



Background and Facts

Fresh & Easy Neighborhood Market

Our Values

- We offer great food our customers can trust
- We're a great place to work
- We're a good neighbor
- Everyone's welcome at Fresh & Easy

Investment in US

- In 2006, Tesco, our parent company, pledged to invest \$2 billion over five years in the U.S.
- We employ approximately 20 to 30 employees per store; about 300 people are additionally employed to build each Fresh & Easy store.
- We made significant investments in our world-class distribution, kitchen, produce and meat facilities in Riverside.
- We invested \$13 million in one of California's largest roof-mounted solar installations (500,000 sq ft) to help power our distribution facility.
- More than 65% of our produce comes from California.
- Our Shop for Schools program gives back to K–8th grade schools (schools can raise \$1 for every \$20 spent in our stores). Since 2009, over \$2 million was donated to schools to use for whatever they need most.
- We donate \$1,000 to a local, nonprofit organization with each store we open. To date, we have given over \$175,000 to neighborhood organizations.

Creating a Great Place to Work

- Entry-level positions start at \$10/hour.
- We offer quarterly bonuses of up to 10% for all employees.
- We believe everyone deserves access to healthcare:
 - Everyone can work at least 20 hours per week, which entitles them to affordable, comprehensive healthcare for employees and their families (including medical, dental, prescription, vision).
 - We pay up to 75% of the cost of health benefits. The lowest cost option is just \$1 per day for coverage.
- Everyone is offered a 401(k) plan with company match.
- We offer a generous paid time off (PTO) plan.
- 50% of employees work within four miles from where they live.
- Everyone receives life-skills training and all managers are taught how to manage others.
- As a quickly growing business, employees have significant opportunity for advancement. Last year, 212 store employees were promoted to management positions and as we open more new stores there will be even more opportunity for advancement.
- 97% of our customers say they are very satisfied with the friendliness and helpfulness of our staff – rating us higher than any of our competitors in the markets we operate.



Great Food Our Customers Can Trust

- In addition to our popular fresh&easy brand products, we offer everyone's favorite national brand products and household items, all at incredibly low prices.
- fresh&easy brand products have no artificial colors or flavors, no high-fructose corn syrup, no added trans fats and only use preservatives when absolutely necessary.
- We recently introduced our new *eatwell* line, which offers meals with less than 25% of the daily recommended value of calories, saturated fat, fat and sodium.
- We also recently introduced *Goodness for Kids* products, which are nutritious and delicious meals and snacks that kids love and parents can feel good about.
- We offer 98 cent Produce Packs at all our stores, which provide customers a variety of affordable fresh fruit and vegetable options every day.

Everybody's Welcome at Fresh & Easy

- We fundamentally believe everyone deserves access to fresh, wholesome food at affordable prices regardless of where they live.
- We open the same stores in all types of neighborhoods, from Pasadena to Hollywood and Compton to South Los Angeles.
- We opened our store at Central & Adams in South Los Angeles in February 2010, and it continues to perform strongly.
- We recently broke ground on a highly-anticipated store in South Los Angeles at Jefferson & Crenshaw.
- In August, we will open a store in San Francisco's Bayview-Hunters Point neighborhood, an area that has been seeking more food options for generations.