

Tesco annual report 2010

[Business](#)



A good example of this has been our renewed focus on rewarding loyalty – at home and abroad – which has been a great success with customers. In the UK, we increased our Clubcard investment with Double Points – giving customers even greater reward for their loyalty. Internationally, we launched Clubcard in three more countries during the year – in Poland, Slovakia and Thailand – and for the first time we now have more Clubcard holders internationally than in the UK. It has been another significant year for our work on the environment and within local communities.

As we grow, our customers increasingly look to Tesco to take the lead in these areas – and we are.

In January, we opened the world's first zero-carbon store at Ramsey in Cambridgeshire – the latest step in our journey to reduce the carbon footprint of our business. Over the past year we have made significant progress towards our long-term goals by reducing our emissions by 7.8% on our baseline 2006/7 store and distribution portfolio. This year we donated over ? 60 million to charities – once again exceeding our target to give the equivalent of 1% of our profits to good causes.

These good results are testament to the hard work of our people.

The Tesco team is now 472,000 strong – and we remain united by our goal to improve the shopping trip for our customers. I would like to thank all our people for their hard work which I know will continue in the year ahead.

David Reid Chairman Tesco PLC Annual Review and Summary