



Albertsons emphasizes delivering personalized service and building strong customer relationships while providing convenient, multichannel shopping options.

Albertsons invests in digital innovation and remains dedicated to providing quality products in clean, well-managed stores. Engaging with community networks helps foster customer loyalty. Albertsons uses multiple channels to gather feedback, responds promptly to concerns, and empowers employees to resolve issues. The company reviews feedback for continuous improvement and leverages loyalty programs to tailor offers, ensuring a customer-focused approach that enhances the overall shopping experience.

The brand line combines chef-quality flavor, global inspiration, and everyday convenience, offering ready-to-cook meals designed to go from fridge to table in under 20 minutes.

With the launch of Chef's Counter, Albertsons isn't just adding another product to its shelves; it aims to reshape the mealtime experience for modern families.

Chef's Counter™ aims to boost confidence in home cooking by making high-quality meals accessible to everyone. By linking QR codes directly to shoppable products, Albertsons combines technology with flavor to improve the customer experience, from "Aisle to plate".

At Albertsons, food isn't just what they sell; it's how they connect with their customers, which helps strengthen their brand perception.

Albertsons Companies is expanding its eCommerce platform to over 2,000 locations. They are committed to making it easy to order essential foods, offering unlimited free delivery with FreePass™ on groceries, beverages, kids' school supplies, medication, and other necessities. Benefits include same-day delivery, flexible payment options, and no minimum order. This supports diverse family and business needs. Serving businesses with "Meetings and Events" made simple is a valuable offer for both retaining customers and enhancing the overall experience.

Ordering food for the office is now easier and stress-free. At Albertsons Business, it's simple to find breakroom essentials like coffee, soda, juice, and snacks for your work gatherings. The best part is the availability of same-day delivery at many locations with no minimum order needed. Let Albertsons Business help make your office get-together smooth and hassle-free.

The Kroger alliance encourages Albertsons to focus on growth independently while seeking new financial strategies.

Aligning business needs with technology is essential for shaping Albertsons' brand, affecting the entire customer journey, including customer experience, operational efficiency, and brand perception.

At Albertsons, technology isn't just a support role; it's a crucial part of the brand.



From AI-powered new operations to seamless e-commerce platforms and retail media networks, technology enables Albertsons to provide personalized, efficient, and enhanced customer experiences.

Albertsons is advancing innovation through a connected ecosystem of strategic technology partnerships. Its scalable e-commerce platform, built on the Microsoft® framework, supports multiple storefronts with seamless integration. In fresh produce operations, Afresh Technologies employs AI-powered solutions to optimize inventory and reduce food waste. To expand its retail media presence, Albertsons Media Collective partners with Rolt for machine learning-driven ad placements, while Google DV360, The Trade Desk, and LiveRamp strengthen its Connected TV and omnichannel advertising strategies. Albertsons is also improving online grocery fulfillment by partnering with Takeoff Technologies to deploy automated micro-fulfillment centers (MFCs) inside stores. Meanwhile, SBSA Technology ensures smooth integration with Albertsons' infrastructure, and Tangentia provides comprehensive EDI connectivity and compliance across the supply chain.

Albertsons Companies are not just adapting to the industry; they are helping to lead it. From rethinking convenience with innovations like Chef's Counter™ to building a connected retail media and fulfillment ecosystem, Albertsons is setting new standards for how grocery brands engage, serve, and inspire customers. Albertsons' unique selling point is blending technology, culinary creativity, and customer-first thinking; they are shaping the future of food retail as a modern brand leader.

### **Leadership Voice**

Albertsons' leadership is always proud of the new initiatives at **Albertsons Companies**, which redefine what it means to be a respected retail brand.

Albertsons' commitment to innovation improves customer experience and invests in retail technology, which not only meets but also reshapes customer expectations.

Being a brand leader today means **listening deeply, innovating boldly, and executing with purpose.**

### **Employee Advocacy**

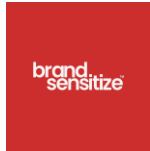
Albertson's employees believe they are truly leading the way. At Albertsons Companies, they are combining innovative ideas, smart technology, and customer passion to create something special.

Albertsons is building a brand that stands out, for all the right reasons!

### **External Brand Viewpoint**

Albertsons stands out as a classic example in modern retail. As the grocery industry evolves, Albertsons demonstrates what it means to lead with clarity, creativity, and a customer-first mindset.

Albertsons has launched a comprehensive supply chain modernization effort, prompted by fragmentation from previous acquisitions. Collaborating with consultants, the company crafted an integrated plan to boost productivity, implement warehouse automation, upgrade ERP systems, and



develop future talent. Albertsons' supply chain strategy emphasizes automation, AI forecasting, infrastructure consolidation, and collaborative data sharing, all aimed at enhancing agility, freshness, and customer satisfaction.

In a competitive grocery market, Albertsons differentiates itself by using technology to create more human shopping experience, build customer trust, and establish itself as a modern, responsive, and forward-thinking brand.

BrandSensitize™ research shows consistent progress for Albertsons as it focuses on increasing market share, building customer trust, and improving digital initiatives, while addressing key industry trends. Future success will depend on continued innovation and market changes.