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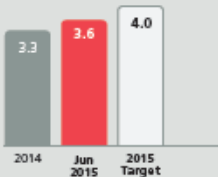
Loyal and satisfied retail customers

Deepening our customers' loyalty by meeting their changing needs

Loyal customers

As part of our transformation to a more customer-focused organisation, we seek to develop and build deeper customer relationships. We are on-track to deliver our 2015 target.

(million)



11213 World customers

Our 11213 World products are key to our strategy of building deeper customer relationships and delivering ongoing value to our customers.

(million)

