



ALDI Announces Record Sales and 2017 Plans

- Sales grow to \$5.8 billion
- Commencing refurbishment of stores, with the new format to be rolled out to all stores by 2020
- Expansion into new markets
- Produce Buying is centralised, meaning better quality for customers
- Focus on high quality products at unbeatable prices

ALDI, Australia's favourite supermarket¹ has announced record sales alongside major new investments for 2017.

Sales in Australia reached \$5.8 billion in the year to 31st December 2014, a year on year increase by nearly \$1 billion dollars. All profits continue to be reinvested in our Australian operations, with the focus of these investments being directed towards store refurbishments and extensions, new store openings and produce buying centralisation.

Store Refurbishments and Extensions

ALDI Australia is proud to have been repeatedly recognised as having Australia's most satisfied supermarket shoppers¹. However, it's our job to ensure we continue to evolve to meet the needs of tomorrow's shopper. As such, we have committed to refurbishing existing stores with the updated store format which has been trialled in 2016 on the eastern seaboard and in both South Australia (SA) and Western Australia (WA). The new store format features a number of new upgrades, including clearer signage, redesigned shelving and expanded wooden produce bays, energy efficient LED lighting and extended chillers. This will allow for a more pleasant and efficient shopping experience, while also catering for an expanded range across our fresh meat, produce and health categories.

We are committed to rolling out the new store format to all existing stores over the next four years. In addition, all new stores built will follow this updated format. By 2020, all ALDI shoppers will not only have access to brand quality products at unbeatably low prices, but they will also enjoy a wider range and more efficient shopping experience.

"ALDI Australia is and always will be the price leader in the market and these store upgrades will not impact our prices. We will continue to deliver on our promise that whenever you shop at ALDI, you are paying the lowest possible prices on our range of high quality products. That is true today and it always will be," said an ALDI Australia spokesperson.

New Markets

ALDI Australia's profits continue to be reinvested in our Australian operations, funding expansion and growth. We've invested heavily in the Australian market in the past 15 years. The past two years have seen us set up and open three new Distribution Centres, grow our store network by over 100 new stores in current and new states and subsequently employ thousands of Australians. Most recently, this can be witnessed by ALDI's expansion into SA and WA. This expansion project has an associated investment of over \$700 million which will culminate in as many as 120 new ALDI stores and over 2000 new jobs for the states of SA and WA.

¹ Canstar's Most Satisfied Customers- 2014, 2015 and 2016 and 2016 Australian Retailer of the Year



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ALDI's expansion into SA and WA has been extremely successful in attracting new customers. In the first quarter of trading, 27.1% of grocery buyers in South Australia visited and made a purchase at an ALDI store and in the first 5 weeks of launch in Western Australia, 18.3% of the state made a purchase in our stores. To date, our expansion has captured 3.2% market share in South Australia and 2.3% in Western Australia, with increased competition benefitting consumers and suppliers. This is a testament to the positive impact ALDI has made in the community and the strong appetite among consumers for an alternative place to shop.

Produce Buying Centralisation

Our fresh produce goal is to be the best value fruit and vegetable retail destination in Australia. ALDI has made a number of changes to our produce offering over the past 12 months. We continuously review and evolve our business structures to ensure we can continue to offer high-quality products to our customers. As such, we have decided to centralise our produce purchasing, which is currently done state by state.

"This will mean better quality produce for our customers. The new centralised fruit and vegetable purchasing model, which will roll out by mid-2017, will further improve our strategic relationships with suppliers to focus on long-term, flexible contracts that suit the grower, product, season and conditions," said an ALDI Australia spokesperson.

High Quality Products at Unbeatable Prices

Christmas is truly an exciting time for us and we have planned a strong Christmas program featuring a wide variety of products and offerings for the perfect Australian Christmas. Our extensive range will include more than 230 products consisting of a mix of Aussie Christmas favourites through to traditional European treats and gourmet foods.

We are confident that ALDI's Christmas range will offer shoppers the best value when it comes to their Christmas shop this year. Like all our products, our Christmas range is benchmarked to be equivalent to the market leading brands. So while ALDI products might be cheaper, they never compromise on quality.

Our value commitment is reflected in our reinvestment of reducing the prices on our range of every day groceries. We have permanently reduced a number of spring products by up to 25%. Australian families can purchase a range of products at unbeatable prices, including: Brannans Butchery Butterflied Lamb Leg Marinated in Rosemary, Lemon and Olive Oil (\$14.99/kg), Berg Short Cut Rindless Bacon (\$2.49/175g) and Belmont 40% Chocolate Chip Cookies (\$2.99/400g).

ALDI Australia will not be beaten on price. Permanent price reductions have continued into our summer essentials including, Ombra Kids Roll on Sunscreen SPF50+ (\$2.99/100ml), Brannans Butchery Beef & Shiraz Gourmet Sausages (\$4.99/500g), Foresters Roasted and Salted Pistachios (\$9.99/600g) and Northbrook Lightly Sparkling Water (\$5.99 for 12/500ml). We work closely with our suppliers to ensure we provide the best value and we encourage people to head into their local ALDI store to see how much money they can save on their weekly shop.

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Notes to editor:

ALDI's financial results for the financial year ended 31 December 2014 are as follows:

Name:	ALDI Foods Pty Ltd
ABN:	18 086 210 139
Total income:	\$5,800,785,488
Taxable income or loss:	\$238,521,110
Income tax payable:	\$71,556,333