

# OUR ECOSYSTEM

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

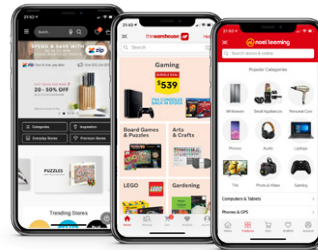
Our unique combination of local assets, global partnerships and our strong financial position means we can further scale our business by investing in the right capabilities to serve our customers more holistically.

We now have strong ecosystem foundations in place with an established physical footprint and market-leading digital assets. We have confirmed the rollout of a unified loyalty programme across the Group as 'Market Club' and 'Market Club+', which is starting its rollout with The Market and The Warehouse this calendar year. We have also become a cornerstone strategic investor in Zoom Health, the operator of Zoom Pharmacy, because we believe together we can make a real difference to our customers' welfare through a shared vision to offer convenient and affordable access to healthcare to all Kiwis.

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 expansion of range on The Market to over 2.5m active product stock keeping units (SKUs). We continue to invest in being sustainable and affordable in everything we do, and this vision underpins our ecosystem at every stage.

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 better customer fulfilment and payment options in store and online.

We're focused on making our shopping experiences easy and seamless – in stores and online



Omni-Channel Shopping



Our services help customers and businesses in their daily lives



Bring it all together,  
in stores and online



THE MARKET CLUB



We get our goods and services to  
our customers, when and where  
they want



Delivery



Click & Collect

Will turn  
our store  
and digital  
traffic into  
incremental  
revenue



SHOPPING

PEOPLE

OUR CUSTOMER



PLATFORMS

ADVERTISING

SERVICES

DATA

ENTERTAINMENT

PAYMENTS

HEALTH



With more  
ways to make  
their budgets  
work for them



We're focused  
on offering  
convenient  
and affordable  
access to  
healthcare  
to all Kiwis



Zoom Health