



## RETAIL EVOLUTION

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Taking **Fresh**  TO THE *Next Level*

# GLOBAL BACKDROP



America

Europe

China

Africa

# SOUTH AFRICA



Politics

Economy

Socio-demographics

Retail



# MASSMART



Sales > R70bn

Trading space of 1.48 million m<sup>2</sup> in 12 countries

Five divisions

Across all LSMs & most product categories

2<sup>nd</sup> largest distributor of consumer goods in Africa

Leading in General Merchandise, Liquor, Home Improvement & Wholesaling

51% owned by Walmart Inc

And we're getting Retail Food & Fresh ...

## MASSMART – Strategic Priorities

Grow core business

Strategic discipline

Africa expansion

eCommerce

Retail Food / Fresh

Three of our brands have a strong & growing Retail Food & Fresh presence



## MASSMART – Fresh

Walmart stresses importance of local procurement

Our early progress with Ezemvelo ...

Now offering producers new routes to market

Challenging the status quo



# SOUTH AFRICAN RETAIL REVOLUTION

Local competition

Global brands

Consumers – growing & changing needs

Food Health & Safety

Convenience Format

Online



**THANK YOU**

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