



UK



Serving Customers In Diverse Ways

History

Two Yorkshire brothers, Peter and Fred Asquith, along with a group of Yorkshire farmers formed Hindell's Dairies in the 1920s, which later became Asquith Dairies and finally Asda in 1965. In 1999, Asda was acquired by Walmart.

Banners

- Asda
- Asda Supercentre
- Asda Superstore
- Asda Supermarket
- Asda Living
- Asda fuel stations (freestanding)

Quick Facts

- 628 retail units*
- ~162,000 associates**

*As of October 31, 2016

**As of September 2016



eCommerce

Asda has one of the most advanced eCommerce platforms in the company. It's a rapidly expanding part of the business, **growing 30% year-over-year from 2014 to 2015**. More than 18 million customers shop at Asda stores every week and 99% of UK homes are served by www.ASDA.com.

Asda hosts a state-of-the-art nerve center to control all of parent Walmart's 11 global websites. The centralized platform is enabling Asda and Walmart, in tandem with similar centers in San Bruno and India, to monitor the global eCommerce platforms across the full 24 hours. The new system is identifying and addressing any issues five-times faster than before.

Asda also operates **more than 600 Click & Collect** points at stores, fuel stations and transport hubs, meaning 11% of all online orders are being picked up by customers at their convenience. More than 20,000 of them use this service for their food shop every week. Asda anticipates **16% of all online sales will be collected in stores** by 2019.



Supplier Development

The **Asda Sustain and Save Exchange (SSE)** is a private, online community of Asda suppliers and colleagues, currently serving more than 1,200 members from over 350 companies. It helps suppliers improve resource efficiency in the areas of waste, water and energy, through access to best practice guidance, knowledge and experience sharing. In May 2016, the exchange was extended to include food and drink suppliers, with the aim of helping companies save and invest **£50m (USD \$60 million) across their supply chains by 2020**. To date, members have **saved and invested more than £21million (USD \$25 million)**.



Giving and Community

In 2013, Asda launched its innovative work with FareShare and its fresh food supply base. This collaboration facilitated the redistribution of delivered 'overs' from Asda chilled distribution centers to reduce supply chain food waste. Since its launch, the award-winning partnership has resulted in **1,785 tons of surplus food** being diverted from waste, enabling almost 2,500 charities and community groups, including homeless shelters, breakfast clubs and domestic violence refuges, to serve **more than 4 million meals for people in need**.

Tickled Pink is marking its 20th anniversary in 2016. The program was launched in 1996 to support Breast Cancer Now and Breast Cancer Care, and it continues to help people in need and fund research to find cures. **Asda has raised more than £50 million (USD \$60 million) over the last 20 years.**

Asda and Social Investment Scotland have used the proceeds of the 5p carrier bag charge to invest in social enterprises. To date more than **£327,000 (~USD \$402,000)** has been distributed, benefitting almost 30,000 people. **The Asda Foundation is committed to developing stronger, better connected communities across the UK – 'Transforming Communities, Improving Lives'** through grant giving programs and community relationships.





Customer Insight

- Asda has a suite of tools to gather customer insight, including: **Pulse of the Nation** - surveys thousands of customers; and **Tell Asda** where customers can give general feedback on services, stores and products.
- There is a sub-section of Pulse of the Nation called '**Mumdex**' which questions 13,000 of its core customer, the mum, on what is affecting their everyday lives and to find out how they feel about the economy and the community, among other things.
- On top of this, there is a panel of over 20,000 customers who provide their views on sustainability issues. **Everyday Experts** helps ensure Asda's programs are aligned with customers' views and expectations.



Environmental Sustainability

Energy: Asda monitors all energy usage, which provides daily energy alarms, saving £2 million (USD \$3 million) annually. Energy reduction across Asda has been achieved by using sales floor LED lighting.

Transport Fleet Efficiency: Asda has continued to improve the efficiency of its fleet with over 600 Euro 6 tractor units and 62 dual gas powered vehicles. The chilled double-deck fleet will double for the start of 2017 to 40 to compliment over 550 ambient double-deck trailers, all helping reduce the number of trips and miles travelled across the logistics network. The introduction of a new fully automated depot in Warrington has brought a significant logistics hub closer to stores, further reducing stem mileage and allowing greater load consolidation to improve trailer fill.

Agriculture: Asda aims to support farmers and their communities to produce more food with less waste and using fewer resources, to produce sustainably sourced key agricultural products and to collaborate with suppliers to develop a sustainable and resilient supply chain.



Recognition

Asda aims to have the reputation for best value, quality and innovation. While driving brand awareness with customers and the retail industry of being best in class and celebrate Asda as a top employer.

Asda has won the Grocer 33 'Best for Price' award for the 19th year running. It has also won hundreds of awards for its own-label food, including Seafood Retailer of the Year 2016 and Turkey Retailer of the Year 2016, as well as being named as the most LGBT-friendly Employer of the Year at the LGBT Awards 2016 and received an International CSR Excellence Awards for its Sourced by George website.

Good Living Magazine

The publication continues to increase awareness of a sustainable lifestyle through it's free publication. The magazine has a circulation of nearly 2 million and readership of 4.21 million.

