

B2B Ecommerce

B2B eCommerce Divisional Meeting

25 October 2025



Key Priorities FY 2025

1

Achieve the Brands revenue targets per the portfolio business case



2

Accelerate customer base growth for all storefronts



3

Operationalisation of Shoprite Cash & Carry



4

Transition B2B eCommerce to BAU



5

Expand online payment options for Shoprite Cash & Carry



Business Case Update

Business Case Revenue Targets FY25

(FY25)
R1,2
billion



R289m

Users	Conversion rate	Avg. Basket Value
281k	5,4%	R18 908



World-Class Service & Range
at Wholesale Prices

R236m

Users	Conversion rate	Avg. Basket Value
362k	18,9%	R3 441



Transpharm

R684m

Logged In Sessions	Conversion rate	Avg. Basket Value
659k	24,1%	*R4 292

* Transpharm: Average basket value target for FY25 based on WEBSHOP norm.
Source: Budget FY25, FY25 Commercial Plan

eCommerce Storefront Performance: July-September FY25

			
Revenue	R110,1 mil	R64,4mil	R218,3mil
% to business case plan	187,2%	117,6%	138,9%
Average Basket Size	R46 614	R3 732	R3 633
Average Basket Volume	283	37	32
Conversion Rate	5,2%	22,2%	58,4%
Users	97 830	77 621	102 869

Source: Google Analytics / SAP back office / eCommerce data / Transpharm data

Transition to BAU (Tech)

Dimension Data – 31st of July 2024

Transpharm



Transpharm metrics

SALES

R218,340,206

YOY GROWTH

13.80%

BUDGET

101.16%

LOGGED IN VISITORS TO THE SITE

102869

YOY GROWTH

36.73%

BUDGET

142.61%

AVERAGE BASKET VALUE

R3,633

YOY GROWTH

-17.41%

BUDGET

82.97%

ORDER VOLUME

60096

Avg. qty p/order 22

YOY GROWTH

39.78%

BUDGET

104.33%

USER CONVERSION RATE

58.4%

YOY GROWTH

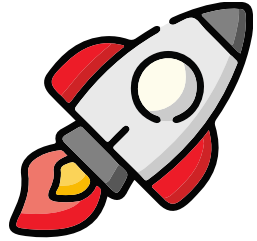
0.78%

BUDGET

73.16%

- Sales target adjusted up against business case:
 - Business case revenue target: 684m
 - Actual revenue target: 939m (+12,5%)
 - Adjustment due to closing FY24 on 835,4m
- Average basket size: Smaller customer purchases impacting basket size
 - Get quantities for missing weeks
 - See higher quantity purchases at lower rands
- Active customers registered by September FY24 = 5000, FY25 total = 13 463 (+169%)

Transpharm Initiatives



Initiative

Improve quality of product enrichment

Enhance digital marketing

Increase customer base

Revise Advertising Income Rate card



Purpose

Improve quality of product images and descriptions to deliver better customer navigation and product searchability

Improve digital marketing executions to enhance the customer journey thereby driving increased conversion rates

Understand the core customer segments and apply strategic initiatives to attract new customers

Increase advertising income by including additional supplier advertising opportunities to the rate card



Status

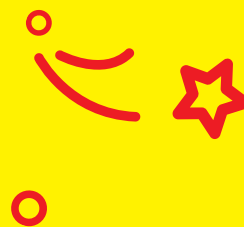
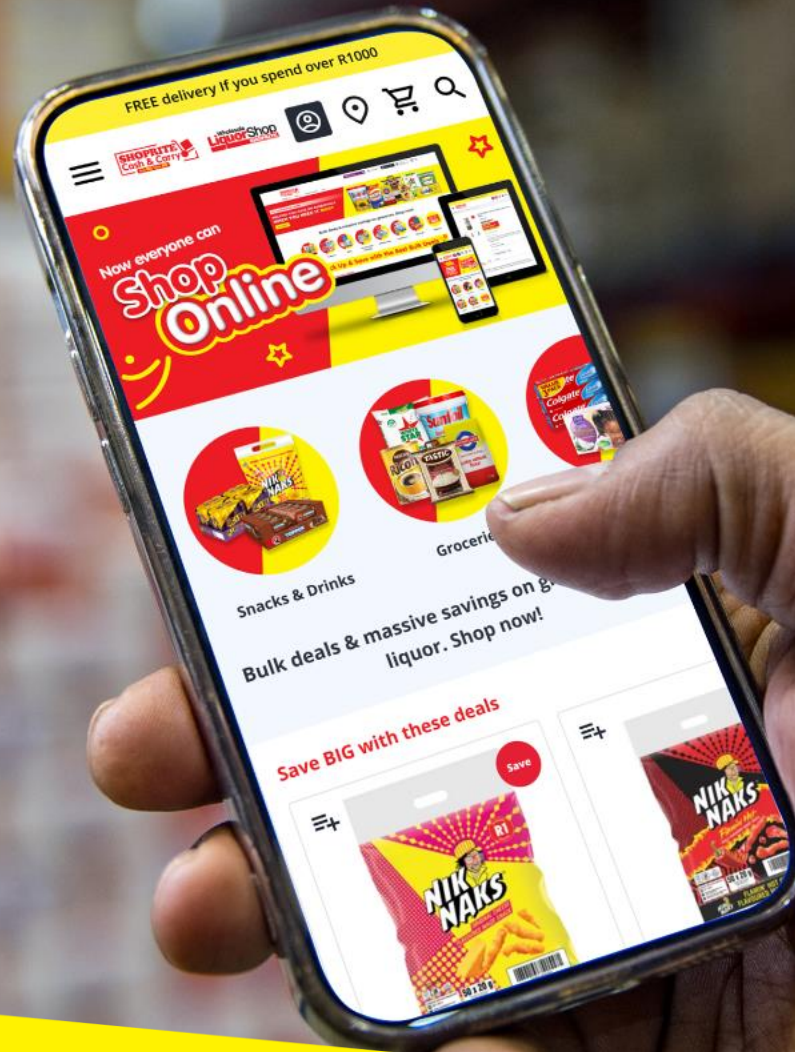
Project in progress
Ethical and Surgical prioritized first

Engage with TP teams to establish and implement best practices

The average weekly user growth YTD is 5% (+40% on LY)

Engaging with Transpharm team to increase rate card website and digital marketing advertising opportunities

Cash & Carry



Shoprite Cash & Carry metrics

eCOMMERCE SALES

R110,147,940

YOY GROWTH

N/A

BUDGET

187.20%

TOTAL SALES

R638,559,787

YOY GROWTH

50,39%

BUDGET

20,4% growth

AVERAGE BASKET VALUE

R46,614

YOY GROWTH

N/A

BUDGET

175.69%

ORDER VOLUME

2363

YOY GROWTH

N/A

BUDGET

247.33%

CONVERSION RATE

5.2%

YOY GROWTH

N/A

BUDGET

95.21%

VISITORS TO THE SITE

45593

YOY GROWTH

N/A

BUDGET

259.77%

- Groceries sales: 83,5m (76% of sales)
- Liquor sales: 26,6m (24% of sales)
- Total sales 20.4% up on budget and up 50.3%
- ASM mode sales: 109,3m
- Self-Service: 764k
- Basket value higher than anticipated due to higher contribution of ASM sales vs Self-service
- Total registered customers:
 - Mobile: 2 471
 - Email: 1 755

Cash & Carry Initiatives



Initiative

Launch Money Market via Pay@

Pay online self-service adoption

Stock updates

Financial Services collaboration

Nova

Store operations Whatsapp support



Purpose

MMA brings in 17% of the Cash and Carry Revenue in store. Objective is to allow for this payment method online.

Training and awareness for Customer. Training of store staff and business champions to create confidence so that they can help sell benefits of online.

Ongoing issues with stock availability continue to present challenges, requiring focused attention to resolve. SAP CAR stock file updates after +/- 2 hours.

Reinforce loyalty through targeted MMA campaigns
Expand customer base (Target NGO's)
Explore new payment methods for our unique customer

B2B Technology team collaborates with Nova for a smooth C&C rollout, ensuring seamless transition.
"Suspend and Resume" initiative greenlit by Nova Change Board, reinforcing project flexibility and adaptability.

Immediate customer queries require quick resolution, especially for walk-in clients.
Traders need an efficient platform to log and track customer requests. WhatsApp proves to be a highly responsive and effective communication channel.



Status

In progress – Development phase

In progress

In Progress (Continuous exploration)
Manual interventions in place for stock override
Safety stock

In progress

XX Stores are now live and stable
Suspend and Resume in CE

Proof of concept in place

Red Star Wholesale



Red Star Wholesale metrics

SALES

R64,433,298

YOY GROWTH

73.66%

BUDGET

117.63%

VISITORS TO THE SITE

77621

YOY GROWTH

30.71%

BUDGET

89.30%

AVERAGE BASKET VALUE

R3,732

YOY GROWTH

17.47%

BUDGET

116.47%

ORDER VOLUME

17263

Avg. qty p/order 37

YOY GROWTH

47.84%

BUDGET

101.00%

USER CONVERSION RATE

22.2%

YOY GROWTH

13.10%

BUDGET

113.10%

- Self-service: 35,7m (55% contribution)
- ASM mode: 28,7m (45% contribution)

Red Star Initiatives



Initiative

Actively move users from purchasing via telesales to self-service transactions

Enhance digital marketing

Introduce additional promotional mechanics

Increase customer base



Purpose

Lower costs to service
Free agent time to do less order capture and focus on outbound sales

Improve topline revenue
Drive conversion rate
Create brand awareness
Grow customer base

Increase basket size through additional promotional mechanics (E.g. Buy X and X and save)

Understand the core customer segments and apply strategic initiatives to attract new customers



Status

Emailer performance:
Open rate: 24,10% vs industry 15,5%
Click through rate: 3,82% vs industry 2,7%

Current count: 1

The average weekly user growth YTD is 1% (+34% on LY)



Thank You!





Pet Shop Science