

Grocery market share information

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Source: TNS Worldpanel

Data: 12 week ending 13 Jul 2008 v 2007

Expenditure
£20.4 bn
+7.3%

Ave. Trip spend
£16.96
+5.3%

Frequency of shop visits
48.0
+0.6%

Percentage share of total grocers

| | 12 W/e 15 Jul 07 | 12 W/e 13 Jul 08 |
|---------------------|------------------|------------------|
| Total Multiples | 92.8 | 93.1 |
| Total Tesco | 31.5 | 31.3 |
| Total Asda | 16.7 | 16.9 |
| Total Sainsbury | 16.2 | 15.9 |
| Morrisons | 11.1 | 11.3 |
| Somerfield (exc KS) | 3.8 | 3.7 |
| Total Waitrose | 3.9 | 3.8 |
| Iceland | 1.7 | 1.7 |
| Aldi Lidl Netto | 5.5 | 5.9 |

12 w/e 13 Jul 2008

Grocery market

Fact 1 - Strong Grocery Market growth continues

Fact 2 - Strong Growth of Aldi, Lidl, Iceland

Fact 3 - Asda & Morrisons growth

Fact 4 - Tesco & Sainsbury's share decline