

WINTER COLDS AND HEALTHIER LIVING DRIVE RECORD CHRISTMAS & JANUARY SALES SPIKES FOR HOLLAND & BARRETT

- Total UK sales increased 5.8 per cent YOY across the Christmas sales period, while like for like sales increased 3.4 per cent year on year (YOY)
- Festive uplift was followed by the most successful January sales ever, with first two weeks generating a 16.1 per cent uplift, with 13.8 per cent like-for-like growth

Nuneaton, UK: Holland & Barrett International, Europe's largest health and wellbeing retailer has today released record January sales figures coming on the back of a strong Christmas and Black Friday performance.

Driven in particular by demand for products in its healthy beauty and more traditional vitamins, mineral and supplement categories, total UK direct and online sales increased 5.8 per cent YOY across the Christmas sales period, while like-for-like sales increased 3.4 per cent YOY.

The business recorded its most successful January sales ever, with first two weeks generating a 16.1 per cent uplift, with 13.8 per cent like-for-like growth.

Holland & Barrett's third Black Friday participation in the UK accounted for 25 per cent of all sales on that day (25th November).

Chris Keen, Holland & Barrett Chief Financial Officer, said, "This is a particularly strong set of figures which reflect the continuing increase in consumer demand for healthier alternatives at Christmas. We saw impressive like-for-like increases in sales across many of our categories but notably in nut-roasts and also tofurky, where sales were up by 25% across the Christmas period.

"Winter illnesses and healthier living accounted for a 14% increase in vitamin C sales over Christmas and the New Year, with our January and Black Friday promotions both proving very successful, complemented by popular new product lines such as turmeric powder and CBD oil. It continues to be a tough time for retail in general, but our strong seasonal performance comes on the back of 35 consecutive quarters of brand like for like sales across our 1,100 stores around the world. We believe these trends show that health and wellness is a fast-growing, resilient market as more and more people prioritise spending on their wellbeing."

Holland & Barrett's renewed focus on leveraging its digital presence is delivering wider choice and improved access to its product range for its core customers while creating opportunities to attract

those who are new to market, benefitting from the advice of Holland & Barrett staff trained to advise on product choices to meet health and wellbeing needs.

Chris Keen added, “Our investment in digital sale infrastructure and online customer service is showing rapid returns with a 30.9 per cent increase in online’s share of sales between Black Friday and early January.”

As well as rising sales, Holland & Barrett also allowed customers to benefit from its well-known Penny Sale concept, with thousands of products across the estate being available for just a penny, including whey protein and Manuka honey, products that have traditionally commanded high price points in the market.

Holland & Barrett International has reported 35 consecutive quarters of brand like for like growth and currently operates more than 1,100 stores across the world, including 788 branches in the UK and Ireland of which 32 are “store in store” concepts with Tesco. It was acquired by L1 Retail in September 2017.

ENDS

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NOTES TO EDITORS

About L1 Retail

L1 Retail is the retail investment arm of LetterOne. LetterOne was founded in 2013 and is an international investment business headquartered in Luxembourg. LetterOne’s strategy is to build a new portfolio of successful companies that are leaders in their fields and sectors. It makes long-term investments of its own capital in companies in which its sectoral experience and strategic and geographic expertise will improve performance and help companies grow. It has recruited world-class CEOs, sector investment teams and Advisory Boards to invest at scale. It buys and build assets, which it can develop over time as platforms of long-term sustainable growth.

About Holland & Barrett International

Holland & Barrett International is one of the world’s leading health and wellness retailers and the largest in Europe, supplying its customers with a wide range of vitamins, minerals, health

supplements, specialist foods and natural beauty products. With over 145 years of experience in the industry, the Holland & Barrett name is a familiar sight in almost every major city and town across the UK and is becoming increasingly more visible further afield, in markets as diverse as the Netherlands and Malta to the UAE, China and India. For more information, please visit www.hollandandbarrett.com.