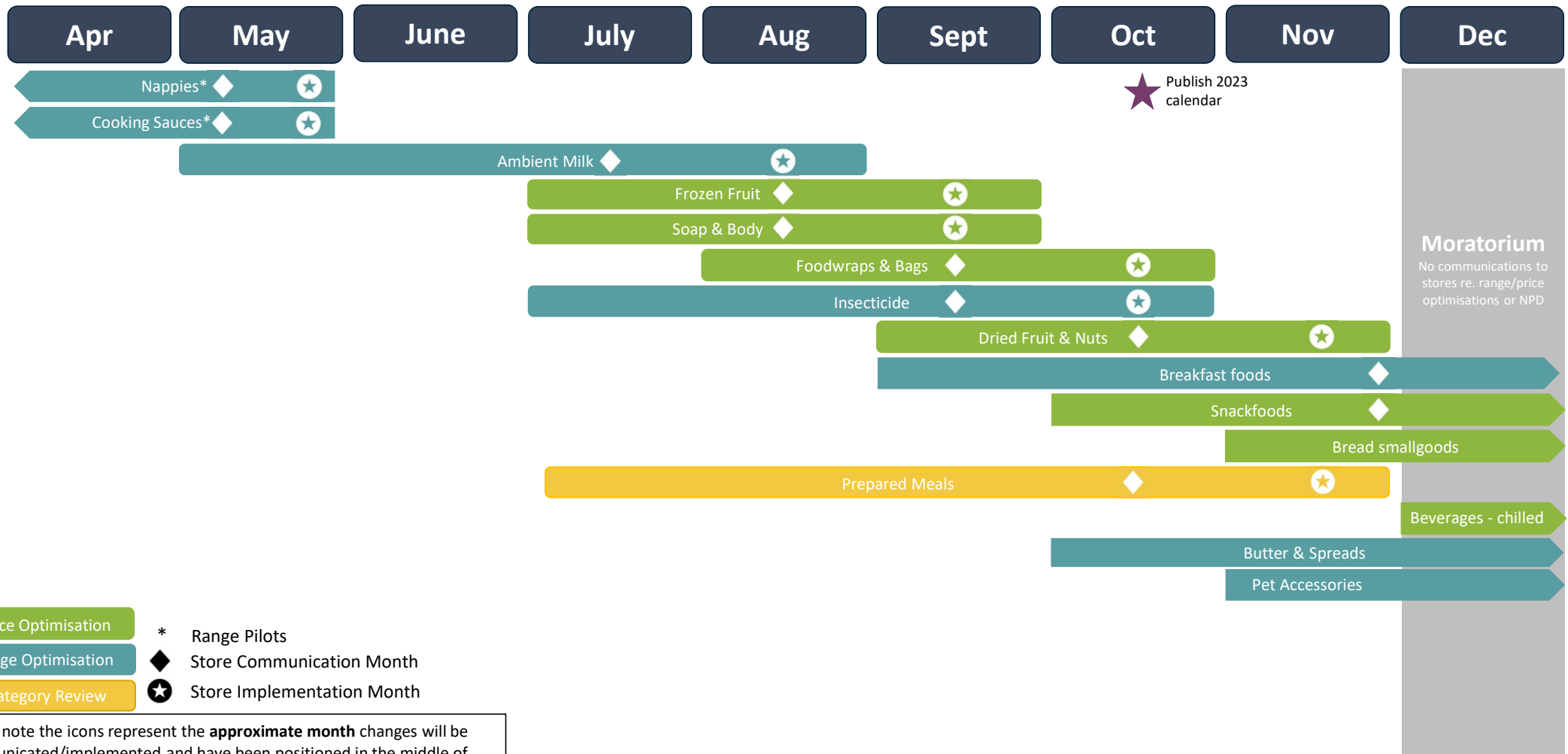




New World Optimisation Calendar – 2022 (year remaining)

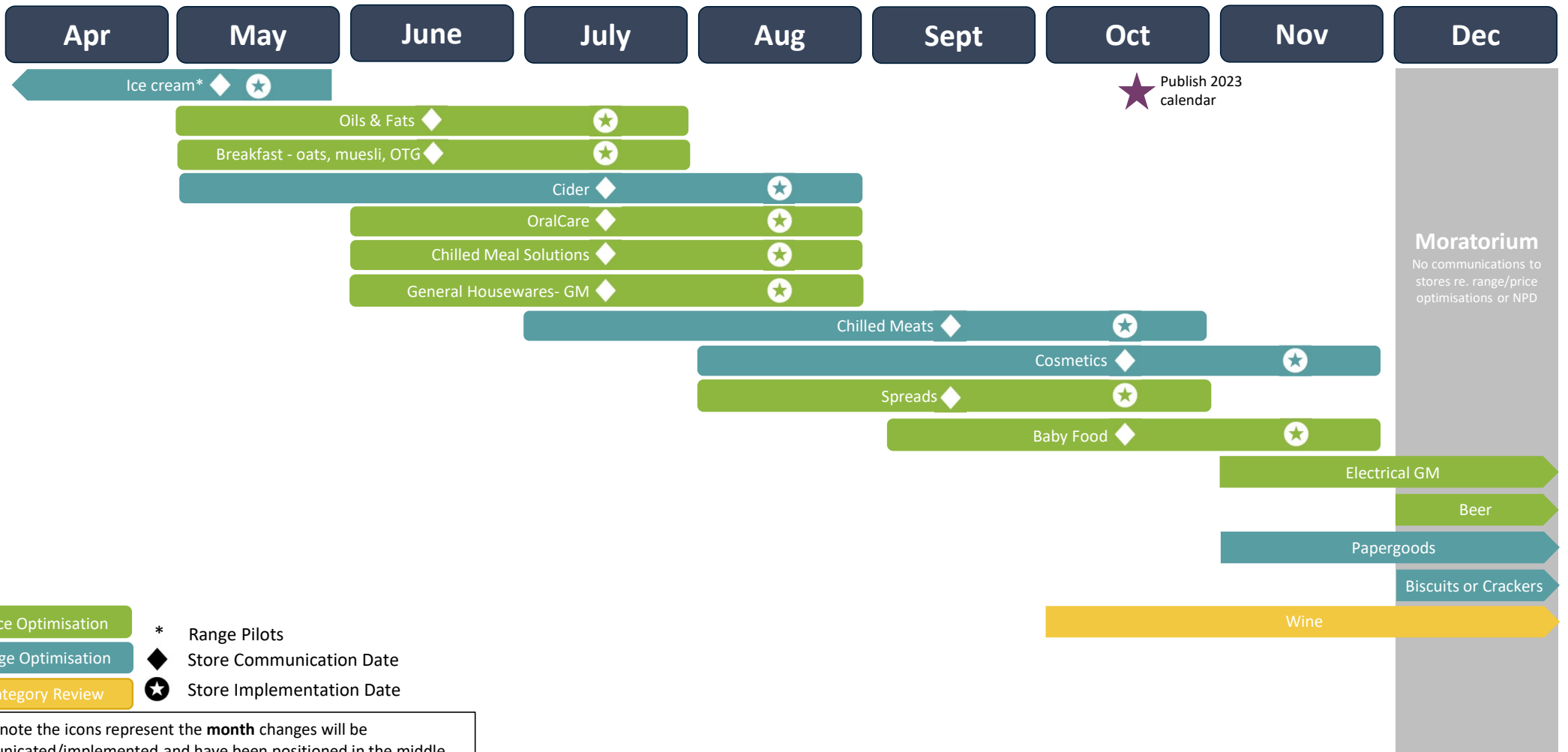


★ Publish 2023 calendar

- Price Optimisation
- Range Optimisation
- Category Review
- * Range Pilots
- ◆ Store Communication Month
- ★ Store Implementation Month

Please note the icons represent the **approximate month** changes will be communicated/implemented and have been positioned in the middle of each month however actual dates will differ within the month.

PAK'nSAVE Optimisation Calendar – 2022 (year remaining)



★ Publish 2023 calendar

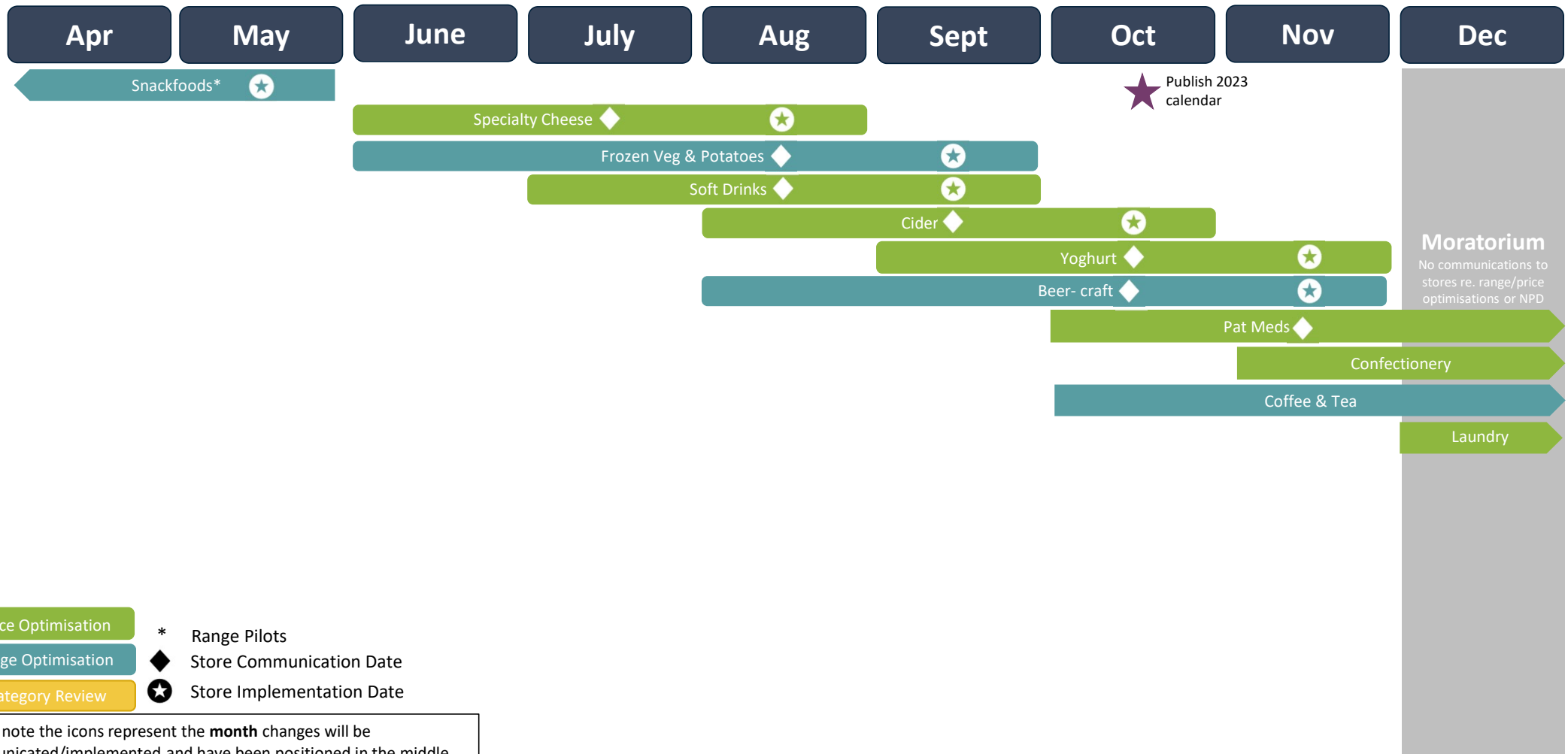
Moratorium
No communications to stores re. range/price optimisations or NPD

- Price Optimisation
- Range Optimisation
- Category Review
- * Range Pilots
- ◆ Store Communication Date
- ★ Store Implementation Date

Please note the icons represent the **month** changes will be communicated/implemented and have been positioned in the middle of each month however actual dates will differ within the month.



Four Square Optimisation Calendar – 2022 (year remaining)



Types of Reviews & Optimisations

Shelf Price Optimisations, Range Optimisations and Category Reviews will be done on a category by category basis by **banner**.

Range Optimisation

- **What is it?** A focus on range & space based on what our customers need and opportunities in the category. Reasons for doing it could include a range reset is required; new segments have come along; lots of recent major NPD launches; high customer importance on range in that category

Shelf Price Optimisation

- **What is it?** A focus on shelf pricing to ensure we are competitive on products that drive price perception to our customers. We use a rules approach to optimize the shelf pricing within the full category based on a given objective

Category Review

- **What is it?** A full strategic review of a category including the above. It is an opportunity to fully reset a particular category, especially if it requires focus across a number of levers. Are expected to take longer than an optimisation.