

Peapod

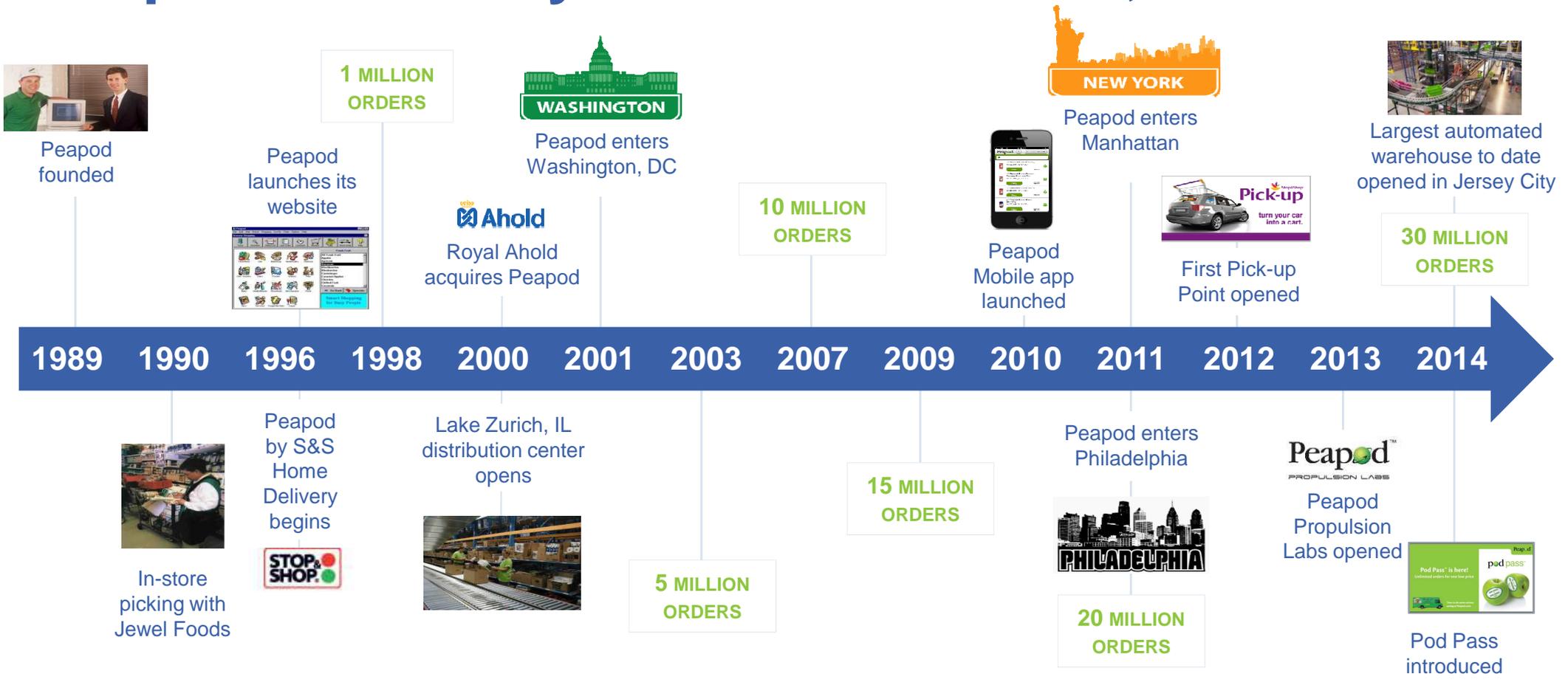
Jan van Dam
EVP Supply Chain,
Marketing & E-Commerce
Ahold USA



Contents

- **Peapod has a unique set of strengths in online**
- Our strategy for growth

Peapod has always been innovative, since 1989



Peapod has a unique set of strengths to win online

Strong online brands in dense urban markets

Easy and inspirational online shopping experience

Broad range of high quality products

Serving customers anyhow, anytime, anywhere

Operational excellence in online (fresh) food



Strong brand and established customer loyalty

Robust customer KPIs



75% Brand Awareness in established markets

+500K active, unique customers

Average customer orders **17** times per year

84% Overall Satisfaction

83% Likely to Recommend

Key **Brand Equity** Attributes for: Reliable, Innovative, Great Customer Service, “Makes my life easier”

Peapod[®]

Peapod[®]
by Stop&Shop[®]

Peapod[®]
by Giant[®]

Peapod[®]
by GIANT[®]

The Peapod network: attractive dense urban markets

- More than **50 million** people
- **17%** of US population



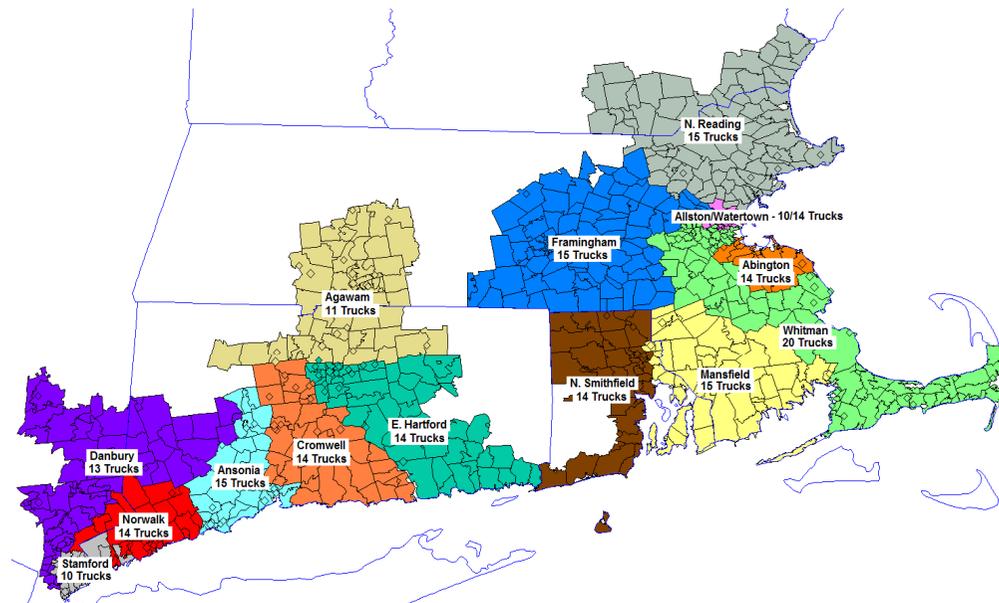
Peapod has proven business model in mature home delivery markets

New England:

- 125.000 customers
- \$155 million sales

2014E EBITDA of 2-3% in
mature home delivery markets

2014E EBITDA unprofitable including investments in growth



Easy and inspirational shopping experiences



Narrow by Nutrition

- Fat Free
- Gluten Free
- Good Fiber
- Healthy Ideas
- Kosher
- Low Fat
- Low Sodium
- Organic
- Sugar Free
- Trans Fat Free

Create Custom Plan

Just click on the nutritional category below you wish to sort by, choose parameters then click 'add'.

My Eating Plan rename Choose icon ▼

Calories Calories from Fat

Total Fat < 5g

Saturated Fat

Trans Fat

Cholesterol

Sodium

Potassium

Total Carbohydrate

Dietary Fiber

Sugars

Protein

Vitamin A Calcium

Vitamin C Iron

Kosher

Parve

Tbd

Organic

Gluten-Free

Total Fat

Description of what total fat is, daily recommended amounts link for more info.

Fat Free (Less than 1/2 g)

Low Fat (3 grams or less)

Select Amount 5 grams

Apply Remove Cancel

Select one of our popular plans or [Create New Plan](#)

Popular Plans		
Gluten-Free	learn more	use this plan
Peanut-Free	learn more	use this plan
USDA Good Fiber	learn more	use this plan
USDA Low Fat	learn more	use this plan
USDA Low Sodium	learn more	use this plan
Weight Watchers	learn more	use this plan
My Custom Plans		
Jen	edit	My NutriFilter™
My Eating Plan	edit	use this plan
Create New Plan		

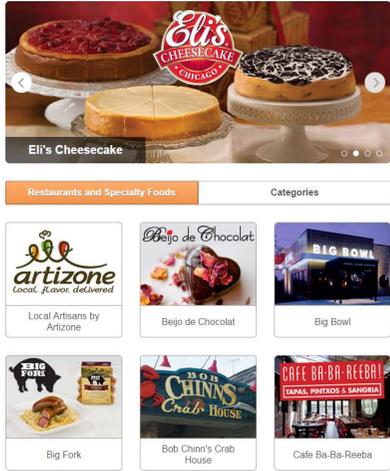
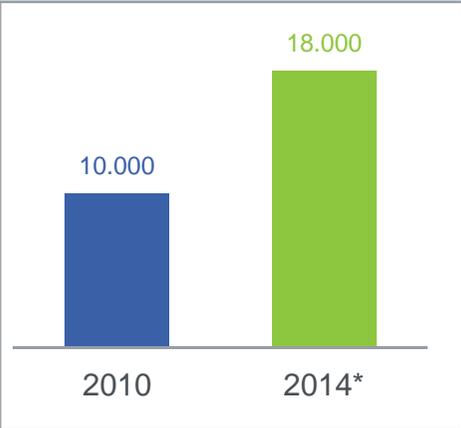
Broad range of high quality products

Offering 12.000 - 18.000* SKU's

Fresh/Frozen products representing 40% of total sales

Own brands offering organic & value propositions

Local specialties per market



*New Jersey warehouse

Serving customers anyhow, anytime, anywhere



Shop Anywhere,
Anytime

Brick & Mortar
Stores



Strong
Offering

Pick-Up
Point



Loyalty Card

Home Delivery



Single Customer ID
is the centerpiece

Kate Sorentz ~~at~~ No Food ~~at~~

One day the person at the grocery store told my mom that soon they will close the store and rebuild it. That was bad because there weren't many other stores close. And the ones that were close were expensive. So we had to find a new store. My mom went looking for a new store, but she couldn't find one. But finally my mom found something called the Peapod. The Peapod is a giant food service that brings food to our house in a truck. Now we are still using it.



The End!!!!!!

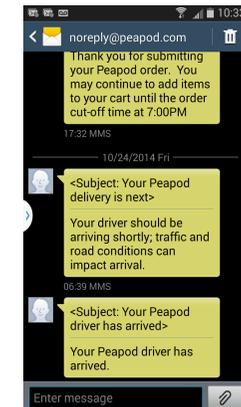
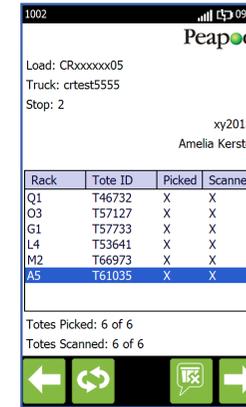
Serving customers anyhow,
anytime, anywhere

Operational excellence in fresh food fulfillment

Peapod video

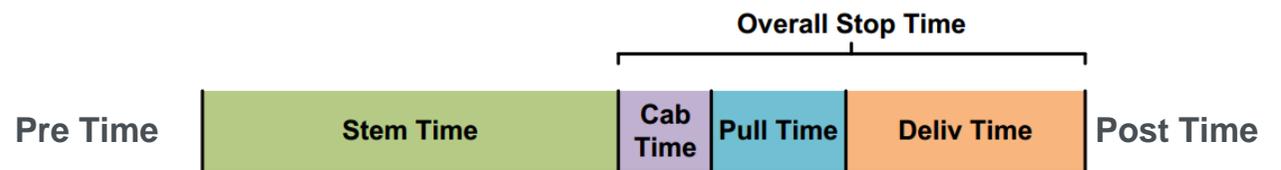


Peapod – Unique Transportation Technology



- Proprietary ICT systems
- Route 3,600,000+ orders/year
- Creating 150,000+ optimized routes

Directed Driver Workflow



Guide each aspect of a drivers day from start to end;
driving efficiency through all phases

Maximize potential through our online growth strategy



More customers

Market share and
market growth



More places

Well-positioned for
geographical
expansion



More choices

Continue to expand
quality, ranges,
value and choices
for our customers
and our partners

Market share and market growth



- Total local grocery market \$130 bn
- Online grocery market less than 2% today
- Peapod 2014 sales \$590 mn
- Peapod share of total grocery market <0.5% (2% in it's best areas)
- Increase share B2B (currently 6%)

Geographical expansion



Optimize PUP network



Expand in the Midwest



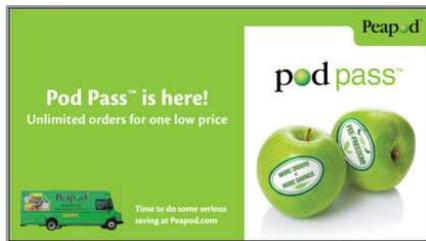
Build market share in NYC



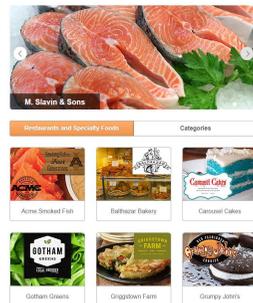
Quality, range, value and choice



Roll out podpass



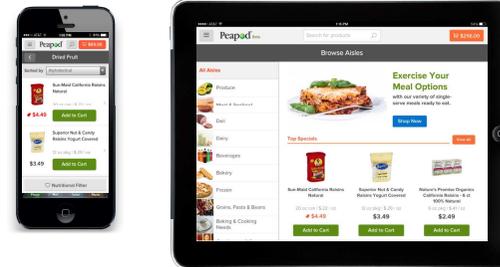
Expand Assortment



Chicago's Best Launched 2011
37 vendors in 12 categories

New York's Best Launched 2014
12 vendors in 6 categories

New Mobile Consumer Interface



Continuous Improvement Customer Service



Conclusion

- Strong foundation and expertise built over past 25 years
- Significant room for growth in existing and new markets
- Investing to accelerate innovation and improve shopping experience

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