

# Trading Statement

RNS Number : 5354V  
Ocado Group PLC  
15 January 2013

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## Ocado Group plc Update on Christmas Trading and Q4 2012

- Gross sales for the six trading weeks to 6 January 2013 up 14.2% from 2011 at £91.6m
- Customer orders over the same period up 11.4% from 2011 with strong basket growth
- Gross sales in the seven trading days to Christmas up 17.1% from 2011 at £21.8m
- Sales of both Ocado own label products and non-food items increased by 70% for the six trading weeks to 6 January 2013
- Average orders per week for the 4 week period to the end of the financial year was 140,000
- Opening of second fulfilment centre on track

### **Tim Steiner, Chief Executive Officer of Ocado, said:**

"It was a very good festive season for us, evidenced by growth in orders, basket size and sales.

"We are pleased to have helped record numbers of customers enjoy Christmas without the stresses and strains of visiting a physical supermarket. Our colleagues did an exceptional job in ensuring customers received the highest service standards with deliveries on time and in full.

"As has been seen elsewhere in our sector, Christmas has amplified the fact that shopping online for groceries is of increasing importance for consumers. In 2013, we will substantially increase our capacity with the opening of our second fulfilment centre, and so we hope to make it possible for many more customers to escape crowded aisles, checkouts and car parks."

### **Q4 2012**

	17 weeks to 2 December 2012	2011 equivalent period	Growth
Gross sales	£237.1m	£210.9m	12.4%

Average orders per week	125,971	113,115	11.4%
Average order size	£110.70	£109.66	1.0%

## FY 2012

	52 weeks to 25 November 2012	FY 2011 (52 weeks)	Growth
Gross sales	£716.2m	£642.8m	11.4%

	53 weeks to 2 December 2012	FY 2011 (52 weeks)	Growth
Gross sales	£731.9m	£642.8m	13.9%

The Preliminary Results Announcement will be made on 7 February 2013.

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### Notes

1. The figures used in this announcement are as yet unaudited
2. A copy of this trading update is available on [www.ocadogroup.com](http://www.ocadogroup.com)

### Cautionary statement

*Certain statements made in this announcement are forward-looking statements. Such statements are based on current expectations and assumptions and are subject to a number of risks and uncertainties that could cause actual events or results to differ materially from any expected future events or results express or implied in these forward-looking statements. Persons receiving this announcement should not place undue reliance on forward-looking statements. Unless otherwise required by applicable law, regulation or accounting standard, Ocado does not undertake to update or revise any forward-looking statements, whether as a result of new information, future developments or otherwise.*

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