



# OUR PURPOSE

**Helping Kiwis live  
better every day**

**Every day, we're living our purpose by transforming  
our business to exceed our customers' expectations  
and have a positive impact on our communities.**

# OUR VISION

**is to build New Zealand's  
most sustainable, convenient  
and customer-first company.**

This means we will be profitable, and at the same time take responsibility for our environmental and community impact. We believe that sustainable business is good for our company, our customers, as well as the communities in which we operate.

Being convenient means that more New Zealanders will gladly choose to begin their shopping journey with one of The Warehouse Group's brands. In a world of abundant choices, convenience has become the most important way of winning customers' hearts. We will achieve this by providing products and services when and where they are needed, with ease of access and a choice of ways to pay and collect.

We understand that for us to win in convenience, we must put the customer first and mobilise the Group in a way that allows us to keep pace with our customers' rapidly changing expectations, to understand their problems, and to solve them. This is why we have moved to Agile ways of working, where our teams are empowered to deliver solutions quickly and put our customers right at the heart of everything we do, every day. For our productivity, this means removing unnecessary organisational layers and silos. And for our people, this means making The Warehouse Group the best place to work.



# OUR SHARED VALUES



## Think customer

Whakaarohia te kaiutu

We put the customer first in everything we do



## Own it

Kia haepapa

We walk the talk and make things happen



## Do good

Mahi i ngā mahi pai

We are one team, standing up for our people, our planet and our communities

# OUR ECOSYSTEM

**We're building a customer-centric ecosystem for New Zealand that enables frictionless shopping experiences and creates greater customer value over time.**

Our unique combination of local assets, global partnerships, and our strong financial position means we can further scale our business by investing in the right capabilities to serve our customers more holistically.

We now have strong ecosystem foundations in place with an established physical footprint and market-leading digital assets.<sup>1</sup> Our efforts and innovations have already delivered significant omni-channel capabilities across our stores, services, supply chain, and our mobile apps and online sites. These are already improving the customer experience, including the launch of 1-Hour Click & Collect in Noel Leeming and the launch of our online marketplace platform, TheMarket.com.

Further improvements will make customer shopping journeys with our family of brands faster, easier and more personalised through unified data, platforms and people – while remaining focused on the fundamentals of delivering exceptional value and new assortments with improved customer fulfilment and payment options in store and online.

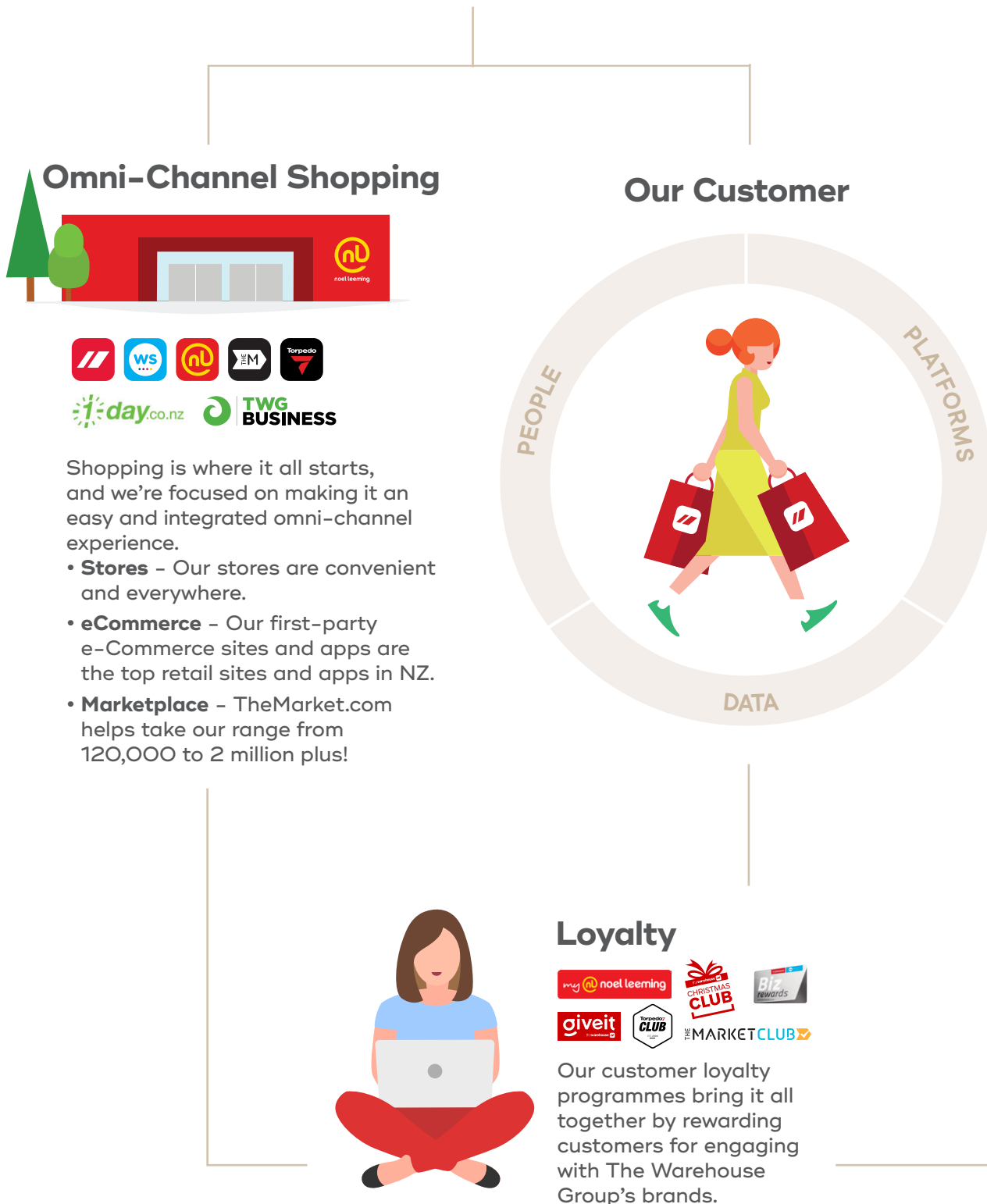
<sup>1</sup>New Zealand's No 1. retail site by traffic.



# OUR ECOSYSTEM

We start everything by focusing on our customers.

We wrap our customer experiences around three unified enablers: our people, our platforms, our data.





## Advertising



Our supplier advertising infrastructure will turn our store and digital traffic into supplier funding and incremental revenue.

## Click & Collect



## Delivery



## Fulfilment

Customer fulfilment and our logistics relationships get the goods and services to our customers.

## Services



Our services help our customers and businesses in their daily lives.



## Payments

Our payment options help customers pay quickly and easily, with more ways to make their budgets work for them.