



May 2020

Four Square Mid Year Update

No one could have predicted the last few months of this year and my first acknowledgement is to each and every supply partner of Four Square, your entire network of people who supported, contacted, helped, texted, tweeted, snapchatted, skyped, Teams'd us and our stores through Covid-19 is what has helped us through incredibly well – thank you from all of Four Square, here and throughout the South Island.

The Four Square year so far has been exciting, successful, and pioneering:

Sales growth for the year from 1st Jan – 24th March (Pre Covid-19 period of abnormal numbers) was nearly **5%**.

Sales growth from 1st Jan – Sunday 24th May sits at **13.8%**

We plan to retain as much of this unexpected growth as possible, we must act swiftly in some key areas to achieve this – and we have. We went hard and we went early... 😊

- We removed the physical mailer from April 6th (well before any other Supermarket banner in the SI) and concentrated our efforts to digital, where there is so much more activity bought about through Covid-19.
- The Four Square website is now a Foodstuffs national project to overhaul / redesign and deliver a more up to date modern, customer friendly version and will be completed in the remainder of this year. This includes our specials, promotions, and giveaway pages which many of you are excited about – and thanks for your support.
- Four Square brand refresh campaign—see below for more information.
- Our Four Square range optimisation project is well underway—see below for more information.
- Four Square fresh focus is reignited with butchery and produce's phenomenal growth during Covid-19 giving us plenty of opportunity—see below for more information.

Warm Regards

Steve Alexander



COMING SOON

- We will open our 62nd store when we welcome **Four Square Redcliffs** to the group on June 15th.
- Planning is well underway for the new **Four Square Diamond Harbour**, with a proposed opening in 2021.

DIGITAL WEBSITE UPDATE

Beginning this year we changed the length of our mailer promotion period from one week to two weeks. This change has had positive feedback from both our stores and suppliers, and importantly our customers, thank you for your support with this positive change.

With our new focus on digital advertising, we have seen a huge increase in the number of visits and views to the Four Square website—as shown below for just April promotions, competitions, and specials are among the highest viewed pages.

Page Title	Pageviews ▾	Avg. Time on Page
Virtual Mailer Four Square	6,951	00:01:11
Promotions & Competitions Four Square	3,634	00:00:32
Home Four Square	2,493	00:00:26
Mobile Specials Page Four Square	1,003	00:00:23

Users	New Users	Sessions	Pageviews
2,987	2,161	4,123	6,953
↑ 83.7%	↑ 88.7%	↑ 92.9%	↑ 91.6%

LUCKY LOCALS

- Our 2020 Lucky Locals campaign takes place in June.
- Thanks to your support we have a prize pool that reflects what our customers have been telling us—they want to stay local, want value, and to win.



PROMOTIONS, PROMOTIONS, PROMOTIONS!!

Our customers love prizes, and Four Square is becoming famous for the prizes and giveaways we offer our customers—this is all thanks to your support and generosity with prizes and gifts with purchase.

We see significant growth from customers purchasing selected products in order to win a prize—especially when there is one prize per store. This is great for all our sales, and helps to create brand loyalty with our customers.



FOUR SQUARE — JUST WHAT YOU NEED, RIGHT NEARBY.

We are launching a Brand refresh campaign—Four Square “Simpler”.

This is a campaign to remind Kiwis what Four Square stands for, and just why they should continue to **stay local, shop local, support local**. Four Square is simpler, and simpler is what we have had a taste of in 2020—it’s what we need.



You will see and hear new ads, posters, a digital presence, billboards, back of buses—sneak peek at some of the creative below!!



RANGE OPTIMISATION PROJECT

We have undertaken a range review for Four Square, which has allowed us to enhance and streamline our range and led to the removal of the C range—we now operate with just an A and B Range structure.

The next step in our Range Review project is to review our A and B Ranges as these currently contain a large number of products that in many cases don’t fit in all our stores, and reducing low performing products will allow us to further streamline these ranges.

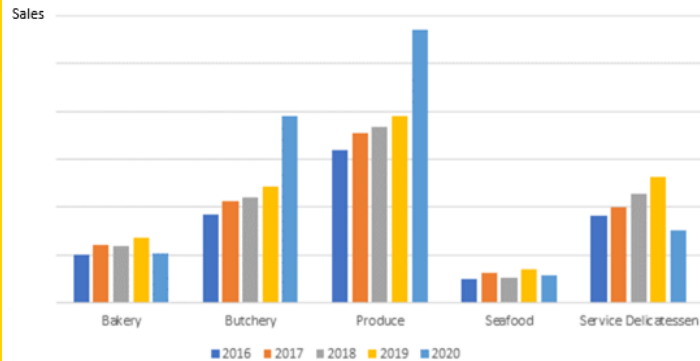
The ultimate result of this project will provide a concise Four Square range, which will see an increase in overall distribution of our ranged products, while also allowing more flexibility for a localised offer in each store.

Our current A Range distribution is 80% - thank you for all your support that has allowed us to achieve this.

FRESH FOODS

We have seen some strong growth across the key departments of Butchery and Produce as highlighted below.

We are planning a secondary tier 2 promotional programme as part of our drive to encourage our customers to Stay Local, Shop Local, Support Local.



FRESH NEW PRODUCTS

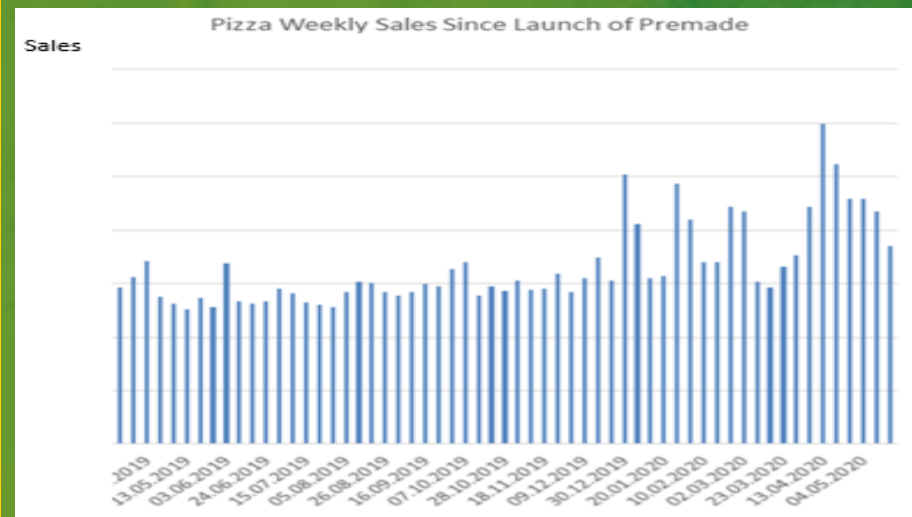
We have recently introduced multiple new products with haste to capture the momentum from the strong growth of our fresh departments—and received a great response from our customers, including Divine Cakes and Desserts...



FOOD TO GO

Developing our Food To Go Range has been a major focus for our group during 2020. With the introduction of new products such as Tegel Ruffle Chicken and Tulsi Meal Boxes, we have been able to drive strong growth in both the Meal Solutions and Grab & Go areas.

One of our ongoing success stories is our Famous Four Square Pizzas—our customers love how easy a Famous Four Square Pizza is as a meal solution option. Promoted on a regular basis, recent growth has been excellent...



IT'S OUR BIRTHDAY!!

Look out for our 96th Birthday celebrations
4th July 2020 !



A GREAT OPPORTUNITY...

With an increased focus on domestic tourism, and encouraging Kiwis to “Do Something New, New Zealand” there is a great opportunity for Four Square and our suppliers to work together in order to capture an increased slice of the market by offering the best possible range at great local value.

Since we cover all parts of the South Island from Picton to Stewart Island, we are in the perfect position to maximise this opportunity and show Kiwi tourists we’re “Just What You Need, Right Nearby.”



KEEP IN TOUCH!!

Steve, Steph and Tim are always more than happy to catch up and discuss further opportunities or any other matters you may wish to discuss at any time.

Steve Alexander	<i>Group Manager</i>	021 906 898	Steve.Alexander@foodstuffs-si.co.nz
Steph Hughes	<i>Promotions Manager</i>	021 614 369	Steph.Hughes@foodstuffs-si.co.nz
Tim McLean	<i>Fresh Foods Promotions Manager</i>	021 313 037	Tim.McLean@foodstuffs-si.co.nz

The other team members who provide support to our stores are:

Elliott Jones	<i>Four Square Operations Advisor</i>	021 947 584	Elliott.Jones@foodstuffs-si.co.nz
Liz Dobbs	<i>Four Square Operations Advisor</i>	021 245 7893	Elizabeth.Dobbs@foodstuffs-si.co.nz
Matt Seagar	<i>Four Square Operations Advisor</i>	021 195 5315	Matt.Seagar@foodstuffs-si.co.nz
Nathan Wardle	<i>Four Square Operations Advisor</i>	021 306 089	Nathan.Wardle@foodstuffs-si.co.nz

WHAT'S NEXT FOR 2020...

Everything you've just read about is what's next.

And encouraging our customers to **Stay Local,**
Shop Local, Support Local.



WE'RE
at the  of your
COMMUNITY