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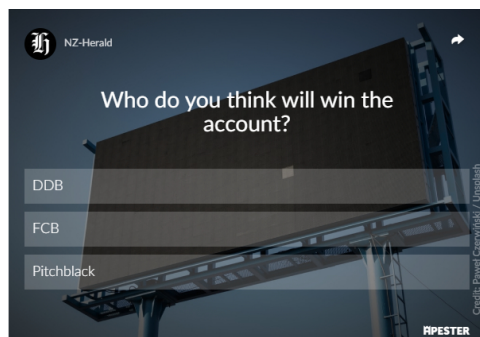
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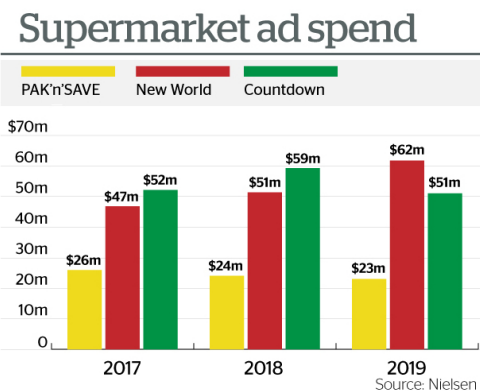
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According to Nielsen's advertising spend data, New World spent more on advertising in 2019 than either Pak'nSave or Countdown. The figures show that New World spent \$62 million to the \$51m spent by Countdown and the \$23m by Pak'nSave. In the previous two years, New World was, however, outspent by Countdown.



The New World marketing team first announced its creative agency review in December last year, attracting interest from many of the country's biggest ad agencies.

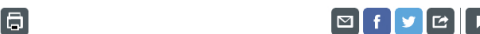


Pippa Prain, head of New World marketing & CX, told the Herald she felt the time was right to refresh the creative direction behind the company.

"The start of a new decade is the perfect time to better align our agency capabilities and in-house talent to deliver a first-class experience for our customers in 2020 and beyond," Prain said.

"The potential with the New World brand is limitless. New World is an iconic Kiwi brand and we look forward to seeing what creative genius comes out of this process."

Prain said the process was being run by marketing management consultancy Trinity P3 and that a new agency would be announced in due course.



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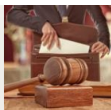


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