



“ The new look white fascia is a natural evolution of the Costcutter brand ”



To celebrate our 25th Anniversary we are proud to unveil a new look for Costcutter.

As part of a wider modernisation campaign, Costcutter's traditional fascia has been refreshed and is complemented by the launch of a completely new myCostcutter brand – positioning Costcutter at the forefront of convenience retailing for the next 25 years.

This brand transformation follows extensive market research and consultation with Costcutter retailers, which identified the need to segment the convenience market.



The new simplified white fascia introduces a cleaner, fresher feel whilst ensuring its key strength – its instant recognisability – remains at its core.

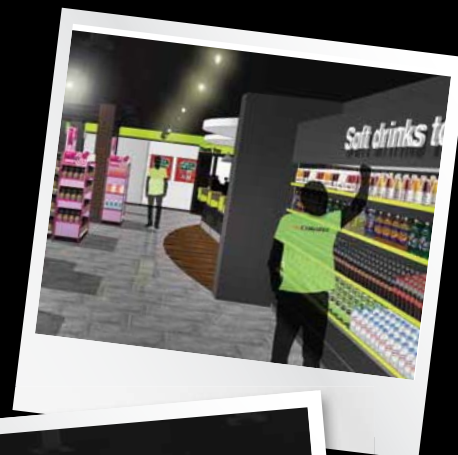
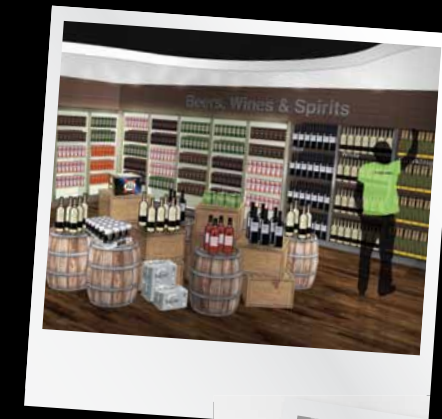
The innovation continues in-store with clearly defined zones providing greater sight lines and improved customer navigation.

Aimed at retailers who are continually looking to improve the standards of their stores, the new look Costcutter brand provides the perfect balance of quality and affordability.

A natural evolution of the ubiquitous Costcutter brand, the new look is enhanced further by the creation of new store exterior guidelines, including open window displays allowing customers to see into the store and more natural light to flood in, creating a more welcoming atmosphere.



“ myCostcutter signals a new era for convenience retailing ”



**The all new myCostcutter brand introduces a premium retail experience, positioning Costcutter at the forefront of convenience retailing for the next 25 years.**

The introduction of the myCostcutter brand with vibrant black, red and green colourways, heralds a significant departure from the traditional white and green colours, ushering in a superior brand experience.

Remaining loyal to Costcutter's value promises, the premium feel fascias provide retailers with the opportunity to differentiate themselves in a crowded marketplace.

The full myCostcutter package introduces new colours, layouts and textured finishes throughout the store, maintaining the high end environment.

Signalling a new era in convenience retailing, the myCostcutter brand rewards disciplined retailers who continually strive to achieve the highest standards, providing the perfect platform from which to grow their business by appealing to a new market segment.

myCostcutter will be location driven and backed by retailers' commitment to fully support the concept inside and out.