

ECONOMIC OVERVIEW

- South Africa
 - Sluggish economy
 - Competitive retail environment
 - Consumer confidence fragile
 - Inflation down into target range
 - 50 bps cut in interest rates
- Australia
 - Two-speed economy
 - Tough and extremely competitive retail environment
 - Falling interest rate environment
 - Government cash payout to families and low income earners
 - Very strong A\$

REVIEW OF THE PERIOD

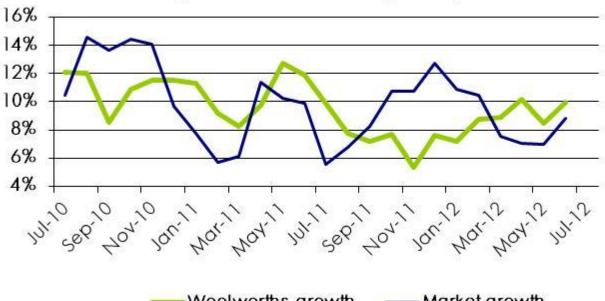
- Turnover up 11.8%, with stronger performance in H2
- Continued GP margin gain in Woolworths
- Woolworths operating profit margin up from 8.7% to 10.0%
- Tight cost management
- Strong profit performance
- HEPS +24.4%
- ROE up to 47.1%
- Strong cash flow
- Total dividend +38.0%
- Strong balance sheet

WOOLWORTHS - CLOTHING & GM

- Clothing in South Africa (including Country Road) up 12.6%, with comparable sales up 5.9%
 - H2 sales up 13.0%, with comparable sales up 7.2%
 - Benefit from more direct sourcing and shorter merchandise cycle
- Market share gains on adjusted 3mma and 6mma basis*
- Gross profit margin increased from 43.7% to 44.5%
 - Uplift from franchise acquisitions
- Operating profit margin up from 15.6% to 16.7%**
 - Leverage of 0.8% through gross profit and 0.3% through cost savings
- Profit before tax up 19.2%**
- * June 2012 adjusted by Woolworths' estimate of extra week submitted by 3 retailers
- ** Excluding unrealised forex gains/losses

CLOTHING & FOOTWEAR TURNOVER GROWTH





Woolworths growth — Market growth

Source: RLC

Clothing and footwear 12mma market share at June 2012: 14.8%* (June 2011:14.9%)

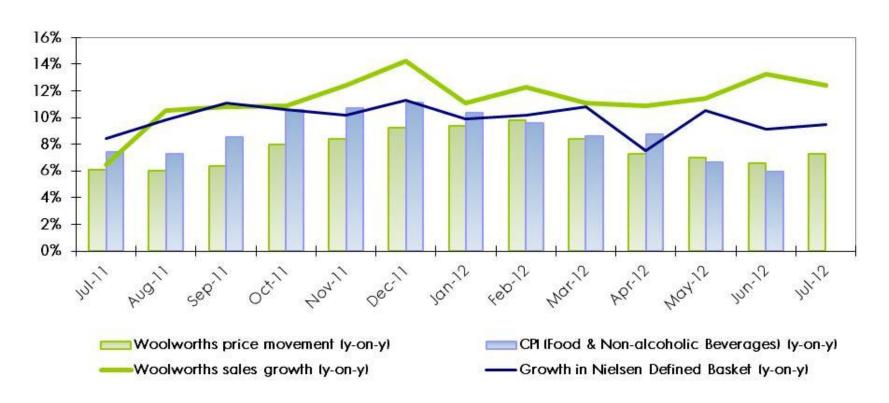
* June 2012 adjusted by Woolworths' estimate of extra week submitted by 3 retailers

WOOLWORTHS - FOOD

- Strong performance, with total sales up 11.9%
- Growth ahead of the market on 3mma, 6mma and 12mma basis
- Supermarket strategy working well
 - Very good growth in long-life, especially in groceries
- Improved availability, reduced waste
- Operating profit margin increased from 4.8% to 5.8%
 - Leverage of 0.8% through gross profit and 0.2% through cost savings
- Profit before tax up 35.5%

FOOD TURNOVER GROWTH

Food - Woolworths vs market growth



WOOLWORTHS - STORES

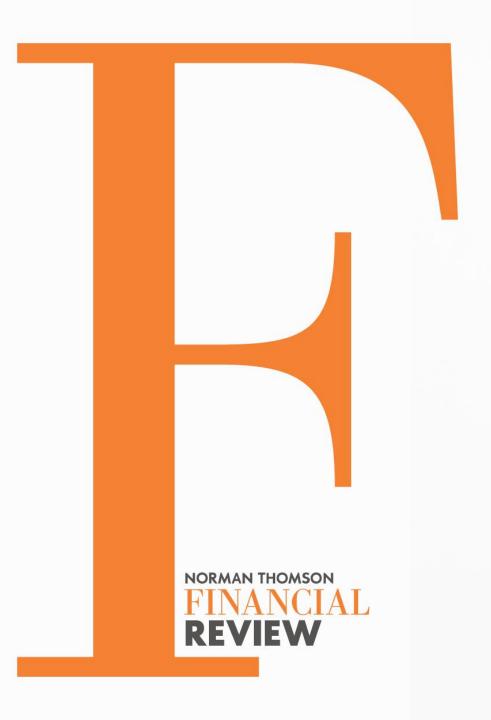
- Comparable store sales growth at 7.0%, with 7.6% comparable growth in H2
- Conversion of franchise stores completed and highly profitable
 - R530m additional revenue generated in 2012, adding R119m PBT
 - 59 stores converted, 16 will remain as franchise
- African expansion continues
 - 7 new stores in addition to 8 stores converted
 - Opened in Mauritius and Nigeria
 - Converted Mozambique and Lesotho to corporate
 - Converted Zambia, Tanzania and Uganda to joint ventures

COUNTRY ROAD

- Difficult trading in Australia
- Strong performance of brands in SA
- Total turnover down 2.1%
 - Comparable sales in Australia down 6.6%
- Gross profit margin up from 59.3% to 59.7%
 - Good inventory management and lower markdowns
- Tight cost control
- Profit before tax down 8.7% (A\$)
 - Includes A\$1.5m Witchery transaction costs excluding this,
 profit before tax was down 2.2% (A\$)

FINANCIAL SERVICES

- Closing book growth of 8.3%
- Quality of book remains very good
- Impairments remained low at 1.9%
- Operating profit of the JV down 2.0%
- ROE above target at 23.1%





FINANCIAL OVERVIEW

- Group turnover up 11.8% to R28.6 billion
- Profit before tax up 24.5% to R2.9 billion
- Headline earnings per share up 24.4% to 267.3 cps
- Diluted headline earnings per share up 24.2% to 260.6 cps
- ROE increased from 44.6%* to 46.4%*
 - Share buy back of R286 million
 - Uplift from franchise conversions
- Total dividend up 38.0% to 198 cps

^{*} Excluding unrealised gains/losses on FECs

GROUP INCOME STATEMENT

	Jun 2012 Rm	Jun 2011 Rm	% change
Woolworths	2 524	1 965	28.4
Clothing & GM	1 647	1 318	25.0
Food	877	647	35.5
Country Road	172	162	6.2
Financial Services JV (after tax)	133	129	3.1
Treasury	41	50	(18.0)
Profit before tax	2 870	2 306	24.5
Tax	811	659	23.1
Profit after tax	2 059	1 647	25.0
Effective tax rate	28.3%	28.6%	

GROUP INCOME STATEMENT COMMENTARY

- 1. **Woolworths** Good margin and cost performance in both Clothing & GM and Food, boosted by franchise conversions and foreign exchange gains.
- **2. Country Road** Tough trading conditions in Australia, but profitability maintained and boosted by the exchange rate.
- **3. Financial Services** Continued quality asset growth and cost control supporting slightly softer yields.
- **4. Treasury** Net interest reduced by share buybacks and franchise conversions.
- **5. Taxation** The effective tax rate is above the 27% guided in February due to the way we have accounted for share-based payments.



WOOLWORTHS INCOME STATEMENT

	Jun 2012 Rm	Jun 2011 Rm	% change
Turnover	25 231	22 609	11.6
Cost of sales	17 057	15 475	10.2
Gross profit	8 174	7 134	14.6
Other revenue	105	103	1.9
Expenses	5 761	5 279	9.1
Store costs	3 730	3 193	16.8
Other operating costs	1 914	1 910	0.2
Unrealised forex (gains)/losses	(43)	28	
Amortisation of reacquired rights	56	6	
IFRS 2 charge	104	142	(26.8)
Operating profit	2 518	1 958	28.6
Gross profit margin - on turnover	32.4%	31 .6%]
Operating profit margin - on turnover*	9.8%	8.8%	
Return on equity	88.5%	90.5%	

^{*} Operating profit margin excludes unrealised gains/losses on FECs

5.0%

6.4%

GM

WOOLWORTHS INCOME STATEMENT COMMENTARY

1.	Turnover			
		Total stores	Comparable stores	Price movement
	Clothing (incl CR SA)	12.6%	5.9%	6.5%
	Clothing	12.3%	6.0%	6.5%

4.7%

 Food
 11.9%
 7.8%

 Woolworths SA
 11.6%
 7.0%

7.0%

- 2. Gross profit Continued margin improvement boosted by franchise conversions.
- **3. Store costs** Includes impact of new Clothing & GM and Food corporate stores, mainly franchise conversions. Like-for-like store costs were up 7.6%.
- 4. Other operating costs Well controlled with normalised cost increases of 7%.
- **5. Unrealised forex gains/losses** Unrealised gains/losses on the mark-to-market revaluation of FFCs.
- 6. **Profit before tax** Increase driven by sales growth and margin improvement.
- 7. Return on equity Remains high.



WOOLWORTHS SEGMENTAL PERFORMANCE

	Gross profit margin		Operating profit margin	
	Jun 2012 %	Jun 2011 %	Jun 2012 %	Jun 2011 %
Clothing & GM*	44.5	43.7	16.7	15.6
Food	25.2	24.4	5.8	4.8
Woolworths*	32.4	31 .6	9.8	8.8

- Gross profit margin gains due mainly to franchise conversions
- Operating profit margin gains leveraged through tight cost control

^{*} Operating profit margin excludes unrealised gains/losses on FECs

COUNTRY ROAD INCOME STATEMENT

	Jun 2012 A\$m	Jun 2011 A\$m	change
Turnover	419	428	(2.1)
Cost of sales	169	174	(2.9)
Gross profit	250	254	(1 .6)
Other revenue	4	4	-
Expenses	232	234	(0.9)
Store costs	179	181	(1 .1)
Other operating costs	53	53	-
Operating profit	22	24	(8.3)
Gross profit margin - on turnover	59.7%	59.3%	
Operating profit margin - on turnover	5.3%	5.6%	
Return on equity (A\$)	18.5%	23.1%	

COUNTRY ROAD INCOME STATEMENT COMMENTARY

- Turnover Challenging Australian retail environment. Comparable sales in Australia contracted 6.6%.
- 2. Gross profit Improvement due to strong A\$, good sourcing and good inventory control.
- 3. Store costs Tight control of costs, with closure of 10 locations.
- **4. Other operating costs** Well controlled. Includes A\$1.5m Witchery transaction costs.
- 5. Operating margin Impacted by decrease in turnover.



FINANCIAL SERVICES INCOME STATEMENT

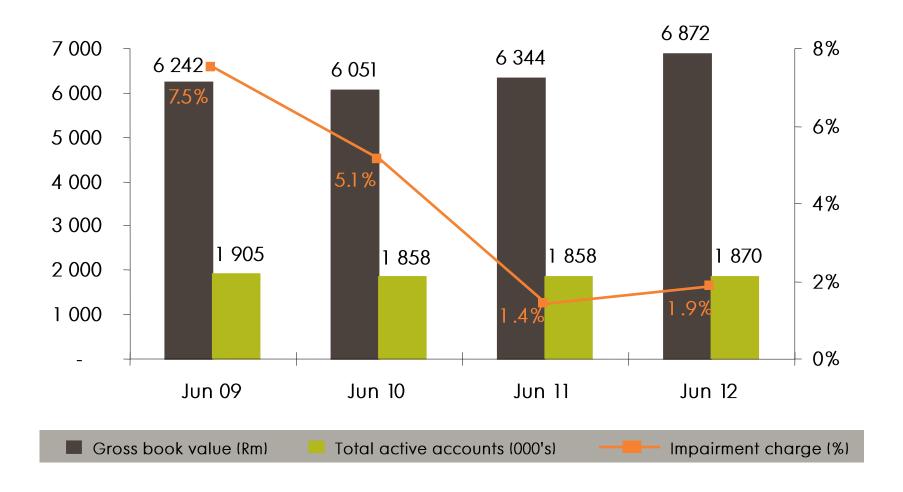
Consolidated pro forma income statement	Jun 2012 Rm	% to book	Jun 2011 Rm	% to book	% change
Interest income	1 140	17.6	1 092	18.0	4.4
Interest paid	338	5.2	333	5.5	1.5
Net interest income	802	12.4	759	12.5	5.7
Impairment charge	123	1.9	86	1.4	43.0
Risk-adjusted margin	679	10.5	673	11.1	0.9
Non-interest revenue	462	7.1	424	7.0	9.0
Operating costs	757	11 .7	705	11.6	7.4
Profit before tax (before deduction of ABSA share)	384	5.9	392	6.5	(2.0)
Average financial services assets	6 490		6 072		6.9
Return on equity	23.1%		23.5%		

FINANCIAL SERVICES INCOME STATEMENT COMMENTARY

- 1. Average financial services assets Book growth continues to gain momentum, closing book up 8.3% on last year.
- 2. Net interest income Increase due to portfolio growth, offset by lower interest rates.
- **3. Impairment charge** Remains low as a result of strong risk management and collections.
- **4. Non-interest revenue** Benefits from the restructured insurance model and increased collection charges.
- 5. Operating costs Investment in collection capacity and growth activity.
- **6. Profit before tax and return on equity** Profit margin leveraged, despite higher costs.



FINANCIAL SERVICES BOOK PERFORMANCE





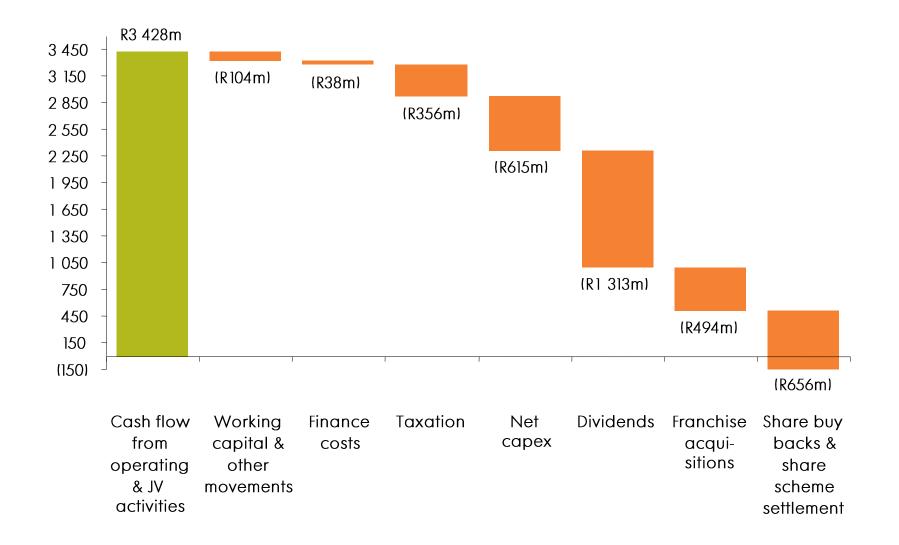
BALANCE SHEET

	Jun 2012 Rm	Jun 2011 Rm	% change
Assets			
Property, plant and equipment, intangible assets and loans	3 701	3 026	22.3
Investment in JVs and associate	667	624	6.9
Inventories	2 216	1 892	17.1
Accounts receivable and deferred tax	1 316	1 230	7.0
Net cash	1 645	1 793	(8.3)
	9 5 4 5	8 565	11.4
Equity and liabilities			•
Shareholders' funds	4 572	4 093	11.7
Other non-current liabilities	1 177	960	22.6
Accounts payable	3 796	3 512	8.1
	9 545	8 565	11.4

- PPE and inventories increased by franchise conversions
- Growth in non-current liabilities due to increase in deferred tax



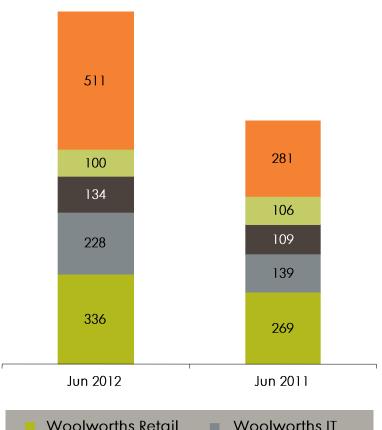
CASH GENERATION



CAPITAL EXPENDITURE

Capex (Rm)

R1 309m (Jun 2011: R904m)



Woolworths Retail	Woolworths IT
■ Woolworths Other	Country Road
Franchise conversions	

Depreciation	Jun 2012 Rm	Jun 2011 Rm
Woolworths	498	397
Country Road	107	92
Total group	605	489

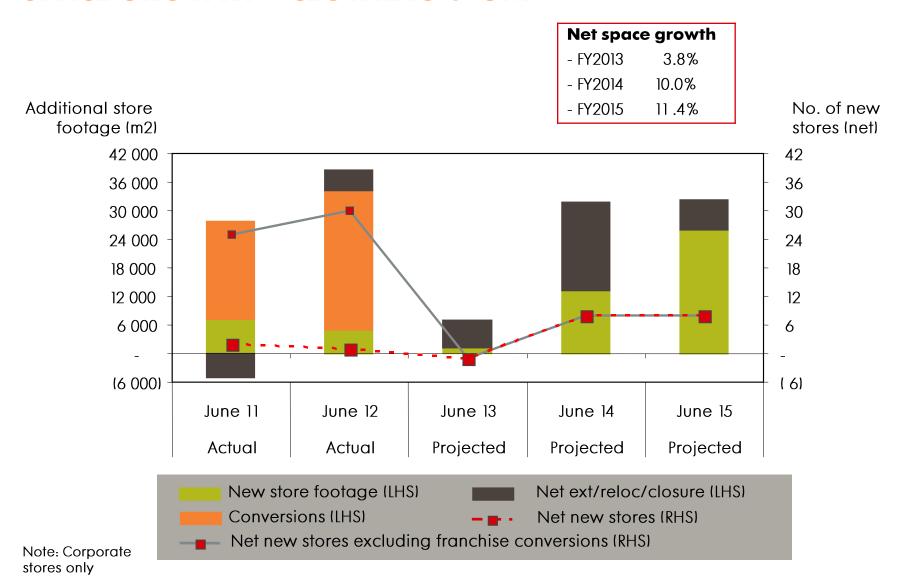
UPLIFT FROM FRANCHISE CONVERSIONS

- Investment in franchise acquisitions of R580m to date
- IRR of approximately 18% (including the impact of working capital investment)
- FY2012 PBT net impact of shift from franchise to corporate business model illustrated in table below:

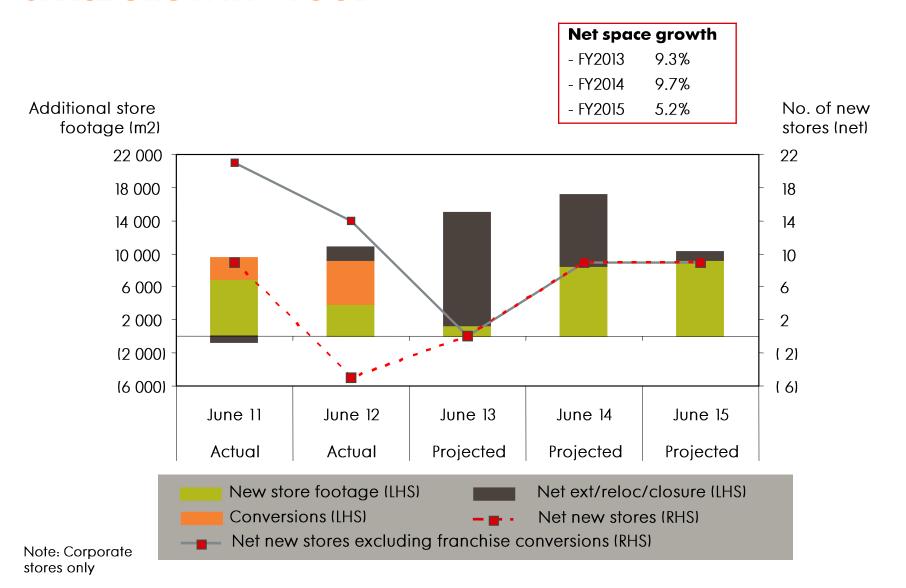
	Jun 2012 Rm
Turnover (i.e. additional retail margin)	530
Gross profit	420
Operating costs	(205)
Amortisation of reacquired rights	(56)
Operating profit	159
Interest foregone	(40)
Profit before tax	119



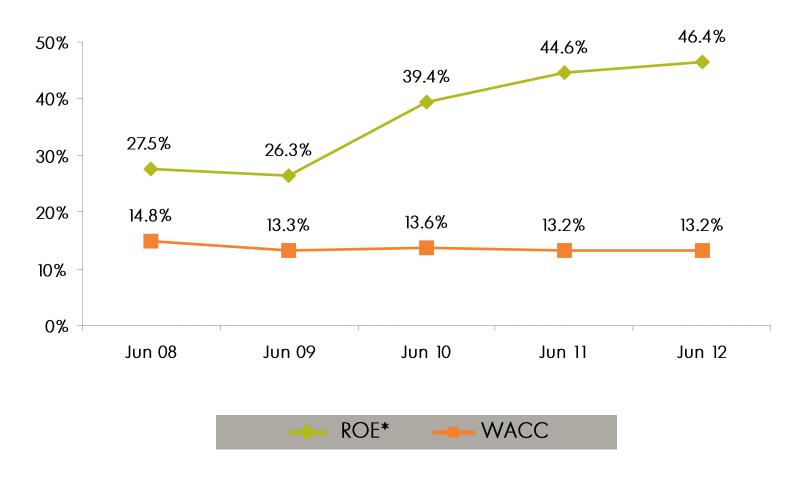
SPACE GROWTH – CLOTHING & GM



SPACE GROWTH - FOOD



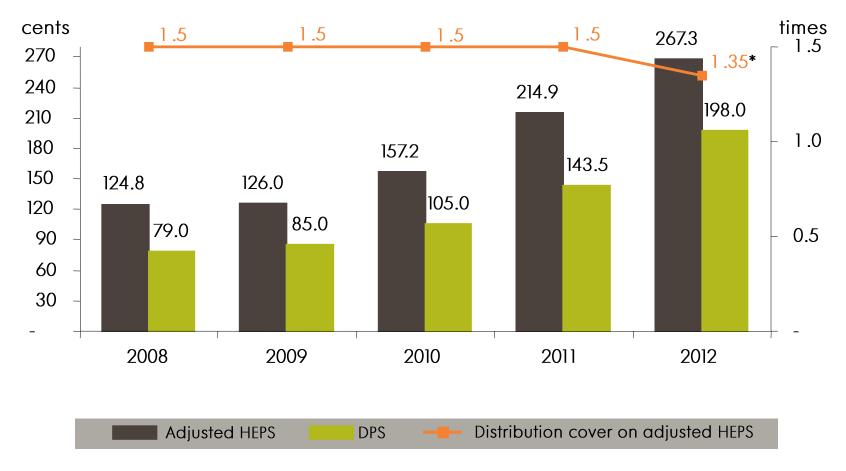
RETURN ON EQUITY



^{*} June 2011 and June 2012 exclude unrealised gains/losses on FECs



EARNINGS AND DISTRIBUTION



^{*} Cover normalised for STC impact is 1.45 times

GUIDANCE

- Woolworths sales growth expected to be in line with FY2012
 - Excluding impact of additional trading week
- Woolworths space growth planned for FY2013
 - 3.8% growth in Clothing & GM space
 - 9.3% growth in Food space
- Food inflation at risk from maize price increase
- Gross profit margins to be maintained
- Continued focus on expenses



GUIDANCE CONTINUED

- Financial Services
 - Impairments will start to increase as book grows
 - Expect book growth to continue
- Taxation lower due to full year impact of STC saving
 - Effective tax rate of 28%
- Capex (group)
 - FY2013 R1 060m
 - FY2014 R1 100m
 - FY2015 R1 200m
- Dividend cover of 1.45 times



GUIDANCE CONTINUED

- Acquisition of Witchery Group
 - R1.5 billion investment 50% cash, 50% borrowings
 - c. 4% uplift in HEPS (on a FY2012 pro forma basis)
 - Country Road to go from 7% to 12% of group profit



STRATEGIC FOCUS

- Food
- Clothing & GM
- Simplify the business
- Loyalty
- Africa
- Country Road



CLOTHING & GM

- Building fashion credibility
 - Shorter merchandise cycle 6 weeks
 taken out in FY2012 and more to come
 - More fashionable items with more frequent injections of newness since November 2011
 - Modern, Re: and Studio performing well



CLOTHING & GM CONTINUED

- Improved sourcing and speed to market
 - Direct partnerships with centres of excellence globally
 - Local partnership trading flexibility and value
 - Improved "open to buy" management,
 stock flow and productivity
 - Leveraging world class suite of planning and allocation systems to deliver better availability



FOOD

- More share of the wallet
- Drive main shop
 - More items
 - More often
- Improved customer shopping experience
 - Tastings
 - Counters
 - Demos



FOOD CONTINUED

- Supermarket with a difference
 - Bigger stores
 - Bigger pack sizes
 - New categories
 - More dominant long-life and grocery range
 - Clothing and Home into Food



SIMPLIFY THE BUSINESS

- More focus on cost of doing business and commitment to get it down
 - Focus on underperforming stores continues
- Process simplification
 - Design and buying process
 - Franchise conversion
 - Implementation of Tradestream in Clothing
 - Utilisation of TOOS in Food to improve availability

LOYALTY

- Loyalty strategy remains a key focus
- WRewards continues to outperform expectations
- More Woolies cardholders (doubled our target)
- Tracking more of our revenue: 61% up from 50% at June 2011, including cash
 (70% up from 61% at June 2011, excluding cash)
- Customers spending more, visiting us more and buying bigger baskets
- We are more informed, allowing segmented direct marketing and use of propensity modelling















AFRICA

- Africa remains a good long term investment:
 - Good forecast real GDP growth
 - Over 1 billion people, 50% of whom are under 20 years old
 - Increasing political stability and sound economic policies
 - New resource reserves being discovered and economies diversifying
 - Retail is formalising, accompanied by a growth in the middle classes



AFRICA CONTINUED

- We now have 61 stores in Africa
- Eight new stores are planned for this financial year
- Sourcing appropriate real estate at reasonable rentals remains a challenge
- Investing in converting from franchise to corporate model
 - Corporate operations in Mozambique, Mauritius and Lesotho
 - Joint ventures in Nigeria, Zambia, Tanzania and Uganda
 - In the process of converting to a joint venture in Kenya
 - Botswana, Namibia, Swaziland and Ghana remain franchise

COUNTRY ROAD

ACQUISITION

- Country Road has agreed to acquire the Witchery Group from Gresham Private
 Equity for an enterprise value of A\$172m
- The Witchery Group comprises the Witchery and Mimco brands
- Acquisition price represents c.5x FY11 normalised EBITDA
- Creates a business of greater scale, with combined Country Road and normalised
 Witchery Group pro forma FY11 revenue of c.A\$680m and 517 stores
- Acquisition to be funded by a 5-year term facility of A\$92m and a rights issue of up to
 A\$92m

WITCHERY



COUNTRY ROAD CONTINUED

STRATEGIC AND FINANCIAL RATIONALE

- Creates one of Australia's largest speciality fashion retailers with leading complementary brands and a market leading position in the mid to upper tier of specialty fashion
- Provides the next phase of growth for Country Road
 - Leverages Country Road's scalable infrastructure and processes
 - Greater operational scale, diversified revenue streams and industry leading margins
 - Significantly enhances Country Road's growth platform, creating a stable of 4 iconic brands targeting different but complementary fashion segments
- Expected to deliver more than 20% EPS accretion pre synergies for Country Road and c.4% for Woolworths Holdings Limited (on a FY2012 pro forma basis)
- Significant cost synergies of c.A\$10m p.a. expected to be realised over 4 years, with one-off integration costs of c.A\$7m incurred over 3 years



OUTLOOK

- South African economy to hold steady
- Expect the upper income consumer to remain resilient
- First 6 weeks of sales are encouraging in both Clothing and Food

- Australian economy showing signs of improvement
- Stronger trading in Country Road since year end
- Implementation of Witchery Group acquisition



MEDIUM-TERM TARGETS

	Achieved in FY2012	Medium-term target
Woolworths		
Clothing & GM Operating profit margin	16.7%*	18%
Food Operating profit margin	5.8%	6 %
Country Road Operating profit margin	5.3%	8%
Financial Services ROE	23.1%	22%

^{*} Excluding unrealised forex gains

ADDITIONAL INFORMATION





GROUP INCOME STATEMENT

	Jun 2012 Rm	Jun 2011 Rm	$\overset{\%}{change}$
Turnover	28 604	25 582	11.8
Cost of sales	18 419	16 683	10.4
Gross profit	10 185	8 899	14.5
Other revenue	127	127	-
Expenses	7 625	6 904	10.4
Operating profit	2 687	2 122	26.6
Investment income	82	132	(37.9)
Finance costs	38	84	(54.8)
Profit before earnings from JVs and assoc	2 731	2 170	25.9
Earnings from WFS	133	129	3.1
Earnings from JVs and associate	6	7	(14.3)
Profit before tax	2 870	2 306	24.5
Tax	811	659	23.1
Profit after tax	2 059	1 647	25.0
Gross profit margin - on turnover	35.6%	34.8%	
Operating profit margin - on turnover	9.4%	8.3%	
Effective tax rate	28.3%	28.6%	



WOOLWORTHS TURNOVER ANALYSIS

	Jun 2012 Rm	Jun 2011 Rm	% change	% price movement
Clothing & GM	9 585	8 591	11.6	6.5
Corporate (retail)	9 125	7 712	18.3	
Franchise (wholesale) – local	224	632	(64.6)	
Franchise (wholesale) – international	236	247	(4.5)	
Food	15 140	13 535	11.9	6.4
Corporate (retail)	14 431	12 452	15.9	
Franchise (wholesale) – local	613	999	(38.6)	
Franchise (wholesale) – international	96	84	14.3	
Logistics	506	483	4.8	
	25 231	22 609	11 .6	



CLOTHING & GM INCOME STATEMENT

	Jun 2012 Rm	Jun 2011 Rm	% change
Turnover	9 585	8 591	11.6
Cost of sales	5 321	4 840	9.9
Gross profit	4 624	3 7 51	13.7
Other revenue	21	25	(16.0)
Expenses	2 641	2 462	7.3
Store costs	1 674	1 397	19.8
Other operating costs	967	1 065	(9.2)
Operating profit	1 644	1 314	25.1
Gross profit margin - on turnover	44.5%	43.7%	
Operating profit margin - on turnover*	16.7%	15.6%	

^{*} Operating profit margin excludes unrealised gains/losses on FECs

FOOD INCOME STATEMENT

	Jun 2012 Rm	Jun 2011 Rm	% change
Turnover	15 140	13 535	11.9
Cost of sales	11 323	10 237	10.6
Gross profit	3 817	3 298	15. <i>7</i>
Other revenue	84	78	7.7
Expenses	3 027	2 732	10.8
Store costs	2 056	1 795	14.5
Other operating costs	971	937	3.6
Operating profit	874	644	35.7
Gross profit margin - on turnover	25.2%	24.4%	
Operating profit margin - on turnover	5.8%	4.8%	



TRADING SPACE

	Jun 2012 m2	Jun 2011 m2	% change	Projected Jun 2013 m2	% change	Projected Jun 2014 m2	% change	Projected Jun 2015 m2	% change
Woolworths	551 434	532 287	3.6	581 422	5.4	639 250	9.9	699 961	9.5
Clothing & GM	387 660	374 636	3.5	402 393	3.8	442 798	10.0	493 231	11.4
Opening bal	303 763	280 963	8.1	342 325	12.7	349 254	2.0	381 099	9.1
New stores & extensions	9 339	2 317	>100	6 929	(25.8)	31 845	>100	32 295	1.4
Franchise conversions	29 223	20 483	42.7	-	(100)	-	-	-	-
Woolworths SA	342 325	303 763	12.7	349 254	2.0	381 099	9.1	413 394	8.5
Franchise SA	10 971	40 104	(72.6)	10 971	-	10 971	-	10 971	-
International	34 364	30 769	11.7	42 168	22.7	50 728	20.3	68 866	35.8
Food	163 774	157 651	3.9	179 029	9.3	196 452	9.7	206 730	5.2
Opening bal	145 534	136 564	6.6	156 301	7.4	171 246	9.6	188 339	10.0
New stores & extensions	5 583	6 403	(12.8)	14 945	>100	17 093	14.4	10 278	(39.9)
Franchise conversions	5 184	2 567	>100	-	(100)	-	-	-	-
Woolworths SA (incl Café)	156 301	145 534	7.4	171 246	9.6	188 339	10.0	198 617	5.5
Franchise SA (incl Engen)	3 650	9 138	(60.1)	3 810	4.4	4 140	8.7	4 140	-
International	3 823	2 979	28.3	3 973	3.9	3 973	-	3 973	-
Country Road*	57 009	55 105	3.5	57 767	1.3	59 607	3.2	61 187	2.7
Australasia	45 657	45 061	1.3	46 165	1.1	46 815	1.4	47 465	1.4
South Africa	11 352	10 044	13.0	11 602	2.2	12 792	10.3	13 722	7.3
* Excluding Witchery of	and Mimco		•						-



STORE NUMBERS

	Jun 2012	Jun 2011	Growth	Projected Jun 2013	Growth	Projected Jun 2014	Growth	Projected Jun 2015	Growth
Woolworths									
	448	438	10	468	20	502	34	532	30
Corporate	330	293	37	332	2	345	13	355	10
Franchise – SA	17	52	(35)	17	-	17	-	17	-
Franchise – Engen	43	43	-	50	7	61	11	61	-
Franchise – International	58	50	8	69	11	79	10	99	20
	448	438	10	468	20	502	34	532	30
Full line	171	173	(2)	169	(2)	173	4	180	7
Clothing	82	72	10	94	12	108	14	129	21
Food	152	150	2	155	3	160	5	162	2
Engen	43	43	-	50	7	61	11	61	-
Country Road*	191	199	(8)	188	(3)	196	8	204	8
Australasia	167	179	(12)	164	(3)	167	3	170	3
South Africa	24	20	4	24	-	29	5	34	5
'			•]

^{*} Excluding Witchery and Mimco



FINANCIAL SERVICES CONTRIBUTION TO SALES

% of sales spent on Woolworths cards	Jun 2012	Jun 2011
Clothing & GM	28.1%	27.9%
Food	13.8%	14.7%
Aggregate	19.5%	20.4%



COUNTRY ROAD BALANCE SHEET

	Jun 2012 A\$m	Jun 2011 A\$m	% change
Assets			
Property, plant and equipment	51	54	(5.6)
Trademarks *	11	11	-
Inventories	45	48	(6.3)
Accounts receivable and deferred tax	17	21	(19.0)
Cash	25	15	66.7
	149	149	-
Equity and liabilities			
Shareholders' funds	95	92	3.3
Accounts payable and provisions	54	57	(5.3)
	149	149	-
Period-end exchange rate (R/A\$)	8.4	7.2	

^{*} Eliminates on consolidation



COUNTRY ROAD INCOME STATEMENT (IN RANDS)

	Jun 2012 Rm	Jun 2011 Rm	% change
Turnover	3 373	2 973	13.5
Cost of sales	1 362	1 208	12.7
Gross profit	2 011	1 765	13.9
Other revenue	29	26	11 .5
Expenses	1 864	1 624	14.8
Store costs	1 435	1 254	14.4
Other operating costs	429	370	15.9
Operating profit	176	167	5.4
Finance costs	4	5	(20.0)
Profit before tax	172	162	6.2