

Albert Heijn

Marit van Egmond

Brand President Albert Heijn



Albert Heijn

EU&I Great Local Brand

Albert Heijn

Albert Heijn: the #1 omnichannel food retailer in the Netherlands

Always and everywhere for our customers



In your community
>1,000 stores



At home
>€1.5b home delivery sales



In your pocket
>3m AH app users



On your way
>100 high traffic To Go's

€15b

yearly consumer sales

>15m

weekly transactions

>35%

market share and significantly growing

>10%

eCom sales penetration

Together we make better eating the easy choice. For everyone.

Leading in health & sustainability



Frontrunner in healthy options & personalized health advice



Lowering our CO2 footprint & reduce packaging

Leading the plant-based, organic & local food transition



Unique & long-lasting direct collaboration with >1,000 AH farmers



Our strong and relevant customer value proposition drives growth

Continuous investments in store development and new growth are key drivers of our performance



Converted over 350 stores to the successful Real Fresh format, accelerating growth



Effectively drive price perception with 'Prijsfavorieten' and BONUS promotions



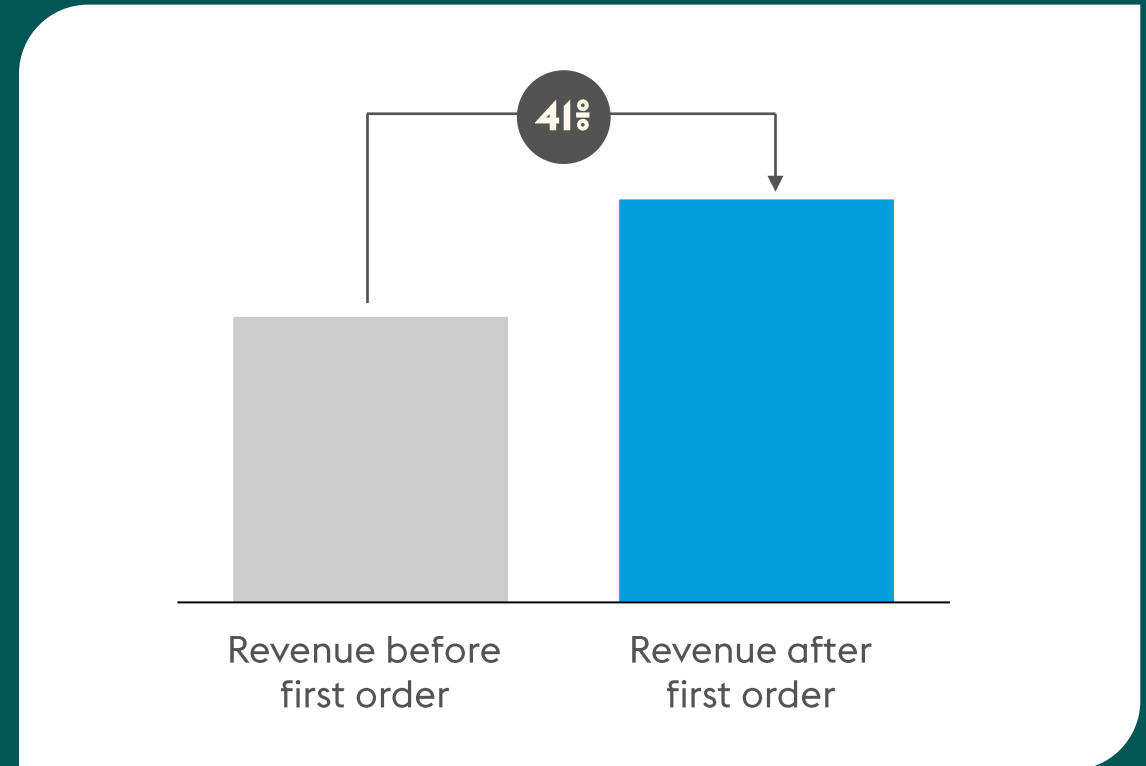
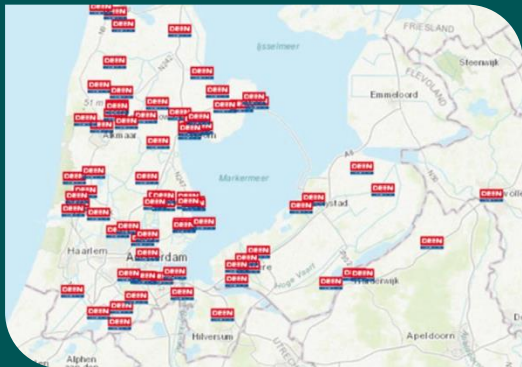
Best in class fresh quality and recognized for Own Brand innovation



Unique combination of high NPS, best place to work and industry leading efficiency

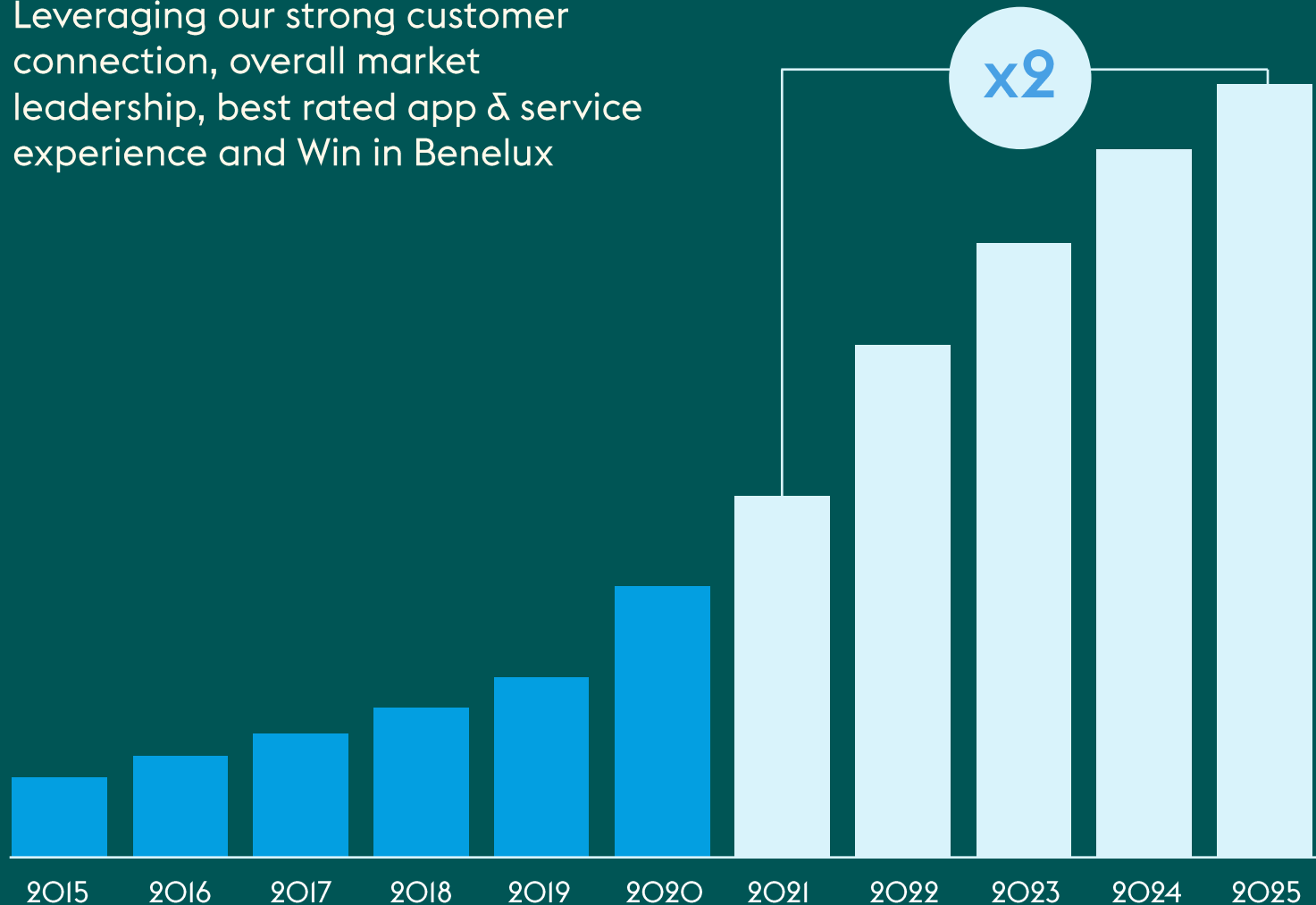
We grow further with new stores, foodservice, high traffic locations and eCommerce

Our omnichannel customers are the most loyal as we see overall customer spending grow >40% after their first online order



With the ambition to double eCommerce food sales before 2025

Leveraging our strong customer connection, overall market leadership, best rated app & service experience and Win in Benelux



We double capacity again by building 5+ additional HSCs

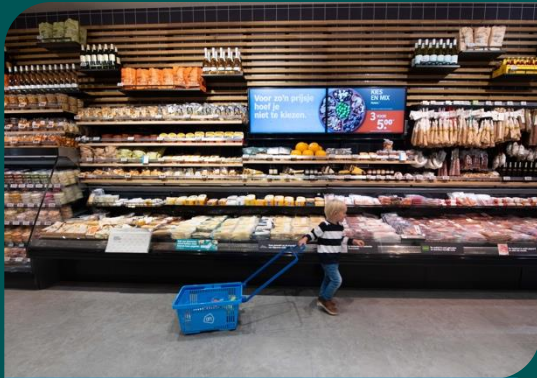
We further drive operational efficiency by mechanization

We extend our reach with current and new propositions

Win in Benelux will help us to grow above & beyond

We drive customer spending up +8% by digitalizing the full customer journey ...

Rigorously reducing customer frictions to make shopping easy



Relevant inspiration



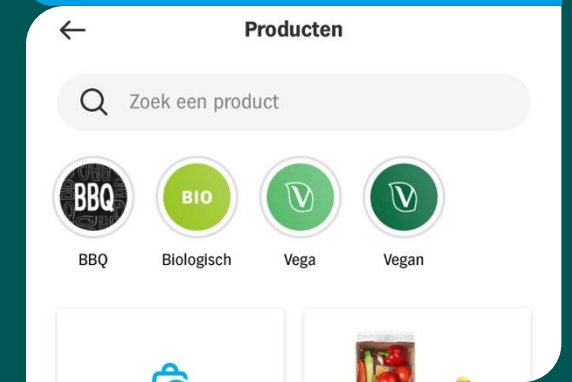
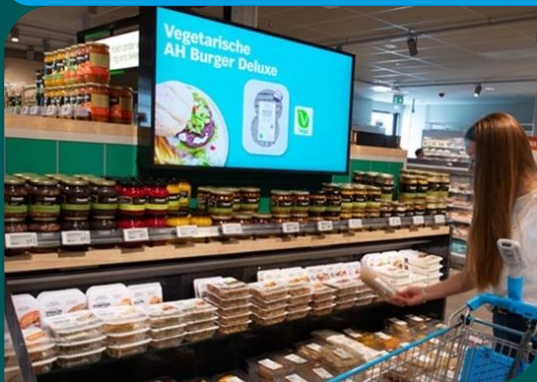
Easy shopping



Frictionless payment

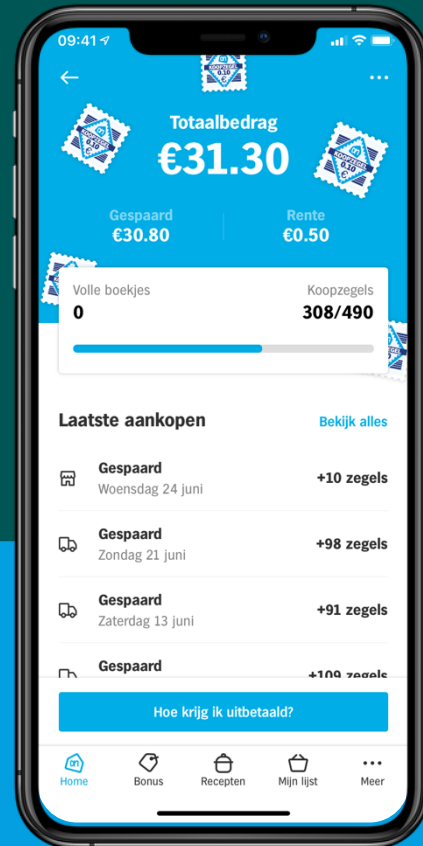


Drive sustainability



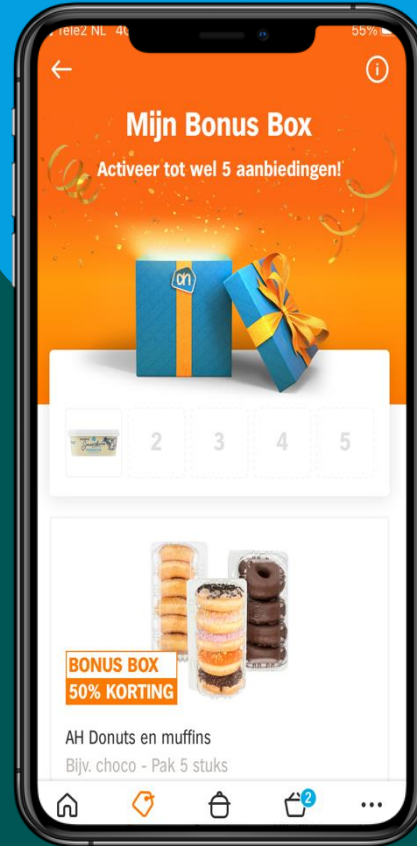
... with a key role for the Albert Heijn App as our next level loyalty builder

From 200k users in 2019, now more than 3 million active users monthly

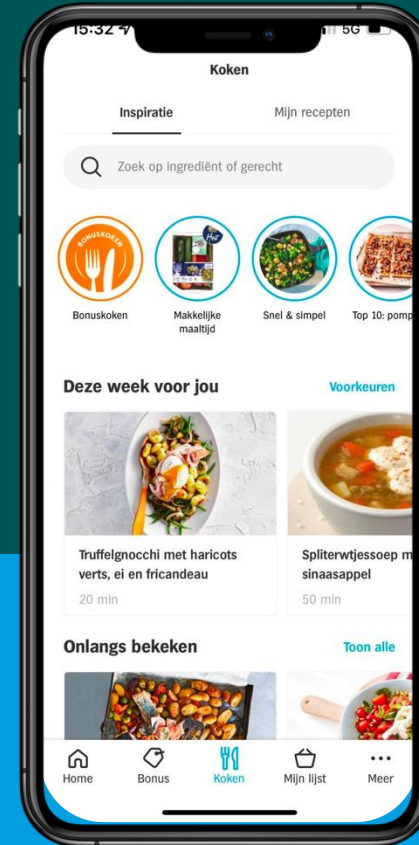


Digital Savings program

Personalized Offers



Tailor-made Inspiration

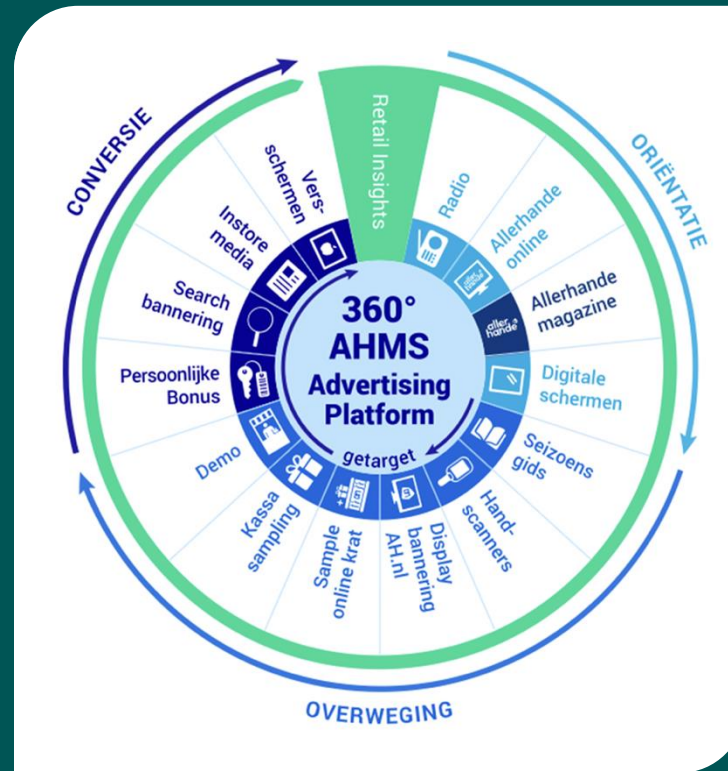


Paid Subscription



Capitalizing on our Albert Heijn's growing digital reach & 1st party data

Drive Albert Heijn's complementary revenue streams beyond €100m a year through retail media, data sales and the first European grocer with sponsored products



We are the #1 omnichannel food tech player

Proven track record with sustainable sales growth, UOP and industry leading RoC levels



Leading grocery platform for daily needs



Growing towards >1,200 stores in NL & Belgium



Doubling eCommerce sales



#1 in health & sustainability

Thank you

