

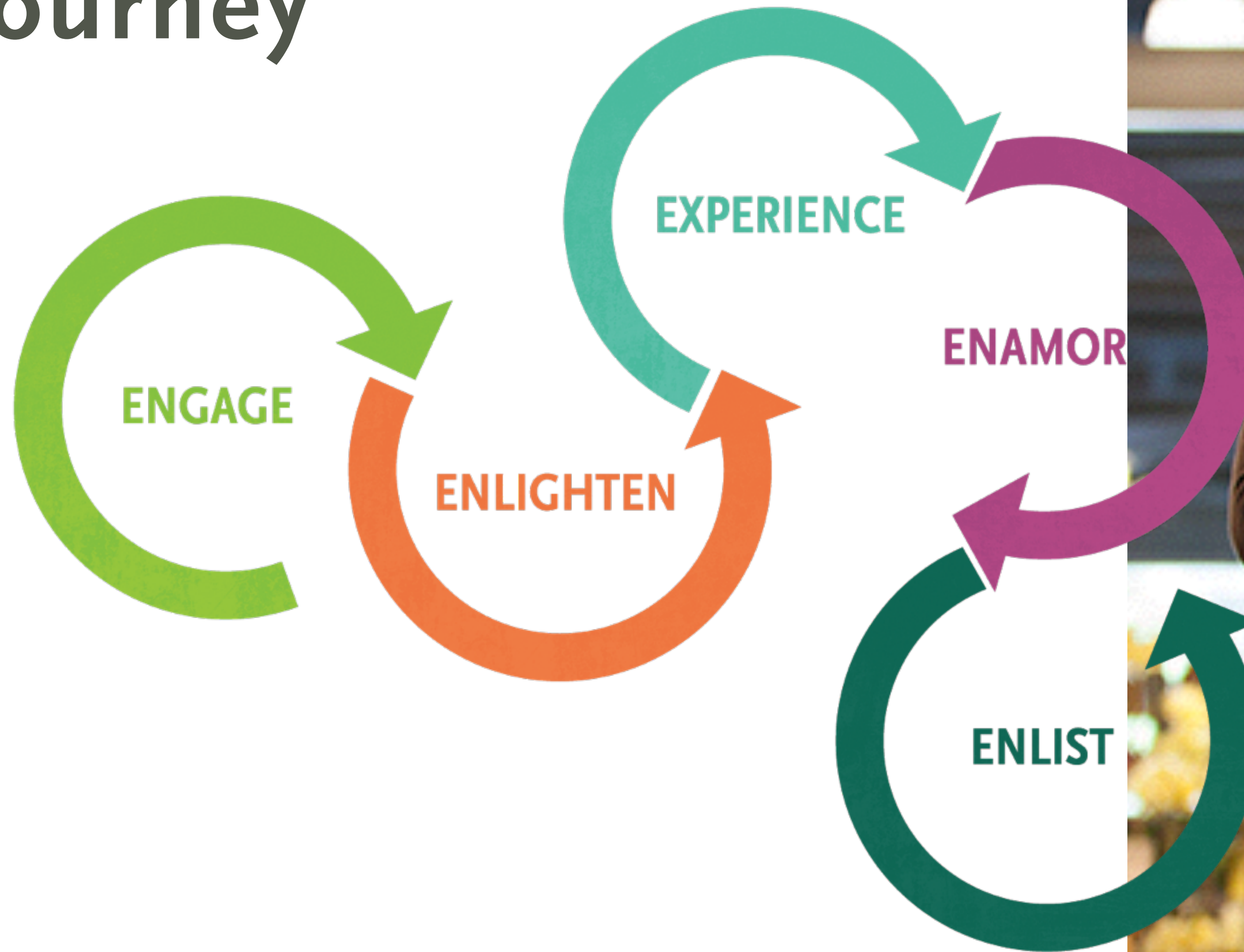
MARKETING & Technology

Jeannine D'Addario | GVP Marketing & Communications

Jason Buechel | GVP Information Technology



ADVANCING
**Our customer
journey**





EAT LIKE
AN IDEALIST.



America's Healthiest Grocery Store®

WFM.COM/VALUESMATTER

ENGAGE **Brand campaign**

Values Matter

Position Whole Foods Market as the authentic purveyor, undeniable leader and innovator in the organic and natural food and products space

A declaration of who we are and why we exist



© 2014, Whole Foods Market LP, LLP

ENGAGE

Values Matter resonates

Awareness / buzz have doubled during campaign with 8 out of 10 shoppers having seen an ad in some format

Key attributes have positively increased and have sustained

VIDEO

ENLIGHTEN

Wholefoodsmarket.com

VIDEO

New look and feel

Multiple stories
simultaneously

User-generated content

8.6M page views

Visitors have spent
185,000 hours total with our
content since launch

ENLIGHTEN

Nearly 750,000 downloads

VIDEO

All-new app providing new tablet and smartphone experiences

iOS & Android

Featured as a “Top New App” by Apple on iTunes

Visitors are spending over 4.5 minutes, viewing 10+ pages of content

EXPERIENCE

Online ordering & delivery

VIDEO

Offering fresh grocery delivery to more homes in the U.S. than any other food retailer

9 of the 10 largest U.S. metros

Weekly sales over \$1.2M

Up to 5% of embedded store sales

EXPERIENCE

Seamless payment

VIDEO

The most sales and transactions for Apple Pay of any retailer

Over 2M transactions and growing

Currently more than 2% of total sales

Continuing to explore additional payment partnerships



EXPERIENCE

Extraordinary convenience



 **Instacart** +  Pay

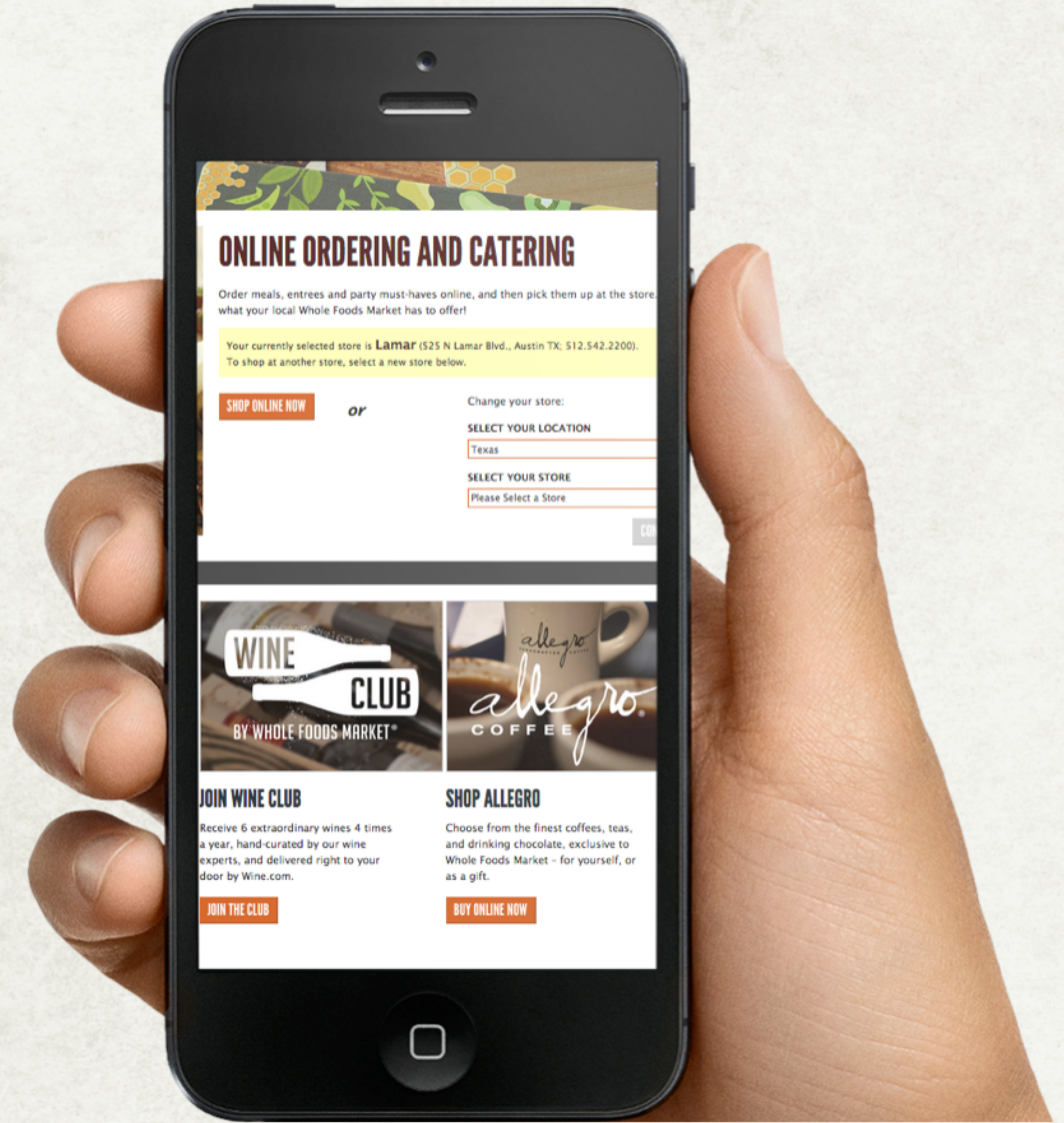
Helps us deliver the quickest, most seamless online grocery ordering experience in the market

EXPERIENCE eCommerce

Redesign of our eStore
for online meals
and catering

Mobile-first for
customer ease

173% in Q1 holiday order
revenue through
smartphones



EXPERIENCE OnePOS



Enhanced Affinity features

Personalized offers and promotions

Integrated venue experiences

Improved security

Agile new feature delivery

Lower cost of ownership

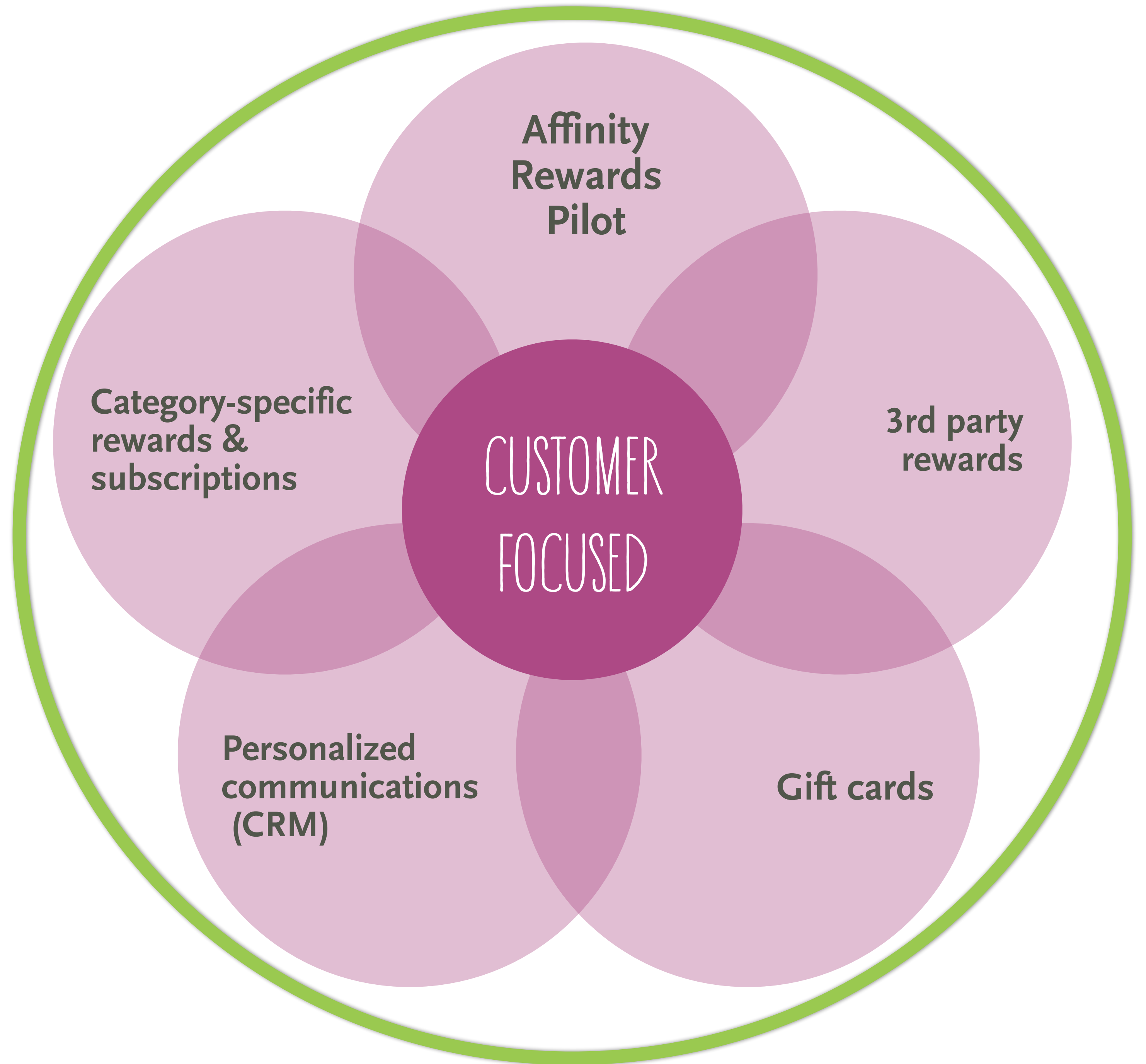
EXPERIENCE

Enhanced in-store experience

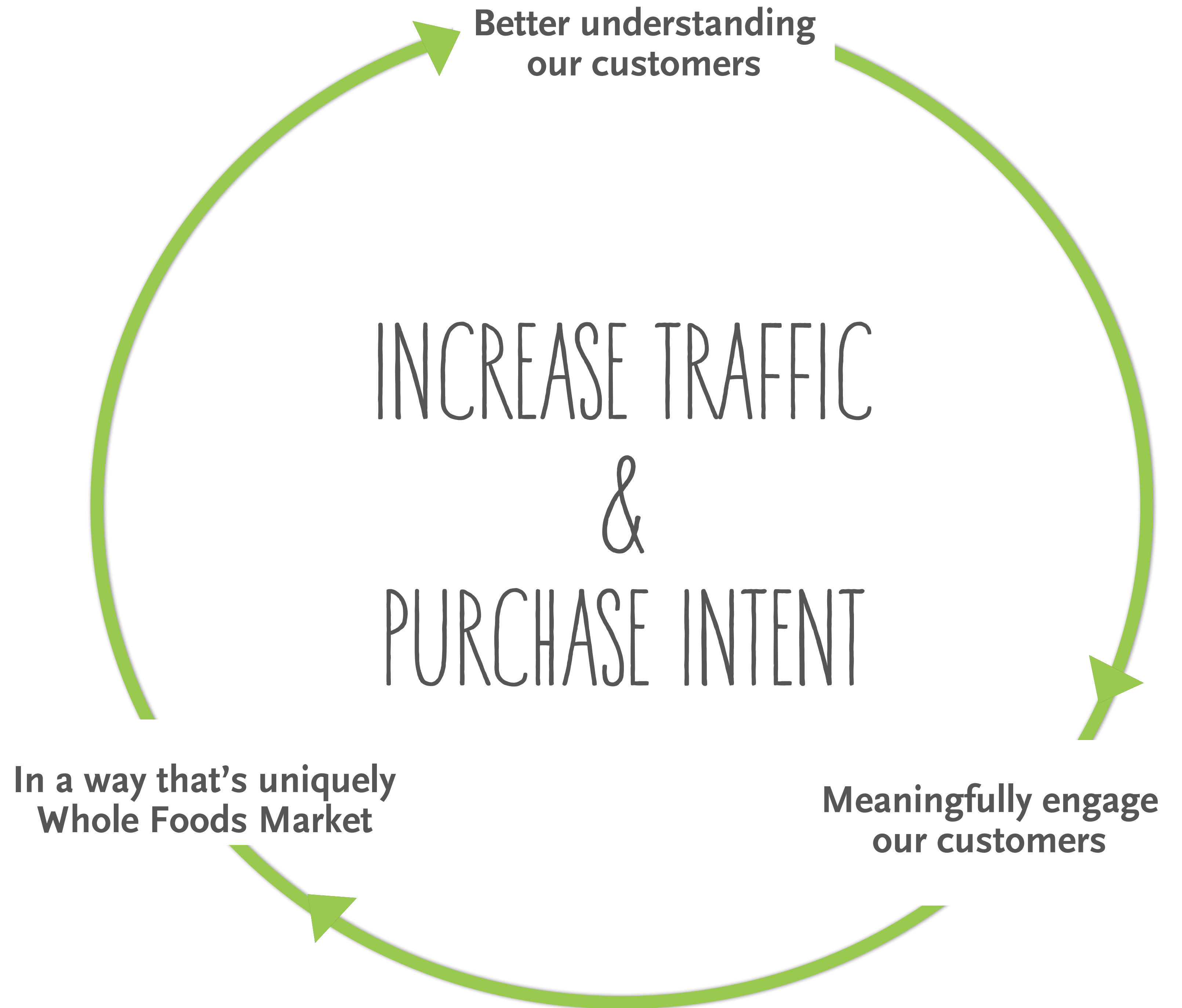


ENAMOR

Building customer affinity



ENAMOR Objectives



ENAMOR

Affinity pilot customer feedback

Learning through our pilot

Members are increasing
purchase frequency

80% of registered members are
new to our communications

60% email open rates

VIDEO



ENAMOR

Gift cards & 3rd party rewards

+40% of gift card users are new customers

Spend +30% above card value

3rd party partners, such as American Express, provide added value for our customer and insights for us



ENAMOR

Personalized communications



+41% database growth

Personalized to the customer's interest

Values Matter information, relevant tips, recipes, offers and product information

ENAMOR

Show up where customers get their info

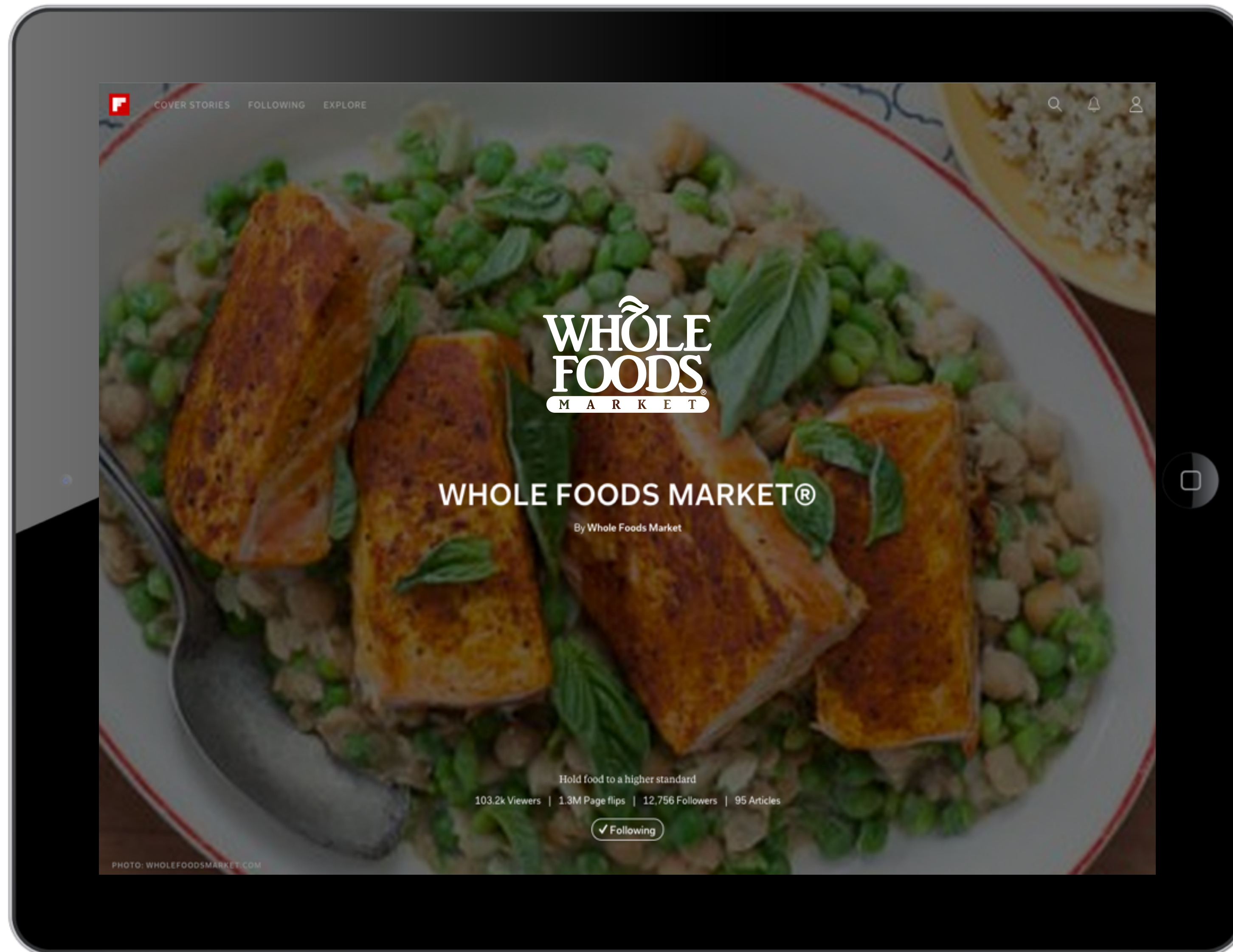
New content platforms



Flipboard

Curated Whole Foods Market content, recipes, food standards and values information and videos

+100K viewers in 60 days



ENLIST

Connectivity in social channels



873 social channels

Nearly 10 Million fans and followers

1,200 posts per day average

15M customer engagements



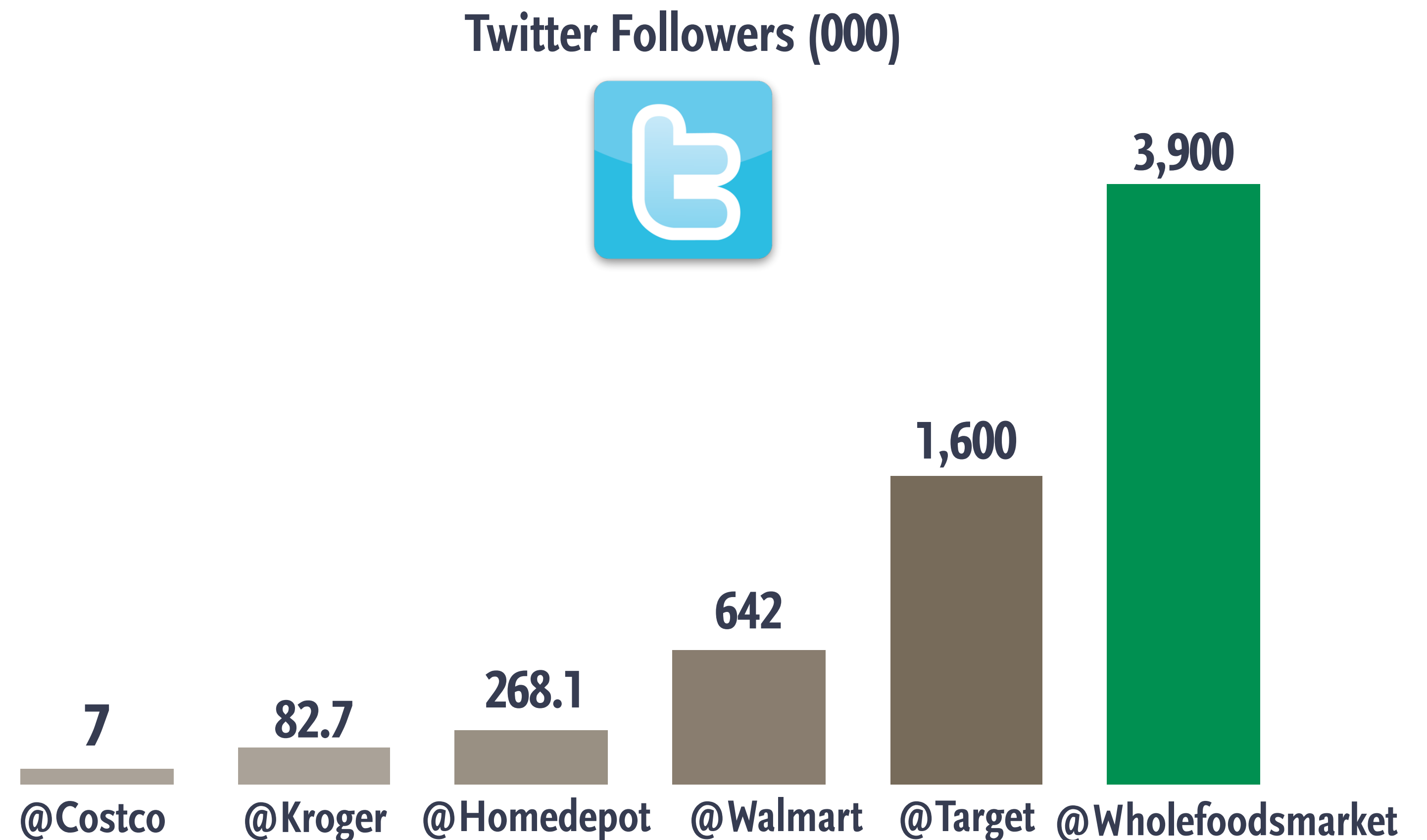
Ranked Whole Foods Market as
the top grocer with the most
social influence

ENLIST

Dominating US retailers on Twitter

Whole Foods Market dominates the top 5 U.S. retailers on Twitter

More followers than these retailers combined, engaged in real-time conversations with us



ENLIST

Creating conversations



Creating relevant conversations

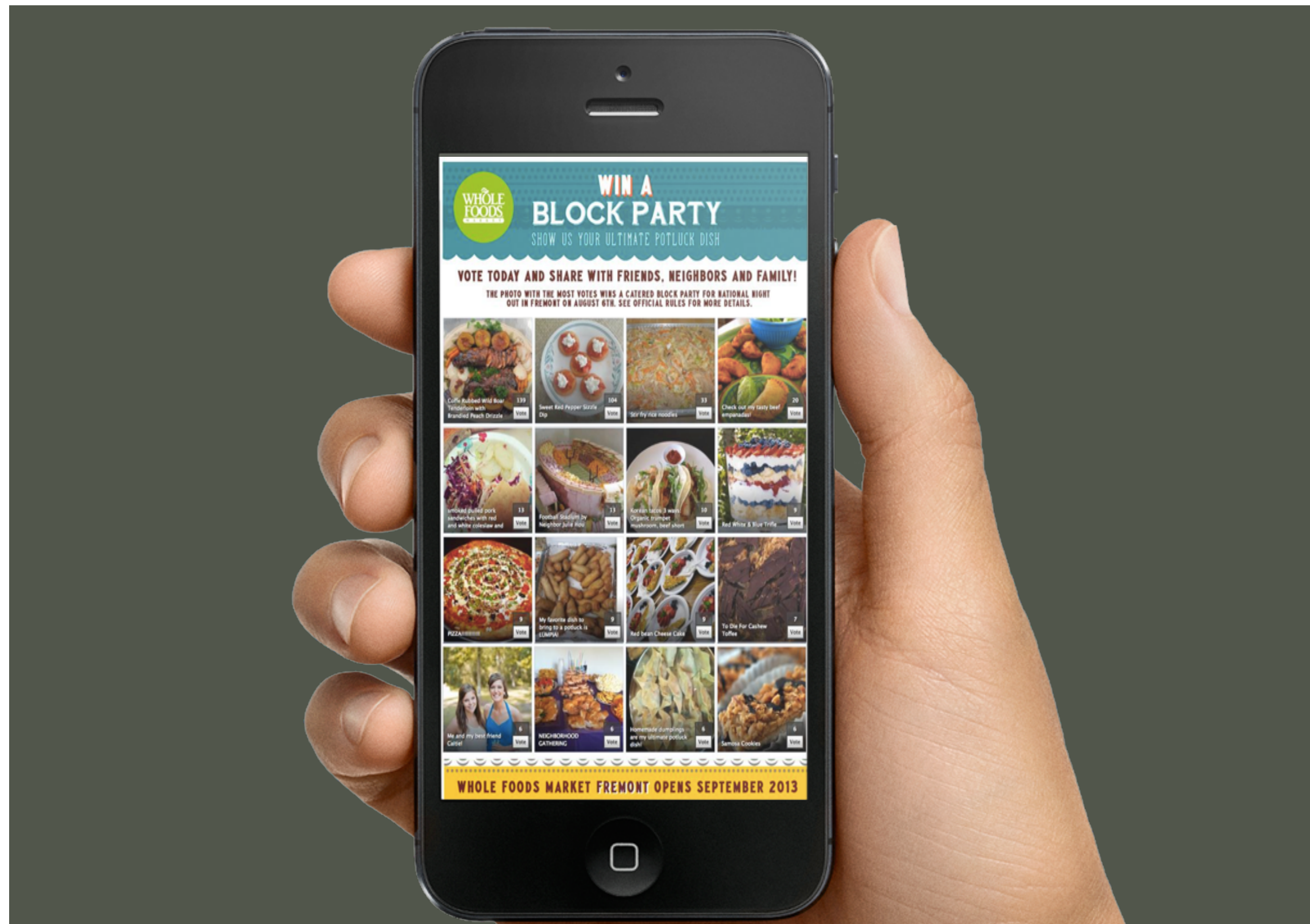
Holiday #Sharethecheer
3,800 images shared

January #HealthYeah
7,000 images shared

#WholeFoodsMarket
+62,000 unsolicited tagged images

ENLIST

Relationships before stores open

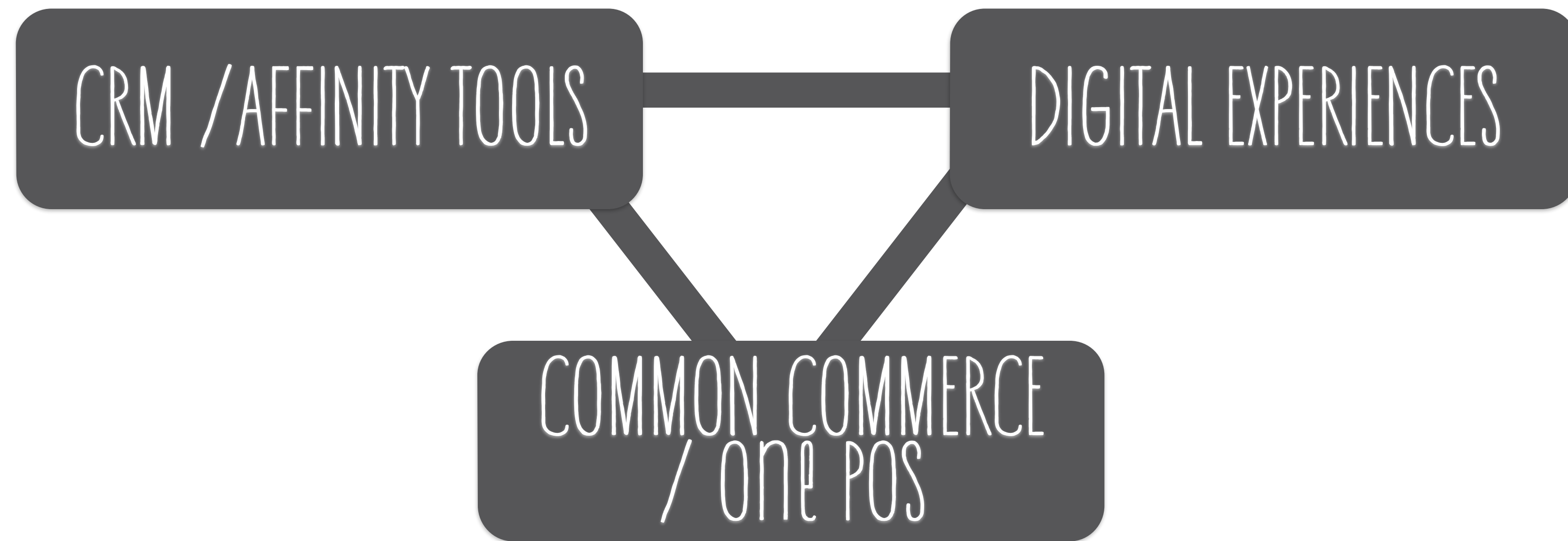


Social supports pre-opening effectiveness

Begins the customer dialogue

Opening event excitement

ENABLING OUR CUSTOMER JOURNEY Through technology

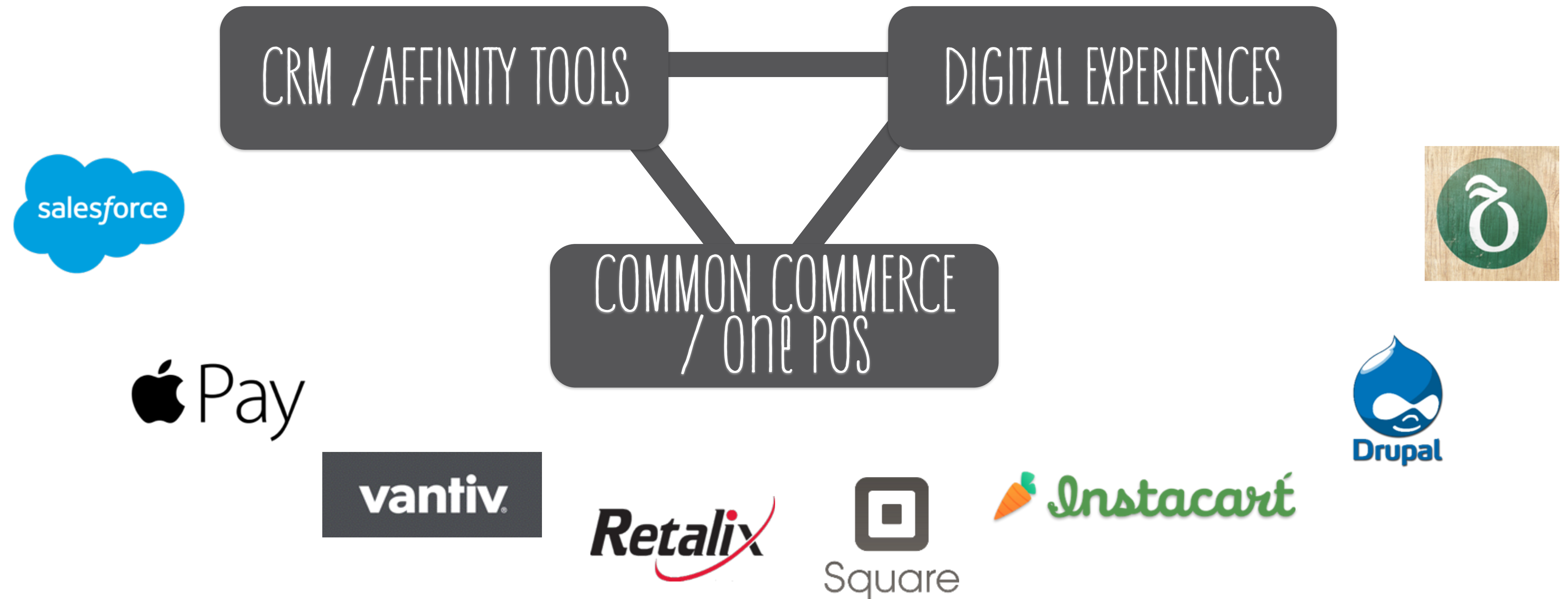


Speed to Customer

Innovation & Agility

Security

ENABLING OUR CUSTOMER JOURNEY Through technology



LOOKING AHEAD

What's next?

Expanded Instacart & eCommerce

Improved venue ordering

New fulfillment options

Co-created app features

Wearable technology

Enhanced product info



THANK YOU



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