

Difference in Sales \$ Performance AUS and NZ in 2023

Kepler Analytics

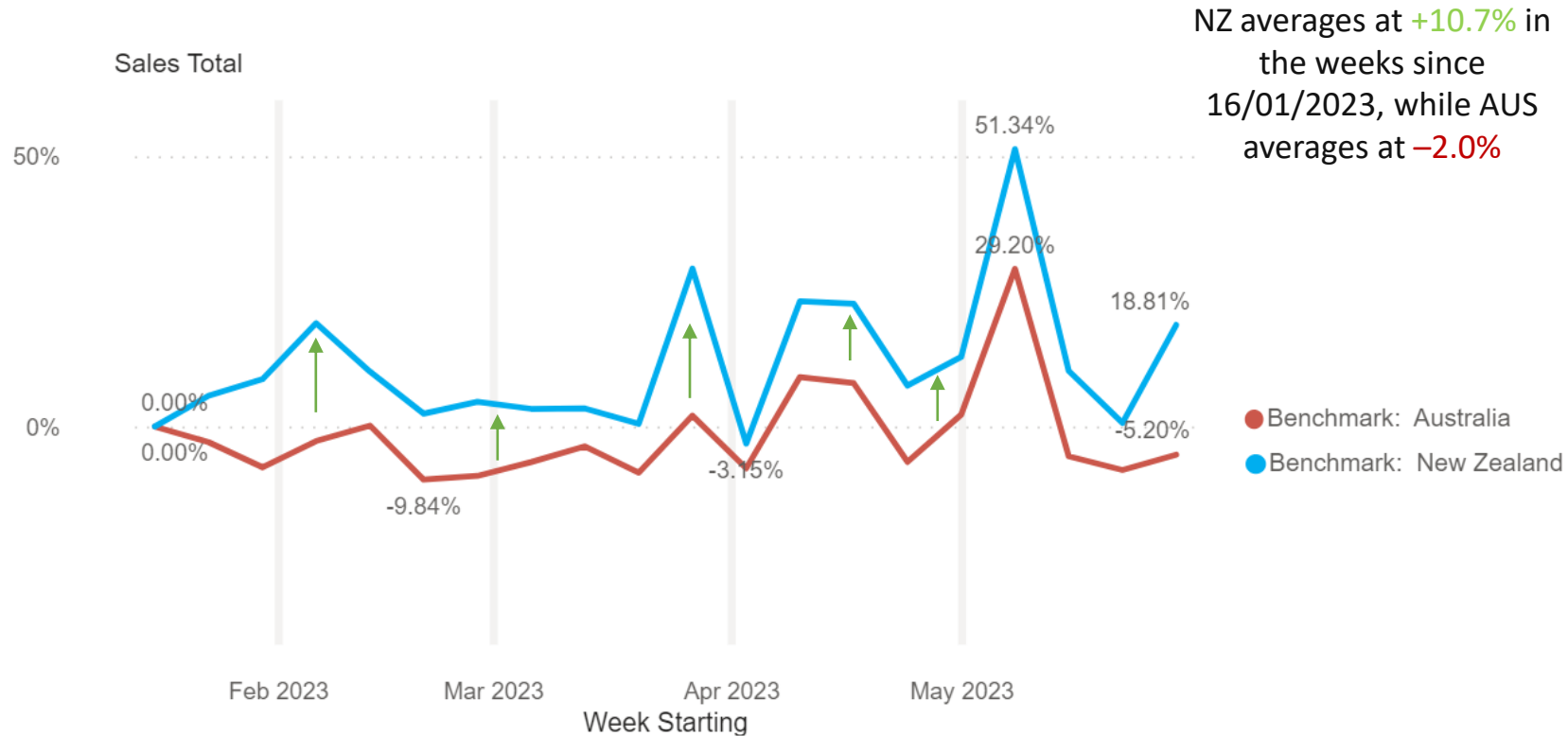
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Presented by

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Indexed Sales Total Performance for NZ outperforming AUS'

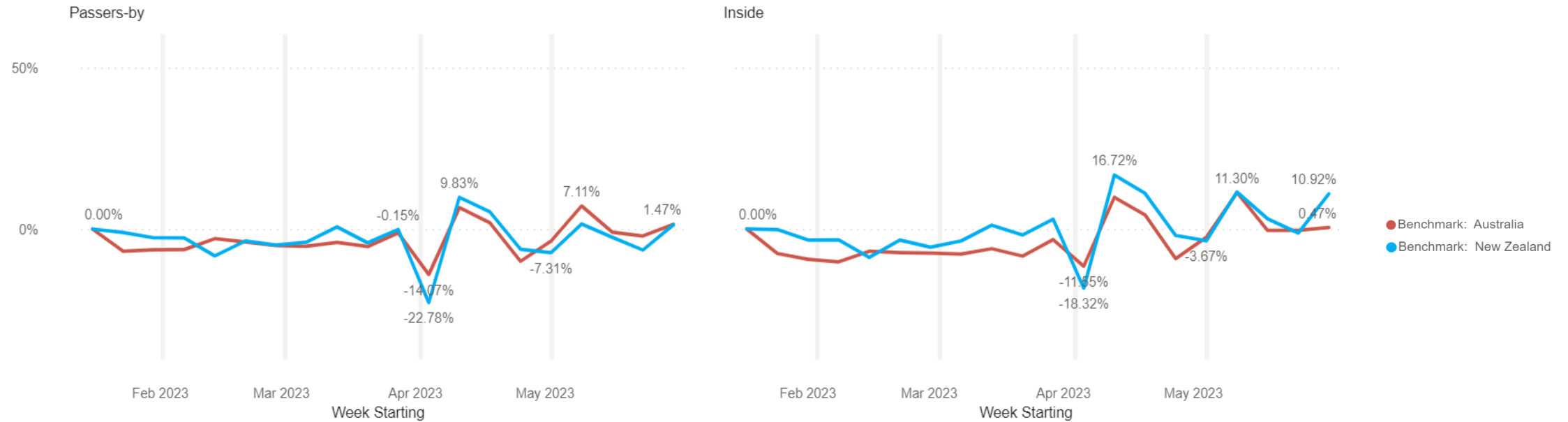


Note: Weekly performance is indexed against the week starting 16/01/2023

- Indexed Sales Total performance for NZ has been consistently outperforming AUS' since 16/01/2023
- Despite performing at different levels, there is a similar trend between both countries

What could be the driving factor for better Sales Total Performance in NZ?

Insignificant Differences in Foot Traffic Performance

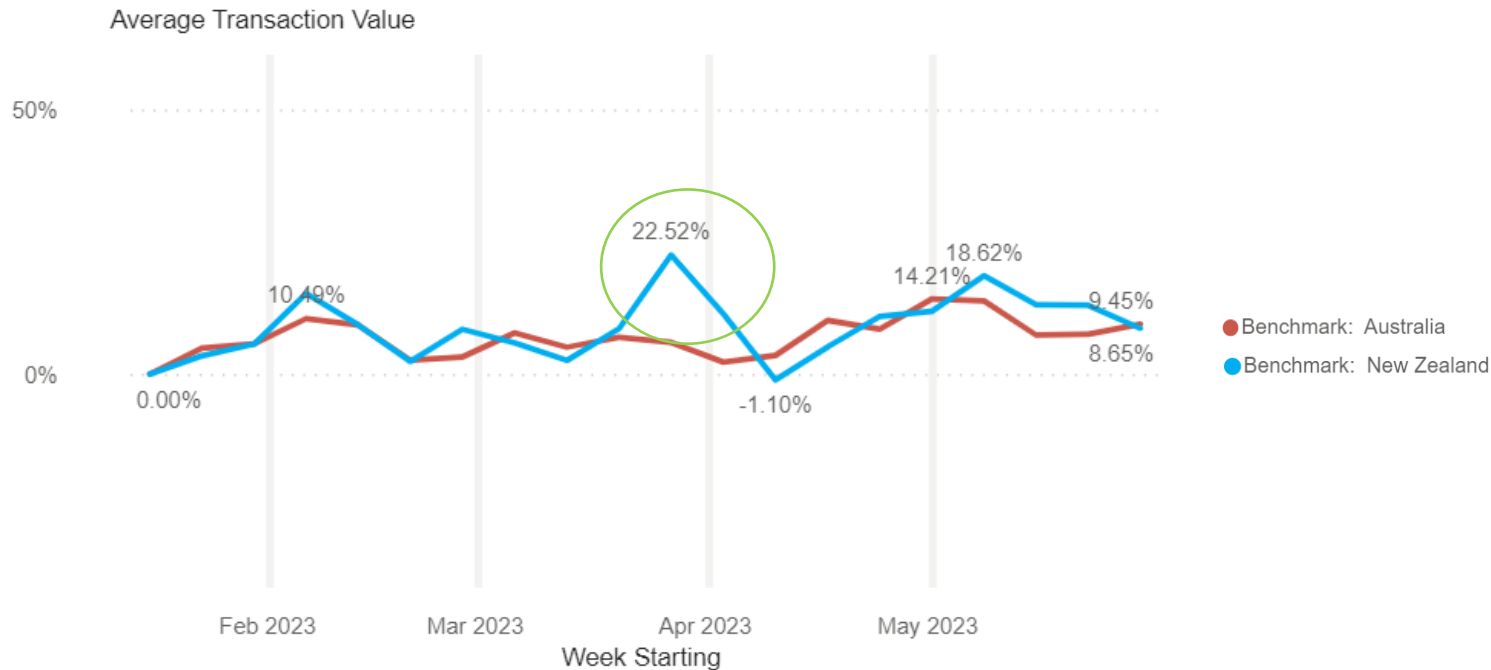


Note: Weekly performance is indexed against the week starting 16/01/2023

- Even though there is a slight outperformance in NZ in Inside Traffic, there are several weeks where they are underperforming against week starting 16/01/2023 (<0%)

Better Sales \$ Performance Not Driven by Pure Foot Traffic

Insignificant Differences in Average Transaction Value Performance



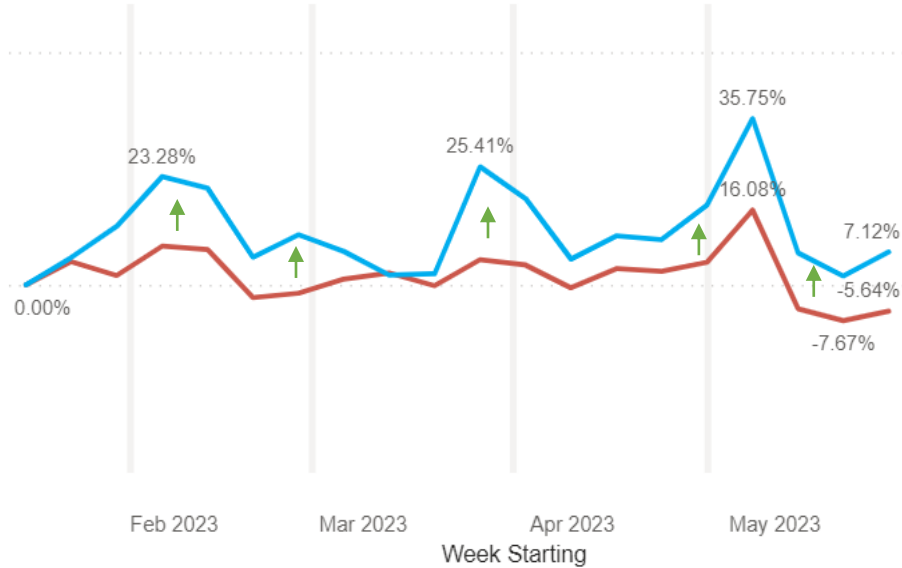
Note: Weekly performance is indexed against the week starting 16/01/2023

- Indexed Average Transaction Value (ATV) performances for both AUS and NZ are similar except for week starting 27/03/2023

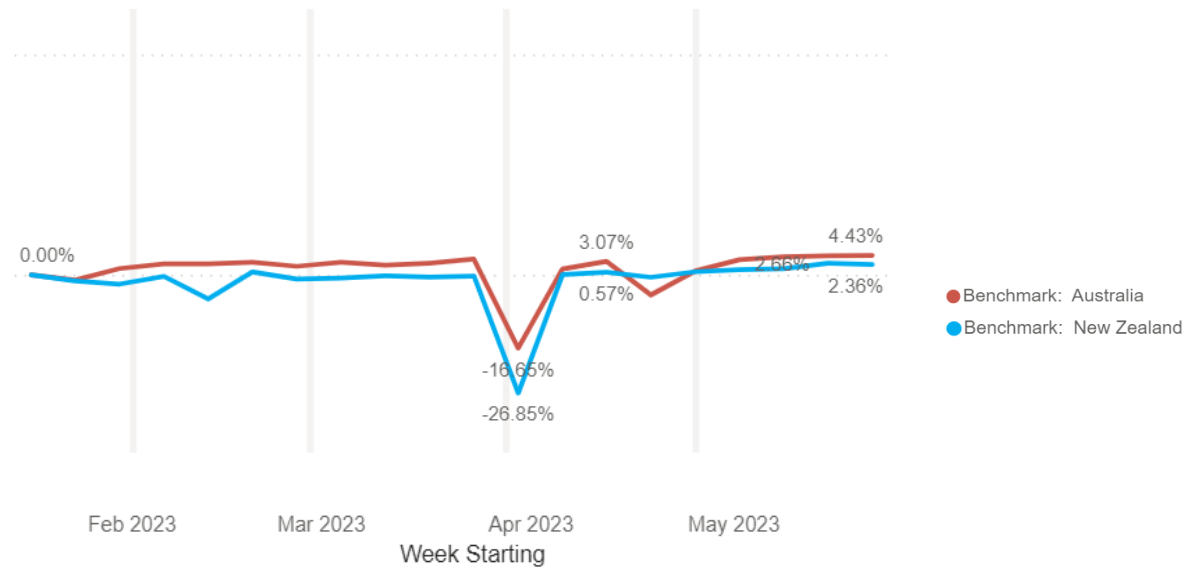
Better Sales \$ Performance Not Driven by Average Transaction Value

Obvious Difference in Average Visitor Value Performances

Average Visitor Value



Dwell Time



Note: Weekly performance is indexed against the week starting 16/01/2023

- NZ is outperforming AUS in indexed Average Visitor Value (AVV) across most weeks since 16/01/2023
- NZ customers are worth more \$ value now compared to AUS customers
- Combine this with a lower average Dwell Time performance in NZ would mean that NZ customers are more efficient in turning over actual \$ value

Better AVV performance leading to a drop in Dwell Time boosts Efficiency

Thank You

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