



FRESH & EASY NEIGHBORHOOD MARKET QUOTE SHEET

We Listen:

“Fresh & Easy Neighborhood Market is different than any other supermarket. Based on extensive research, we’ve built a store from the ground up for American customers. We’ve designed a modern grocery store for the modern American. We found customers were shopping lots of different stores to piece together their weekly shopping trip, so we put together a format to simplify customer’s lives. We offer fresh, wholesome food at affordable prices with a range of authentic products and national brands, as well as our private label.”

– Simon Uwins, Chief Marketing Officer

Great Food You Can Trust At Affordable Prices:

“Fresh & Easy Neighborhood Market aims to make fresh, wholesome food affordable for everyone. Our private brand has no artificial colors or flavors, no added trans fats, and only uses preservatives where absolutely necessary. Because people with busy lives shouldn’t have to compromise, we offer a range of prepared meals, made fresh in our own kitchen at Riverside, using the same fresh ingredients sold in the stores. And there’s no need for product coupons or loyalty cards, our prices are low everyday for everyone.”

– John Burry, Chief Commercial Officer

Good Neighbor and Friend of the Environment:

“Fresh&Easy has made it a priority to reduce its impact on the environment in every neighborhood in which we operate. From solar panels to recycling, we’re doing everything we can to reduce emissions, use energy efficiently, and be environmentally responsible in all facilities and operations.”

– Simon Uwins, Chief Marketing Officer

Great Place to Work:

“We know that to be successful, we need a very motivated workforce. We’re creating a positive, team-based culture, where everyone is treated with respect. All our store employees work 20 hours or more each week, and are offered affordable and

comprehensive healthcare, with Fresh & Easy paying at least 75% of the cost. Entrylevel positions start at \$10 an hour in California, and include a quarterly bonus of up to 10%.”

- Jeff Adams, Chief Operations Officer

Everyone’s Welcome at Fresh & Easy:

“Fresh & Easy Neighborhood Market stores are designed for everyone, and we’re putting stores into all types of neighborhoods, including those traditionally underserved by modern food stores. We offer a range of authentic products and national brands, as well as our private label, so that every household can get what they want from their regular shopping.”

– Simon Uwins, Chief Marketing Officer

We Keep it Simple to Keep Prices Low:

“We’ve kept Fresh & Easy Neighborhood Market simple to make it easy for our customers and to keep our prices low for everyone. Our stores are 10,000 sq. ft., much smaller than a typical supermarket, with easy-to-shop aisles for a quick and easy shopping experience. And by carefully selecting our assortment of products, we simplify our operation and reduce our costs, which mean lower prices for customers.”

- Jeff Adams, Chief Operations Officer