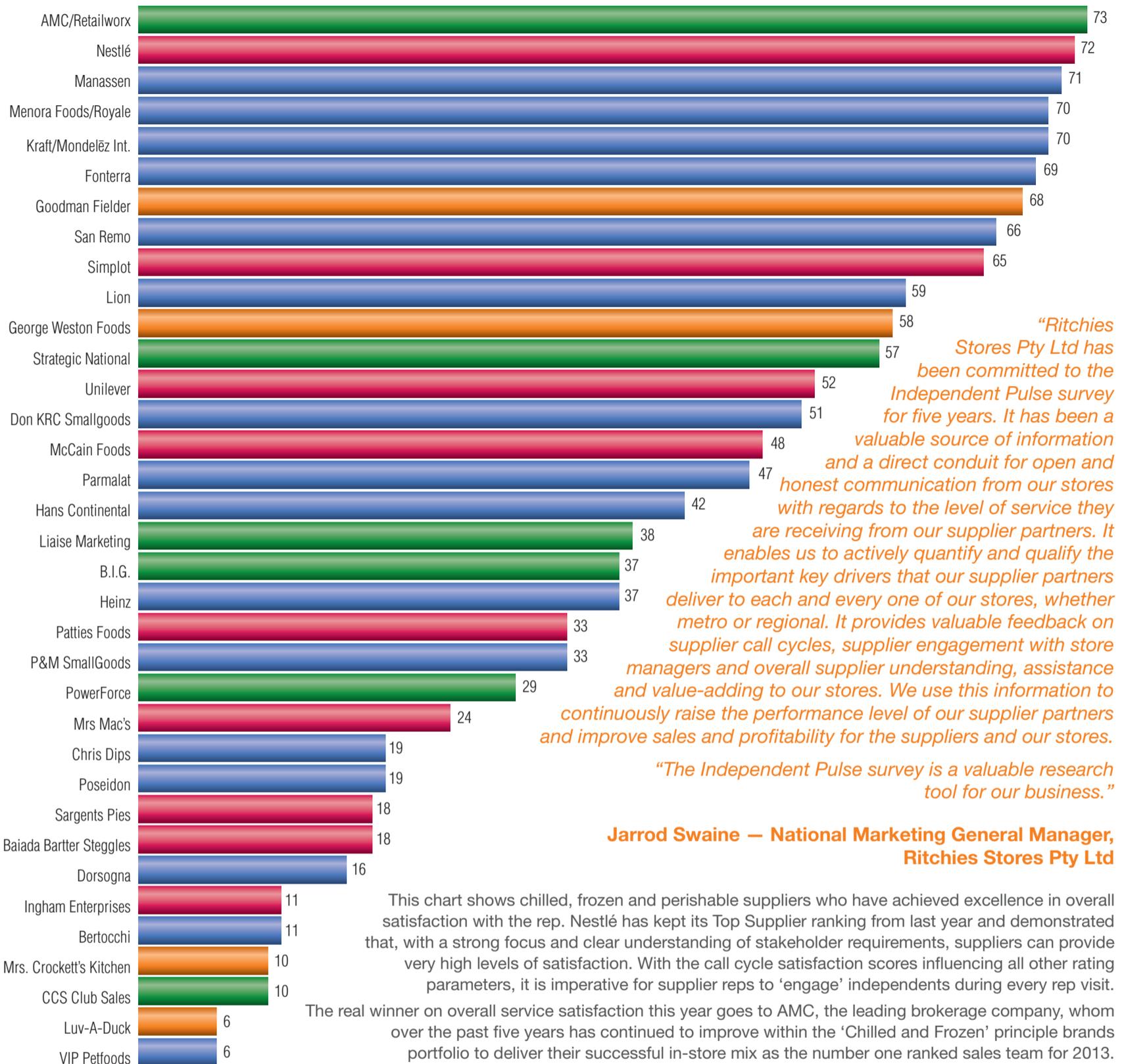


SATISFACTION RATINGS OVERALL



“Ritchies Stores Pty Ltd has been committed to the Independent Pulse survey for five years. It has been a valuable source of information and a direct conduit for open and honest communication from our stores with regards to the level of service they are receiving from our supplier partners. It enables us to actively quantify and qualify the important key drivers that our supplier partners deliver to each and every one of our stores, whether metro or regional. It provides valuable feedback on supplier call cycles, supplier engagement with store managers and overall supplier understanding, assistance and value-adding to our stores. We use this information to continuously raise the performance level of our supplier partners and improve sales and profitability for the suppliers and our stores.”

“The Independent Pulse survey is a valuable research tool for our business.”

Jarrold Swaine – National Marketing General Manager, Ritchies Stores Pty Ltd

This chart shows chilled, frozen and perishable suppliers who have achieved excellence in overall satisfaction with the rep. Nestlé has kept its Top Supplier ranking from last year and demonstrated that, with a strong focus and clear understanding of stakeholder requirements, suppliers can provide very high levels of satisfaction. With the call cycle satisfaction scores influencing all other rating parameters, it is imperative for supplier reps to ‘engage’ independents during every rep visit.

The real winner on overall service satisfaction this year goes to AMC, the leading brokerage company, whom over the past five years has continued to improve within the ‘Chilled and Frozen’ principle brands portfolio to deliver their successful in-store mix as the number one ranked sales team for 2013.

*The above scores are a combination of Extremely, and Very Satisfied, scores.

■ Frozen food suppliers ■ Chilled perishables suppliers ■ Food brokerage suppliers ■ Fresh perishable suppliers

“Strikeforce AMC has been a long-term supporter of the Independent Pulse survey. In this time, AMC has been awarded ‘most preferred food brokerage service provider’ for five consecutive years. We are once again extremely pleased with this year’s results and take great pride in being recognised for our best-practice merchandising and sales representation services.”

“The Independent Pulse survey assists Strikeforce AMC to adopt a targeted approach that ensures we satisfy the needs of the independent supermarket channel. This allows us to stay at the forefront and work more effectively with the store personnel during their regular weekly calls. The survey insights have been instrumental in our training, staff development and assisting Strikeforce AMC to build a team which has consistently delivered results year on year.”

“Strikeforce AMC is committed to achieving the highest levels of customer service, so we genuinely value the feedback and look forward to achieving great results in the future.”

Michael Bartholomew – CEO, Strikeforce AMC