

Unlocking the Power of Data

JJ Fleeman

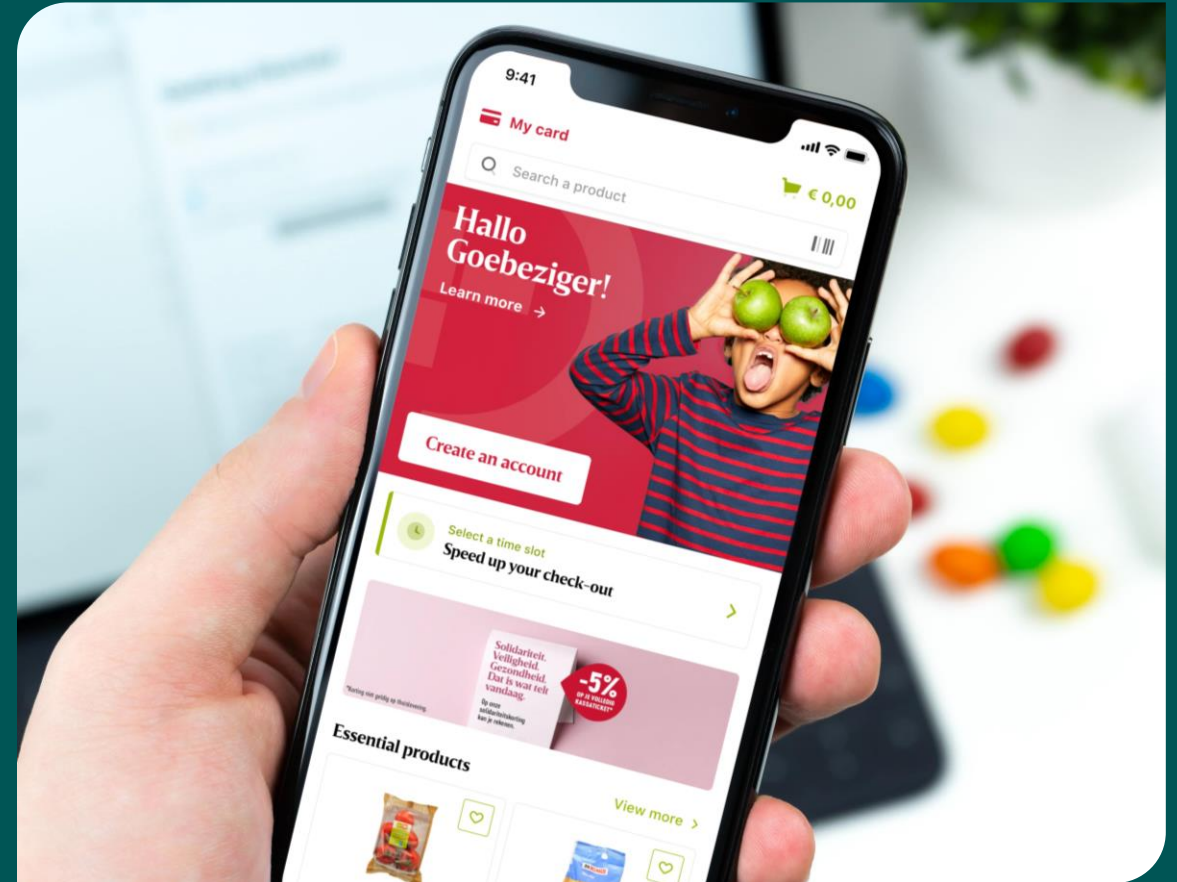
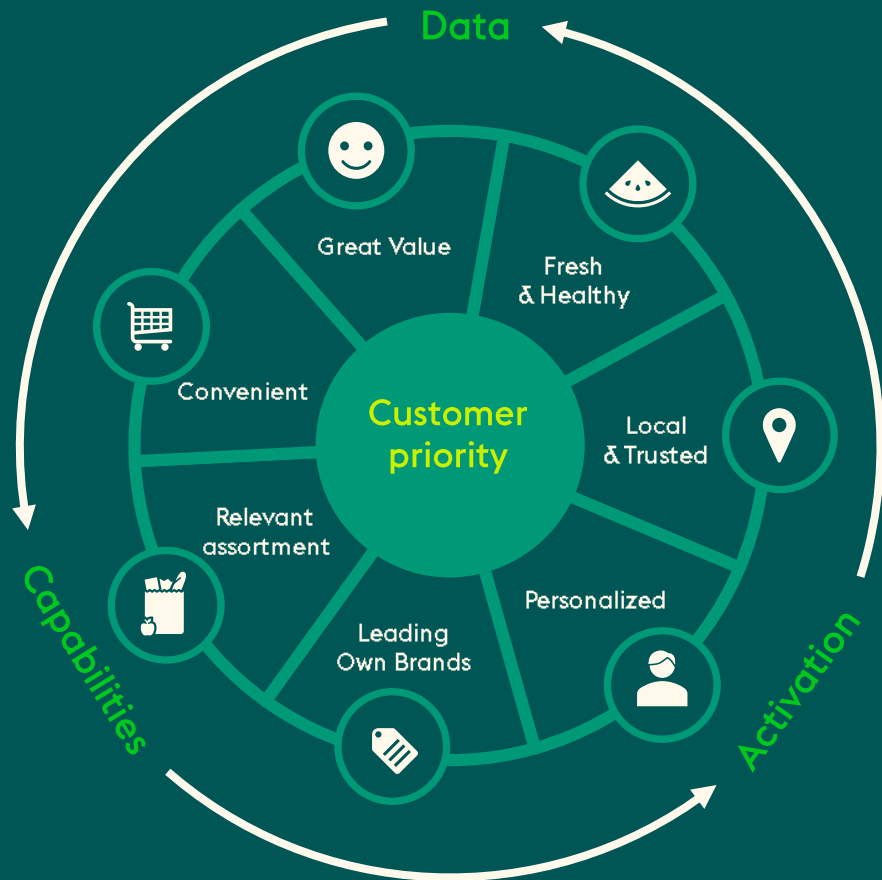
President of Digital & Commercial Services, Peapod
Digital Labs

Selma Postma

Chief Digital Officer Europe & Indonesia



Data powers every aspect of what we do...



...for the best **customer** experience, for **business** optimization, and to unlock **new business opportunities...**

...yielding **more sales, lower costs,** and **funds to re-invest**

We have unique data, giving us a competitive advantage



1st party
data

>7,000
local stores

54m
customers
per week

high
frequency
>2x per week

huge
breadth
of basket

>33m
loyalty
members

across
multiple
touch
points

To maximize the impact of our data, we have built capabilities across three key activation areas

Best Customer Experience

Personalized Meal Solutions Store layout **Healthy Swaps** **Recipe Recommendation** **Product Search** **Health Profile** **Macro format Automated Integration**
Endless aisle *Predictive Analytics* *Curbside Pickup*
Personalized Substitutions *Store remodels* **Loyalty Program** *In store mode*
 Subscribe and Save *Same Day Delivery* **Smart carts** *Allergy Cart Scan* *Personalized Home Pages*
Localized assortment **Nutrition scorecard** **Health Ratings (Guiding stars)**

Business Optimization

Portfolio Plan *Computer Assisted ordering* **Prospect 360** *Energy Projection Model* **Truck to Store GPS Alerts**
Capacity Modeling *Fleet routing Software* **Dynamic Routing** *Labor Scheduling* *Macro Space Tool* **Store format**
Locker Solutions *Demand Modeling* *Predictive Workforce Scheduling* **Real Time** **Test & Control Tools** *Price Optimization* *Remote Temperature Control* *Diversity And Inclusion metrics*
Labor Modeling **Network Modeling** *Turnover Modeling* **Customer Segmentation** **Production Planning Tool** **Call Centre Feedback Tool**

Additional Income Streams

Subscription *Aggregation* **Self Checkout** *Digital Signage* **Audience creation** *Engagement Measurement* *Website & App Placement*
Lottery & Gift Cards *3rd party Marketplace commissions* **Financial services**

For our Customer

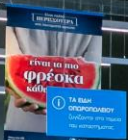
Delivering the
best customer
experience
throughout the
customer journey



For our Business

Optimizing the
efficiency and
effectiveness of
our business





+1.3%
Incremental sales at Albert Heijn

+0.4%
Incremental gross margin at Alfa Beta

26%
Cost savings on run-rate at Delhaize & Albert Heijn

Assortment, Price & Promo Optimization



+69%
lift in RPM
impressions

+35%
lift in
clickthrough
rate

Customer 360

Reduces
operating
costs

Optimize
S capital
investment

Maximizes
whitespace
opportunity

The Network Tool

Tot 6%
rente op je
spaargeld.

De meeste keuzes in
Vegetarisch en vegan

VERRAS MET
FAJITAS

deze week

Store Genius

>5%
Improved
freshness of
fruits &
vegetables

>80%
Stores with perfect in-
store counting
performance



+1-3%

Productivity
improvement

50%

Reduction in
training time

33%

Reduction of pick-
from-store
out of stocks

Spectrum

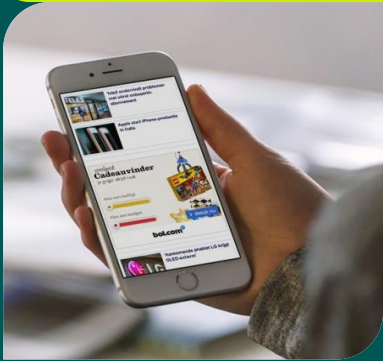
Unlocking Additional Income Streams

Fueling our
omnichannel
customer proposition
and building a
durable business



We've built additional income streams across the business

Media



Store

Digital
On Property

Digital
Off Property

Loyalty

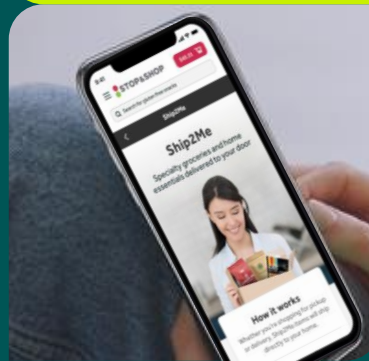
Insights



Sales Insights
Sharing

Customer
360

Digital Services



Subscription
Programs

3P
Marketplaces

Commissions

In-store Services



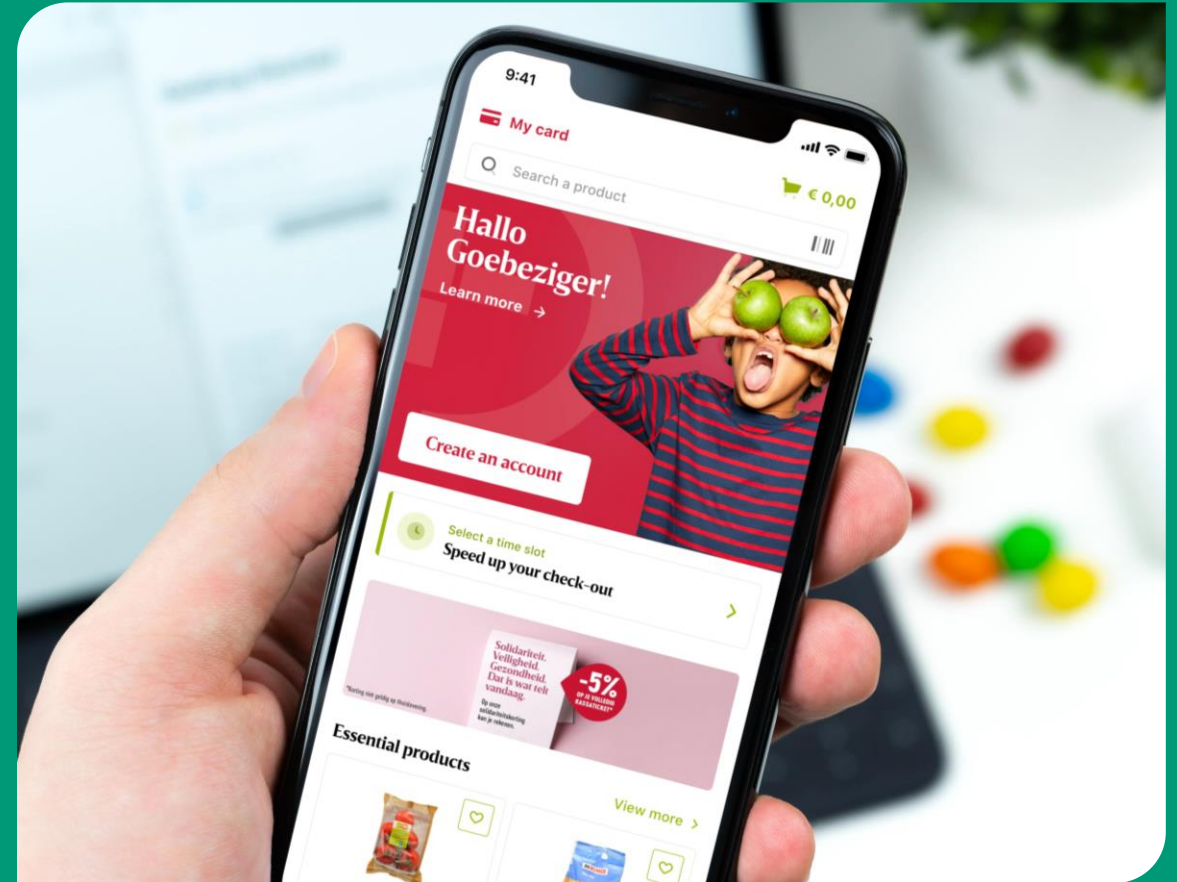
Gift Cards

Financial
Services &
Partnerships

Growing towards
€1b
by 2025



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Thank you

