



Checkers



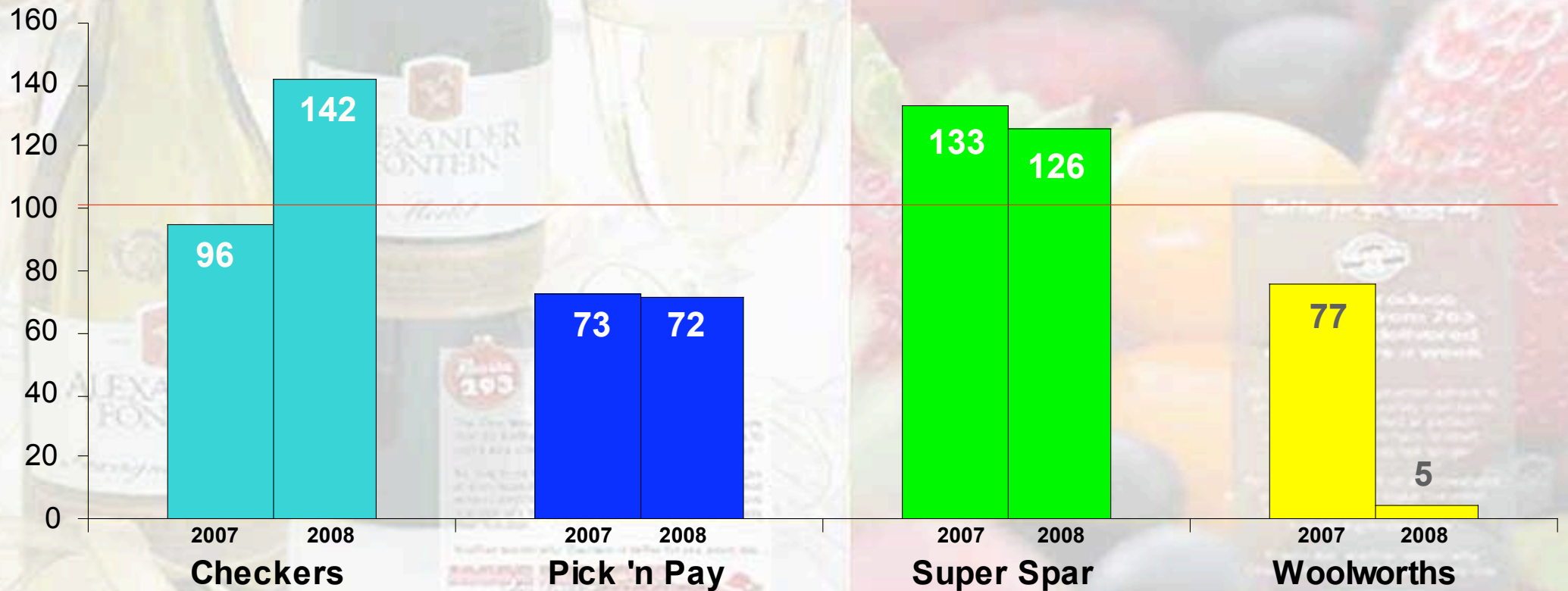
Checkers Overview

- Sales growth of 23.6%
- Fastest growing supermarket brand in SA
- Customer growth of 9.9%
- Basket size growth of 12.8%
- Christmas 2008 sales growth over 30%
- 29% of Checkers shoppers shop exclusively at Checkers (AMPS 2008)
- More than 14.4 million customers per month
- 5 million unique individuals

Checkers

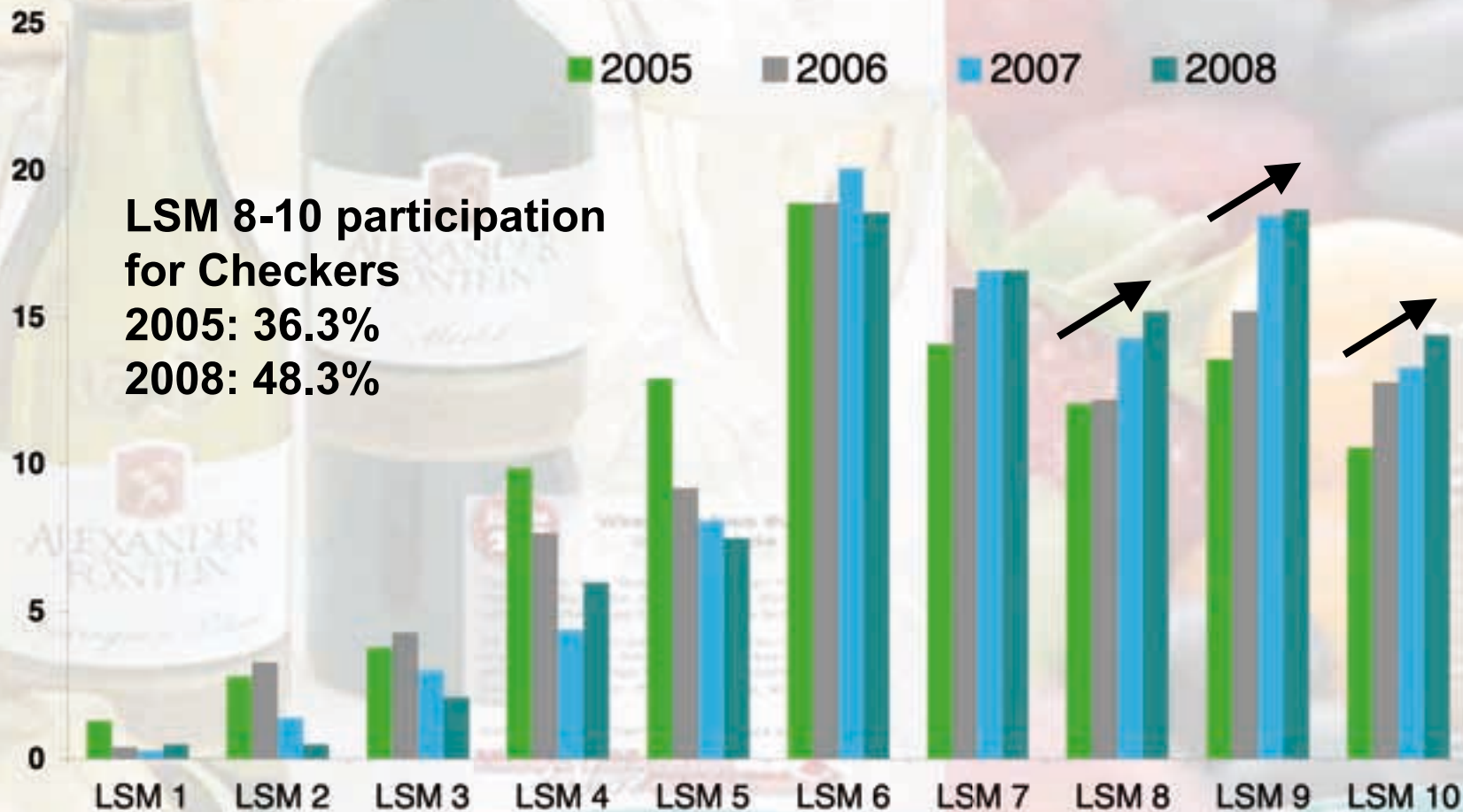
Checkers

12 Month Like for Like Indexed Growth 2007 & 2008



Source: Nielsen Market Share Reports December 2008

Checkers Increased High LSM Customer Base Since 2005



Source: AMPS (All Media and Products Survey) 2008

Basket Growth stronger than Internal Inflation, indicative of more affluent customers



Source: AMPS (All Media and Products Survey) 2008

Italian

"Cheese, wine and a friend must be old to be good."

Italian

Our Italian cheese selection is a true taste of Italy. From the creamy, nutty Parmesan to the tangy, blue Gorgonzola, we have everything you need to make your next Italian meal a masterpiece.

- Parmesan** (1kg) R250**
- Gorgonzola** (500g) R120**
- Provolone** (1kg) R220**

Swiss

"I eat Swiss cheese from the inside out."

Swiss

Swiss cheese is known for its distinctive holes and nutty flavor. Our selection includes the classic Emmentaler, the rich Gruyère, and the tangy Appenzel. Perfect for sandwiches, fondue, or simply with bread.

- Emmentaler** (1kg) R220**
- Gruyère** (500g) R120**
- Appenzel** (1kg) R220**

Room/Maas

"Gladde, ronder tog meer uitspijl."

Room/Maas

Room/Maas cheese is a soft, creamy cheese with a mild flavor. Our selection includes the popular Kiri and other soft varieties. Perfect for spreading on bread or melting into sauces.

- Kiri** (1kg) R120**
- Room/Maas** (1kg) R120**

Vars

"Elke dag is 'n vars begin."

Vars

Vars cheese is a soft, creamy cheese with a mild flavor. Our selection includes various soft varieties. Perfect for spreading on bread or melting into sauces.

- Vars** (1kg) R120**

Parmesan

Parmesan is the classic and prestigious Italian cheese. Known for its exceptional flavor, it is made from a mixture of white and naturally ripened cow's milk, and is aged for a minimum of 36 months. To allow the cheese to develop to its best, it is aged in a humid environment.

Protected name: The traditional Parmesan cheese is a highly protected name of origin. The whole production should come from a controlled area - namely the province of Parma, Emilia and Romagna (Italy) and partly Bologna and Modena.

Country of origin: Italy

Wine Pairing: Red wine, light red wine, Chianti.

Wine ROUTE

Red wine, light red wine, Chianti. Pairing: Red wine, light red wine, Chianti. Pairing: Red wine, light red wine, Chianti.

Wine ROUTE

Red wine, light red wine, Chianti. Pairing: Red wine, light red wine, Chianti.

Swiss

Swiss Cheese - Many Swiss cheeses are made by the Swiss, but perhaps there are also those for which they are not. Swiss cheese should have the characteristic holes - ideal for melting - in the same 'hard' (young), but unripened 'Emmentaler'.

Emmentaler: The 100% natural cheese has a small, abundant hole and is known for its attractive grain, pale color. This is due to the addition of the hole-forming which gives the cheese its distinctive taste and aroma. It's often grated and mixed with butter to be used as a spread.

Country of origin: Switzerland

Wine Pairing: Red wine, light red wine, Chianti.

Wine ROUTE

Red wine, light red wine, Chianti. Pairing: Red wine, light red wine, Chianti.

Room/Maas

Room/Maas - In Dutch, 'rijke' still has that 'I change cheese' but in English it means 'rich'. It's a soft, creamy cheese with a mild flavor. It's often used in sandwiches and as a spread.

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cheese WORLD

Promotion now on with in-store tastings and demos

cheese WORLD

More than 400 cheeses to choose from

Simon's Berg Camembert (1kg) R120**

checkers

cheese WORLD

Promotion now on with in-store tastings and demos

cheese WORLD

More than 400 cheeses to choose from

La Comptine (1kg) R120**

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cheese WORLD

More than 400 cheeses to choose from

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LOOK GET THE NEW LABELS

cheese WORLD

More than 400 cheeses to choose from

elite (1kg) R120**

checkers

A WINE SECRET WORTH KEEPING



From our other vineyards to bring you the best...
 100% Pinot...
 100% Pinot...
 100% Pinot...

100% Pinot...
 100% Pinot...
 100% Pinot...



Checkers

BETTER QUALITY

2008...
 2008...
 2008...

Checkers

BETER KASIES

REDE (45)
 Meer as 200 Kasies om van te kies

Checkers

SIMONSIG

REDE (45)
 Meer as 200 Kasies om van te kies

Checkers

BETTER KASIES

The best local and international variety

Checkers

BETERWASKOP

REDE (45)
 Ons vers vrugte word klaargemaak, 7 dae 'n week

Checkers

ROSE (45)

Ons vers vrugte word klaargemaak, 7 dae 'n week

Checkers



Complimentary Services



Complimentary Services

- **Money Market** and **Computicket** increased revenue by 31% and net income by 21%
 - Launched Shoprite Home Loan Finder
 - Computicket Travel
- **LiquorShops** – Sales increase of 90%
 - 41 trading stores
- **Medirite**
 - Sales growth of 48.0%
 - 69 Pharmacies
 - Introduced “Front Shop” with result that Health & Beauty category outperform store growth

Complimentary Services

- **Hungry Lion**
 - Sales growth of 14.6% (Non-RSA 43.7%)
 - Total number of stores 124
 - 34m pieces of chicken sold during 6 months
 - 210 new jobs created
- **OK Franchise**
 - Sales growth of 28.7%
 - Trading Profit increased 86.5%



Personnel



Productivity and Employment

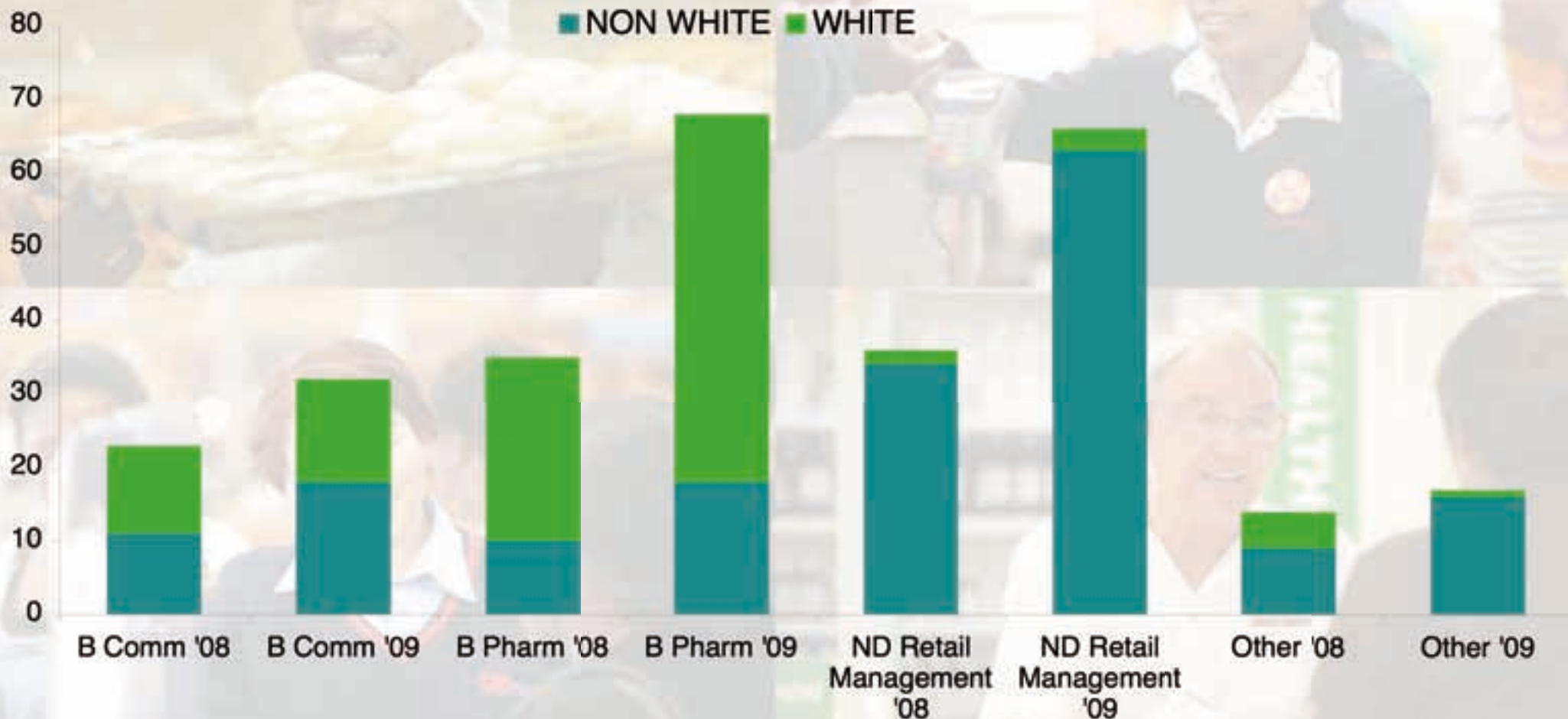
- Group: Sales per FTE +15.3%
- 3 947 permanent jobs directly created in the last 6 months
- 60m investment in training (+30%)
- Total of 40 587 training interventions
- 1 004 trainee and designate managers (77% black, 84% previously disadvantaged)
- 146 trainee managers completed NQF Level 4

Productivity and Employment

- 30 Graduates on internal training programmes
- Retail Apprenticeship Program created employment for 1000 black unemployed women
- 60 Gr.12 children gaining employment experience over weekends
- E-deaf project – 40 hearing impaired in training
- 748 approved W&RSETA programmes
- W&RSETA Grants – 100% compliance and 100% mandatory rebate received

183 Bursaries for 2009

70% more bursaries. Non White recipients 63% (2008 - 59%)





Non-RSA



Non-RSA Overview

	Dec 2007	Dec 2008
Turnover growth	32.4%	54.3%
– stable currencies	32.5%	32.1%
Non-RSA sales participation	12%	14%
Number of stores	99	101
Profit growth	>100%	>100%

Exchange Rates

	Dec 2007	Dec 2008	% Change	Movement against the Rand
Angola	10.9	7.7	-28.7	Strengthens
Madagascar	266.3	192.6	-27.7	Strengthens
Malawi	20.2	14.7	-27.4	Strengthens
Mozambique	3.4	2.6	-23.4	Strengthens
Uganda	243.8	196.3	-19.5	Strengthens
Mauritius	4.1	3.3	-19.1	Strengthens
Nigeria	17.1	14.3	-16.4	Strengthens
Tanzania	162.4	136.2	-16.1	Strengthens
India	5.7	5.1	-11.3	Strengthens
Botswana	0.9	0.8	-10.6	Strengthens
Zambia	550.0	499.2	-9.2	Strengthens
Ghana	0.1	0.1	-7.3	Strengthens

Non-RSA Overview

- The good results for Non-RSA was influenced by:
 - GDP growths in West Africa
 - Strengthening of currencies against the US Dollar while the Rand weakened
 - High inflation on average over 10%
- Export value up 72%
- Supply chain remains challenging – very little improvement

Next 6 months

- Increase in Social Grants worth over R13bn
- Retain new customers in Checkers
- Increased effort to expand Non-RSA
- **Winning formula:**
 - Balanced workforce
 - More than R100m spend on training
 - Customer Loyalty
 - IT Investment of over R200m
 - Central distribution investment enlarging current facilities



Questions