each individual business based on their own strategy and in their sole discretion.





Please be aware that there will be a standard fire alarm drill at 10:30 AM.

This is a routine test, and no action is required.

AGENDA

Time	Activity	Speaker(s)
10:00 - 10:15	Introduction	Sinead Bell, Commercial Director Greg Goodwin, Head of Commercial
10:15 - 10:45	"Convenience 2035"	Adam Gitlin, Lead Insight Manager Food Joe Moran, Retail Strategy Insight Manager
10:45 - 11:00	Market Update	Jimmy Corbett, Category Development Lead Anthony Rice, Category Development Business Partner
11:00 - 11:30	Commercial Update / 2024 Highlights	Rob Heywood, Ed Reaney, Chris Otto, Fran Miller, Commercial Buying Managers
11:30 - 11:45	Sustainability	Rob Marsh, Senior Sustainability Delivery Manager
	Break & Lunch	-
12:15 - 12:30	Supplier Partnership	Mars - Matt Boulter, UK Sales Director
12:30 - 13:00	Co-op Wholesale	Katie Secretan, Managing Director Co-op Wholesale
13:00 - 13:15	Quick-Commerce	Jeff Bradshaw, Q-Comm Category Lead Jessica Trudgeon, Q-Comm Category Manager
13:15 - 13:30	Co-op Media Network	Hannah Clifford, Senior Manager at Co-op Media Network
13:30 - 13:45	Co-op Brand Strategy	Chris Hulme, Head of Co-op Brand Strategy
13:45 - 14:00	Endless Inclusion	Chris Otto & Natasha Hunter, Inclusive Partnership Lead
14:00	Close	Greg Goodwin, Head of Commercial
14:00 - 14:30	Networking	



We'll have x2 revenue

We'll have x5 operating profit

40%

40% of the UK convenience market serviced by Co-op

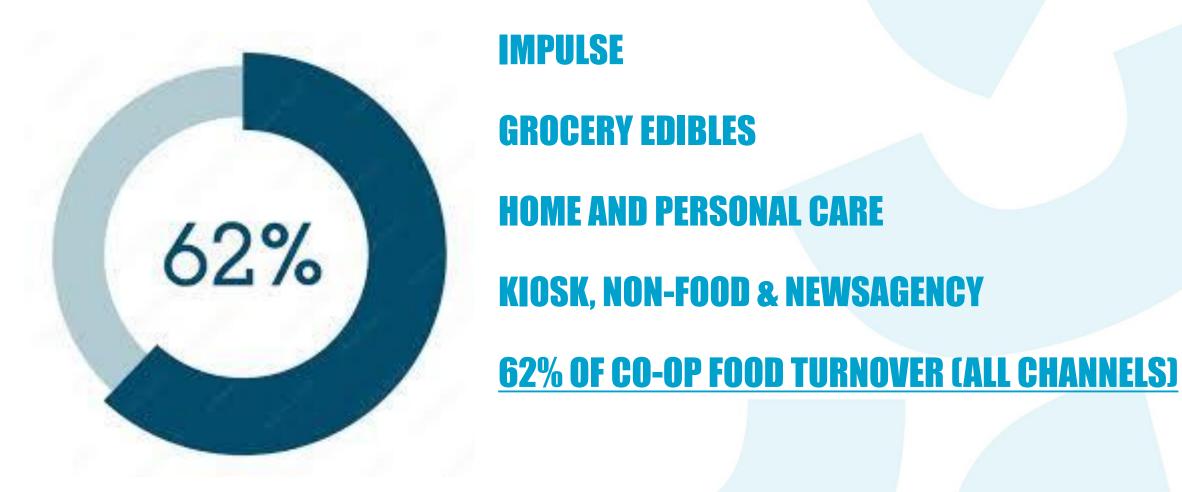
8 MILLON WENBERS

We'll have 8 million members shopping with us





WHO'S IN THE ROOM?



IMPULSE GROCERY EDIBLES HOME AND PERSONAL CARE KIOSK, NON-FOOD & NEWSAGENCY



ADVANTAGE GROUP SURVEY 2024



IMPROVING

- Our best score for 4 years
- Strategic suppliers rate
 Co-op as Good /
 Excellent
- Suppliers recognise us as being top tier on sustainability

COMMUNICATE BETTER

- Becoming more agile but still behind other retailers on flexibility and pace
- Suppliers want clarity on long term vision

FOCUS REQUIRED

 We need to do more to work with our suppliers on Media and Ecommerce



CO-OP: A UNIQUE BUSINESS, LEADING THE UK CONVENIENCE MARKET





AGENDA

Time	Activity	Speaker(s)
10:00 - 10:15	Introduction	Sinead Bell, Commercial Director Greg Goodwin, Head of Commercial
10:15 - 10:45	"Convenience 2035"	Adam Gitlin, Lead Insight Manager Food Joe Moran, Retail Strategy Insight Manager
10:45 - 11:00	Market Update	Jimmy Corbett, Category Development Lead Anthony Rice, Category Development Business Partner
11:00 - 11:30	Commercial Update / 2024 Highlights	Rob Heywood, Ed Reaney, Chris Otto, Fran Miller, Commercial Buying Managers
11:30 - 11:45	Sustainability	Rob Marsh, Senior Sustainability Delivery Manager
	Break & Lunch	-
12:15 - 12:30	Supplier Partnership	Mars - Matt Boulter, UK Sales Director
12:30 - 13:00	Co-op Wholesale	Katie Secretan, Managing Director Co-op Wholesale
13:00 - 13:15	Quick-Commerce	Jeff Bradshaw, Q-Comm Category Lead Jessica Trudgeon, Q-Comm Category Manager
13:15 - 13:30	Co-op Media Network	Hannah Clifford, Senior Manager at Co-op Media Network
13:30 - 13:45	Co-op Brand Strategy	Chris Hulme, Head of Co-op Brand Strategy
13:45 - 14:00	Endless Inclusion	Chris Otto & Natasha Hunter, Inclusive Partnership Lead
14:00	Close	Greg Goodwin, Head of Commercial
14:00 - 14:30	Networking	

CONVENIENCE 2035



IT CAN FEEL LIKE THE END OF THE WORLD AS WE KNOW IT

Footfall categories in heavy decline



A new era of restriction



Core customers moving on



A compromise channel



But every challenge reflects an EVOLUTION in customer behaviour - and an opportunity to responded



New anchor categories emerge



Regulation as a prompt to reinvent

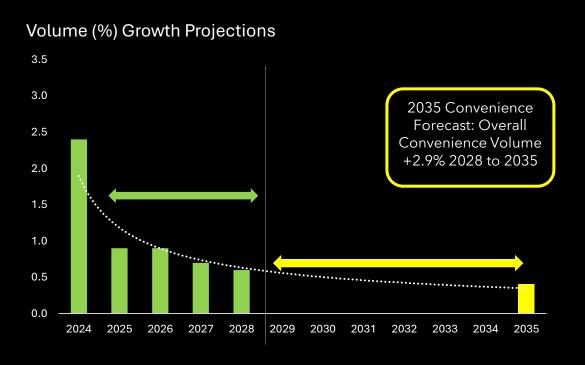


Convenience as a behaviour



Convenience as a service

THE STAYING STILL PROJECTION IS NOT AN OPTION



About our forecast

Our models of consumer spending by category are underpinned by assumptions about the UK's macroeconomic outlook, via variables such as disposable incomes, total consumer spending and inflation. Our macro-economic forecasts are provided by <u>Oxford</u> Economics

Oxford Economics' forecasts are usually close to the middle of the range (rarely near either the optimistic nor pessimistic extremes), and relatively stable











SO, WE'RE SOLVING FOR TOMORROW - TODAY





Clear, shared vision of future



Because we will only win with a shared vision



Prioritise where we place our bets



Because we will only win by making choices



Getting ahead of the competition



Because we will only win by being ready



3 LENSES FOR THE FUTURE

1 Big picture – reimagining convenience

2 Evolution of food strategic portfolio

Our focus for 2025

3 Evolution of the existing proposition



OUR OPPORTUNITY SPACES





HOW WE'VE BUILT THIS

5 Opportunity Spaces...



- Who & Where
- Products & Missions
- Store of the Future

DEMAND DIVERSITY

Consumers are more diverse and complex than ever Shopper demand differs ever more widely Entrepreneurial, marketplace convenience

Trends: **Evolution**

C

Medium

An extension of increased diversity in shoppers, with more retail offerings tailored to their needs

At its most extreme:

...Convenience like Borough Market





DEMAND DIVERSITY: WHO + WHERE



The diversity boom is unmistakable in towns and cities



Millennials and Gen Z bringing diversity and latest trends to the mainstream

Fast Foodie shoppers

Widely varied diets

Hectic lives

Short on time and money

Want new food experiences

A `one-size-fits-all` approach will be outdated

Adapting range and locally targeted experience

Flexibility and entrepreneurial hustle

DEMAND DIVERSITY: PRODUCTS + MISSIONS



What we eat: -

- Traditional cuisines remain staples
- Increasingly faddish
- Cooking for a broad family diet
- Social media and influencer driven



— How we shop: -

- Top up remains key
- New ingredients to jazz things up
- New 'micro missions' emerge
- Products need to be quick to market

This new generation of convenience shoppers has seen a meal that looks good on social media.

There's some cooking but it's easy, is more about assembly and the finished product looks great on camera.

STORE OF THE FUTURE

The store of the future will...

- Have bespoke, local ranges, tailored to stores and shoppers
- Have a buzz about the place, visually vibrant
- Feature in store digital media promoting latest products
- Be active across social media platforms showcasing exciting food; connected to Q-Comm

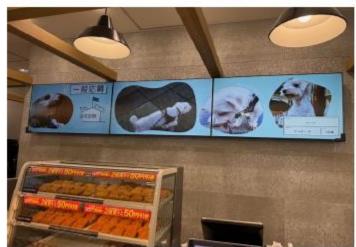


MEDIA SCREENS, ADVERTISING & MENU BOARDS — *RETAIL MEDIA* AND STORE OPTIMISATION











Media screens are placed right across Asia, every possible place has one including in taxi's... In stores we saw menu boards flipping between the menu & advertising, also in category highlighting the product in a very impactful way then flipping to advertising.

CONSCIOUS & CAREFUL

More health and sustainability conscious shoppers
Looking for help to make sensible choices
Climate change hits price and availability
Authentic, wholesome convenience

Trends: Revolution



High

Health concerns and climate challenges drive significant changes in the way we shop

At its most extreme: Convenience looks like Planet Organic





CONSCIOUS & CAREFUL: WHO + WHERE



Across locations - From city living 'wellness', to rural elderly care



Generational health sets the tone -

Later life health management, and younger health ownership

Creative Cook, Cut Above and Fast Foodie shoppers

Focus on quality of life

Making it easy to take ownership

Climate concerns

Food escapism from everyday pressures

Fast Foodie 'healthy' and 'fast' demands

> Creative Cook 'Fresh ingredients'

Cut Above 'Premium quality'

CONSCIOUS & CAREFUL: PRODUCTS + MISSIONS



What we eat:

- Shoppers looking for wellness
- Experimentation and discovery full of enjoyment / persuasive trends
- More voluntary, it's not a set of rules
- Wellness means adding foods more than subtracting them
- Natural, wholesome and sustainable alternatives - Easy nutrition



— How we shop:

- Top up and Distress missions for specific ingredients
- Shopping Wellness missions becomes part of habitual shopping
- People are buying less meat, less alcohol and less HFSS
- Climate impact on costs and availability leads to new missions

In convenience, this
is a fundamental
shift to focus on
wellness and make
items available
when they are
trending

STORE OF THE FUTURE

The store of the future will...

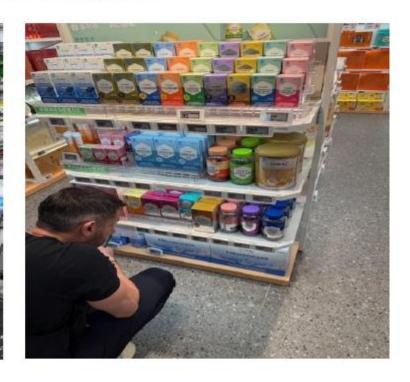
- Create a destination category in healthy food
- Have a natural, warm, fresh feel to the experience
- Be about wholesomeness and authenticity



PRODUCTS - HEALTH SHOTS - NEW PROPOSITIONS







Health shots - This was a big market, mainly branded & available in every shop, with strong choice. Our range today is limited, how do we expand (quickly)? Then think about product positioning, charge & roll out, chilled dump bins for the checkout area, stronger price point (£2.50/3.00) to build basket spend & provide truly incremental growth through this additional offer. (Aligns to health also)

Vitamins / supplements - Deep breadth of range, interestingly Japan / China does not have the same theft problem we have & is therefore very brave in this space, next step for us would be to capitalise on this emerging opportunity, how do we identify the right short-term solution whilst we work through the longer-term strategy - mix between branded & own brand.

MEAL MERGE

Blurring and fragmented meal occasions New retail experiences and services Meal assembly made easy

Trends: Revolution



High

Large growth in need for convenient meal solutions in home and on the go

At its most extreme: Convenience like a New York Bodega





londisn16 • Follow



londisn16 new desserts today >>>>>> a raspberry and pistachio stack alongside pistachi and dark chocolate cookies and for savoury food we have spiced potaand green beans and also sweeted beetroot + cashew and finally cauliflower, parsnip + black eye peas pilau, happy international women's day 💗

Edited · 10w



japeskitchen Corrr blimey

10w 1 like Reply



aus____tin 😂

10w 1 like Reply







71 likes March 8

Loa in to like or comment.



MEAL MERGE: WHO + WHERE



Bustling urban areas and sprawling commuter belt with a proliferation of food and drink to go offerings



Growth in Meal Merge driven by millennials and younger shoppers

Fast Foodie; Cut Above and Make It Simple shoppers

Shifting work and life patterns

Time pressure and declining cooking skills

Shared living and small kitchens

Blurred / fragmented / new meal occasions and day parts

Diversify and innovate own brand and partnerships

Experience led meal for tonight and on-the-go'

Expand reach and presence

MEAL MERGE: PRODUCTS + MISSIONS



— What we eat:

- Tasty and quick solutions
- Simple assembly for great tasting, high quality meals for tonight
- Better lunch options Food to go increasingly looks American
- In home and out of home meal occasions are blurring.



— How we shop:

Meal for tonight - Simple assembly of:

- Meals (Burgers, tacos, burritos)
- New and different cuisines
- Baskets with modular dishes

Food to Go experiences:

- Sandwiches gloriously over the top
- Tempting shoppers with new foods
- Food to go and delivery merging

Convenience focused on meal solutions and enhanced food experiences -

A new frontier for convenience retail as it moves towards the 'eating out' customer by developing a more experiential offer.

STORE OF THE FUTURE

The store of the future will...

• Have dedicated meal zones,

 Bring taste to the fore, exciting, bright, and appetising with a mouth-watering aroma

Stock simple assembly meals which are well displayed with enticing imagery



PRODUCT - FTG HOT - NEW PROPOSITION/STORE OPTIMISATION







Impressive! Hot food was available everywhere, and the way they utilised space and countertops was remarkable. They definitely did not compromise on product quality due to spatial limitations; everything was efficiently managed at the kiosk and counter. Fried chicken was particularly popular, and I see a potential opportunity for us here

The product associations, such as buns, were well integrated. Additionally, they effectively combined microwaves, coffee, hot servings, and frozen items. These are just a few examples, but later in the presentation, I will detail all the counter types that showcase the extensive hot food selection present in every store.

SEAMLESS SOLUTIONS

Fast paced lives - what I want, when I want Looking for easy, multi-channel solutions Driven and enabled by new technology Convenience is the on demand go-to

Trends: **Evolution**

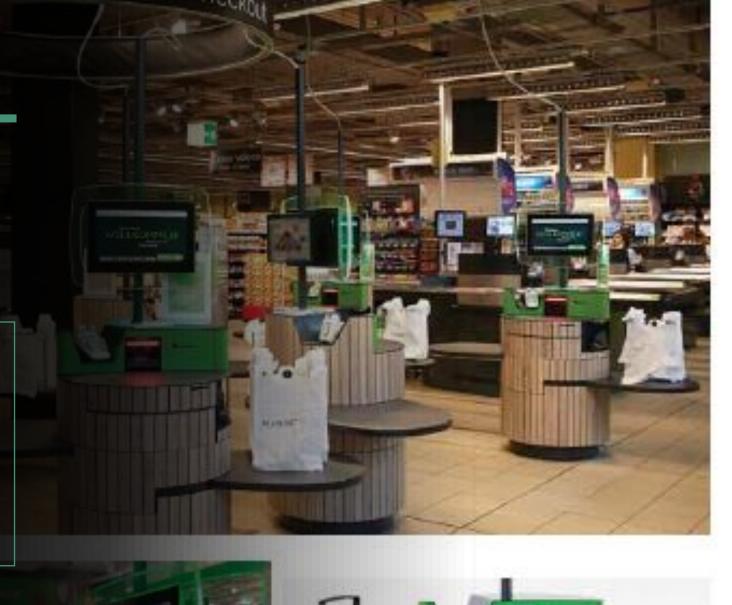


High

Large scale new tech adoption in retail and daily lives

At its most extreme: Convenience looks

like...Amazon Fresh





SEAMLESS SOLUTIONS: WHO + WHERE



Towns and cities - urbanisation and working patterns create new channel expectations and missions





Cross generational benefits - most shoppers are tech savvy

Fast Foodie and Make It Simple and Cut Above shoppers

On-demand convenience

High expectations of more advanced technology

Prioritise ease of shopping

Older shoppers with health and mobility issues

Brands must respond to higher expectations

Ease and speed are key

Increasingly competitive convenience space

SEAMLESS SOLUTIONS: PRODUCTS + MISSIONS



What we eat:

- Tech & AI becomes increasingly important in meal planning
 - o Easy menu planning
 - o Inspiration and fulfilment
 - Inventory
- Millennials are still doing "what shall we have tonight?" shopping - and looking to tech for the answer



How we shop:

- Unplanned Top up and Meal for tonight on demand
- Q comm has matured

- Shoppers want seamless, easy service across channels
- They expect the same ranges, deals, look, feel and service standards

As expectations grow, customers will be less willing to engage with brands or businesses that do not meet their expectations in what will be an increasingly competitive convenience space.

STORE OF THE FUTURE

The store of the future will...

- Feel like stepping into the future
- Have unexpected moments of delight
- Connect seamlessly across channels



TECHNOLOGY - PAYMENT & EXIT - GRAND DESIGNS







Payment & exit - This was much further developed than ours & I would suggest this should form our future thinking. Every store had their version of self scan / hybrid etc.

They have online to offline working well, everyone seems to pay with Apps. One of the coffee shops we visited you order, pay online and then colleagues make the order & hand it over (no option to order at counter & no cash). App payment is well accepted as there are multiple options in 'how you shop' like Alipay & WeeChat.

LOCAL LIFELINE

Regulation and costs hit small convenience and local services Less affluent shoppers struggle to make ends meet Managed convenience and franchise step in Last one standing convenience

Trends: **Evolution**



Low

Slow economic growth, interventionalist government and less well-off shoppers

At its most extreme:

Convenience looks like the only shop in town





LOCAL LIFELINE: WHO + WHERE



Areas of lower affluence where shops have closed and digital services are absent -

Rural areas, Northern and coastal towns



Older shoppers for whom Top Up is a key lifeline mission, and shoppers who depend on physical convenience

Creative Cook and Make It Simple shoppers

Loss of smaller stores shifts to larger format convenience

Value focus continues

Affordable and easy options in demand

Dependence on physical access to shops and services

Serving communities which don't have other options

A rise in franchise models and wholesale partnerships

Larger format convenience and unstaffed nano stores

LOCAL LIFELINE: PRODUCTS + MISSIONS



What we eat: -

- Diets in areas most affected will remain more traditional
- Shoppers looking for affordable, easy options
- Prioritise value for day-to-day meals
- Premium quality meals will be reserved for special occasions



— How we shop:

- Affordable local Top up shops, able to serve Main shop needs
- Face to face, traditional local shop experience will draw people in
- Access to services which have been removed from the local area
- Local Lifeline will offer additional support in communities

Local, Proprietor has local knowledge

Inclusive - reaching out to people who have a hard time getting groceries.

Partnering with other businesses or provide more services in store

Employer. Creating training and work opportunities for older people and young adults

STORE OF THE FUTURE

The store of the future will...

- Feel nostalgic and wholesome, like an old-fashioned local shop.
- Serve older people in isolated or rural areas
- Partner to offer local services which have been removed

NEXT STEPS

Opportunity Space Research –

Understanding the roadmap to 2035



Supplier Engagement – Summer 2025

IGD Conference update

The Future is....

onvenience 203

Demand Diversity

Conscious & Careful

Meal Merge Seamless Solutions Local Lifeline

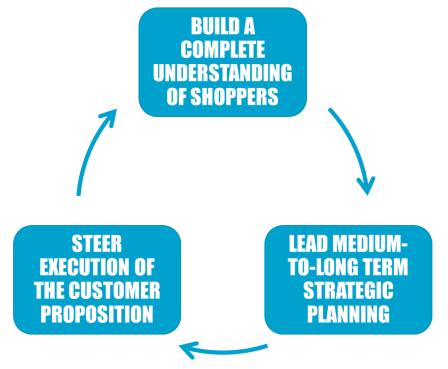
JIMMY CORBETT & ANTHONY RICE

CATEGORY DEVELOPMENT

OP CO

CATEGORY DEVELOPMENT AT CO-OP







UK GROCERY MARKET: QUARTER 1 2025



Consumer confidence falls and we continue to see persistent inflation. Rising bills means this isn't due to change anytime soon



Rising prices & increased frequency are driving total grocery market sales growth



Online has seen the largest switching gains so far this year, followed by Discounters

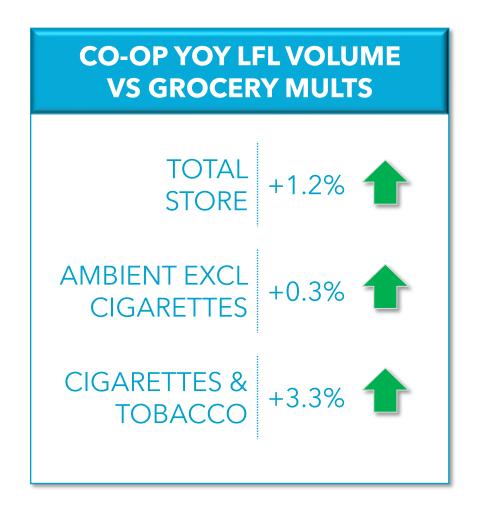


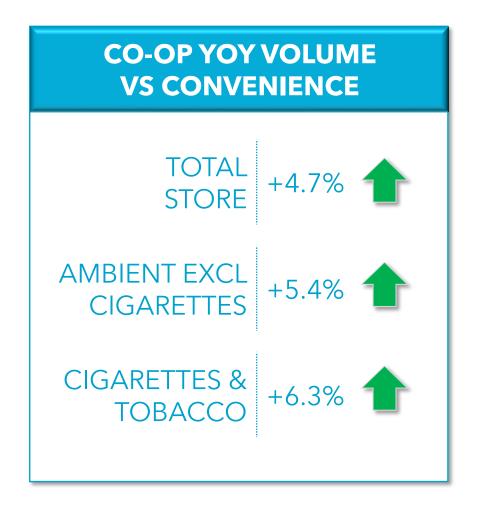
Tailwinds exist on Easter phasing and good recent weather.

Headwinds from confidence dip and inflation.



DESPITE HEADWINDS FOR CONVENIENCE AS A CHANNEL, CO-OP SEES STRONG PERFORMANCE VS THE MARKET







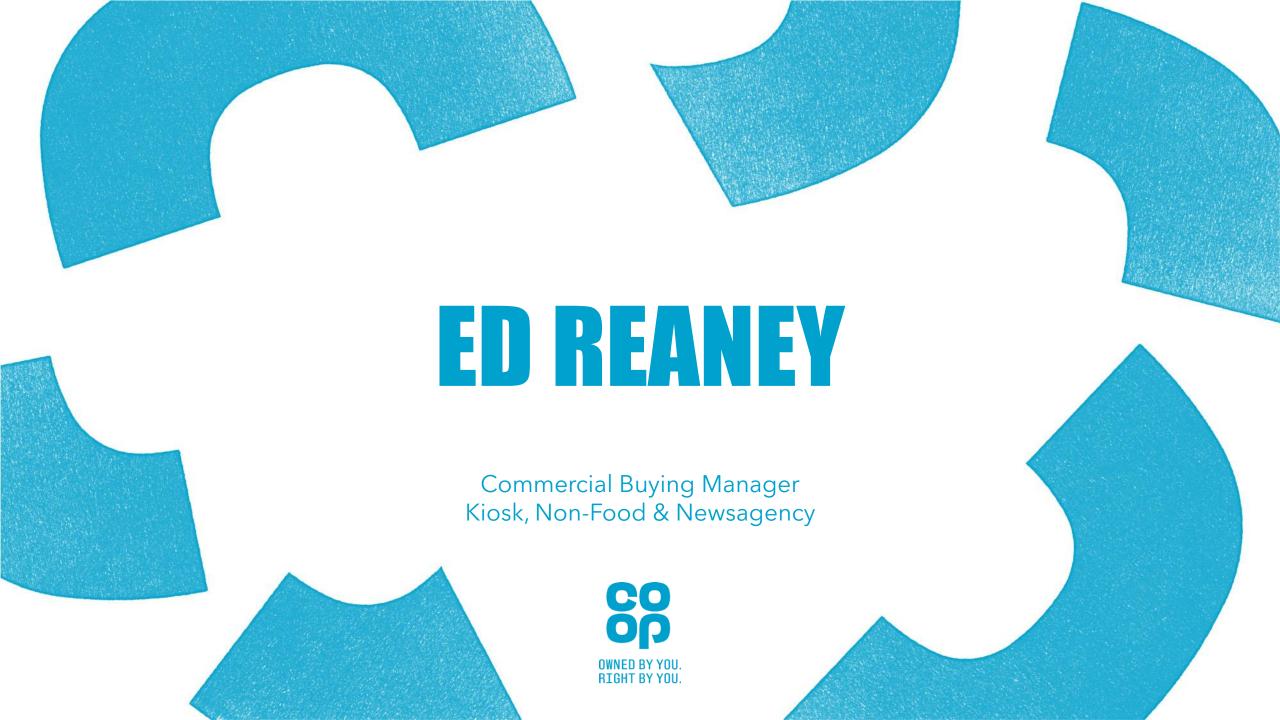
OUR ONGOING STRATEGY AND FOCUS WILL SET US UP TO GROW MARKET SHARE THROUGH 2025







OP CO



OUR NON FOOD & KIOSK STRATEGY

Co-op Purpose

Category Vision

Key Success Measure

CO-OPERATING TO BUILD MORE VALUE FOR OUR MEMBER OWNERS EVERYDAY

Deliver Pure Convenience range offering profitable, well sourced and ethical products for our convenience customers through simplicity, value, choice and inspiration

Converting our tobacco consumers to a reduced risk alternative whilst growing market share in all categories



PROPOSITION



Grow customer-centric Vape range

- Align to responsible sourcing policy.
- Target adult smokers with a safer alternative.
 - Media City SOF extend nicotine pouch, education and display.

Vape 3* Event 25 (Q1)

- Evolve range ahead of legislation.
 - Agree BSA compliance.
- Drive sustainability credentials & recycling options.

Hallmark Greeting Cards

- Extend proposition to NISA partners
- Address Value perception via 3f2 multibuy
- Member offers Christmas range



IMPROVE EFFICIENCY



Combustible Tobacco

- Rationalise range.
- Maintain great availability.
- Leading brands at market competitive prices.

Newspapers & Magazines

- Review operating model & evaluate EBR.
- Increased peg count on gift cards post trial.
 - Progress B2B opportunities.

Non-food space consolidation

- Partnership propositions in multi-mission
- Switch cards FSDU to semi perm stand
 - Complete beacon fixture roll-out



REACH



- Tobacco deep dive in NISA to drive loyalty & introduce credit card payment
- Generate sales and PR opportunities on Cards through RSPB link.

Stationery & Batteries - Convenience

- Stimulate growth by moving from Kiosk
 - Reducing Mags from 3 to 2 bays

Swap to Stop

 Land first retailer partnerships with external parties as part of swap to stop initiatives

EDI Priorities

- 1. Deliver products & services that are inclusive of the communities we serve.
- 2. Encourage diversity in the supply chain and within Co-op partnerships

INDUSTRY HEADWINDS

Tobacco Volume Decline

- Public Health Agenda
- Switching Into Reduced Risk products
- 2025 volume decline (-17%)
- Growing illicit trade
 - Rolling Tobacco £43 Retail vs £15 Duty Free
 - Cigarettes £15 Retail vs £5.30 Duty Free

Risk to loyalty and wider backet spend

Vape & Nicotine Alternatives

- Proven the most successful quit aid for combustible smokers
- Attracted negative criticism in last 2 years
- Prone to irresponsible brands and irresponsible retailers alike

Nicotine RSV Value (£m)





CO-OP STRATEGY

Transition combustible smokers to a reduced risk alternative

- Responsible Sourcing Policy
- Category Stewardship
- Market Outperformance
- Smoking Cessation Trial
- > Targeted Coupons





CO-OP STRATEGY

Next Steps for 2025 and Beyond

- Range Evolution
- Space Realignment Combustible Tobacco vs Vape & Nic Alternatives
- > Further Legislation Changes
- Kiosk Of The Future
- Learnings From Different Markets







NON-FOOD 2024 HIGHLIGHTS

OP CO

CO-OP STRATEGY

Long term market trends will influence space

- Innovative solutions will be required
- Be opportunistic with Seasonal Space
- New Technology will unlock growth
- > B2B Opportunities on Co-op Gift Cards
- Proven Success with Co-op Difference

THE RANGE

6 cards Over 1,000 store distribution

All the pictures were captured by Ben, in and around his hometown of Somerset.

As part of the range Hallmark & Co-op donated £10,000 to RSPB. We had recently announced our partnership with RSPB which focused on peatland restoration.



















Here is a snapshot of the incredible press we saw in launch week....!!



Natural talent for photography

the convenience resisties's stores to this mouth.

The property of the desired of the control of

Sophie Martin, Co-op's boyer for greetings cards and wrage, said: 'I trained Schrögens, Product Licens-towns as impersors with the man this attaining photographs that we decided search of the stating photographs that we decided greetings cards together. We should greeting cards together. We share Bork passion for statute and the site of the state of the

Young nature photographer lands deal with the Co-op

A YOUNG wildlife and nature pho-tographer from Somerset is set to see his work on sale in around 1,000 Co-op stores UK-wide.

Ben Pulletz, 21, from Charlton approached Co-op a year ago with his wildlife and nature photogra-

Impressed with the designs, Co-op worked with Ben and RSPB to incorporate the photos onto six new co-branded cards.

In addition, Co-op has donated £10,000 to the RSPB to reflect the collaboration with Ben who, at the age of 17, set up his website, Feathers & Hills, to showcase his photo graphy to wider audiences. In 2021 he picked up his first

international recognition as a cate gory winner in the Siena International Awards.

Ben said: "I can't believe that I would have had such a positive response from Co-op when I first reached out to them. "For Co-op to create these cards

and, make a huge donation to a charity which protects our nature and habitats really does mean the

"And, I am especially pleased that the daisy photograph has been used









Young wildlife photographer sees 'kissing blackbird' picture snapped up by Co-op





A young amateur photographer who captured two blackbirds "kissing" or camera is seeing his shot turned into a card and sold in the Co-op

Ben Pulletz, now 21, captured six striking images of animals and nature around his home in Somerset, Among them were a rabbit in a meadow, a grasshopper, a great tit perched among rose hips and a sunny field of

The cards will be launched in 1,300 stores and the Co-op will donate









Western Gazette (print - full page)

Western Daily Press (print - page lead)

BBC Online - Somerset photographer 'excited' after work chosen by supermarket - BBC News

BBC Radio Somerset - interview with Ben with callers ringing in to talk about greetings cards

The Independent: featured on home landing page - Young wildlife photographer sees 'kissing blackbird' picture snapped up by Co-op | The Independent

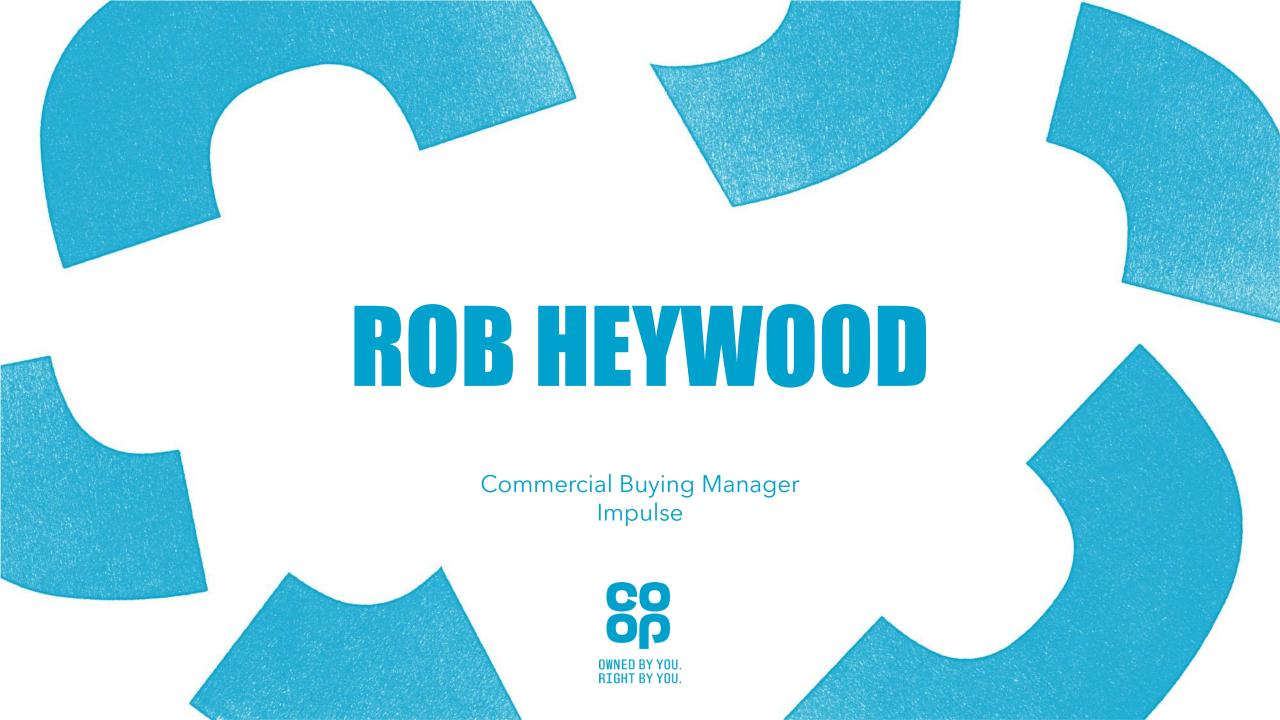
Somerset County Gazette: Somerset photographer's art hit Co-Op shelves nationwide | Somerset County Gazette

Yahoo News: Young wildlife photographer sees 'kissing blackbird' picture snapped up by Co-op (yahoo.com)

Yahoo News: Young Somerset photographer's wildlife snaps make it big in a nationwide deal (yahoo.com)



B B C 👤 Sign in Home News Sport Weather DiPlayer I Sounds **NEWS** Home | InDepth | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics England | Local News | Somerset Happy grasshopper to help shoppers say 'hello' Ben said the photo of the smiling grasshopper was his favourite. Chris Lockyer BBC News, Somerse 12 April 2024 A photographer from Somerset has been selected to have his work made into greetings cards and sold nationwide in Co-op stores. Ben Pulletz, 21, from Charlton Adam near Somerton has been a photographer for five years and said it was a "dream come true" to partner with the supermarket in aid of the RSPB charity. Co-op has ordered six of his wildlife photographs to be made into cards, including his favourite snap of a grasshopper that appears to be smilling. The convenience store giant will sell the cards in up to 1,000 of its branches and has also donated £10,000 to the RSPB, as part of the collaboration - a charity that is close to Ben's heart.



Our Impulse Strategy

Co-op **Purpose**

Category Vision

Key Success Measure

CO-OPERATING TO BUILD MORE VALUE FOR OUR MEMBER OWNERS EVERYDAY

Deliver a highly profitable, best in class Impulse proposition, optimised for our Convenience customer across all channels

Maximise our strong over-trade position & out-perform our Impulse competitors, delivered via industry leading partnerships



PROPOSITION



Simplified, Optimal & Effective - All Channels:

- Range optimisation
- Promotion Effectiveness / Optimise Strawman
- Drive seasonal events
- Coop Brand growth

Profitable & Competitive:

- Adds incremental value
- Economic Profit focussed
- Competitive in convenience
- Value Strategy delivery

Drive Key Growth Opportunities:

- Maximise Membership
- One More Item / One More Customer
- Health & Wellness proposition SOTF
- Transaction Zone proposition



INNOVATION



Sustainability & Sourcing:

- Plan to reach Net Zero by 2040
- Packaging reductions
- Ethical sourcing standards (Fairtrade)

HFSS:

- Health (y/ier) choices
- Prepared for pending legislation
- Test & Learn
- Alternative growth opportunities

Mission & Execution:

- Anchored to core convenience mission
- **Exclusives & First to Market**
- In store theatre & activation



SUPPLIER PARTNERSHIPS



Strategic Approach:

- Impulse supplier strategy
- Multichannel & cross functional JBP's / Partnership Plans

Creating Value:

- Cost management
- Supporting charity partnerships
- Value chain
- Supplier Optimisation

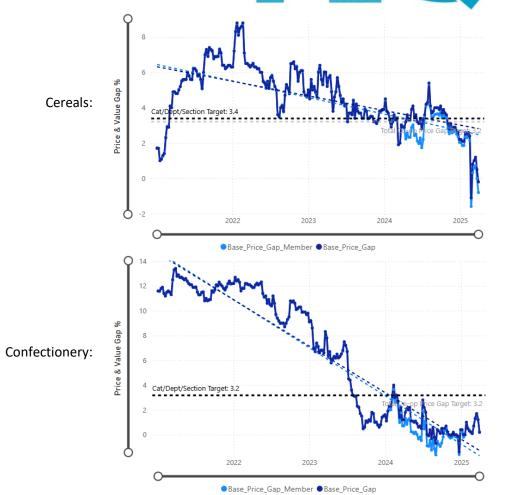
Measures:

- Category & Account performance
- AGS
- GCA

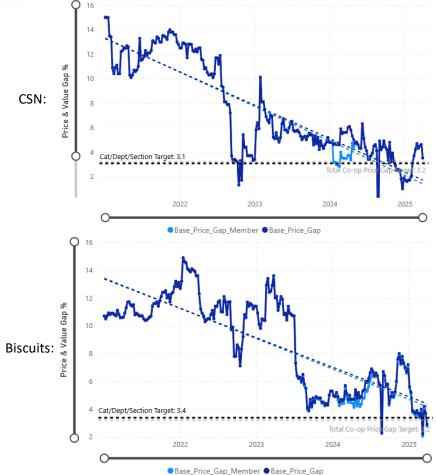
EDI Priorities

- 1. Deliver products & services that are inclusive of the communities we serve.
- 2. Encourage diversity in the supply chain and within Co-op partnerships

Impulse Value Index PRICE MATCH FOR MEMBERS PRICE MATCH FOR MEMBERS







Impulse L12 Performance vs Market

Convenience:

Data to 2025 Wk10

Latest 12wk

		Value						Quantity (Units)							
		TCG	TCG Convenience Convenience Exc. TCG			TCG Convenience Convenience Exc. TCG									
Department	Section	Sales Value I	Sales Value	YoY	Sales Value	Sales Value	YoY	YoY Gap	Sales Quantity LY	Sales Quantity TY	YoY	Sales Quantity LY	Sales Quantity TY	YoY	YoY Gap
Confectionery	Confectionery	£57.7m	£60.6m	5.0%	£458m	£469m	2.2%	2.7%p	42.5m	41.6m	-2.3%	382m	357m	-6.5%	4.2%p
Impulse snacking	Biscuits and Crispbread	£15.9m	£16.9m	6.7%	£103m	£105m	2.7%	3.9%p	10.7m	10.4m	-2.9%	75m	73m	-2.7%	-0.2%p
Impulse snacking	Breakfast Cereals	£6.8m	£7.0m	3.6%	£32m	£32m	-0.9%	4.5%p	2.8m	2.7m	-2.6%	13m	12m	-5.1%	2.5%p
Impulse snacking	Crisps / Snacks / Nuts	£35.9m	£36.8m	2.4%	£256m	£254m	-0.8%	3.2%p	22.4m	23.2m	3.9%	197m	188m	-4.3%	8.2%p

Grocery Mults:

Data to 2025 Wk12

Latest 12wk

	1	Value						Quantity (Units)							
	TCG			Grocery Mults Exc. TCG			TCG			Grocery Mults Exc. TCG					
		Sales	Sales		Sales	Sales			Sales	Sales		Sales	Sales		
Department	Section			LFL		Value 🖵	LFL		Quantity		LFL	Quantity		LFL.	I.FL Gab
T-	ज	value -	Value y	¥	Value	Validio		Y	LY	TY 💌	Y	LY	TY		4
Confectionery	Confectionery	£95.7m	£92.7m	-3.1%	£1,240m	£1,062m	-14.3%	11.2%p	66.0m	62.4m	-5.5%	676m	568m	-16.0%	10.5%p
Impulse snacking	Biscuits and Crispbread	£26.7m	£27.9m	4.3%	£537m	£560m	4.2%	0.0%p	18.0m	17.2m	-4.7%	396m	399m	0.6%	-5.4%p
Impulse snacking	Breakfast Cereals	£11.7m	£12.1m	3.0%	£306m	£303m	-0.8%	3.8%p	4.7m	4.7m	-1.1%	140m	134m	-3.9%	2.8%p
Impulse snacking	Crisps / Snacks / Nuts	£55.5m	£55.1m	-0.6%	£762m	£769m	0.9%	-1.5%p	34.2m	34.6m	1.2%	467m	462m	-1.2%	2.4%p



GROCERY CATEGORY STRATEGY

Co-op Purpose

Category Vision

Key Success Measure

CO-OPERATING TO BUILD MORE VALUE FOR OUR MEMBER OWNERS EVERYDAY

Create a convenience leading Grocery proposition that delivers VFM meal solutions for all customers.

Consistent volume outperformance and share growth vs Convenience market.

DO THE RIGHT THING

EVERYDAY VALUE FOR MONEY, FOR ALL CUSTOMERS

ELEVATE FOCUS ON SOURCING
STANDARDS AND SUSTAINABILITY
STRATEGY

EMBED AN **INCLUSIVE CULTURE,**THROUGHOUT OUR WAYS OF WORKING,
SUPPLY CHAIN AND ALL RELATIONSHIPS

COLLABORATE

ELECTRIFY THE GROCERY **MEMBERSHIP**PROPOSITION

NURTURE AND **EVOLVE RELATIONSHIPS**AND WAYS OF WORKING

MULTI-CHANNEL APPROACH
EMBEDDED IN ALL DECISIONS AND
STRATEGIES

FUTURE FOCUS

EXCITE AND ENGAGE, ELEVATING OUR FOCUS ON 'MEALS', EXECUTED BRILLIANTLY

CO-CREATED MULTI-YEAR PIPELINE OF PROFIT & VALUE CREATION ACTIVITY

CHALLENGING OURSELVES & SUPPLIERS
TO BE **BOLD, BRAVE & CREATIVE** TO
DELIVER FOR CUSTOMERS AND
MEMBERS

EDI Priorities

- 1. Deliver products & services that are inclusive of the communities we serve.
- 2. Encourage diversity in the supply chain and within Co-op partnerships

HIGHLIGHTS FROM 2024 & YTD 2025



Community

Potential Partnerships





Outperformance vs Market

Sustainability

HELP US SUPPORT UK FOOD BANKS was £1.55 £1.25 Great rice can do great things

Instagram

Charity/Inclusion

Market Comparison YoY Volume Vs Market Timing Vs Mults L52w to Wk3 2025 1.60% 1.10% L52w to Wk1 2025 2.50% Vs Conv 2.80%

Membership & Inclusion Branded Partnership -



Buy a Sauce, Rice & Naan for £2!











Own Label & Membership

Seasonal & Events



E-Comm

Save £3.90 Use code **CURRY** at checkout

Shop the deal













BIG BETS AND KEY ASKS FOR 2025 AND 2026

Align on Strategic pillars

Prioritise Co-op & our Channels

Sustainability & DE&I plans

Focus on VOLUME!





Deliver VFM for customers & Members

Help outperform in Conv.

Easy meal occasions

Bold, Brave and Exciting

Terms Opti & Simplification (and long term?)





OUR HOME AND PERSONAL CARE STRATEGY

Co-op **Purpose**

CO-OPERATING TO BUILD MORE VALUE FOR OUR MEMBER OWNERS EVERYDAY

Category Vision

Key Success Measur

The best Convenience proposition across Home & Personal Care, driving more items into more baskets across all channels through offering a great range at great value, with clear values

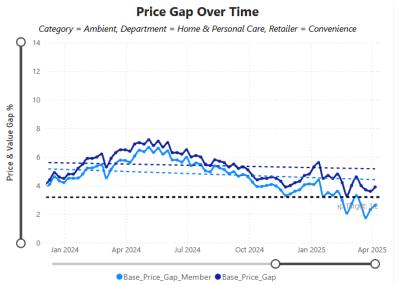
Value & Volume Market Share growth through increased Conversion, Frequency and Basket Size

SS	value & volume Market Share growth through increased Conversion, Frequency and basket Size									
ire	SIMPLE	PEOPLE & PLANET	REACH	MEMBERSHIP						
	 All Year Round Value Always competitive on Price, with optimised & efficient Promotions Grow the number of HAPC items in basket 	 Sustainable Sourcing & Range Sustainability targets in JBPs Sustainable ranges, with education Convenience destination for Health & Wellness 	 E-Commerce and Q-Commerce Lead the market on Q-Comm Supercharge "right to win" categories - Pet, H&W, Baby Utilise Supplier partnerships 	 Economic Value for Members Market-leading Member Prices and Promotions 						
	 Strategic Supplier Partnerships Simple Long-term Agreements unlocking joint value Co-op & Convenience Difference Culture of Trust & Transparency 	Own-Brand • Relevant proposition in the right sections, offering clear value, with Co-op values • Leading on sustainability & sourcing credentials	 Optimised Store Formats Macro space split by section Large Store differentiation, including Bigger Pack, Better Value 	 "One Co-op" Strategy Utilise HAPC to drive Membership across Co-op Group, primarily Co-op Insurance 						
	 End-to-End Optimisation Reducing cost-to-serve and complexity Safer Colleagues, Safer Communities Action Plan 	Inclusion Partnerships • Ambitious Inclusion plans supporting customers, colleagues and communities • Annual Charity Partner Plan	 Co-op Wholesale A targeted Wholesale difference, supported with insight and retailer engagement Strategic Bulk Plans 	 Retail Media, Data & Insight Use Membership data through CMN channels, to drive loyalty, conversion, frequency and basket size 						

EDI Priorities

- 1. Deliver products & services that are inclusive of the communities we serve.
- 2. Encourage diversity in the supply chain and within Co-op partnerships

HIGHLIGHTS FROM 2024 & YTD 2025









TCG Home & Personal Care	Va	lue	Quantity (Units)			
2024 Performance	LFL	LFL Gap	LFL	LFL Gap		
vs Grocery Mults	3.6%	0.5%p	5.5%	3.8%p		
vs Convenience	4.2%	5.6%p	5.7%	9.1%p		









GET 10% OFF PET



you've been chosen to get 10% off pet products at your local Co-op















NEWS

Co-op rolls out 100% recycled own-label kitchen roll



All Year Round Value

Inclusion, Partnerships & Innovation

2025 PRIORITIES

Channel Focus

Co-op Wholesale

Store Differentiation

Q-comm

Laser Focus on Value

"Always on"

Promotional Effectiveness

Membership Value

Supplier Partnerships

Joint Strategic Plans

Commercial Terms Optimisation

Insight & Innovation

Inclusion & Sustainability





Senior Sustainability Delivery Manager

OUR FOOD SUSTAINABILITY PURPOSE

Co-operating with suppliers and partners to deliver impactful change at scale and create a sustainable food future for our member owners



Sourcing with care

Sourcing and creating our products with care & respect for people & planet



Treating people fairly

Treating people fairly so everyone who produces our food gets a fair deal



Learning and celebrating together

Working together to create solutions for a healthy sustainable future for everyone



Delivering our commitments

Working together with suppliers to deliver our sustainability and value chain commitments



OUR SUSTAINABILITY COMMITMENTS

Sourcing & creating with care

Our products will be created with respect for people and the planet



Net Zero in our operations by 2035 and across our entire business by 2040



Committed to maintaining high animal welfare and driving continuous improvements.



Committed to WRAPs Water Roadmap and collective action



Reduction of our plastic footprint by 30% by 2025



Delivering 100% British fresh and frozen protein



No deforestation across primary deforestation-linked commodities by end of 2025



Halve food waste in our own operations by 2030



Healthy and sustainable choices that are accessible for everyone

Treating people fairly

Everyone that produces our food will get a fair deal



Ensuring a fair deal and resilient livelihoods for everyone in our supply chain



UK's biggest supporter of Fairtrade



Leaders in tackling global water poverty



We'll work together to make a difference



Campaigning to promote more sustainable member and customer behaviour



Working with our members and communities to make a difference





SUSTAINABILITY – AMBIENT AREAS OF FOCUS



Value Chain and Sustainability Delivery

- Value is both 'cash' and 'carbon'
- Where can we help you and you help us



Supplier GHG Reduction - 'Carbon'

- 1.5C Aligned near term and Net Zero targets, validated by SBTi
- Roadmap to Net Zero with quantifiable GHG reduction activity
- Transparent product carbon footprint data to measure and demonstrate



Packaging

- Plastic reduction still have a target to hit for 2025
- EPR mitigation both directly as brand owner and indirectly through branded products



Sustainable Sourcing and International Development

- Fairtrade
- Forest Risk Commodities
- Food Waste and Water | Nature

SUSTAINABILITY THROUGH VALUE CHAIN DELIVERY

Value Chain at the Coop has existed since 2018 when we introduced a new function which worked with our suppliers to discover ways we could create value through reducing costs without impacting the end consumer in a negative way.

Over the years the team have expanded and evolved to work on end-to-end projects which deliver economic profit back to the Coop in a time where cost consciousness was a priority for the business.

From 2024 we have a wider purpose which is to combine both the existing cost reduction principles of value chain with the work required to decarbonise our supply chains whilst still delivering quality Coop products to our members to support our growth ambition.



Deliver value for our members through removing or reducing costs and decarbonising our food supply chains.



TRANSPARENT PRODUCT CARBON FOOTPRINT DATA

Our goal

A simple and standard way to share product carbon footprint data between brands and retailers

We don't want

- An unscalable, bespoke approach just for Co-op
- Excessive detail creating huge burden on both sides
- To compare suppliers and products based on inconsistently generated data
- To access sensitive data that is proprietary, commercial, confidential (e.g. recipes)

We do want

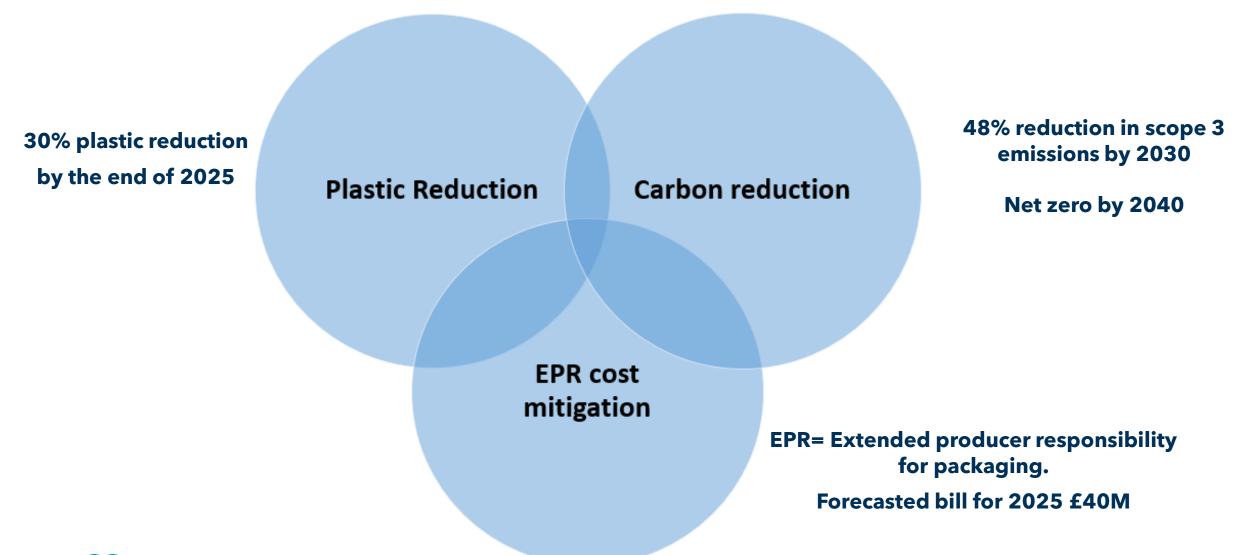
- A shared and more transparent view of our product environmental impacts and 'what matters most'
- Standardised format / data sharing structures
- A cross-industry solution that works at scale
- A sensible level of detail for all parties
- To track progress towards targets and impact of shared activity (for both sides)

The way forward

Trials of category-level footprint sharing with small number of branded supplier partners New forum to develop UK industry standard being convened by Food & Drink Federation and Mondra

For expressions of interest contact climate team or FDF / Mondra directly

OUR STRATEGIC PACKAGING GOALS



SUSTAINABLE SOURCING & INTERNATIONAL DEVELOPMENT



Deforestation

We will take action to eliminate the risk of deforestation and conversion in our supply chains and the landscapes we source from.

- Understand forest risk commodities in your ingredient and feed supply chains
- Ensure sourcing controls to reduce risk
- Engage in cross-industry collaboration
- Support production landscapes



Fairtrade

We will ensure a fair deal and resilient livelihoods for everyone in our supply chain & campaign for the rights of the people who produce our food, focussing on vulnerable workers

- Increase Fairtrade ingredient volume and the % of category/ range sold on Fairtrade terms. 100% Cocoa, Tea, Coffee, Bagged Sugar.
- Use promos, distribution and category plans to grow contribution to Fairtrade producers.



Water Security

We will take action where it's most needed and lead the way with our integrated water security strategy

- All suppliers advised to map their water risk (site and supply chain) and join WRAP Water Roadmap, and take recommended actions to improve management of water
- Branded soft drinks suppliers can join our partnership with Water Unite



Food Waste

We will value our food, reducing food waste by 3% year on year, achieving a 50% reduction by 2030.

- ➤ Sign up to WRAP Food Waste Reduction Roadmap
- ➤ Ensure maximum redistribution of surplus product including those past BBE (in line with WRAP guidance)
- Flag ways we can support you to prevent food waste.

Nature

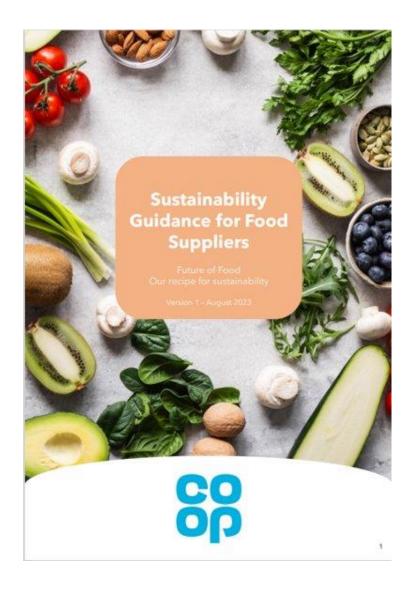
In development 2025

- By end of 2025, we will have agreed an overall position on Nature for Coop Food and developed an initial strategic plan to address gaps.
- ➤ LEAP materiality assessment to develop a strategic overview of nature impact and risk.





FURTHER GUIDANCE



www.coopsupplierhub.com

Sustainability Guidance for Food Suppliers

Contact the Food Sustainability Team

robert.marsh@coop.co.uk



RECAP: SUSTAINABILITY – AMBIENT AREAS OF FOCUS



Value Chain and Sustainability Delivery

- Value is both 'cash' and 'carbon'
- Where can we help you and you help us



Supplier GHG Reduction - 'Carbon'

- 1.5C Aligned near term and Net Zero targets, validated by SBTi
- Roadmap to Net Zero with quantifiable GHG reduction activity
- Transparent product carbon footprint data to measure and demonstrate



Packaging

- Plastic reduction still have a target to hit for 2025
- EPR mitigation both directly as brand owner and indirectly through branded products



Sustainable Sourcing and International Development

- Fairtrade
- Forest Risk Commodities
- Food Waste and Water | Nature

BREAK/LUNGH

SJPPIER PARINERS I P



ACHIEVING STRATEGIC PARTNERSHIP TOGETHER

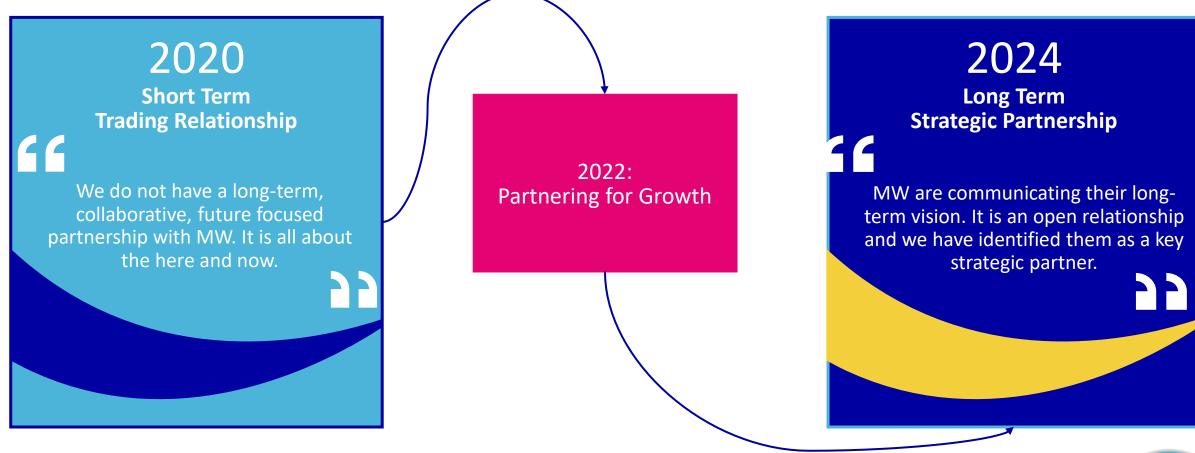


Matt Boulter

UK Sales Director Mars Wrigley



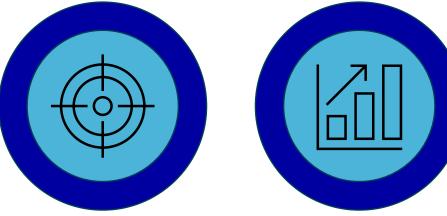
MULTIPLE YEARS OF PROGRESS FROM RELATIONSHIP TO PARTNERSHIP





What makes a strategic partnership?

#2 Establishing Performance as the Foundation



#3 Developing Strong & **Broad Stakeholder Networks**

#4 Adding Value Beyond Trading Landscape



#5 Sharing Problems & Opportunities



#1 Having a Shared Purpose and Common Goals



#1 Having a shared purpose & common goals





CO-OPERATING TODAY, FOR A FAIRER WORLD TOMORROW

Re-defining the supplier and customer relationship for a new era of business as a force for good



#2 Establishing performance as the foundation

Shared Ambitions & Focus on Outperformance

- Short Term Performance
- Longer Term Transformation
- Shared Responsibility







'Performance without purpose is meaningless, purpose without performance is impossible'



#3 Developing strong and broad stakeholder networks



- Senior Stakeholder Endorsement
- Organisational Mirroring
- Cross Functional Working





How can we help each other?



#4 Adding value beyond the trading agenda

Clear Ambitions and Deliverables beyond stores

- Amplifying our Social Impact
- Looking after our Planet
- Investing in our People











#5 Sharing problems and opportunities





"A PROBLEM SHARED IS A PROBLEM HALVED"

- Leading with Transparency & Trust
- Turning Problems into Opportunities
- Open & Honest Feedback Loops



Summary reflections...



- Take time to **learn and be curious** about both businesses' aims and motivations
- Purpose drives performance and performance drives purpose
- Take everyone on the journey from the beginning full stakeholder buy in is required
- Think big together things that may seem unlikely can become achievable with the right mentality
- Trust, patience and commitment are key progress is not always linear but the outcome is more than worth the investment

Thank you







MIIOLESALE

Katie Secretan

OP CO

O-COMMERCE

Jeff Bradshaw & Jessica Trudgeon

OP CO

Delivering convenience without compromise. Giving more people access Vision to our Co-op and its products To be the number 1 Q-Commerce Retailer in the UK – 30% Share by end Goal of 2026 Proposition Convenience Without Value – "Through Member Prices I Quality – "We have the best Compromise get the best value on any operational metrics, and the best "I can get what I want, when I platform" products" want it" **Outcomes** Leverage Coop Scale to Grow our Support the Defend & Grow our Leveraging our scale Support Independent and capability

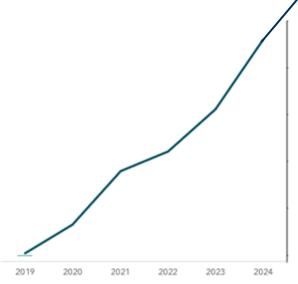
customer base

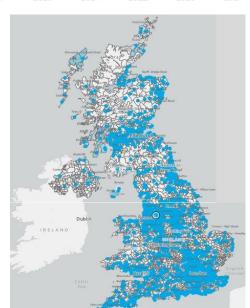
Grow Our Talent - Develop people through career journeys and opportunity routes across Co-op; in and out of Q-Commerce

Co-op vision

Convenience

THE STORY SO FAR



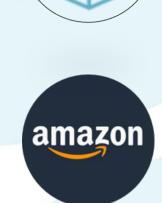
















CO-OP Q-COMMERCE UPDATE





- 1,800 stores live
- 10k products available
- Move to 1hr deliveries
- 61% of UK population
- New Front End
- Membership pricing





Uber Eats



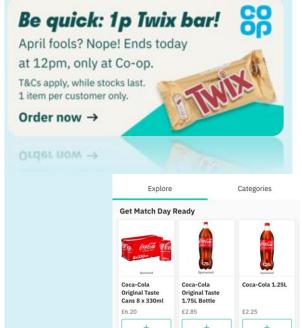
- 1,400 stores live
- 10k products available
- 81% of UK Population
- Membership Pricing
- Uber One & Co-op Member Thursday deals







- 1,500 stores live
- Partner exclusives
- 81% of UK Population







• 1,400 stores live

18%

- 10k products available
- Membership coming soon
- Media Opportunities

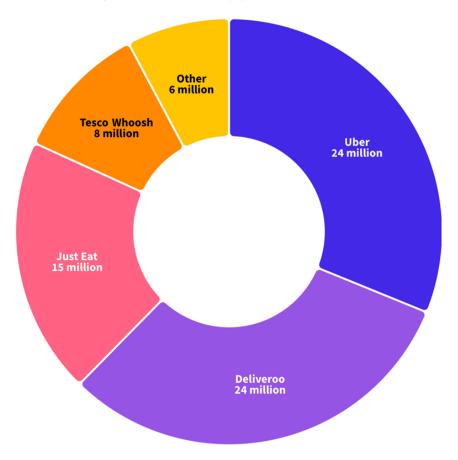


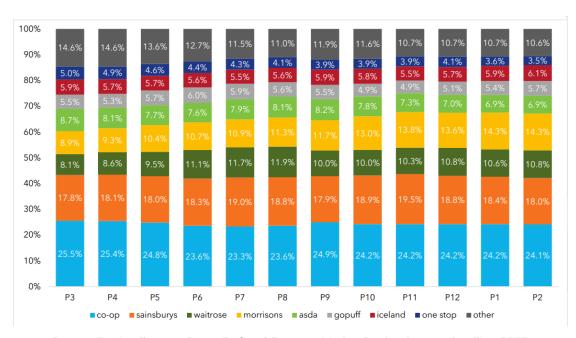
2%

- 22 Stores live
- 9k Products available
- Maximising reach & new customers

THE Q-COMM MARKET

How many orders per app?





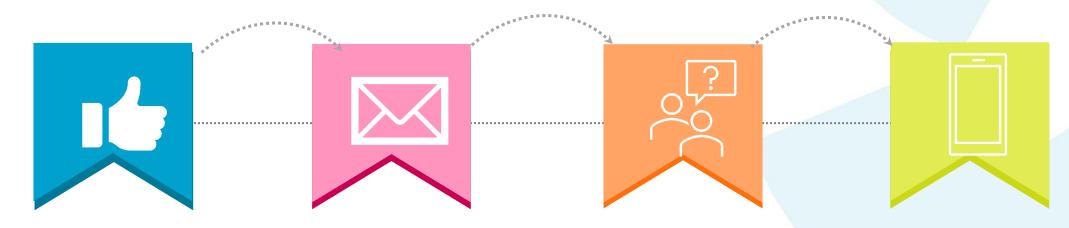
Source: Fox intelligence Data - Defined Q-comm Market 3 calendar month rolling 2025

- Co-op number 1
- Basket growth £1
- Sainsbury's, Waitrose & Asda YoY



Source: Rodeo

HOW CAN SUPPLIERS GET PRODUCTS ON Q-COMM?



Sign Off

Depth of Distribution gets signed off for range event 6-8 weeks out

Lines Sent to Brandbank

Q-Com Category Analysts send over lines in the range event to Brandbank

Brandbank Reach Out

Brandbank will ask supplier to send samples for imagery and product information capturing

Product can go on Q-Com

Supplier responds and sends samples.
Product information gets loaded into Brandbank and can be listed across Q-commerce channels





BEST IN CLASS WAYS OF WORKING & OMNICHANNEL APPROACH

Mobile Optimised Imagery



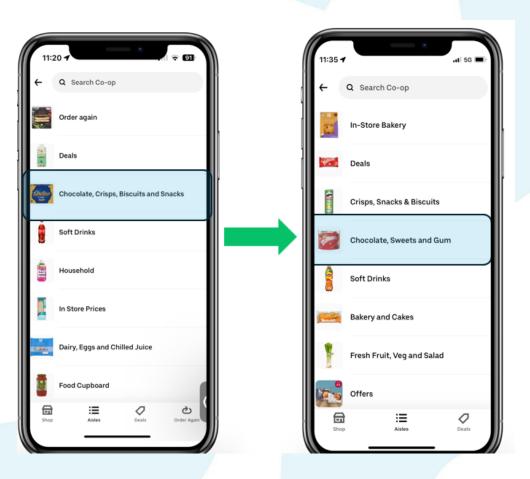


Omni-channel activation

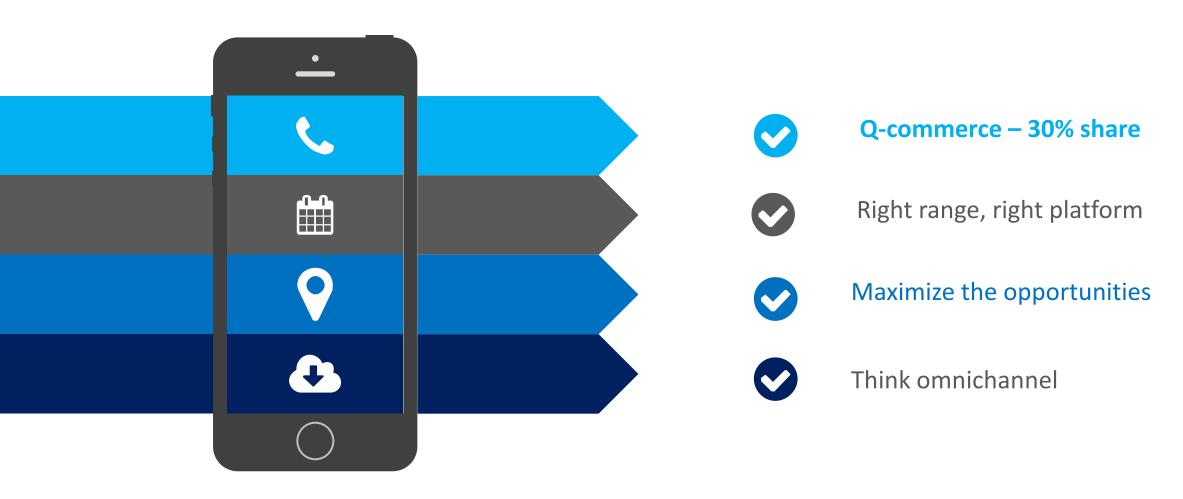




Digital Shelf Optimisation



Q-COM KEY TAKE OUTS





CO-OPMENA NETMORK

Hannah Clifford

OU CO



In 2025, we have set out to:

1.

Amplify our difference...

...and prove it matters

2.

Innovate new capabilities...

... aligned to our difference

3.

Offer <u>convenience</u> in experience...

... speed, ease and simplicity



So, what makes us different?

2,400

stores nation-wide

111

Unique shoppers per month

#1

Leading grocer across major Q-Comm delivery apps

16m;

Transactions per week

5

If you are a Co-op shopper, you are likely to shop at 5 other retailers

2.2

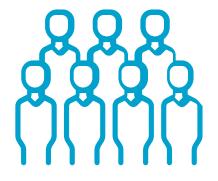
Average visits to store per week from active members

We have a track record of delivering against key sales metrics



£1.38

Average weighted ROI at featured SKU level



7.4m

Average impression per campaign



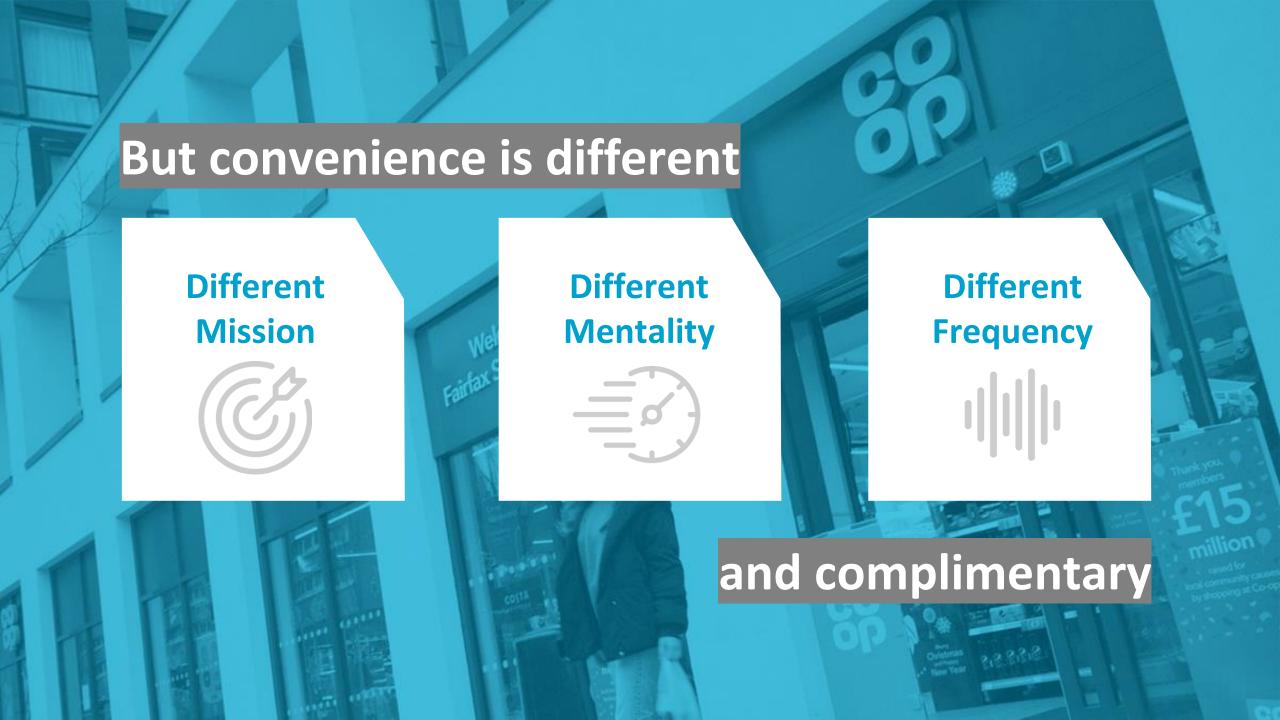
37.8%

Average sales uplift during the campaign period



% uplift across all retailers













Advertising in convenience stores benefits from...



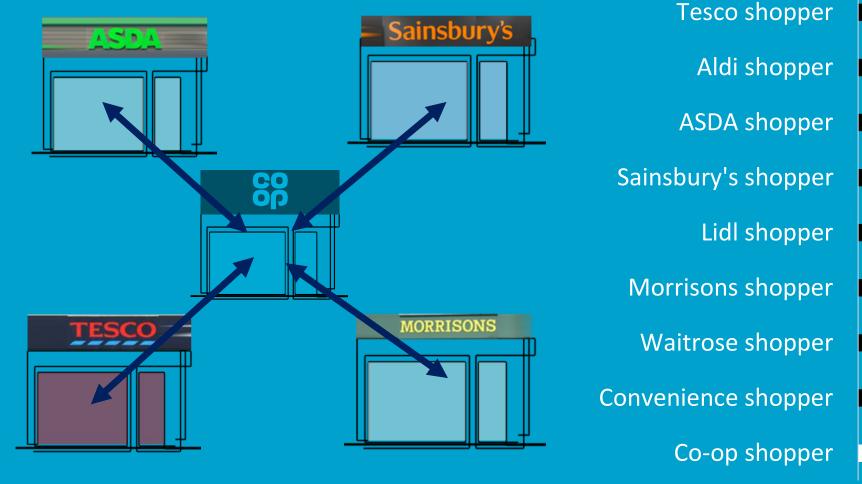


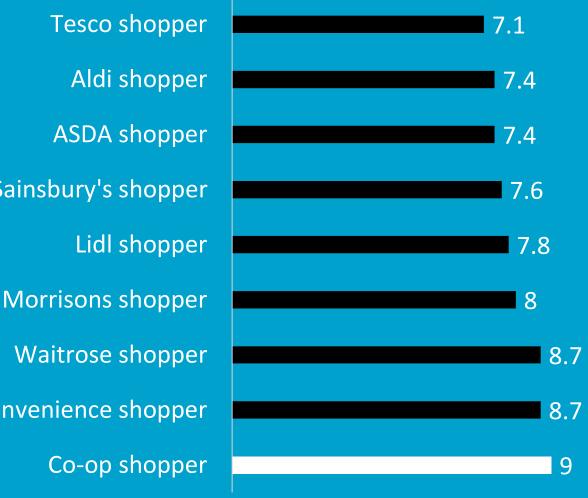




...vs large supermarket stores

Co-op is also the most 'shopped' shop







Now, let's talk innovation

1.

Amplify our difference...

...and prove it matters

2.

Innovate new capabilities...

... aligned to our difference

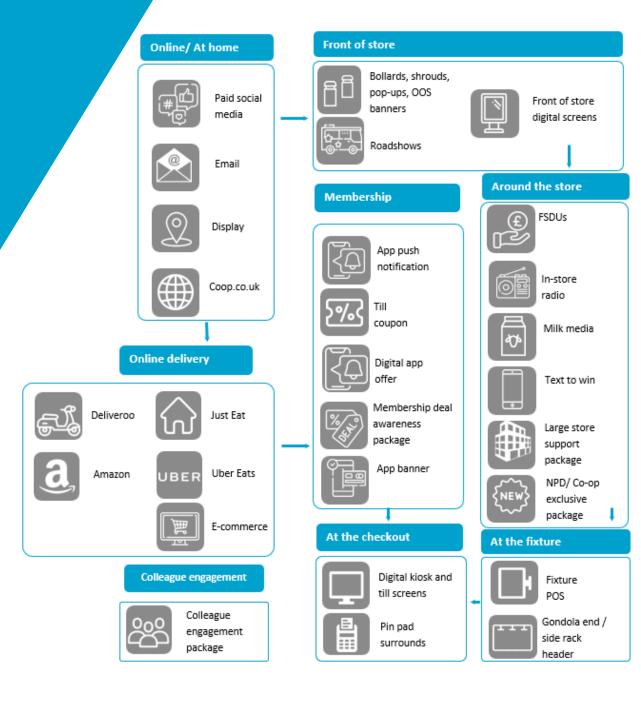
3.

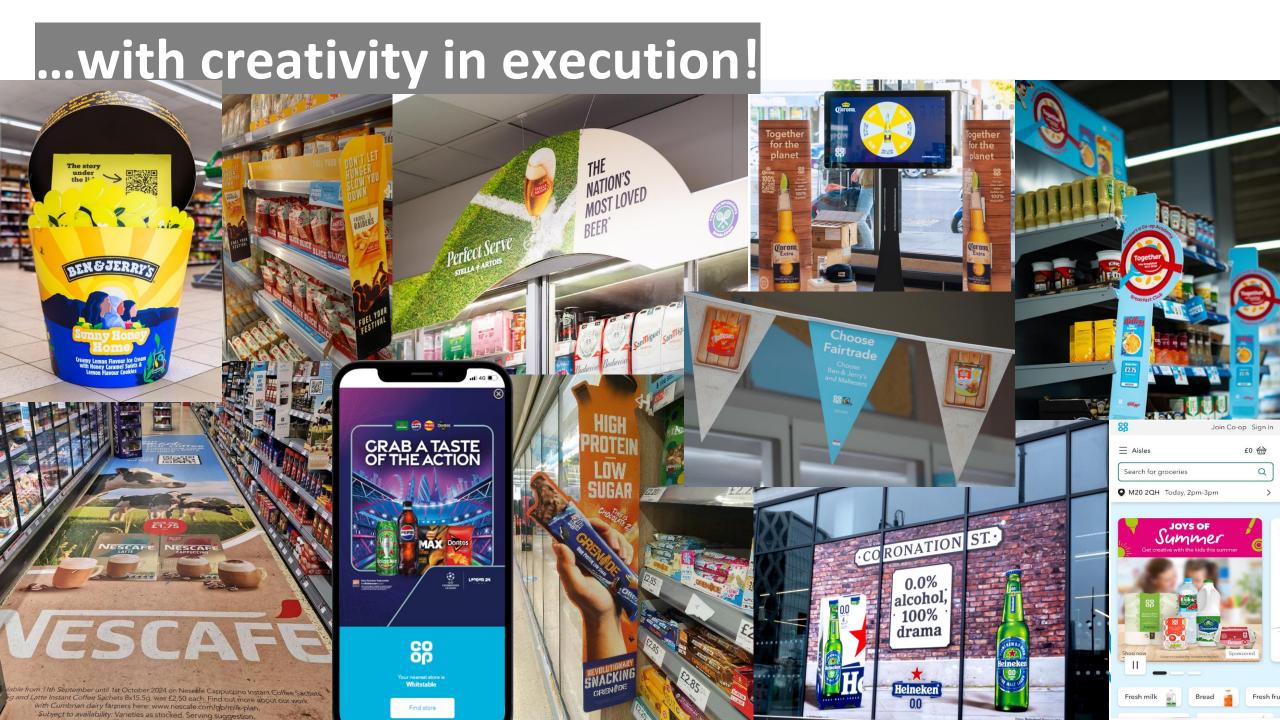
Offer <u>convenience</u> in experience...

... speed, ease and simplicity



Our advanced toolkit allows us to deliver tailored multichannel campaigns across the full path to purchase...





Our innovation roadmap will continue to bring new ways to engage with convenience shoppers...



... and non-shoppers!

And finally, all of this is underpinned by our service

1.

Amplify our difference...

...and prove it matters

2.

Innovate new capabilities...

... aligned to our difference

3.

Offer <u>convenience</u> in experience...

... speed, ease and simplicity



Our offering is enabled by a single point of contact

We are fully integrated with the relevant teams & channel owners meaning the hard work is done for you.



And we are committed to offering our clients a best in class service



Aggregated
Performance
Insights and
Benchmarks



A calendar of over 53 Events



<u>Co-Creation</u> –

pitch your

winning

campaign idea



Media Rewards

- our loyalty
programme can
amplify your
campaigns



Live imagery and compliance reports for every campaign



An <u>evaluation</u> for every campaign



Have a brief to share?
Or would like some convenience insight for your brand?

Email us at hello@coopmedianetwork.co.uk



Follow us on LinkedIn for the latest updates Co-op Media Network



CO-OPOMIED BRAND STREET

Chris Hulme

Ob Co

CO OWNED BY YOU. OR RIGHT BY YOU.





Does Own Brand drive frequency?

2 Get them to shop more often

What role does Own Brand play in recruiting shoppers? Recruit shoppers into Food

Role Own Brand plays in driving equity?

Build loyalty Convert to 3 members

What role does
Own Brand play in
the value of a
member?

Members buy Life Services

SYNOPSIS

Increasing the penetration of own
brand in a customer
or members basket to

50-60%

means we hit a sweet spot in terms of frequency, loyalty

The number one barrier to recruiting new shoppers is price on everyday essentials

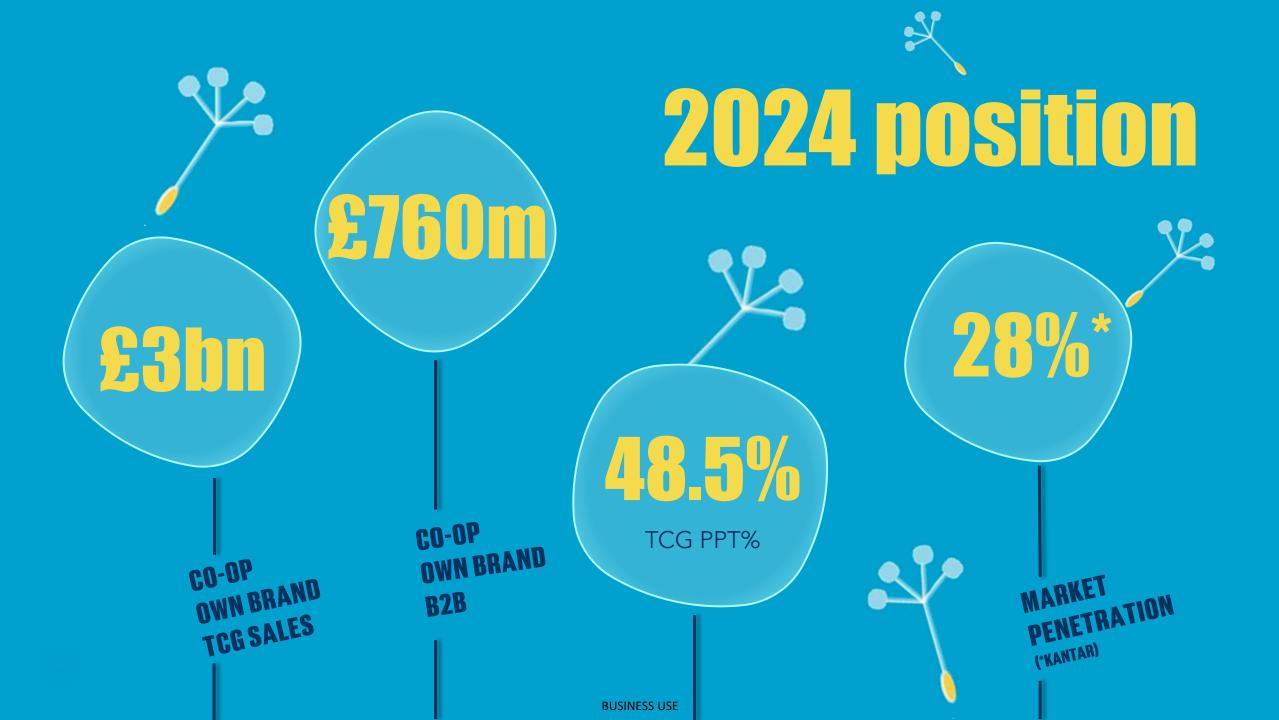
Our members have a higher quality perception of Co-op own brand than our customers do, but both have a much higher quality perception than non Co-op shoppers

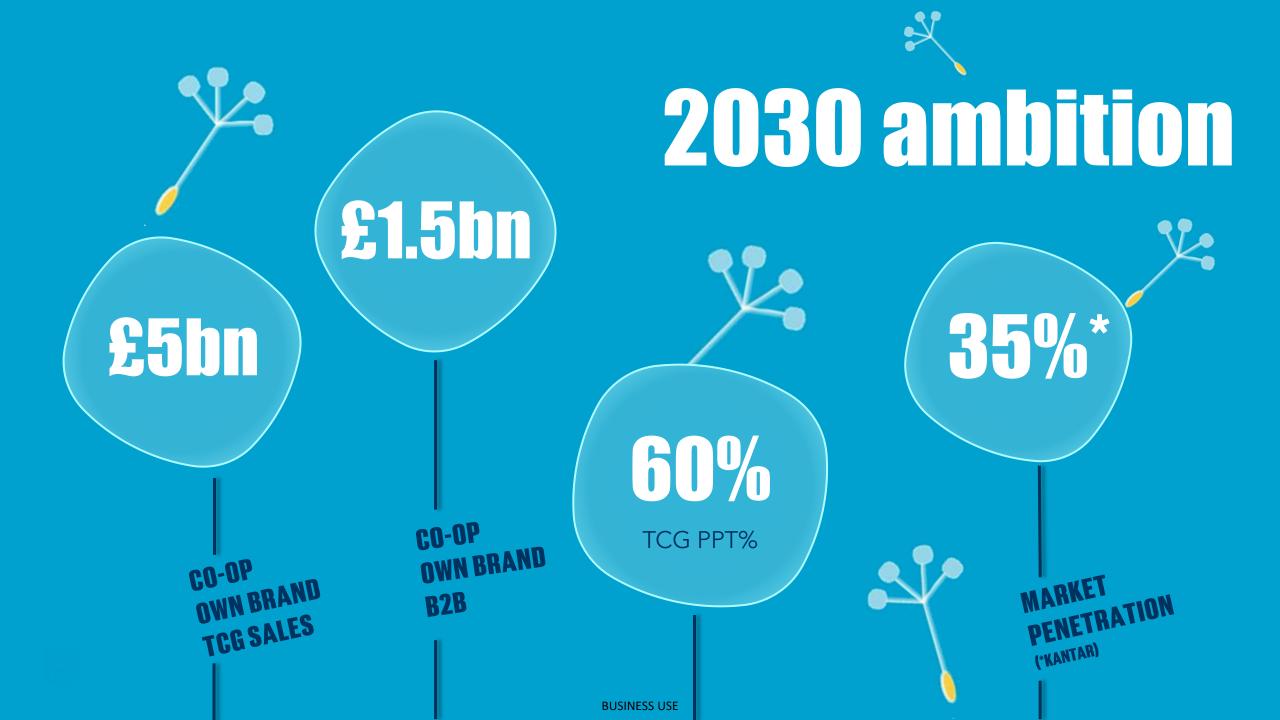
We need to drive greater brand meaning and difference through Co-op own brand. We have more proof points than our competitors but we are not achieving resonance.

OF THE INSIGHT











in the convenience market

To drive brand scale

- Limited Edition program
- Seasonal innovation
- **Quality strategy**
- Healthy & Sustainable Diets



- **Brand standards**
- Brand guardrails
- Activation plans

- **B2B growth**
- **Advocacy**
- **Win on events**
- Re-launch key missions

EXECUTE LIKE A BRAND

Brand standards



CO

IRRESISTIBLE

HONEST

OB Participation

Total TCG target – <u>50%</u> in 2025

Ambient Grocery – 23%

Grocery – 35% Kiosk & NF -1% Impulse – 18%

HAPC – 32%

OB MCR

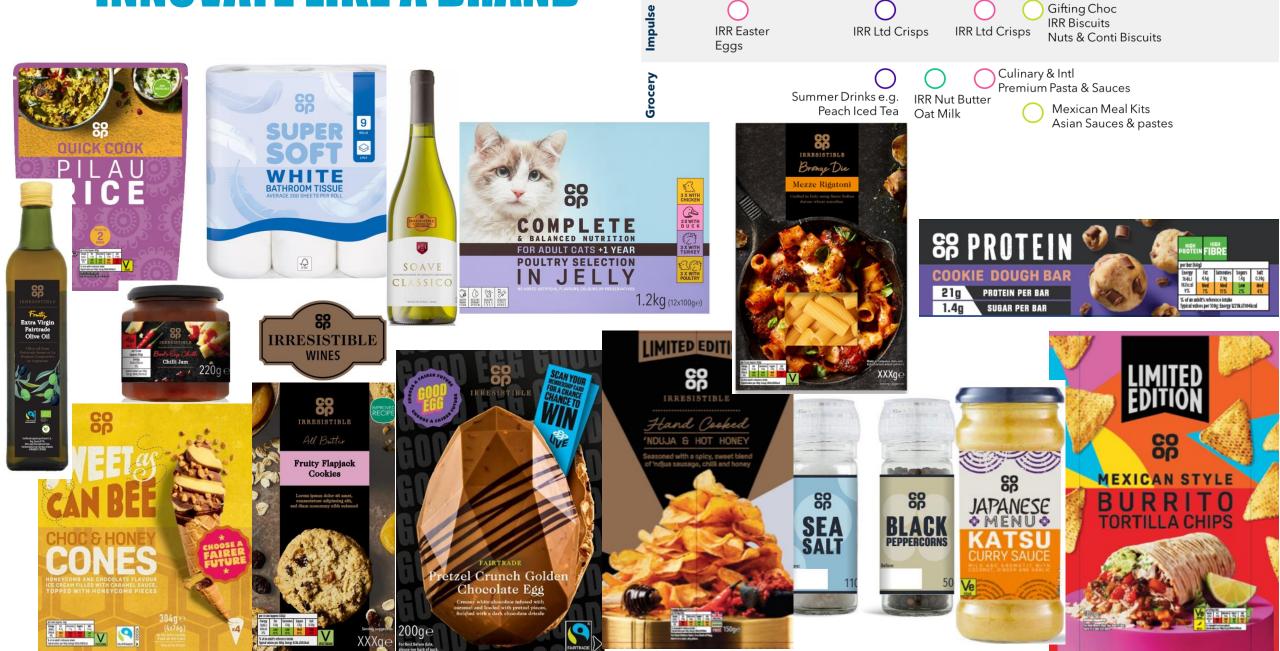
- We have now expanded our MCR to cover more needs and price points.
- * This was required to make the list more credible, and a step on from the minimum.
- * The focus remains on the most important convenience missions, with a 50:50 OB / Brand split
- * The criteria for inclusion has been customer metric led







INNOVATE LIKE A BRAND



2025 Key Moments for Co-op OB NPD

ENDORSE LIKE A BRAND







WE'RE NOT OWNED BY A WEALTHY FEW.
WE'RE OWNED BY YOU & YOU &











MINT CHOCOLATE
ICE CREAM
CONES
INTRACEDIAS SHARE PARS



PINOT GRIGIO

MILD & MELTING HOZZARELLA SLICES













































CREAMY CARROT & CORIANDER SOUP







INCLUSIVE PARTNERSHIPS



'We build Endless Inclusion into supplier priorities and internal operations to create sustainable inclusive partnerships'

'Endless Inclusion is a strategic pillar which is built into our Joint Business Plans'



WHERE ARE WE NOW



60%

100%

Members believe that the Endless Inclusion Hub provides practical support, for business **D&I** progression

35

Tools and resources to support your personal and business learning, including our partner self-assessment D&I maturity scale

90%

of our food business have signed up for **Endless Inclusion** membership

163 1 in 4

new people policies

from our case

studies

12

Exclusive shared learning sessions a year, hosted by Coop inclusion leads

95%

Believe their colleague and leader engagement around EDI has improved since joining the hub Have broadened

> their internal inclusion calendar

Have implemented

88%

WHAT CAN YOU DO - FIRST STEPS







- **Maturity Scale Self-**Assessment
- SSESSME Complete the Selfassessment to find out where you are on our inclusion maturity scale
 - Three questions to answer
 - Submit your results
 - Get tips on how to progress and accelerate
 - Re-assess annually
 - Find the self-assessment and the Submit Your Results form here: Self-Assessment Form (sharepoint.com)





Endless Inclusion Takeover Sessions

- Meetings are every four weeks, on Fridays, 11:00 -12:30
- Covering a different inclusion topic or theme
- Shared learning and experiences as well as updates and discussion
- More details and link to join here: Events (sharepoint.com)

Fill in our onboarding form

- Gain access to our community of shared learning with a wealth of information, tools, resources and case studies
- Steal with pride!
- Your colleagues can join too
- Fill in this form to gain access: Complete the Onboarding Form



WHAT CAN YOU DO - WHAT'S NEXT



SHARE

Contribute Case Studies and Resources

- Our Endless Inclusion Hub is a community of shared learning, we want to hear from you
- You can access our Case Study topics here:
 Commitment Plans (sharepoint.com)
- Do you have a case study you can share, or a tool or resource that has worked well for you?
- You can upload them yourself on the hub, or email them to us



Join our Collaborative Events

- Our collaborative events for 2024 have already taken place, you can watch the recordings (links below) and look out for next year's events
- Virtual Age Fest watch the recordings here: <u>Age Fest</u> (<u>sharepoint.com</u>) National Inclusion Week - watch the recordings here: <u>National</u> <u>Inclusion Week</u> (<u>sharepoint.com</u>)

Join our Co-op Levy Share Scheme

- To the second
- The Co-op is working with other employers to bring together funding to support thousands of apprenticeships.
- You can donate some of your Apprenticeship Levy
- More details and link to register here: <u>Co-op Levy</u> <u>Share (sharepoint.com)</u>

Plus ...



Gift to Give Round 2

We are delighted to share that we are now open for registrations for Gift to Give Round 2 gift donations, please scan the QR code or <u>click here to complete the form</u>

This round, we want to make it bigger and better! We're working behind the scenes to establish further small, diverse suppliers can benefit.



JOIN OUR BUDDY SCHEME





Head to <u>Buddy Scheme (sharepoint.com)</u> to find out more and sign up either to be a mentor or be matched to one.



Catalogue: JBP, El Hub **Contributors:** Tim, Lyn **Review:** Bi/Annually

Goal 1 example:

in our business and

KPI: 20% by 2025

Goal 2 example:

groups by 2026

by Q4 2024

apprenticeships & training

We will increase diversity in

KPI: 30% of our shortlists will

be from underrepresented

our recruitment process

Goal 3 example: We

are 'leader led' endless

inclusion hub members

We will increase

Forum: X

beyond

BISHOP'S INCLUSIVE PARTNERSHIP PLAN

Plan Name: 'Taking action 4 social justice'

Plan length: 1, 3, 5, 10+ year strategy

Colleagues



Supporting

Upskill X colleagues at Bishops on apprenticeships and support apprenticeship schemes



We share resources & tools with partners, to broaden diversity of thought in joint ways of working



100% of hiring managers complete training



Source 50% of hires through diversity agency

We increase jobs shares in our working



We embed endless inclusion within our commercial strategy to provide products/services that are inclusive to all Co op members

Customers/Coop Members

purpose led and aligned to our

In store activation which is

goals and Co op's goals?

Insert 'how, where, why'

Communities

Hub



Supporting **Apprenticeships**

Logo: Partner, Coop,

Nisa, Endless Inclusion

Support females in engineering X donation of unused levy



Job shared and flexible working available for new hires



Virtual and in person community outreach -Focusing on age diversity Social media Third party agencies/charities Community forums

*** This plan is for illustrative purposes only



Apprenticeships









business and introduce flexible





We have a X year business EDI strategy Business leaders have EDI objects by 2025

EDI mission statement online and within the recruitment process

X colleagues are hub members

X case study contributions

We support X shared learning events

CONTACT US AND LINKS

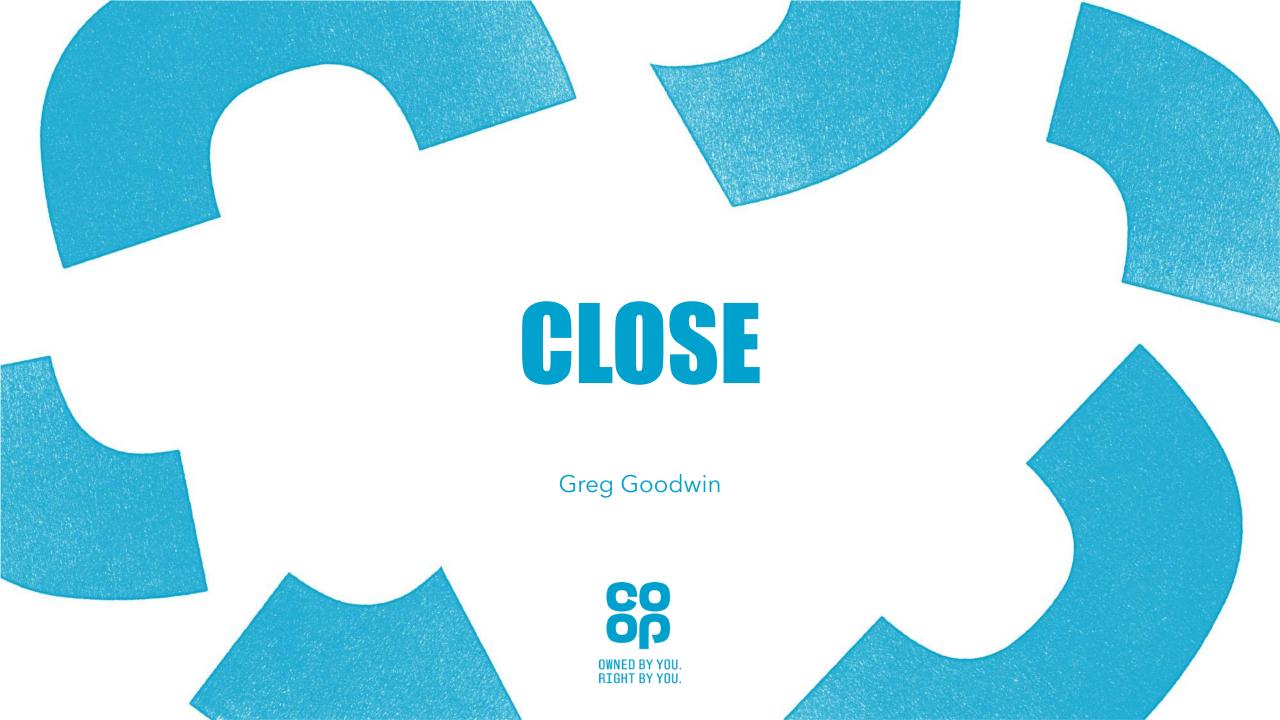


Inclusive Partnerships Team
endlessinclusionsupplierportal@coop.co.uk

- Onboarding form
- Endless Inclusion Hub
- Maturity Self-Assessment
- <u>Submit Your Self-Assessment</u> <u>Results</u>
- Endless Inclusion Monthly Meetings
- Commitment Plans and Case Studies
- Co-op Levy Share
- Endless Inclusion Buddy Scheme
- A Gift to Give

Endless inclusion isn't a priority, it's simply how we do business





THANK YOU

OWNED BY YOU.
RIGHT BY YOU.

BUSINESS USE