

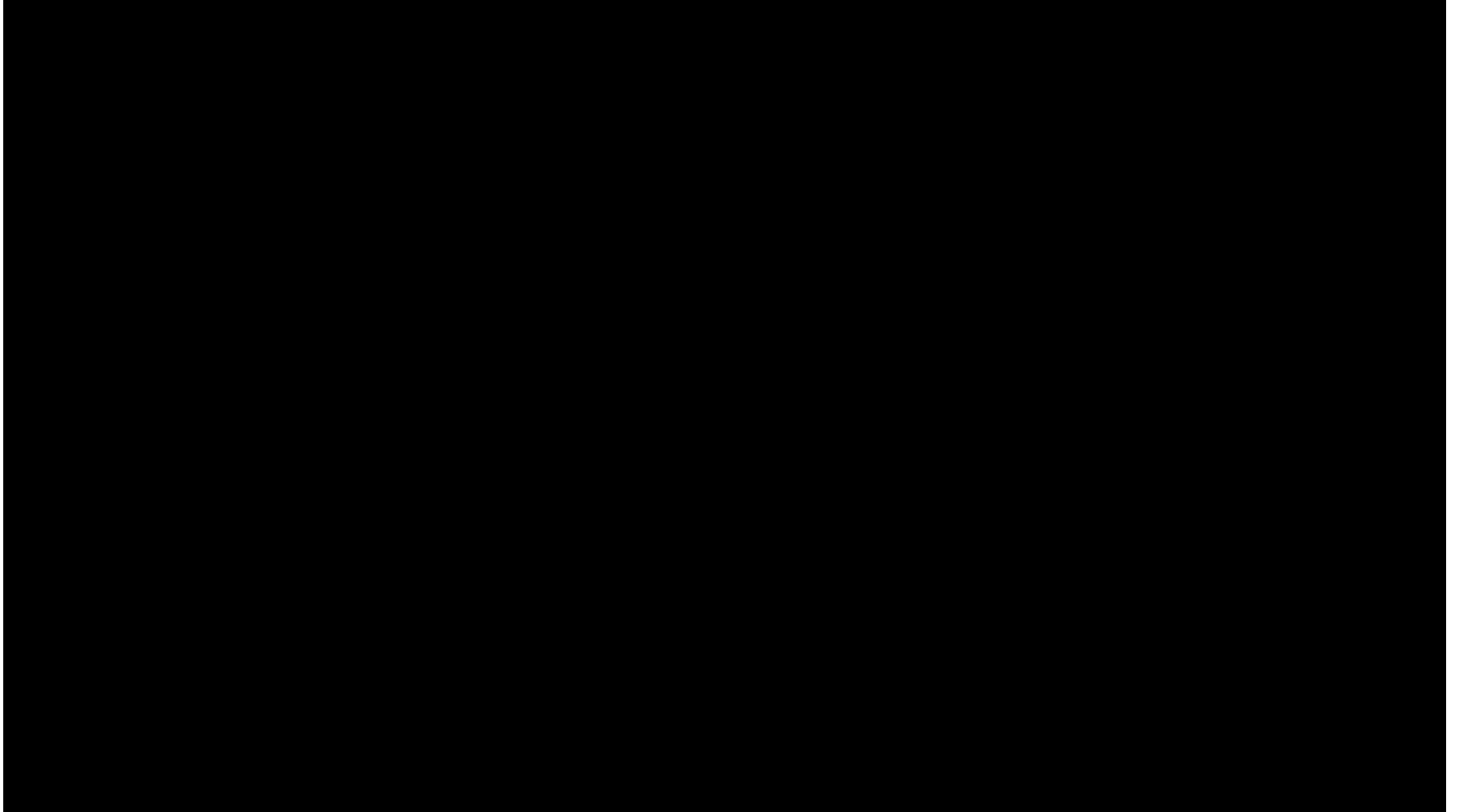
# DIGITAL TRANSFORMATION

October, 2019

## ABOUT US

# THE HEART OF ALBERTSONS

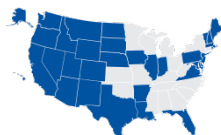
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# LEADERS IN GROWTH, INNOVATION & PHILANTHROPY



**2,300+**  
stores



**35**  
states



**21**  
banners

**66%**

of our MSAs with  
**#1 or #2**  
positioning



**1,765+**  
pharmacies



**390+**  
fuel centers



**1,240+**  
branded coffee  
shops



**275,000+**  
talented  
employees



**34 million**  
customers per week



**\$59.9B**  
sales in FY2017



**\$11.5B**  
Own Brands sales



**\$300M**  
donated in 2017  
with our Foundation

# STORE FORMATS TO APPEAL TO MULTIPLE DEMOGRAPHICS

Ultra-premium banners  
100 to 150 stores

Mainstream: 1,300 - 1,500  
Premium: 600 - 650

Value banners  
150 to 200 stores



*Inspires me to  
discover something new*

*Trusted source for  
everything  
to nurture my family*

*Knowing I am getting the  
most for my money*



# POSITIONED FOR GROWTH

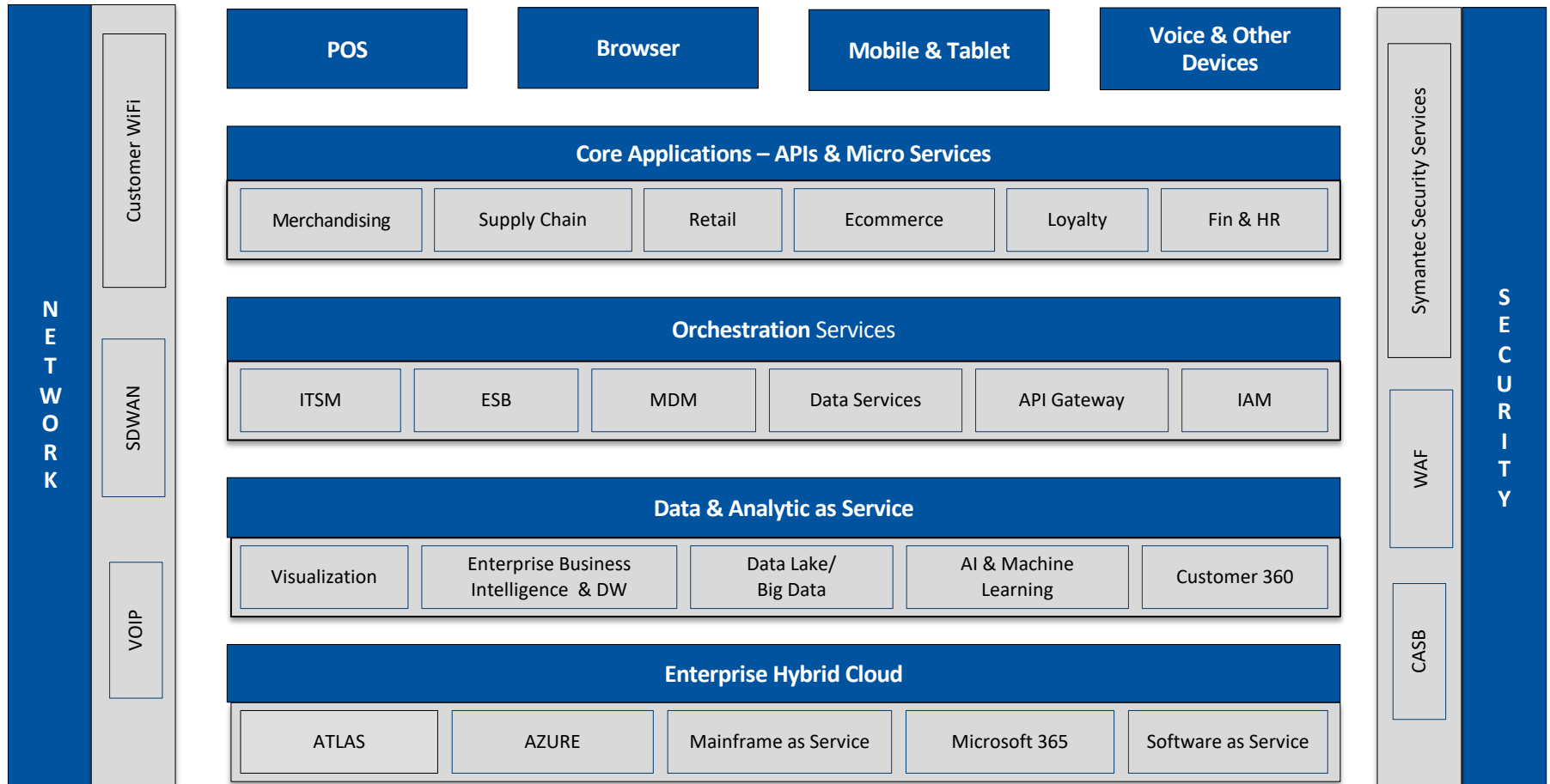
## HYPER FOCUSED ON THE CUSTOMER

WHAT THE CUSTOMER WANTS...WHEN AND HOW THEY WANT IT



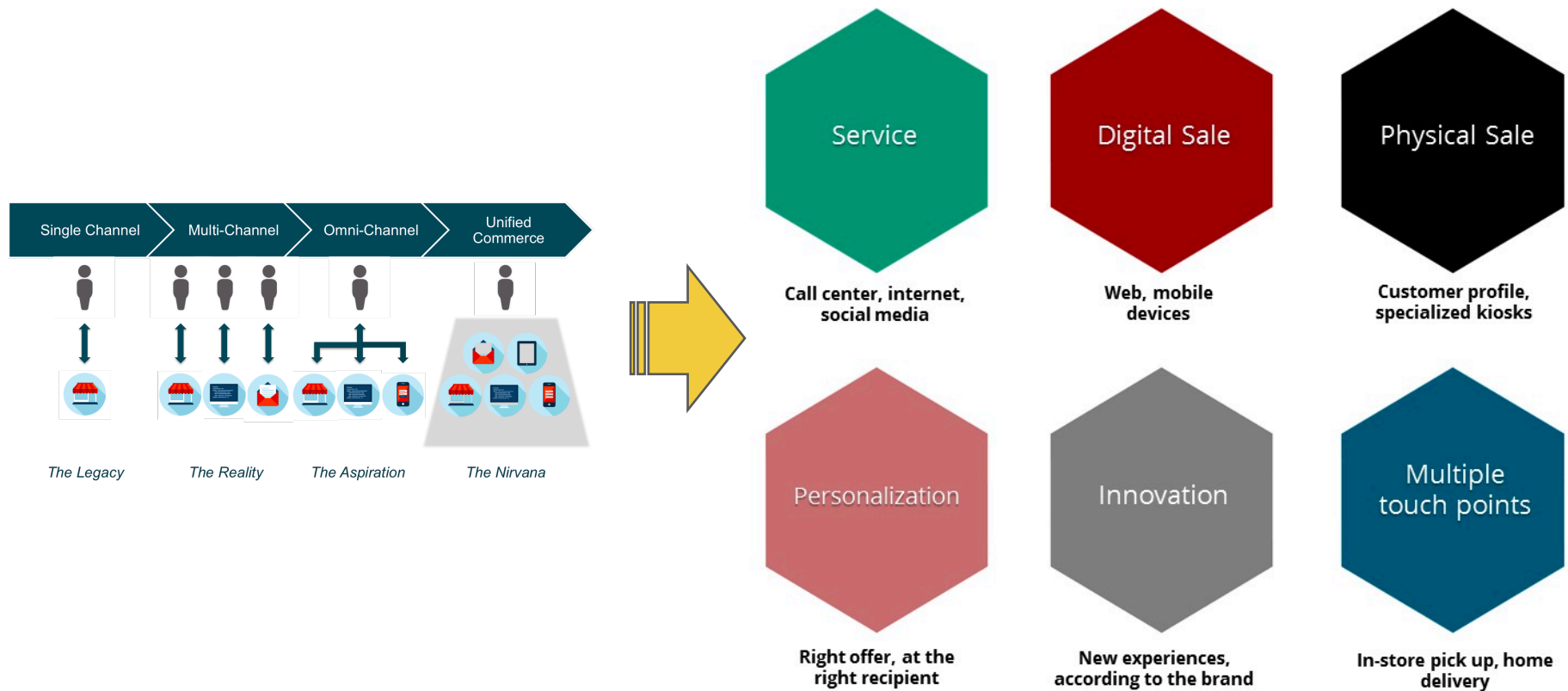
# DIGITAL TRANSFORMATION

# MODERNIZING IT - DIGITAL ENABLEMENT



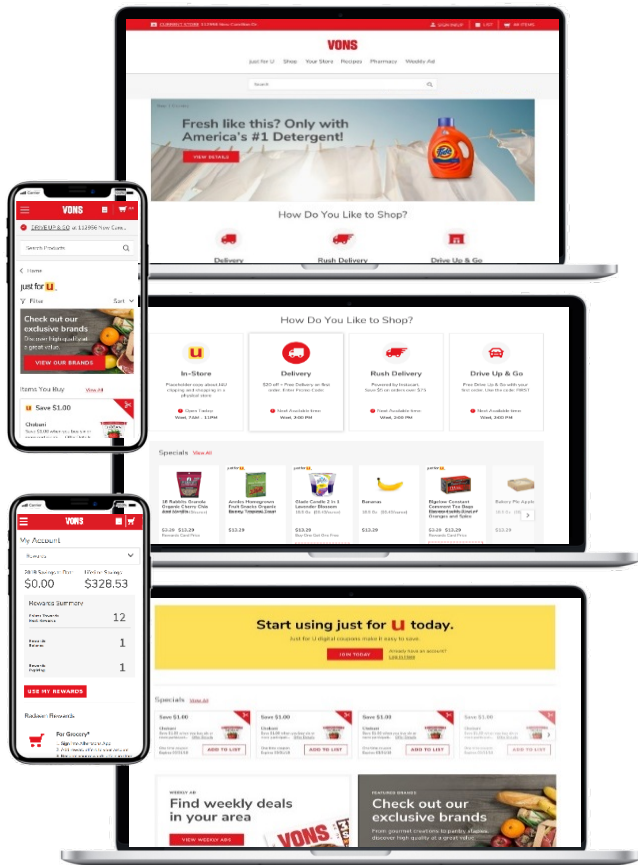


# UNIFIED DIGITAL CUSTOMER EXPERIENCE



**Leveraging common design language across all our customer facing applications**

# New Unified Experience



Easily access all the different ways to shop: In-store & Ecommerce channels

See Products and Offers on the Home Page for first time

Browse Just for U on mobile web (in addition to the app)

Find and Browse Products faster on Ecommerce

Preview Recipes and Meals in a refreshed experience

See account details for both Just for U and Ecommerce in one place

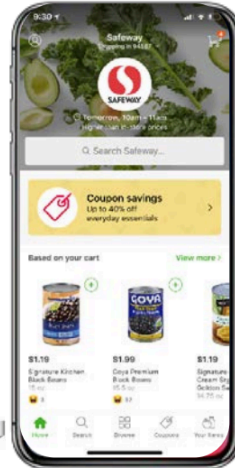
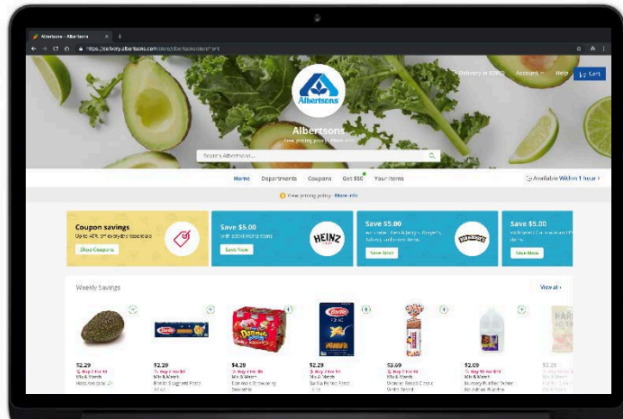
Responsive Web Design

New Native Apps with 4+ star reviews

Adobe AEM CSM to enable business users

A/B Testing via Adobe Test & Target

# MULTIPLE DELIVERY OPTIONS



## RUSH DELIVERY VIA INSTACART

## STORE PICKUP



## HOME DELIVERY VIA OUR TRUCKS



# Coming soon: Micro Fulfillment Centers & 3PL



Partnership with TakeOff to support automated picking and stocking of items. ~10K sqft to house the robotics system

Delivery Date & Time

How would you like your groceries delivered?

☒ I'll be there to receive my order ☐ Leave bags at my doorstep

Choose a Date and Time

Today (Apr. 9) Tuesday (Apr. 10) Wednesday (Apr. 11) Thursday (Apr. 12) Friday (Apr. 13) Saturday (Apr. 14)

(Make one selection in 1, 2 or 4 hour delivery)

Rush - \$11.95

4-hour delivery

☒ 9 AM - 10 AM ☐ 10 AM - 11 AM ☐ 12 PM - 1 PM ☐ 6 PM - 7 PM

More Options

Full Service - \$9.95

4-hour delivery

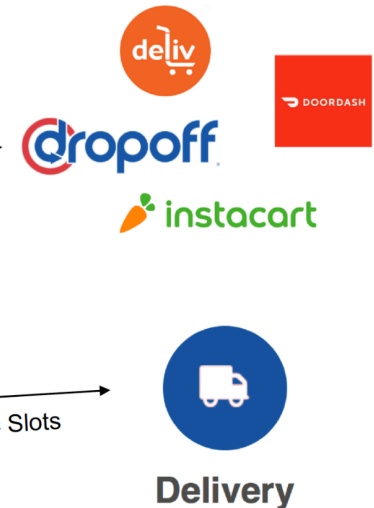
☐ 9 AM - 10 AM ☐ 10 AM - 11 AM ☐ 11 AM - 12 PM ☐ 12 PM - 1 PM ☐ 1 PM - 2 PM ☐ 2 PM - 3 PM ☐ 3 PM - 4 PM ☐ 4 PM - 5 PM ☐ 5 PM - 6 PM ☐ 6 PM - 7 PM ☐ 7 PM - 8 PM ☐ 8 PM - 9 PM ☐ 9 PM - 10 PM ☐ 10 PM - 11 PM ☐ 11 PM - 12 AM

More Options

Continue

3PL Powered Slots

ABSCO Trucks and Dynamic Slots

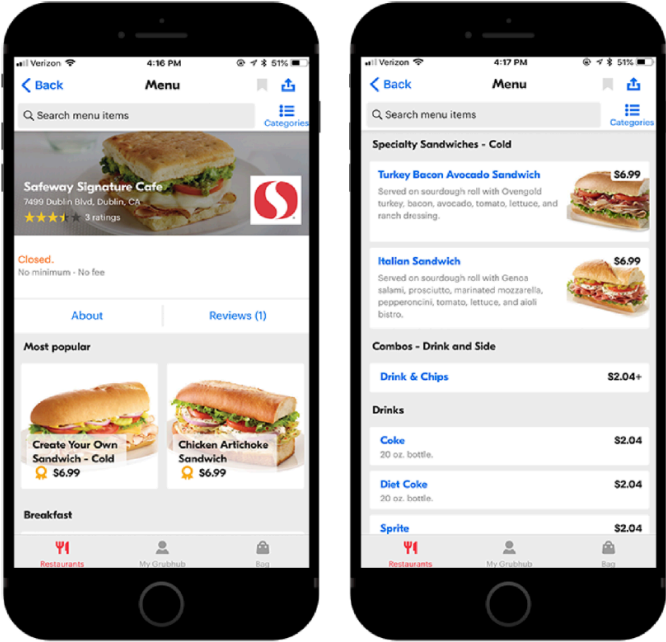


# NEW BUSINESS MODELS

GRUBHUB











caviar



GrubHub Platform



Most Popular Hot! Hot! Hot! Products				SEE MORE HOT! HOT! HOT! PRODUCTS			
							
Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz				
\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE				
ADD	ADD	ADD	ADD				
							
Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz	Doritos Dairy Pure Milk Whole - 1 Gallon \$0.04 / 1.0 Oz \$0.01 / 1.0 Oz				
\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE	\$5.59 BUY 1 GET 1 FREE				
ADD	ADD	ADD	ADD				



# MODERNIZING STORES

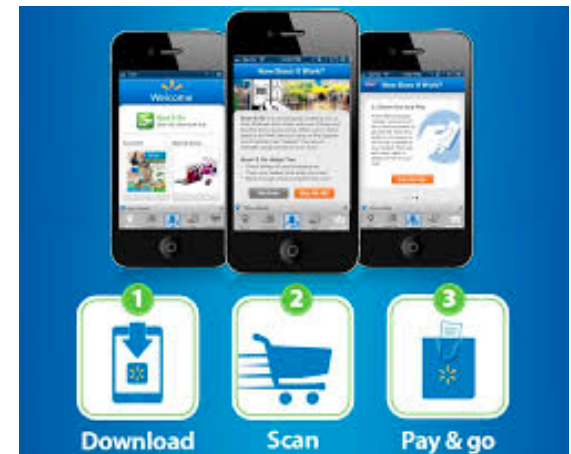
**Fuel One Touch**



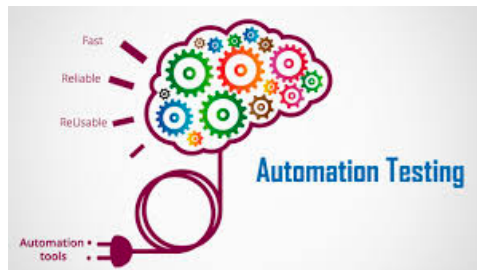
**Lane Busting**



**Scan N Go**



**New consumer friendly ways to checkout**

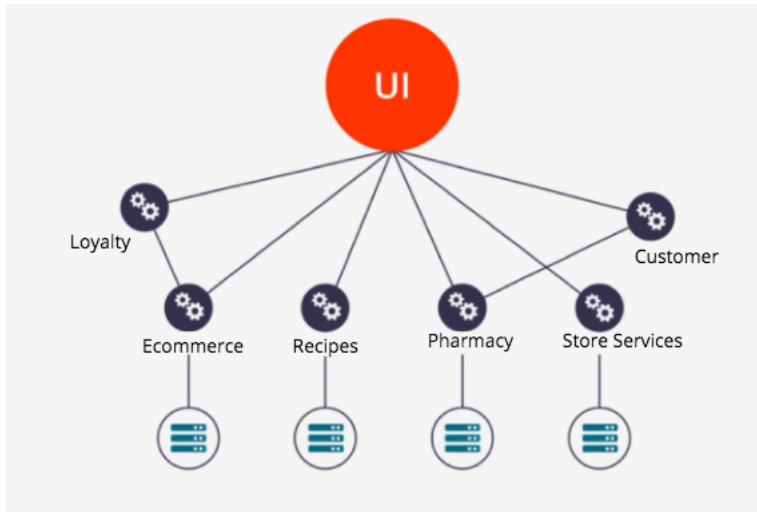


INCREASED  
COMMONALITY



REDUCED  
COMPLEXITY

# MICROSERVICES ARCHITECTURE ON PUBLIC CLOUD



- **Microservices is a series of small services instead of one large application**
- **Each services scales independently**
- **Each service can be developed and deployed independently**
- **On demand scalability with Microsoft Azure**
- **Fast Development with Pivotal Cloud Foundry**

# INTEGRATED DATA STRATEGY

Our data strategy is focused on harnessing, organizing, and leveraging out vast data asset to deliver value to our customers and solve business problems now and in the future.



## Business Strategy & Priorities

- Partner with business leaders to identify significant business problems with data driven solutions to align the data strategy with the **Business Strategy & Priorities**



## Architecture

- Partner with business leaders to identify significant business problems with data driven solutions to align the data strategy with the **Business Strategy & Priorities**



## Enterprise Data Model (EDM)

- Design a business focused **Enterprise Data Model** that avoids duplication and unnecessary movement of data



## Data Reservoir

- Build a robust and scalable **Data Reservoir** platform, leveraging the public cloud, that can integrate all internal and external data



## Data Governance

- Instill a **Data Governance** mindset to ensure common data definitions, quality & lineage, access rules, privacy, and compliance policies are maintained



## Data Monetization

- Leverage the breadth and depth of our data to maximize **monetization** opportunities both internally and externally



## Organization

- Build a data driven **Organization** model with clearly defined responsibilities and an insights driven mindset



# AGILITY & ITERATIVE DEVELOPMENT

- Large applications are broken into smaller chunks
- Feature code is designed, developed and tested in repeated cycles
- Fail fast methodology
- Multiple parallel development teams working independently



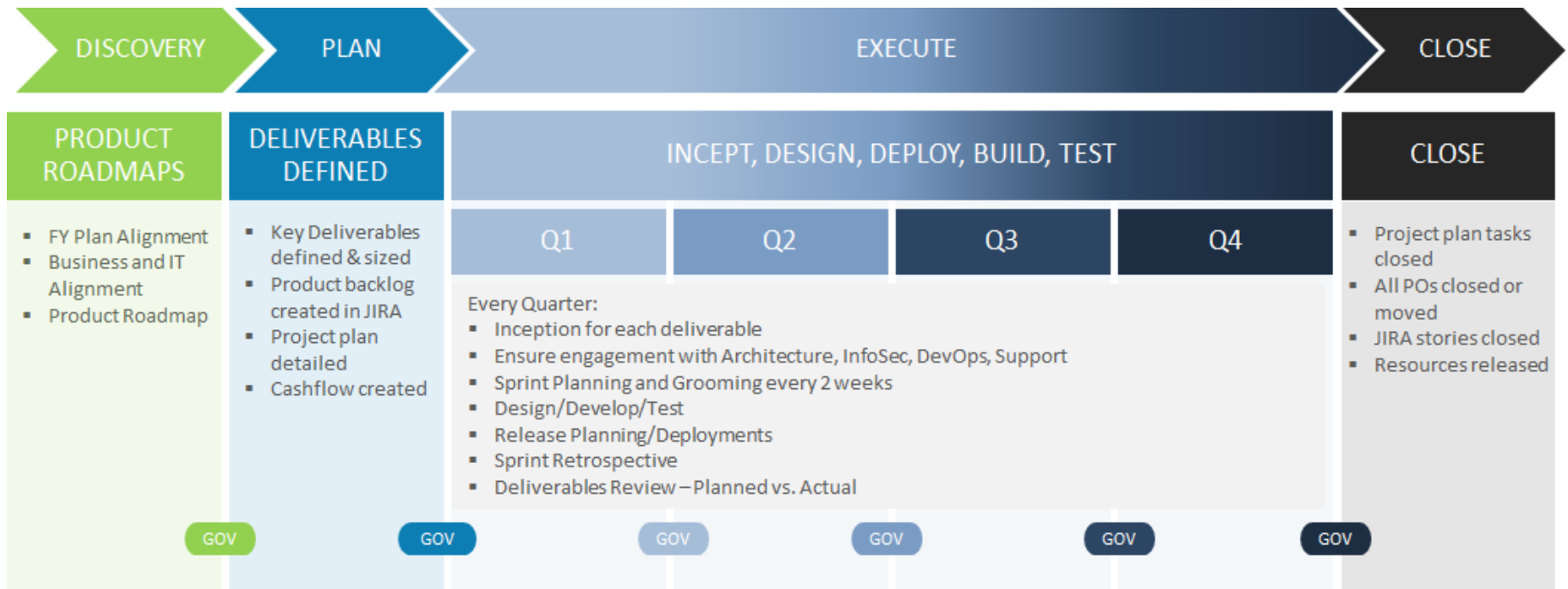
# PMO PARTNERSHIP

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Working collaboratively, the Digital organization and the PMO successfully implemented a Delivery and Quarterly Governance approach for Products

- Implemented Product Delivery Framework
- Quarterly Roadmap review and Prioritization
- Ensured engagement with key Stakeholders
- JIRA standardization for all Digital Products
- Detailed requirements captured in JIRA/Confluence
- Simplified Labor and Cost tracking through Project Schedule
- Quarterly Governance review of Product Deliverables

# PRODUCT DELIVERY LIFECYCLE



## OUR GUIDING PRINCIPLE

