



Getting more Boosting points 600 partners

Get more

Day by day, it's amazing what your points can grow into



Our points don't expire & you can double their value online on things like toys, so they add up to something big

Are you getting the most of your card?



How hard do you have to work to get £300 after tax?

Adjust copy:
Tesco team to
check average



Yet that's the spending power earned by an average Clubcard holder in a year. Don't miss out for a second longer

Are you getting the most out of your Clubcard?

You see £10
worth of vouchers.
We see £20



Now £10 in vouchers is ALWAYS worth £20 when you spend it on sunglasses in the Opticians department

Get more out of Clubcard



TURN £10 into £40



Go online & you can quadruple the value of your Clubcard vouchers with 600 different companies

Are you getting the most out of your Clubcard?

It's nice to say
'yes' to a new toy



You can more often with Clubcard
- double the value of your points
against toys all year round

The more generous reward card

Hope you know
your 2 times
tables!



You can boost your Clubcard vouchers
to twice their value all year round
when you buy school uniforms at Tesco

Simply go on line to upgrade your
vouchers

Clubcard won't change your life



Family day out to London Zoo



But it can make it more fun!
You can boost your points by 3-4 times
on so many exciting experiences

Clubcard is more exciting
than you thought

Are you getting enough out of your Clubcard?



Did you know you can quadruple the value of your Clubcard vouchers with 600 partner businesses?

Make sure you get the most out of it

If I get £20 of food
for £5 at
PIZZA EXPRESS...



Does that make it OK to have
loads of ice cream with chocolate
sauce & brownies too?

clubcard's easy: decisions aren't!

Clubcard is what you make it



Jim Turner accountant & warrior
trebled his points at Skirmish Paintballing

Of course you can use your points
against your weekly shop, but why not
treble their value on line?

Amazing deals with 600
different businesses

You could buy an annual pass for all these for £155



Or pay just £46.50 in Clubcard points

Amazing exclusive permanent deals

We like really
demanding
customers



The Bailey kids hunting down the best deal in Clubcard Exchange

It means they get the most out of Clubcard - like going on-line to double vouchers' cash value

Get more out of Clubcard

"It's right that
you expect more
from your shop



£10 vouchers = 1 adult & 1 child free entry to
Chessington World of Adventures

We've made it simpler to double or
quadruple the value of your
vouchers online"

Giving you more

Would you say no to £400?



Our average Clubcard holder earns more than £100 per year in points which can be doubled in Tesco or quadrupled by our partner businesses

Make sure you don't miss out

Don't take Clubcard at face value



Beauty Expert (the specialist skin care products) doubles the value of your points

Do more than get money off your next shop - double, treble or even quadruple the value of your vouchers on-line

Great deals with over 600 participating businesses

Are you making
the most of your
clubcard?



Don't just spend your points at face
value - double them with on line offers
on everything from beauty to toys

The more rewarding reward card

Breadth

Tesco takes me to
the Taj Mahal
once a month



My local Indian restaurant, that is
- they quadruple my Clubcard
points so we eat for free

clubcard has gone local

Did you know
you can get this
at Tesco?



Turn your Clubcard vouchers into
exciting rewards now they're worth 3 to
4 times more with any of 600 partners

Now there's so much more you can
get out of Clubcard

We admit it -
there's life
beyond Tesco!



That's why you can get 2 to 4 times the value of your vouchers with 600 partner businesses, from fairgrounds to pizza

Go online for the simple way to get more out of your Clubcard

A local club for local people



Now you can get great local offers
- and what's more, your points
value will be doubled or quadrupled

There's more to
Clubcard than you thought

Smart
Savvy

"I play FIFA &
my mum plays
Clubcard



She loves finding ways to increase her
points total & then doubling them
online to max out their value"

Play the game and get more

I get a £10
voucher a
month



Helen Blake, Corby

I get £20



Susie Hunt, Exeter

They both spend the same at Tesco – it's
just that Susie goes online & doubles
the value of her vouchers across loads of
Tesco departments

Get more from your card

Shop smart with
your Clubcard & reap
the rewards



Martin Lewis
moneysupermarket.com

Switched-on card holders
double their points on line

It's easy to get more value out of
your Clubcard

Play the game



Double your Clubcard points
online and buy toys & games
for the whole family

Get more
out of your Clubcard

Beat the system...



Go on-line and double the value of your points across loads of Tesco departments from clothes to toys

Are you missing out on Clubcard's great deals?

"Tesco doesn't know
what it's letting
itself in for..."



Giving me 2 to 4 times the value of my
vouchers against Pizza Express!

Get the most out of your Clubcard

Watch out Tesco -
I'm coming for you!



You're going to give me double
the value of my vouchers? I'll
rob you blind!

Go online to double your vouchers
across loads of Tesco departments

Waste

Not using your
points is more
wasteful than you
think



Because you can double their value
across Tesco departments from
opticians to cookware

Go online to see all the ways to boost
the value of your vouchers

"4 out of 5 Clubcard holders are missing a massive trick!



Martin Lewis, moneysupermarket.com

They don't spend their points with Tesco's partner businesses who treble or quadruple their value

We want you to get more from our Clubcard

I'm not daft!



*How Liz gets £400 a year
Grocery spends of £120 a week
Petrol £50 a week
£1,300 a month on a Tesco credit card*

Not doing Clubcard would be
me throwing away £400 a year

Are you missing out?

Is your Clubcard feeling unloved?



There are so many more ways to use your Clubcard, like getting double the face value of vouchers on toys, clothes, opticians, cookware and more

Go online to discover how you can make more of your Clubcard



Philosophy

In tough times,
giving is good
business



We know that if we help you out by
giving you savings on Clubcard
you'll continue shopping with us

clubcard gives you more

In tough times, a
treat is more
important than ever



Whether it's a simple bunch of daffs or
saving for a family trip to Alton
Towers, let your points pay

You deserve a treat

When times are tough, a little treat's even more important



Family entry to Longleat Safari Park
for only £6 in Clubcard points

Go online to treble your points value so you can spoil yourselves

Every little helps



In tough times you learn who your friends are



£6 in vouchers = 1-day pass to Longleat (worth £24)

You've stuck by us & in return, we've made Clubcard rewards better value & with more choice than ever before

The reward scheme that gives you more

Treats count
more when times
are tough



The vouchers you save on
clubcard mean you can afford
them more often

Get your just rewards

Sunday roast with
all the trimmings
- thanks Mum!



Whether it's dinner or a day out, your
points make it easier to put a smile on
their faces when money's tight

clubcard gives you a helping hand



You deserve a nice surprise for a change



Life can throw a lot at you, so it feels great when you discover your Clubcard points add up to a nice treat

Helping you every day

We know that
little things can
add up to a lot



Like putting that smile on his
face because of the points you
saved up on Clubcard

The reward card designed for you

A little helping hand



Save up your points on Clubcard and give yourself a treat when you need it

The reward card that really helps



Your Clubcard isn't going to change your world...



Quadruple your vouchers at Pizza Express

But it'll help you along every month, from savings off your shop to exclusive deals

A little helping hand

"I needed
crockerery for my
first flat



But I was able to double my
Clubcard vouchers on Cookware so I
could get the full set

Help when it matters most

"I really needed a
new bikini



I doubled the value of my vouchers
online with the clothing promotion
- so I could afford a sarong too"

Help when you need it

Our 'Thank You' is
more than just
good manners



We owe you for shopping with us,
that's why Clubcard gives you so
much money off

£500 million given back a year

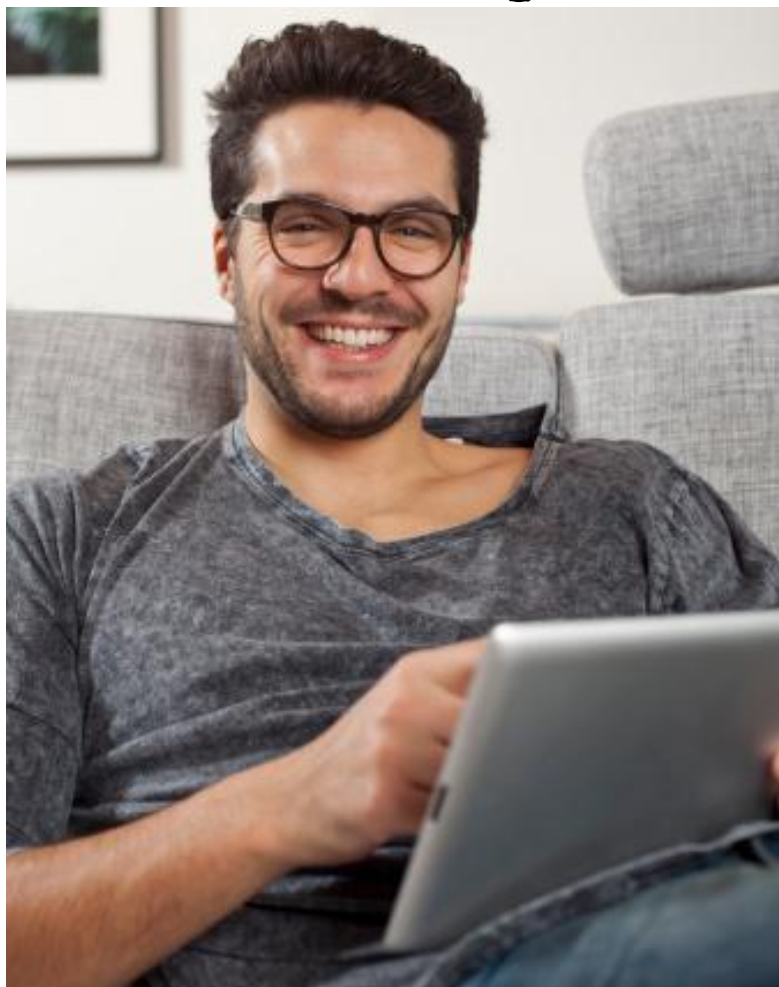
We owe you for shopping with us



That's why Clubcard gives you so much money off & access to 100s of deals with 600 companies

Thanks for shopping with us

You scratch our
back, so we'll
scratch yours



We really appreciate you shopping with us. That's why you can double the value of your points online

Thank you for shopping with us

We'd like to
thank you with
more than words



So we've made Clubcard more
rewarding & flexible than ever to
give you something really valuable

Giving you more



Thanks a 500 million



We really appreciate your custom, so we're sending out £500m in free vouchers to Clubcard holders this year

The reward scheme
that gives you more



Face Value

Saving doesn't
have to be boring



Collect your vouchers & use
them to surprise someone even
when funds are running low

Help that makes a difference

You little life-saver!



When funds are running low,
your Clubcard vouchers mean you
can still buy that little pick me up

Help when you need it

Like buses, big bills seem come three at a time



But when your cash is flying out, it's a relief to know you've stashed away some points to make your shop cheaper

Get a little help from Clubcard

Sometimes
payday can seem
a long way off



But having points to fall back
on brings down the cost of your
shop when you need it most

Helping you when you need it most



Every Christmas needs to be the best ever



Saving up your points with Clubcard makes sure Santa gets it absolutely right!

Making Christmas merrier

"I save my vouchers for a snowy day!"



Christmas is expensive so it's good to know your points are building up

Helping you when you need it most

With 3 growing kids
going back to school,
August is expensive



So I save my vouchers to kit them
out in new uniforms, stationery &
schoolbags

Get a little help from Clubcard

"My Princess's party hits the purse hard



So I save my vouchers to ensure there's enough jelly & ice cream for all her friends"

Get a little help from Clubcard

It's no Lottery...



With every swipe you get money back guaranteed. In fact Clubcard gives £10m a week back to Tesco customers

£500m in vouchers every year

A promise that's worth hard cash



Not only do we promise not to be beaten on price, we'll give you money off your shop with Clubcard

Better value guaranteed

TESCO
CLUBCARD

Face value or more

"I save my
vouchers for
Christmas



They're a real help when there's so much pressure on the purse-strings, especially when I can double them on toys & Christmas dinner"

Giving you more

A spender and a saver be



Triple your points on a huge range of products or simply get money off your weekly shop

The ultimate flexible reward card

Live in the
moment or plan
ahead - you decide



Use your points to buy spray-
tan today, or save them for a
flight to the Costa del Sol

You choose how to use your Clubcard

A Playmobil toy today,
or Legoland in a few
weeks' time?



Get double the value of your vouchers on
toys, or a family pass to Legoland for
just £8.50 in Clubcard vouchers

You choose how to use your Clubcard

You could use your points to enjoy a Cornetto now



Or you could use them to buy air tickets to Venice & have one there instead

Helen got enough points in 6 months on a weekly shop of £100

You could use your points to buy a Justin Bieber CD



Or you could triple their value at Madame Tussauds & see his wax-work instead

You choose how you use your card



Look what I did & how

He'll remember
this day for the
rest of his life



Making magical memories has never
been more affordable - like Junior
membership of Liverpool FC

Unforgettable days for less

Clubcard was
worth over £400
to us last year



We got £130 worth of points &
spent them on deals that trebled or
even quadrupled their face value

Go online to treble your points
with 600 partners

Weekend in Ibiza? We Clubcarded it.

Here's how we collected...

£70 on groceries a week

£30 on Tesco Esso petrol a week

£650 on Tesco credit card a month



We earned our two BA free
flights in 6 months

Get the most out of your Clubcard

My French revolution



How Frank does it in
Spends per week...
£120 groceries
£50 petrol
Monthly bill of £975
on a Tesco credit card
= £90 of Le Shuttle
vouchers

I use Clubcard rewards for trips to France on Eurotunnel to stock up on wine - it only takes me 3 months to save

Your Clubcard goes further than you think

You could spend
your Clubcard points
buying beer...



Or, like Ben & Claire, you could
use them to buy air tickets to get to
Prague to visit the brewery!

Ben got enough points in 6 months
on a weekly shop of £100

I'm loving the TESCO shopping experience



Nikki Walker from Bournemouth, Montemartre April 2013

My Clubcard points paid for my
Eurostar ticket to Paris & got me
my hotel for 1/2 price

Have more fun with your Clubcard

I always wanted to go to New York & Clubcard made my dream come true

Jenny Harris on the Staten Island Ferry, September 2012



I went there to celebrate my 50th birthday. We both got free flights & hotel & had the most amazing time"

How will you spend yours?

Here's how Jane took
9 months to get a
free BA flight to NY

Jane Marsh from Ayr
NYC April 2013



£100 groceries a week
£35 petrol a week
£1400 Tesco credit card monthly bill

Do you get enough
out of your Clubcard?

May not look
much, Mum



In May, Billy got to go to Euro Disney for free after
12 months of saving points

But it's another step to
Euro Disney

Every point adds up to something big



Perk Club

Got no points? You still get prizes



FREE movies & TV



2 for 1 entry into Legoland



Up to 40% off RAC Rescue



£15 off BA flights

Even with no points – just having a Clubcard gets you loads of deals

It's smart to have a Clubcard

You won't wear it out



There are so many deals that don't even cost a single point you can treat yourself as often as you like

The best reward scheme out there

Is a treat still a treat when they come so often?



Warwick Castle



Legoland



Alton Towers



London Aquarium

Because you don't have to spend to get these 2 for 1 offers you can have them as often as you like

Spoil yourself with Clubcard

Guess who just
found out they're
off to Legoland!



Just having a Clubcard means you
get 2 for 1 at Legoland

Amazing deals without spending a
single point

The Weston family's yearly get together at Alton Towers



2 for 1 entry means there's more money left for ice-cream!

clubcard gets you 2 for 1 without using up any points

Membership has its privileges



The day you get your card you get:

- Free TV from Blinkbox
- 2 for £20 at ASK
- 2 for 1 at Alton Towers
- 2 for 1 at Legoland
- 40% off RAC Rescue
- & much more...

Rewards without spending a point

Thank you...
Thank you...
Thank you...



Mum doubled the value of her vouchers on Tesco opticians, Ben did the same to buy some headphones, & Lucy on a new bikini.

Every Clubcard holder can get a great deal

Something for nothing

15% off travel insurance



£40 off home insurance



You don't have to spend a penny to get these great deals - all you need is a Clubcard

The club that gives you more

How do you use yours?



You can get great 2 for 1 deals on days out & meals without spending a single point

Do more. Get more from your Clubcard

Pizza, wine & a film
for two for £27 - You're
having a laugh!



Get 2 for £20 (including wine!) at
ASK and cinema tickets for £3.50
each without spending a single point

Are you getting
the most out of your Clubcard?



An offer that'll really make headlines



Just having a Clubcard means you get a free newspaper at Tesco Express without using a point

Rewards without spending a point



We believe in
'freedom of the
press'



Any newspaper absolutely free
for just for showing a Clubcard
at Tesco Express

Rewards without spending a point

Half price Huggies for Clubcard Baby Club members



New mums get regular fantastic
money-off offers to keep costs
down at this expensive time

Help when you need it



Improvements

Permanence

Every little helps & helps & helps



Now your Clubcard vouchers are
always worth 2x their value in
Baby & Toddler on Tesco Direct

Ongoing offers
you can plan around

Your usual table?



*A £100 weekly spend
= £40 off Pizza Express
every month*

*Quadruple the value of Clubcard points
at Pizza Express & treat the family to a
meal out every month**

Ongoing offers you can plan around

Anticipation is half the pleasure

Learn to sail with Lagoon Watersports
who treble your Clubcard points



And because our deals are ongoing,
you can plan ahead & save as fast
or slow as you like

Making it easier for you to get more

Here today, HERE tomorrow too



Clubcard's offers are ongoing,
with no expiry date or limited
availability

Ongoing offers
you can plan around

Looks like it's time
for the Clubcard...



Get 2 for 1 on days out with
Clubcard, or 2 for £20 at ASK
pizza any time you need it

Ongoing offers
you can plan around

Ease
Simpler

Minimal effort,
maximum
reward



If you just click on clubcard.com you'll be able to quadruple the value of your vouchers in an instant

We've made redeeming simpler

Simpler than
deciding what
you want for tea



Just click on rewards and get 4X
the value of your vouchers at a
whole host of restaurants

We've made redeeming simpler

It's easy to get
more out of
Clubcard



With our new super simple website - just
click to triple the value of your vouchers

We've made redeeming simpler

We've done all the hard work for you



We've made amazing deals on days out, restaurants & flights - all you have to do is click!

Great deals now made super easy online



We believe life
should be a bit
simpler



view your Clubcard account online
& see how easy it is to double the
value of your points

Making it easy to make big savings

Personalisation

The only
vouchers you'll
ever need



Clubcard analyses your shop and
tailors vouchers to you. So you get
money off the products you need

The reward scheme
personalised to you

No two Clubcard users get the same



Now we only give you offers personalised to you - so you just get vouchers for the things YOU want

The reward scheme personalised to you

My Clubcard and me just click



Our vouchers are now personalised to you. So if you buy lots of Häagen-Dazs you'll get money off coupons for Häagen-Dazs - simple

Money off the things YOU like

You know what you like & that's what we'll give you



We personalise your vouchers to give you money off the things you already buy, not what you don't

Our way of saying thank you

We wouldn't give John a money off voucher for quiche



We tailor your vouchers to the brands you already buy to bring down the cost of your weekly shop

Bringing down the cost of the things you love

Clubcard - it's personal!!



Everyone's different so now we'll only send you vouchers for the products you regularly buy

Genuinely useful savings

Loyalty should
be rewarded, not
exploited



So from now on, we'll only send you
vouchers for things you actually buy,
not what we'd like you to buy

Rewards made useful

We take the time to
look at what you buy



Then we make sure we only
give you coupons for the brands
you already buy

Money off personalised to you



We look at what you buy for good reason



It means that we can now tailor the coupons we send you to the exact products you already buy

Money off personalised to you

We track what
you buy



So now we can send you coupons
for the brands you already buy -
not things you don't!

Money off personalised to you

We don't track
what you buy to
sell you more



We use it to reward you with money off
the brands you already buy. So from
now on you won't get a coupon for a
brand you don't like

Money off personalised to you



Vs Competition The best

Sometimes it's good to be big



Because there are so many Clubcard holders, 600 businesses want to give 3-4 times the value of your points when you redeem with them

The biggest & best reward card

With Clubcard you
really can go the
extra mile



Clubcard has the best petrol points
scheme in the country (as
recommended by Money Supermarket)

Collect at Esso too

My mates think I
spend my life on
voucher sites...



But I'm just using my Clubcard to
get shopping, restaurant, flight &
day out deals all year round!

Are you getting
the most out of your Clubcard?

I don't bother with
Groupon any
more...



Since I realised I can get 75% off
with 600 companies all year round
with Clubcard

There's a whole
lot more to Clubcard than you think

Half a billion reasons to get a Clubcard



We send members $\frac{1}{2}$ a billion pounds of free vouchers every year – no other reward scheme comes close

Clubcard gives you more

If every little helps,
what does half a
billion pounds do?



That's the value of the free
vouchers we send to Clubcard
members every year

clubcard gives you more

£10 million given
away every week



That's how much we give
clubcard holders in vouchers &
coupons every year

The biggest & the best reward scheme
in the country

£500 million
given back a
year



Tesco Clubcard holders get more than a price guarantee on their shopping. They get money back

Giving you more

Other supermarkets
may try to compete
with us on price



But none of them can compete
with our reward scheme

Great prices AND the
best reward scheme

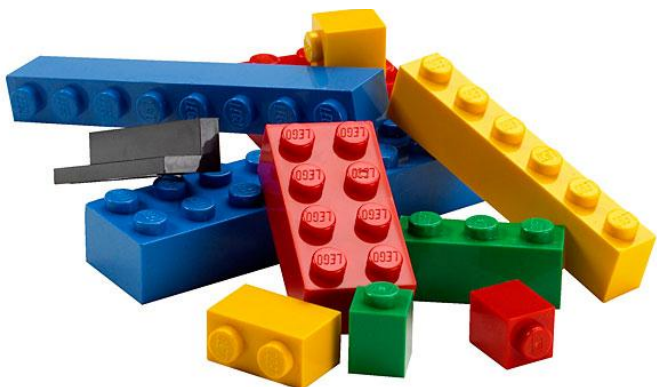
Not only do we
promise not to be
beaten on price



We also give you more in vouchers
& coupons on top - more than any
other UK supermarket

Giving you the best deal

No other
supermarket gives
you so much
spending power



Not only do we promise not to be beaten
on price - we double the value of your
vouchers across lots of Tesco depts

Tesco gives you more



**Make sure you
collect & redeem**

Collect

Even if it's just you on your own

£50 a week on groceries
Reuse 4 of your own bags
£30 a week on Esso fuel
£6 a week on Tesco Mobile
£800 per month spend on Tesco Credit Card
Earns £12 per month



You can still easily max
your points

Get more from your Clubcard

Every time you use it, Sardinia gets that bit closer!



Suzi saved enough points to fly to Sardinia in just 7 months

Clubcard points can build up into something big like a holiday in the sun

Get the most out of Clubcard

Mary is a Clubcard guru



She collects points everywhere.
(she gets a BA flight for free every two months)

Get more from your Clubcard



No one likes paying for petrol



But at least you know you're racking up your Clubcard points every time you fill up at Tesco or Esso

More ways to save

I'll squeeze every ounce of value out of you Tesco!



Halfords trebles your Clubcard points, so an MOT only costs £18 points

I'm collecting on groceries, petrol, credit card - even recycling. Then I go online & triple my points with partner offers

We want you to get more out of Clubcard

Turn everyday spend into flights

£100 per week



£30 per week

£1000
On your
Tesco credit
card monthly



£5 per week

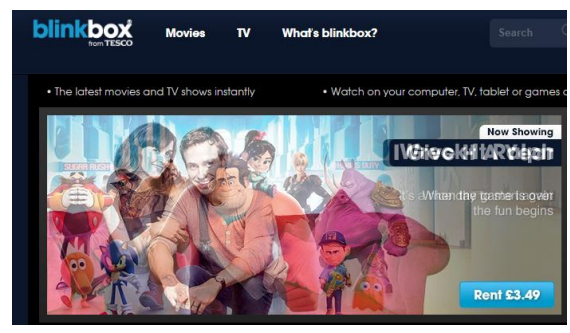
You could have a free BA flight to Nice in 2 months

Get more from your Clubcard

There are lots of easy ways to boost your points



Switch your Gas & Elec to an Eon Reward tariff



Watch the latest releases on Blinkbox



Use Tesco Credit Card for all your purchases



Use mobile Tesco



Re-use your bags

As well as groceries & petrol

Collect more. Get more



10,000 people flew to Europe free on Clubcard last year



Buys fuel at Esso



Uses his own bags (for a point a bag)



Jack took 5 months to fly to Barcelona free



Phone with Tesco Mobile



Puts everything on his Tesco Credit Card

Try out their Clubcard tricks & you could join them

Every spend is an opportunity

Clever girl!

How she did it:

£130 on groceries a week

£40 on Tesco Esso petrol a week

£1000 on Tesco credit card a month



Jane Harlow & family
Rome, 2012

Jane figured out a way to get free BA flights to Rome for her family in 12 months

Why wouldn't you?

Using your own
bags can earn you
£20 a year



What are you going
to spend it on?

Get more from your card

It's the one card
you swipe that
actually pays you!



Yet some people don't bother! Don't miss
out on your money back every month

Make sure you get what you deserve

Make the most of your Clubcard



Keep swiping and keep saving
– it can amount to a nice little
boost before payday

The more rewarding reward card

Redeem

Dog ate your vouchers?



Never mind, we really want you to spend them, so you can now re-print them online

We want you to get the most out of Clubcard

We know if you get
better value from us



You'll shop with us more
That's why if you lose a voucher you
can easily reprint it online

We want you to get the most
out of Clubcard

Get your just rewards



We want you to redeem your Clubcard vouchers - so you can print them off online if you lose them

You deserve the reward



Unless we give
you more you'll
go somewhere else



That's why we want you to redeem your
Clubcard vouchers - they save you
money & make Tesco unbeatable

Get your just rewards