

OUR PURPOSE

To deliver the best platform for online grocery and improve the customer shopping experience, with the clear objectives of driving strong growth and delivering long-term shareholder value.

WHO?

We are the world's largest dedicated online grocery retailer, operating our own grocery and general merchandise retail businesses in the UK under the Ocado.com and other specialist shop banners. We also utilise our technology and platform to operate the online business of Morrisons and intend to further use our platform to help international partners.

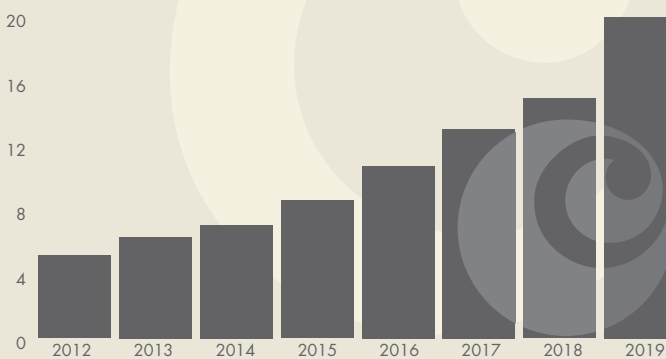
HOW?

We have developed a unique end-to-end operating solution for online retail based on proprietary technology and IP, suitable for operating our own businesses and those of our commercial partners.

WHY?

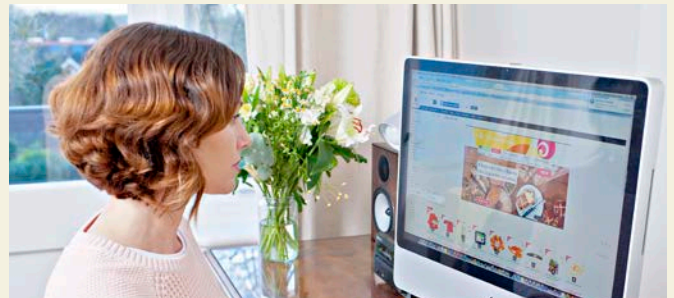
The world is changing fast, driven by different shopping habits and ever more advanced technology for the consumer. Grocery is the largest of all retail segments and is moving online. Moreover, the rapid growth of shopping using mobile devices adds new challenges to traditional retailers. We are well positioned to take advantage of these long-term structural trends for the benefit of our customers, partners and shareholders.

UK ONLINE GROCERY MARKET SIZE (£bn)



OUR VISION

To continually develop innovative proprietary technology and IP enabling a world leading commercial and fulfilment platform for our own grocery and general merchandise businesses, and those of our commercial partners.



View more information about why people invest in us on page 5



View more information online at www.ocadogroup.com



Hear Tim Steiner, Chief Executive Officer, at www.ocadogroup.com



Scan the QR code with your smart device to watch Tim Steiner online

OUR RETAIL BRANDS

We operate our retail businesses under the following brands.



Both our corporate identity and our core grocery brand used for our shop and own-label products.



Our dedicated pet store.



Our dedicated kitchen and dining store.

OUR BRAND VALUES

GOING THE EXTRA MILE FOR THE CUSTOMER

"Our service is industry leading and leaves a smile on your face, with minimal substitutions, product life guarantees, delivered to your kitchen with clean feet and a smile – even if you are six floors up. Our technologies that enable us to provide this service are second to none, and constantly evolving. We will never rest on our laurels, nor accept 'good enough'."

DO THE RIGHT THING

"We are not a faceless corporate online – we pride ourselves on the personal touch. We have an honest relationship with our customers, suppliers, investors, staff and the community. We want to exceed their expectations and deliver on our own."

BE BETTER TOMORROW THAN WE ARE TODAY

"We have a culture of continuous innovation, leading the way with online grocery shopping: the first grocery shopping mobile apps, one hour delivery slots, smart packing technologies and green deliveries. We are ambitious, dedicated to progress and born to deliver. This is only possible by having some of the most dedicated people at every level and area within the business, all with one purpose – to continue to make things better than they were yesterday."

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