J Sainsbury plc

Q1 Trading Statement

2022/23

We have momentum and are in a strong position to navigate 22/23

Sustain
Strong
Value position

Drive
Further Trade Up

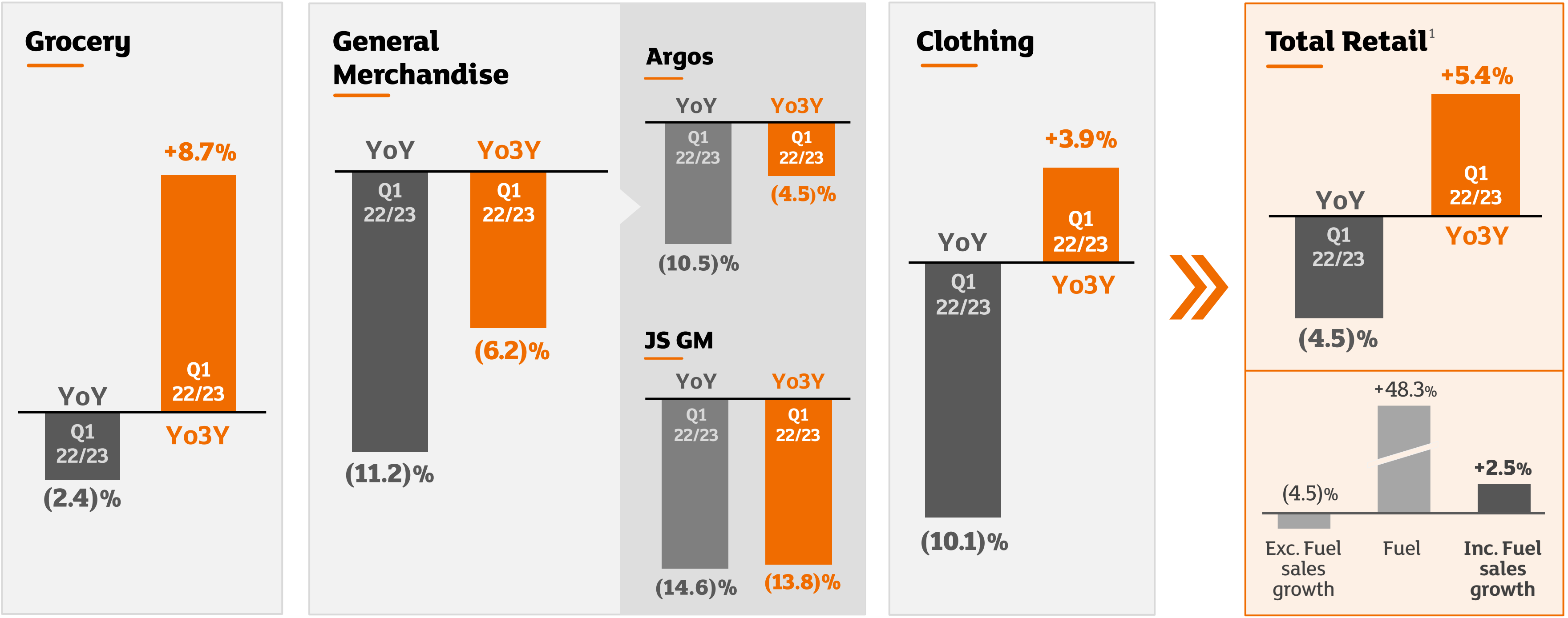
Invest
In stores, strengthen
customer service

Deliver
Cost Savings target

Build on
General
Merchandise
transformation

Embed
Plan for Better

Trading in line with expectations, outlook unchanged

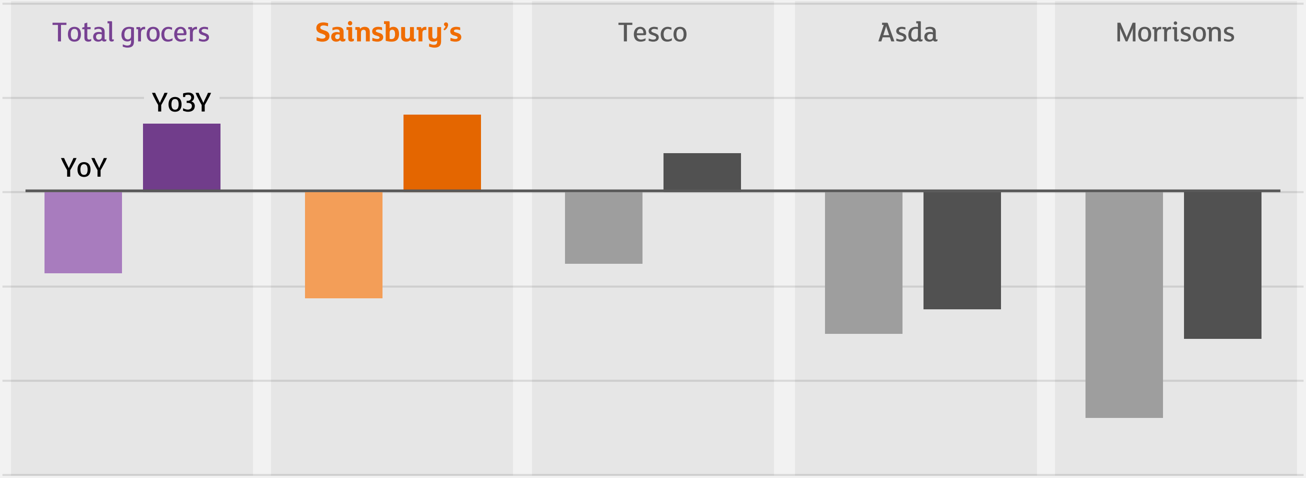


1 Exc. fuel

Good market share performance against a strong Q1 last year, growing share versus pre-pandemic

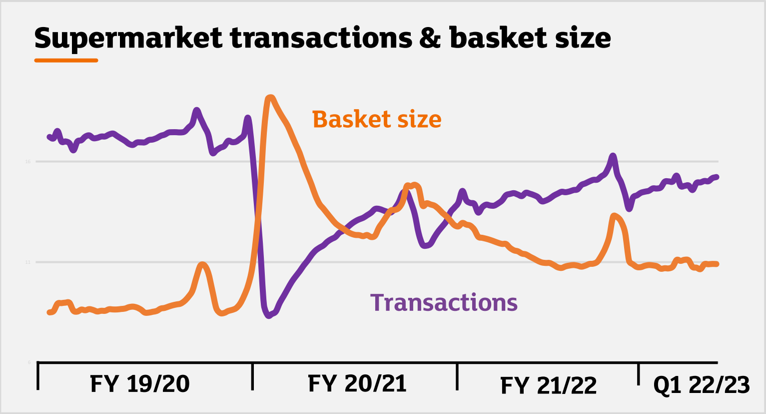
Grocery volume growth[1]

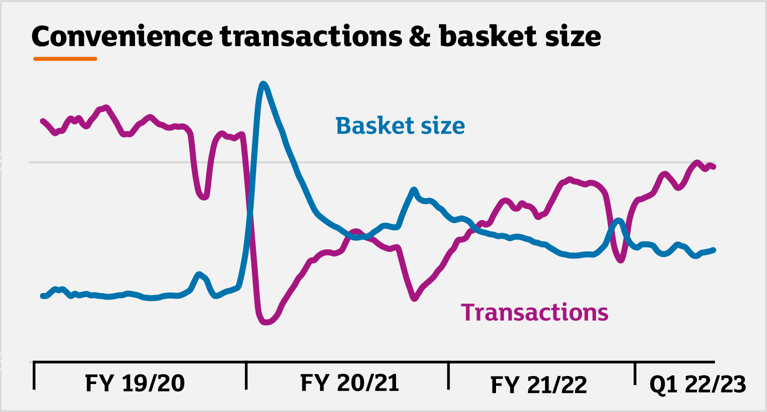
Q1: 22/23 vs 19/20 and 21/22

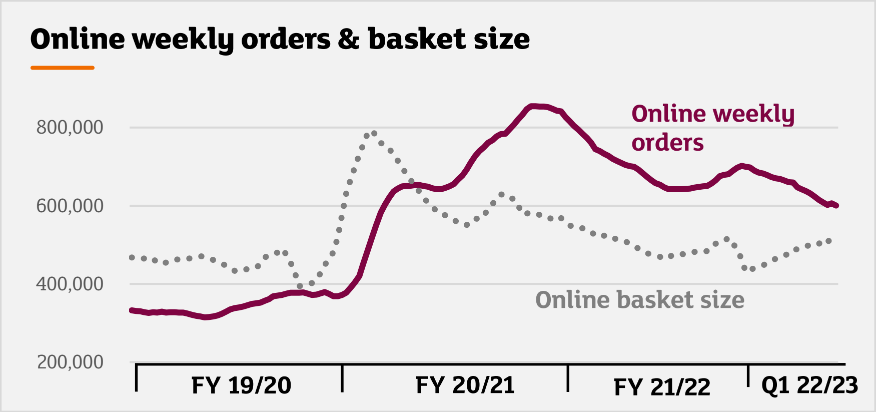


1 Nielsen panel data, Grocery volume growth. 15 weeks to 18 June 2022. Total FMCG excl. K

Customer behaviour continues to normalise







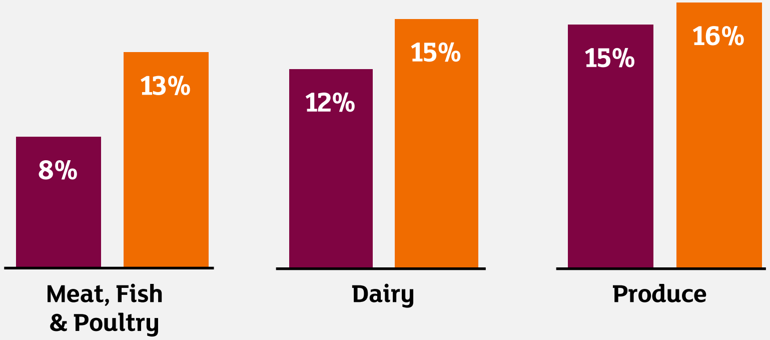
Responding to changing customer behaviour

Emerging themes

- Customers shopping around more
- **Economy own label** penetration higher
- **Premium own label** resilient
- Big ticket **General Merchandise spend lower -** furniture, home, technology

Increased volumes in Aldi Price Match

Volume participation in latest campaign[1]

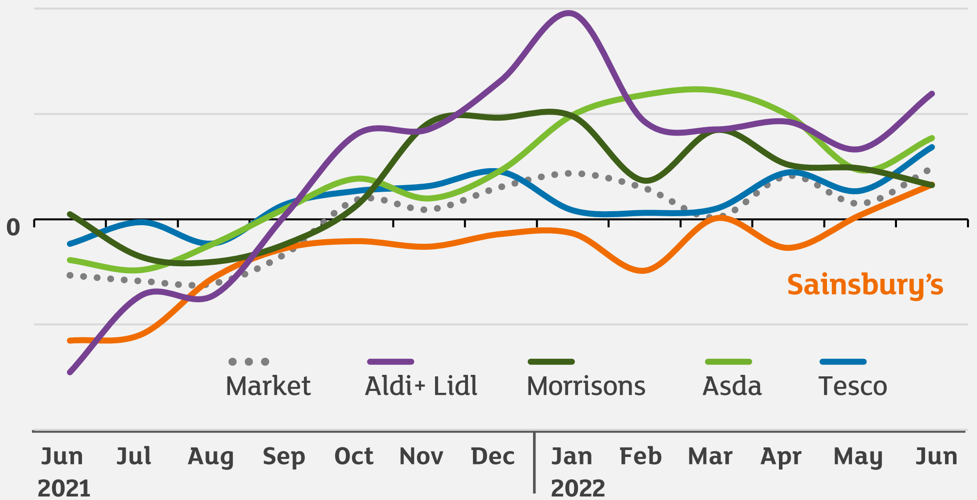


1 Latest SQAPM campaign (launched June 2022) vs previous SQAPM campaign

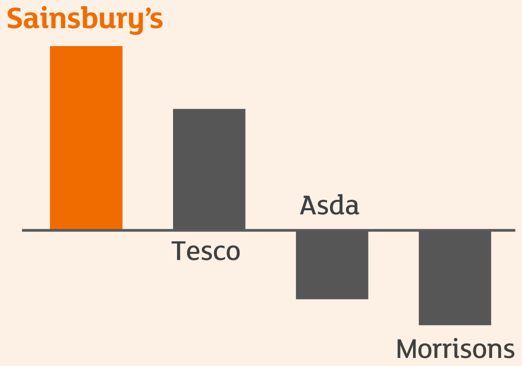
Continuing to inflate behind the market

Food First

ASP Inflation of Top 100 products[1]



Value growth from secondary customers ahead of the other Big 4[2]

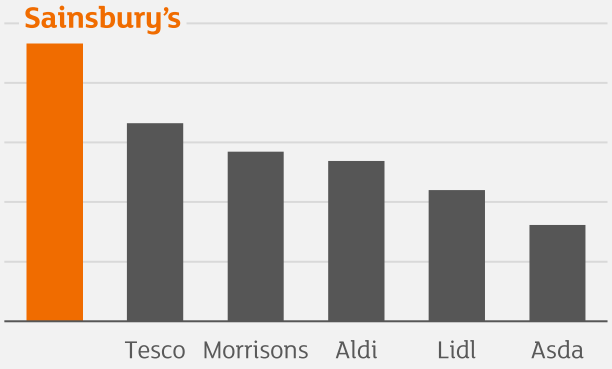


1 Nielsen panel data, Top 100 SKUs by retailer. Average Selling Price YoY growth

2 Secondary Shoppers – Value YoY Sales Growth. Nielsen Panel, Total FMCG (excl. Kiosk & Tobacco), 12wks to 28 May 22. Market Universe: Total Outlets.

Customers choosing Sainsbury's quality

Quality Perception ahead of competitors[1]



Taste the Difference growth at Jubilee

+12% TTD sales YoY[3]

Outperformed the market at Jubilee[2]

+1.7% market differential[2]

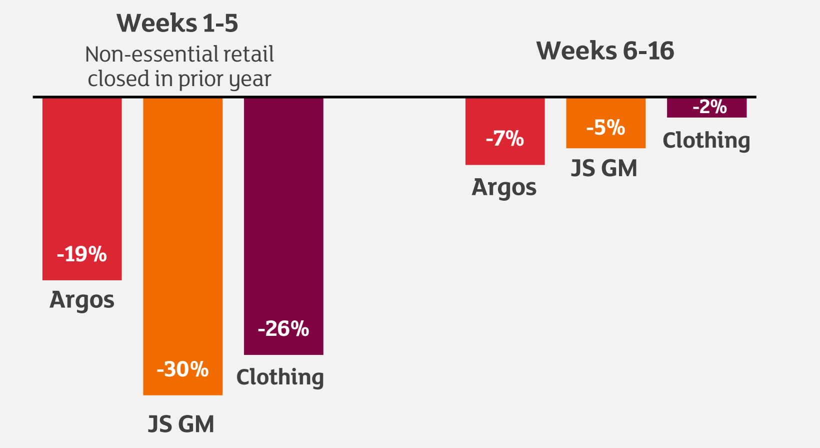
1 YouGov BrandIndex Quality Perception tracker, 6 March-21 June 2022, Nat Rep UK data
2 Nielsen panel YoY unit growth: Sainsbury's growth vs Total Outlets growth. Jubilee week 28 May to 4 June 2022
3 Week 13 22/23 vs week 13 21/22

General merchandise: improving trends

Brands that Deliver

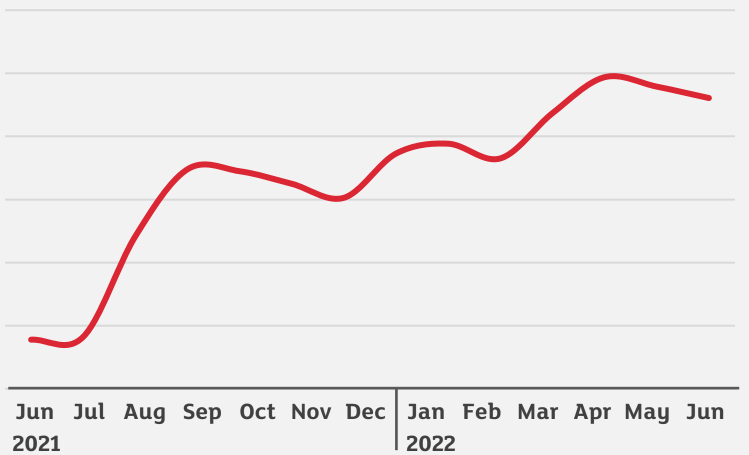
Sales impacted by lockdown in prior year

YoY sales growth



Non-essential retail opened on 12 April 2021

Steady improvement in Argos perceived availability[1]



1 Availability of Items CSAT score

We are delivering on our priorities

Food First

- Better value and innovation
- Underpinned by buying benefits and lower cost to serve

Brands that Deliver

- Customer and profit focus
- Supporting the core food business

Save to Invest

- Structurally lower operating costs to fuel investment in the core
- Cutting complexity and increasing pace of execution

Connected to Customers

Know and serve our customers better, use the power of Nectar

Plan for Better

Environmental and social sustainability at our core

J Sainsbury plc

Q&A