



TESCO
IRELAND

Welcome



Every little helps

Board / Senior Executives

- Tony Keohane – Chief Executive
- Dermot Breen – Corporate Affairs & Communications
- Geoff King – Finance
- Steve Leach – Store Operations & Supply Chain
- Ann Rogers - HR Director
- Sandra Turner – Commercial
- Peter Wright - Marketing



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Tesco Ireland

- Market Leader
- Food Market Share: 25.9%
- Non Food Growing
- Focus on Irish Customers
- 1.95m Transactions per Week
- 93 Multi-format Stores
- 05 / 06 Sales: €2.5 Billion + 16%



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1997

- Acquisition from ABF
- NI: 34 Stores
- ROI: 76 Stores
- ROI Market Share: 21.5%



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Milestones

1997 Tesco in Athlone. Clubcard Launched

1998 Undertakings to Irish Government on Domestic Market and Export Trade

1999 Computers for Schools Launched

2000 TPF Visa Card; Charity of the Year; Grocery Home Shopping

2002 Value Range; Cherokee
New Relationship with Trade Unions
First Step Change Programme

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Milestones (con'td)

2003

Public Recognition by Taoiseach Bertie Ahern for Delivering Undertakings

DC at Ballymun Opened

Project Forward: Systems Integration

First PFS: Killarney

24 Hour Trading



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Milestones (con'td)

2004

First Extra: Clarehall

First Express: Co Meath

Price Leadership

Parliamentary Committee
on Grocery Prices

2005

Sports for Schools

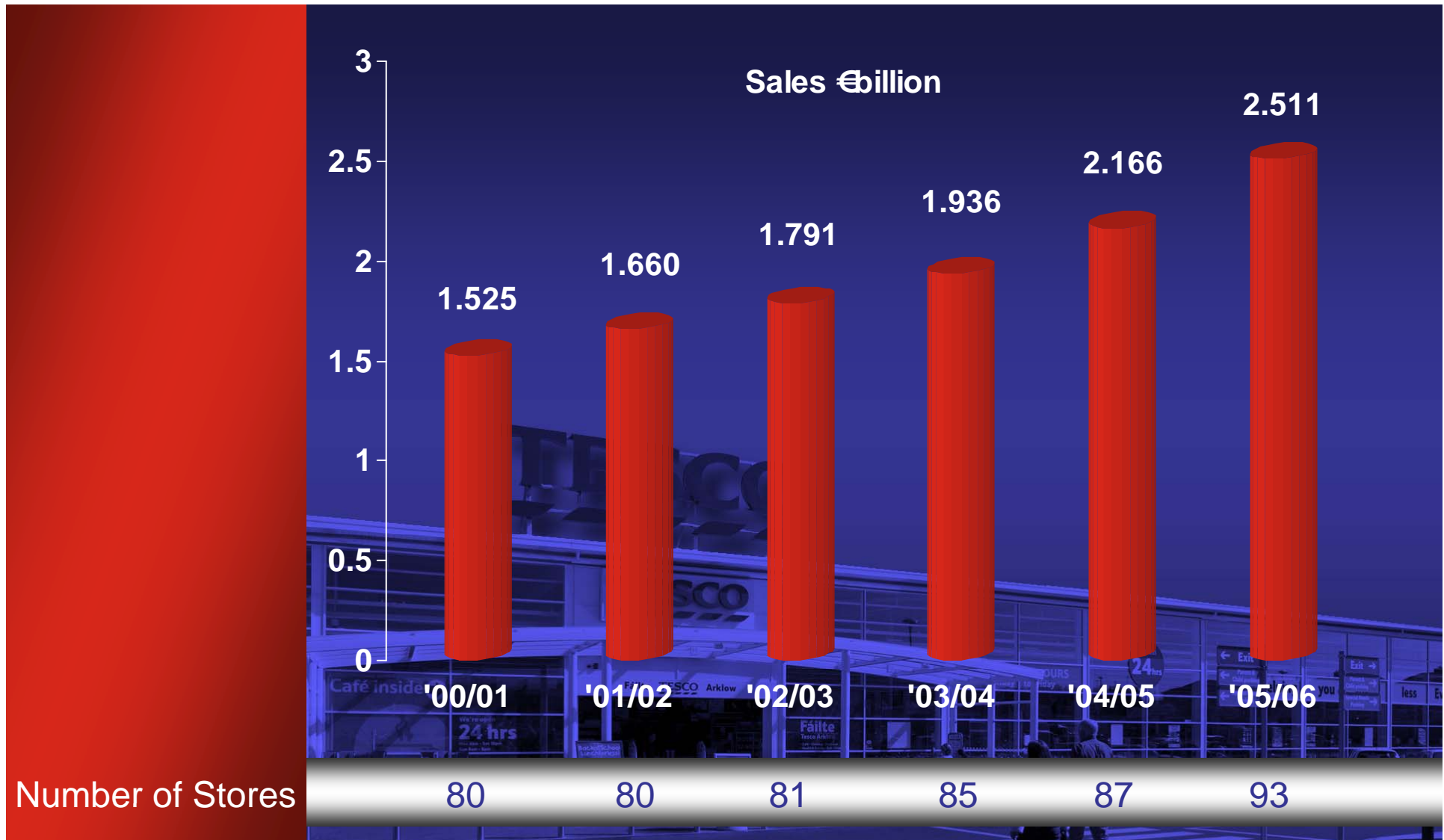
Self Scanning



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Growth Performance



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Store Formats

- 2 Extra
- 50 Superstores
- 35 Supermarkets
- 6 Express
- 8 PFS
- 1997: 1.5 million Sq ft
- 2006: 2.23 million Sq ft



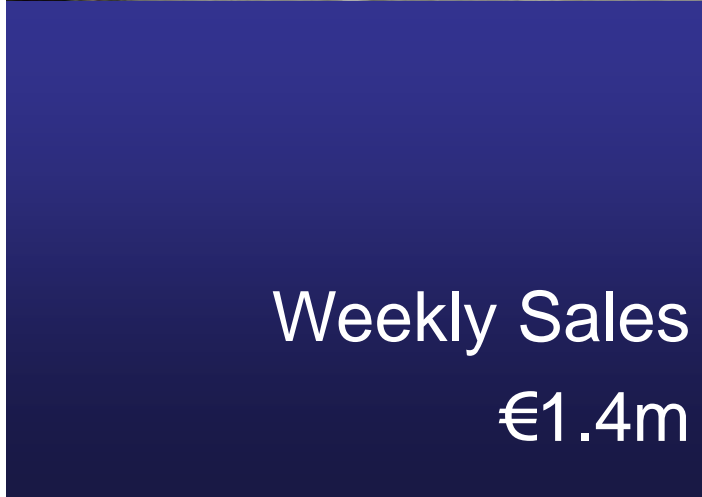
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Store Transformation: Clearwater, Dublin



Weekly Sales
€300k



Weekly Sales
€1.4m



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Supply Chain



- 2005: 5 Depots – 880,000 sq ft
- 2007: 3 Depots – 1,270,000 sq ft

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Irish Food Buying

- €1.5billion p.a.
- 50% of range
- Exports to Tesco UK - €420m p.a.



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Irish Food & Drink Export Markets

1. United Kingdom
2. France
3. **TESCO**
4. Germany
5. Italy
6. Netherlands
7. USA



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Own Label

- Tesco, Value, Finest
- 31% Participation
- 2500 Irish Produced



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Petrol

- 8 Stations; Market 1500
- 5% Market Share



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Grocery Home Shopping

- 170,000 Registered
- 20% Growth p.a.

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Tesco Personal Finance

- 26,000 Credit Cards
- 2,600 Car Insurance Policies
- Loans Start Up

The image displays three promotional banners for Tesco Personal Finance. The first banner, 'Win a Car!', features a red car with a 'WIN ME!' license plate and a badge stating '7 Cars to be won!'. The second banner, 'loans', highlights a 'Typical rate 7.9% Fixed APR' and 'One of the lowest rate loans available!'. The third banner, 'credit card', offers '0% APR on purchases and balance transfers for the first 6 months' and '14.9% APR Standard Variable', with an offer extended until 15th January 2006. It also promotes 'Fly away with 4000 CLUBCARD Points!'. Each banner includes the Tesco logo, the website 'www.tesco.ie', and the slogan 'Every little helps'.

Win a Car!
with
TESCO
car insurance
7 Cars to be won!
Plus one year's free insurance!
www.tesco.ie Every little helps

TESCO
loans
Typical rate
7.9%
Fixed APR
One of the lowest rate loans available!
www.tesco.ie Every little helps

TESCO
credit card
Offer extended until 15th January 2006
0% APR on purchases and balance transfers for the first 6 months
14.9% APR Standard Variable
Fly away with
4000
CLUBCARD Points!
Offer applies to accounts opened on or before 13/01/06
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Personal Finance

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Price Position

- Tesco 100
- Dunnes 102
- SuperValu 105
- Superquinn 107

Value Segment

- Tesco Value 100
- Lidl / Aldi 115



**FOREVER
CUTTING
PRICES!**

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Market Position

	Share %	No. of Stores	2005 Growth
Tesco	25.9	93	16.0%
Dunnes	22.7	95	n/a
SuperValu	19.8	170	5.0%
Superquinn	7.9	21	n/a
Discounters	6.2	92	n/a
Spar	2.0	420	n/a
Centra	2.3	374	11.0%
Musgraves (SV & Centra)	22.2	544	7.5%

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New Stores: 2006



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Growth Factors

- Price
- New Stores
- Non Food Growth
- Stable Industrial Relations
- Efficiencies
- Consumer / Government Trust

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Business Environment

- GNP Growth 5%+
- Consumer Spending 6.0%+
- Strong Demographics
- Favourable Legislation

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Future Strategy

- Price Leadership
- New Stores
- Supply Chain
- Group Scale
- People Development
- Management Quality

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