

OC&C CHRISTMAS 2011 TRADING INDEX – DIRECT

Retailer	% change in like-for-like sales 2011	Weeks of period	Period end	% change in like-for-like sales 2010	Movement 2011 on 2010
House of Fraser (online) ⁴	124.0%	5	December 31	120.0%	▲
Superdrug (online) ^{1,3,4}	94.9%	5	December 31	-	-
Slurp Wines ^{1,3}	73.4%	4	December 31	-	-
The Perfume Shop (online) ¹	42.0%	4	December 24	-	▲
The Entertainer (online) ^{1,3}	36.7%	5	December 31	-	-
John Lewis (online)	27.9%	5	December 31	42.0%	▼
Marks & Spencer (direct)	22.4%	13	December 31	25.0%	▼
Shop Direct (online only) ³	20.0%	6	December 31	-	-
Co-operative Group (online electricals) ^{3,4}	18.4%	4	December 31	-	-
Next Directory (Next)	16.9%	21	December 24	8.7%	▲
Ocado	16.0%	4	November 25	26.7%	▼
OC&C Direct Weighted Average	14.5%	n/a	n/a	9.0%	▲
Tesco (online) ^{3,4}	14.0%	6	January 7	-	-
Express Gifts (Findel) ^{1,3}	11.1%	15	January 17	-	-
N Brown (online only)	9.0%	19	January 7	26.0%	▼
Shop Direct (Group)	9.0%	6	December 31	5.0%	▲
Game (online) ^{1,3}	3.9%	8	January 7	-	-
Kitbag (Findel) ^{1,3}	2.0%	15	January 17	-	-
N Brown (Group)	2.0%	19	January 7	1.2%	▲
Comet (online) (Kesa) ^{1,3}	-	10	January 8	-	-
Kleeneze (Findel) ^{1,3}	-1.2%	15	January 17	-	-
Mothercare (direct sales) ¹	-2.2%	13	January 7	10.2%	▼

Methodology the methodology and footnotes are the same as the previous table