

TOTAL VALUE OF ELECTRONIC CARD TRANSACTIONS

PERIOD ENDING 28-04-2010

REGION: New Zealand

APRIL 2010 SUMMARY

RETAILER CATEGORY ⁽¹⁾	MONTH TOTAL \$M ⁽²⁾	% CHANGE vs PRIOR MONTH	% CHANGE vs SAME MONTH LAST YEAR
Café/Restaurants/Bars	\$211.1	1.7%	-1.0%
Clothing & Footwear	\$154.4	12.9%	-1.9%
Department Stores	\$145.1	8.2%	1.2%
Fuel/Service Stations	\$244.5	-0.3%	6.2%
Furniture/Appliances/Electronics	\$132.6	-5.0%	0.1%
Health Goods & Services	\$111.3	-5.8%	0.6%
Home & Building Supplies	\$99.5	-3.4%	2.2%
Books & Stationery Stores	\$42.4	-7.1%	-2.0%
Liquor Stores	\$43.7	-0.8%	0.2%
Recreation & Entertainment	\$87.4	16.7%	0.6%
Supermarkets/Food Retailers	\$715.5	-2.0%	1.4%
Travel & Accommodation	\$202.8	-9.5%	0.6%
TOTAL RETAIL SPEND	\$2,190.5	-0.6%	1.1%

APRIL 2010 QUARTER SUMMARY

RETAILER CATEGORY ⁽¹⁾	QUARTER TOTAL \$M ⁽²⁾	% CHANGE vs PRIOR QUARTER	% CHANGE vs SAME QUARTER LAST YEAR
Café/Restaurants/Bars	\$661.3	-0.1%	-2.8%
Clothing & Footwear	\$438.1	-10.1%	-3.0%
Department Stores	\$429.2	-27.9%	2.0%
Fuel/Service Stations	\$784.5	3.5%	2.4%
Furniture/Appliances/Electronics	\$436.0	-16.1%	-0.5%
Health Goods & Services	\$368.5	5.3%	0.2%
Home & Building Supplies	\$324.0	-11.2%	0.2%
Books & Stationery Stores	\$151.6	-12.3%	-4.0%
Liquor Stores	\$142.9	-11.5%	-2.3%
Recreation & Entertainment	\$257.6	-4.9%	-2.5%
Supermarkets/Food Retailers	\$2,324.7	-2.7%	0.9%
Travel & Accommodation	\$696.5	18.7%	2.3%
TOTAL RETAIL SPEND	\$7,015.0	-4.2%	0.2%

DATES

PERIOD	START DATE ⁽³⁾	END DATE	LENGTH
Month	01-Apr-10	28-Apr-10	28 days
Prior Month	04-Mar-10	31-Mar-10	28 days
Same Month Last Year	02-Apr-09	29-Apr-09	28 days
Quarter	28-Jan-10	28-Apr-10	91 days
Prior Quarter	29-Oct-09	27-Jan-10	91 days
Same Quarter Last Year	29-Jan-09	29-Apr-09	91 days

COMMENTARY

28 days Total retail spend in New Zealand for the 28 days ending 28 April 2010 was \$2,190.5 million. This represents a decrease of 0.6% from the previous 28 days and an increase of 1.1% from the 28 days ending 29 April 2009.

Spending increased in the Clothing & Footwear, Department Stores and Recreation & Entertainment categories and decreased in the Furniture/Appliances/Electronics, Health Goods & Services, Books & Stationery Stores and Travel & Accommodation categories compared to the

Spending increased in the Fuel/Service Stations category and did not significantly decrease in any categories compared to the 28 days ending 29 April 2009.

Quarter Total retail spend in New Zealand for the quarter ending 28 April 2010 was \$7,015.0 million. This represents a decrease of 4.2% from the previous quarter and an increase of 0.2% from the quarter ending 29 April 2009.

Spending increased in the Health Goods & Services and Travel & Accommodation categories and decreased in the Clothing & Footwear, Department Stores, Furniture/Appliances/Electronics, Home & Building Supplies, Books & Stationery Stores and Liquor Stores categories compared to the previous

Spending did not significantly increase in any categories and did not significantly decrease in any categories compared to the quarter ending 29 April 2009.

NOTES

(1) Retailer categories are taken from the Merchant Category Codes allocated by MasterCard and VISA

(2) \$ Values are represented in \$millions and are exclusive of GST

(3) Periods are selected to ensure that the same number of weekdays/weekends are included in each comparative period

(4) Data taken from Westpac Business Insight figures and weighted to give national and regional totals