



Product Ranging and Shelf Allocation Principles

Product Ranging Principles

Our goal is to provide our customers with a full range of grocery products that are of the highest possible quality at the lowest prices. Our everyday range is carefully selected to ensure that we can meet the needs of our customers. To meet our high quality standards and needs of our customers, most of our range comprises ALDI exclusive brand products. These are complimented by a small number of supplier branded products.

Products that are selected for our range must meet the following criteria:

- Be of the highest possible quality;
- Offer great value to our customers;
- Satisfy our customer's needs;
- Have a consistent and reliable source of supply;
- Deliver sustainable margins; and
- Be consistent with our core business values, including sustainable and ethical sourcing of products.

Shelf Allocation Principles

Our shelf allocation principles are aimed at satisfying our customer's needs by ensuring ease of navigation and product selection. In order to ensure that we can continue to provide products at the lowest prices it is essential that operational efficiency is maintained during shelf allocation.

We aim to:

- Maximise product availability through the appropriate allocation of space;
- Arrange products in clear segments that are relevant to market demands and customer shopping habits;
- Maintain operational efficiency through product placement and shelf-ready packaging formats;
- Ensure that ALDI's standard store layout and fixtures are taken into consideration; and
- Ensure that Workplace Health and Safety guidelines are followed.

Where there are shelf space allocation constraints due to limited line numbers, we will also consider the relative performance of a product compared to other products which could be allocated such shelf space.