



Woolworths PN

Aaron Peloquin to: Olubusayo O Phillips

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Ore,

I wanted to thank you for your contributions to the Woolworths project that we collaborated on with the Australian team. More specifically thank you for the following contributions:

- Providing assistance with planning including pricing using the Advisory Pricing Tool.
- Performing research on the financial services activity of several major US retailers,
- Consolidating the research results and categorizing the US retailers based on their FS strategy and activity (product choice/value chain role etc) that was shared with the Australia team.
- Provided the team with a concise summary of the consolidated categorization.
- Participating in calls with PwC partners and managers related to two major retail accounts to learn more about their retail business and FS strategies.
- Actively engaged in discussions with managers and partners from the US and Australia based on the findings from research.
- Converted retail insights from partner/manager discussion on customer base, loyalty mechanism and FS involvement into a visual diagram, which can be leveraged for future engagements.

Thanks again for your contributions and dedication to the project. Including staying late into the evening to participate on calls with our colleagues in Australia and the for the research that was completed to provide more insight and understanding to US retailers FS strategies.

Regards,

Aaron

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Thoughts don't need paper to take shape.