



ALDI introduces “Good Different” business strategy

ALDI Australia has today promised to maintain pressure on the competition, with the launch of a new brand campaign that celebrates its differences and challenges the conventions of supermarket retailing in Australia.

The new company positioning, Good Different, will underpin all aspects of the ALDI business, from product sourcing, to supplier relationships and the customer experience. It encapsulates ALDI's business model and will ensure ALDI continues to distinguish itself from competitors as it expands in Australia.

The announcement of the Good Different repositioning comes as ALDI fast approaches 10% national market share. It is investing hundreds of millions of dollars into new stores and store refurbishments, an aggressive price reduction strategy and expanding its range to bring even greater choice and convenience to its customers.

“Good Different isn't just a new tagline for ALDI Australia – it's our way of summing up our philosophy and approach to all aspects of our business,” said Tom Daunt, CEO of ALDI Australia.

“After 16 years of establishing ourselves as a trusted place for the weekly shop, it's now time for us to build on this success and tell Australians what makes us different, and why we will continue to be different.”

“ALDI Australia is unapologetically different – and that's a good thing for shoppers. We are proud of our differences and we stand by them wholeheartedly, as they are what allows us to bring unbeatable value to our customers, maintain strong relationships with our suppliers and support our staff every day.”

ALDI's fundamental point of difference is its market leadership on price. In 2016, ALDI reduced prices on almost half (603) of its every day grocery range. In the first months of 2017 alone, this has resulted in an investment of over \$75 million (annualised retail value) into lowering the prices of its every day grocery range for consumers.

“While other supermarkets might offer temporary markdowns and promotional pricing, ALDI's unique promise of permanently low prices saves shoppers both time and money. We encourage shoppers to review their grocery list and head to their local ALDI, where they'll be pleasantly surprised by just how much they can save, any day of the week,” Mr Daunt said.

ALDI Australia is proud to have been repeatedly recognised as having the most satisfied customers. This includes receiving Canstar's Most Satisfied Customers award in 2011, 2012, 2014, 2015 and 2016, Roy Morgan Supermarket of the Year in 2011, 2012, 2014, 2016 and 2016 Australian Retailer of the Year.

ALDI is privileged to not only have great customers, but also loyal fans, and we are committed to

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helping them stretch their grocery dollars further without ever compromising on quality. At ALDI Australia, we value feedback from our customers and ALDI Testers club uses our toughest critics, our customers, to make our award-winning products even better.

ALDI is the first and only supermarket in Australia to be completely free of artificial food colours across its entire range of exclusive brands and other branded food items. This means that when you shop with ALDI, you can be confident that you are buying both affordable and nutritious food.

From South African food to power tools and ski gear, Wednesdays and Saturdays are special at ALDI. Special Buys have been a key part of the ALDI offering since we began operations in Australia in 2001. Each Wednesday and Saturday different Special Buys arrive in store, a diverse collection that helps our customers get the best value on products that support their passions and interests, whether that's skiing, gardening, cooking, entertaining or a number of other themes.

The industry remains highly competitive and we are working harder to secure every customer we can. This year ALDI will refurbish 50 stores on the eastern seaboard with a fresh new look. This includes better product displays, improved navigation and an updated interior store design. In the past 12 months ALDI has also grown its range by about 100 new products and is continuing to expand in its meat, fruit and vegetable, chiller and healthy categories.

As a truly national business, ALDI is now serving more customers weekly than ever before. Since stores opened in South and Western Australia in 2016, 30.7% of the state in South Australia visited an ALDI store and in Western Australia, 28.5% of the state visited our stores. To date, ALDI's expansion has captured 4.2% market share in South Australia and 3.1% in Western Australia, with increased competition benefitting consumers, suppliers and other retailers*.

Over the past year, our growth and expansion has made us an even bigger part of the community. As a national business, we felt it was the right time to expand our community involvement through a national partnership that aligns with our ethos. In 2017, ALDI launched its first national sponsorship of the Football Federation Australia's ALDI MiniRoos. Our goal is for the ALDI MiniRoos to be Australia's premier junior sports program and we are working with Football Federation Australia to grow the team both on and off the field.

The new Good Different positioning will be introduced to consumers nationally this week, as part of ALDI's biggest brand campaign in 16 years of operation in Australia. It will appear in store advertising, online and in more than 30 new TV advertisements due to launch this year.

For more information on ALDI Australia, please visit www.aldi.com.au

*Nielsen Homescan 13 wk to 25/3/17

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