



THE SM FOOD RETAIL GROUP





Sustaining Shopper Patronage



1. We go where Shoppers are



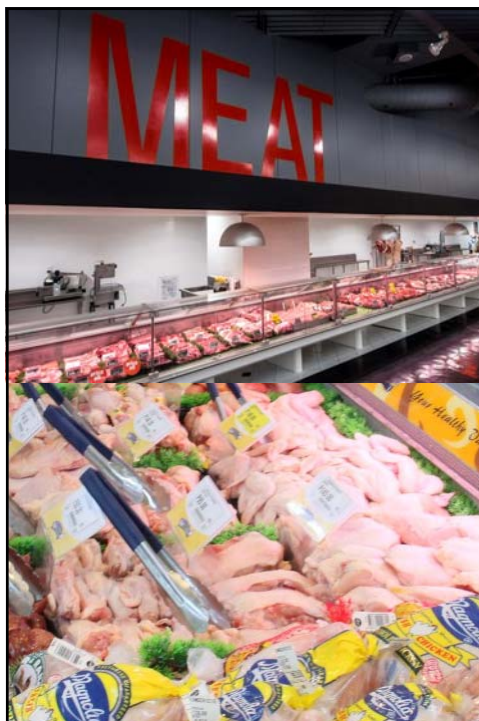
Wide range &
selection
of goods

Basic groceries



**Wide range &
selection
of goods**

Organics



**Wide range &
selection
of goods**

Meat & poultry



Wide range & selection of goods

"Importeds"



Wide range & selection of goods

Ready-to-cook & ready-to-eat meals



Wide range & selection of goods

Household & apparel



Wide range & selection of goods

Foodservice & institutionals



**Wide range &
selection
of goods**

Fresh produce & seafood



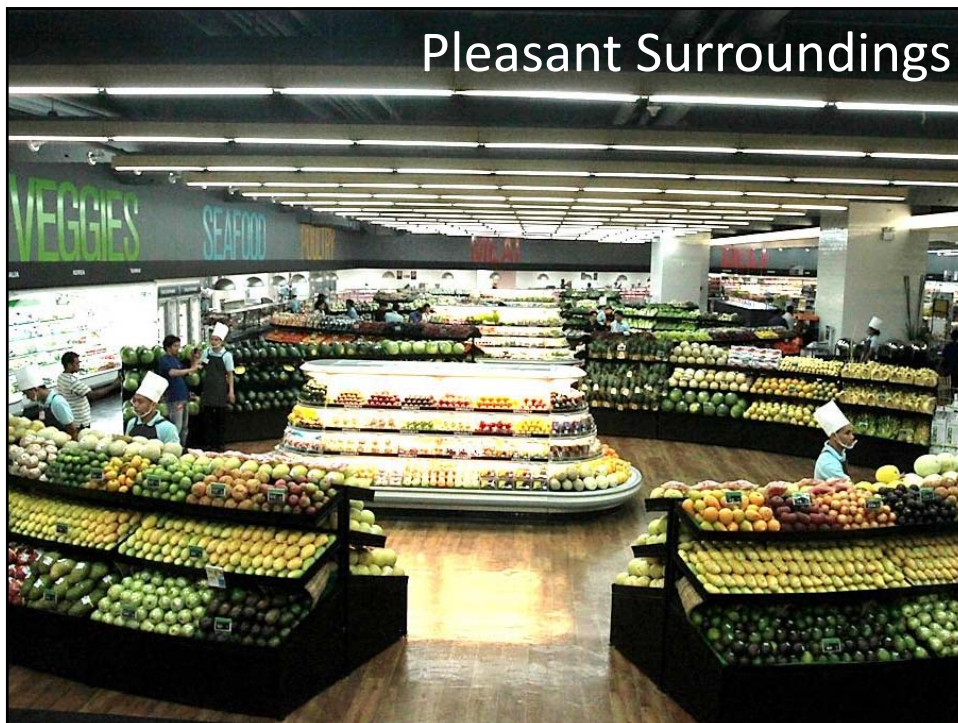
**Wide range &
selection
of goods**

“SM Bonus” branded items



Wide range & selection of goods

Specialty & exclusive items



Pleasant Surroundings





Relevant promotions

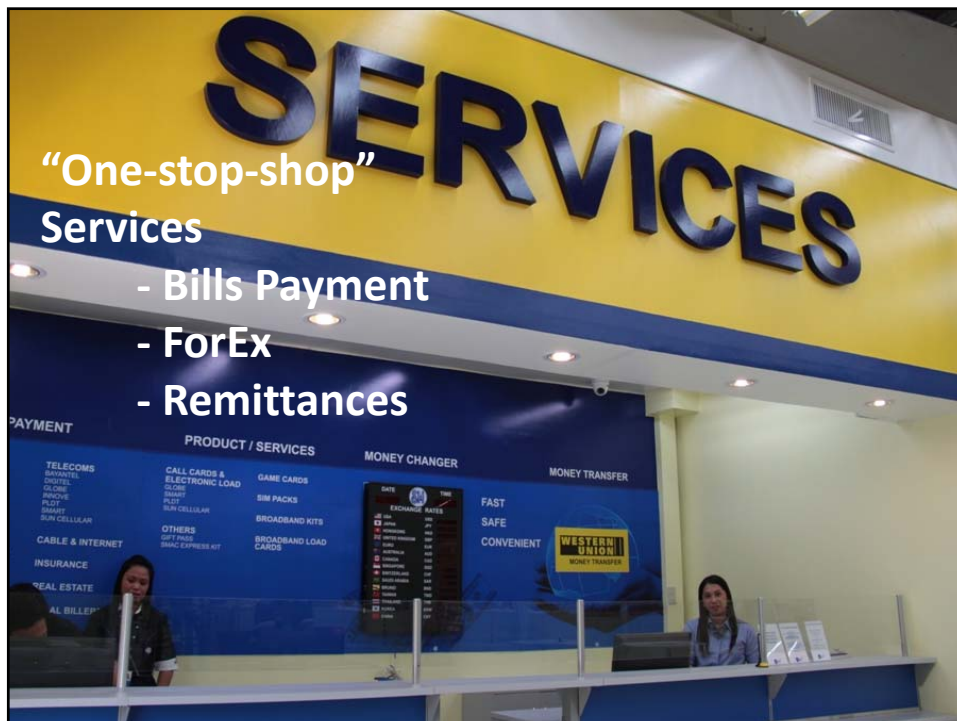
Highly effective Shopper Loyalty Program:

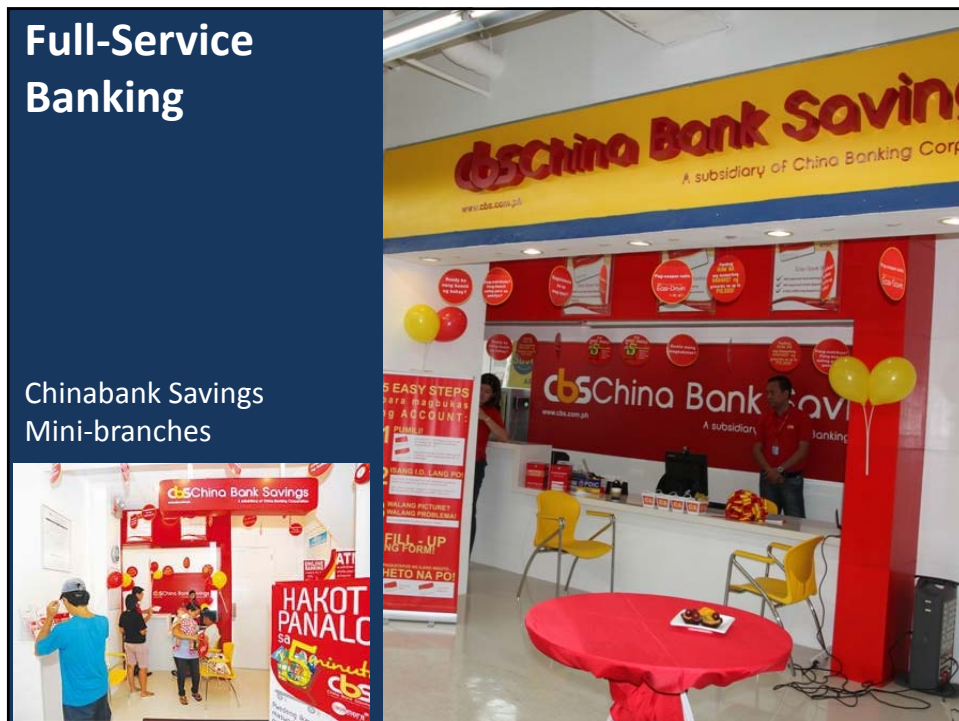
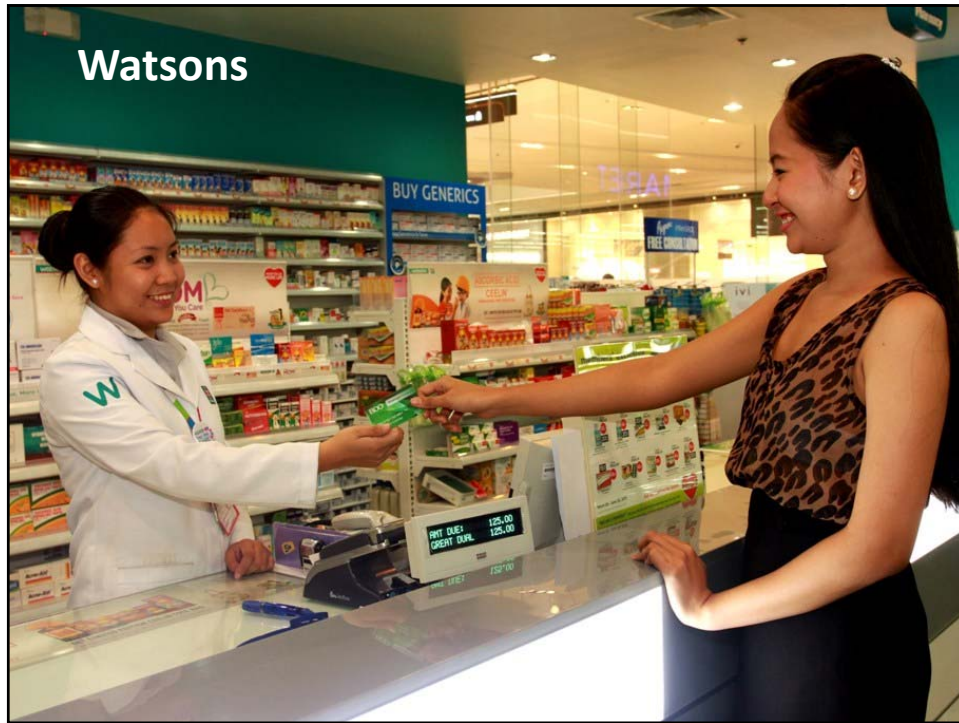
The SM Advantage Card



"One-stop-shop" Services

- Bills Payment
- ForEx
- Remittances





3. Consistency, reliability & innovation







Training & employee development



Be the Next SM Leader

Join our **Customer Assistant Program**

If you are FEMALE...

- At least 5'4"
- Graduate of any 4-year course
- Single, between 20-26 yrs old
- Willing to undergo Cashiering, Bagging, Selling and Receiving and Dispatching as part of training
- Willing to be assigned to any branch

Shane O. Maco
Customer Assistant

Shane O. Maco
Supervisor



Positive Impact on the Community

- Store Employees -70% locally recruited
- Among the largest taxpayers
- Platform for local entrepreneurs
- Uplifts local standards of living
- Makes local markets more competitive



Relief Operations





Caritas Manila gives the SM Food Group their **Testament of Appreciation** for helping them in their cause



Green Campaign

- 16 Million Greenbags Used
- 32 Million SM Advantage Points Awarded
- 48 Million Plastic Bags Saved

















Thank you



SUPERMARKET



HYPERMARKET

