



HALF YEAR 23/24 HIGHLIGHTS

FEELING GOOD AND EATING WELL

Affordable quality, with rewards and little luxuries proving popular

600,000 more customers shopped with us in the half, taking the total number of Partnership customers to 21.4 million

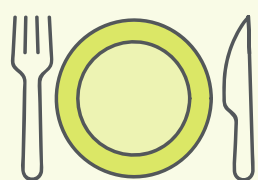
WAITROSE

JOHN LEWIS

DINING IN IS THE NEW GOING OUT

customers ate well and...

Treated themselves to delicious meals

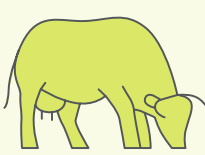
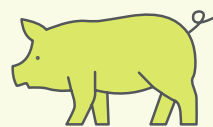


Sales of 'dine-in' meals up significantly

10 new 'dining in' deals, and new lunch meal deal for £5



Bought quality with value and values



Compassion in World Farming recognised Waitrose as the best retailer for animal welfare

Invested £100m in new lower prices which led to 11.9% uplift in sales and 12.8% increase in volumes of New Lower Prices products



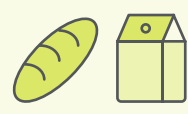
Fresh vegetables sales up 42%



Pre-packed beef and pork sales up 64%

Over 60% of shoppers bought from

Essential Waitrose range



Deli counter sales rose 10%

Enjoyed low or no-alcohol drinks



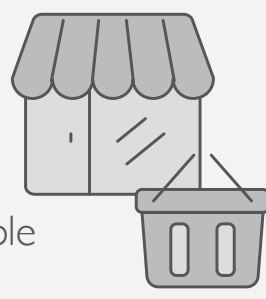
Introduced dedicated areas in store to make it easier to find low and alcohol-free drinks

Sales up almost 17% across low or no-alcohol beer, cider, wines, and spirits so far this year



THEY WANTED CONVENIENCE

We are now in 174 third party shops; reaching more customers through partnerships with Shell and Dobbies, and available via Uber Eats and Deliveroo



WE LOVE HELPING OUR CUSTOMERS

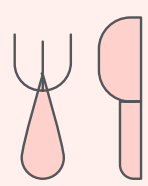
Waitrose won more Grocer 33 store of the week than any other supermarket



Won the Grocer Gold Awards 2023 Service Award for the third year in a row

MYWAITROSE MEMBERS ENJOYED THEIR FREE COFFEE

Served over 47 cups of free coffee a minute in the last 6 months



Provided over 5,000 free kids' meals in our cafes

THE LIPSTICK EFFECT

customers enjoyed feeling good and...

Updated their beauty products



Record beauty sales, up over 2%

Best selling brand Charlotte Tilbury, sales up almost 30%



Wanted new and exclusive brands to refresh their style

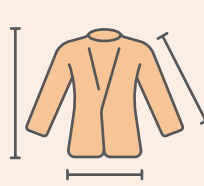
Fashion sales up 3% driven by 50 new brands including SOEUR, Aubin, Rag & Bone



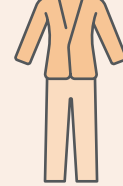
Record number of personal styling appointments, up 27%



Record sales of lingerie, sales up 11%



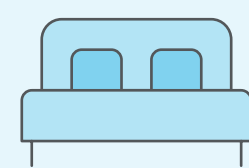
John Lewis own brand men's tailoring up 58%



Best selling style was the John Lewis Linen Suit

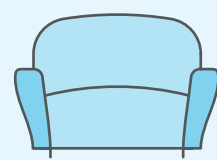
REVAMPED THEIR HOMES AND WANTED INNOVATIVE DESIGN

Bedrooms have been updated with bedding up 4%, and Little Home (children's bedroom range) up 7%

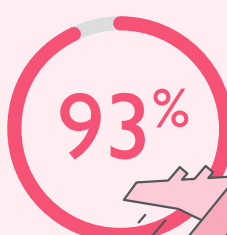


Kitchens have had a refresh, with cookware up 3%

Launched exciting new brands including Nkuku, Bedfolk, and Julian Bowen



AND TRAVELLED MORE



John Lewis travel sales up 93% on last year,

sold 40,000 ANYDAY suitcases



OUR PARTNERS TOOK PRIDE IN HELPING CUSTOMERS

5,700 Partners

have trained at our School of Service this half year



MY JOHN LEWIS LOYALTY PROGRAMME celebrates ten years of rewards and continues to grow, with almost

5.4m members

