

Overall analysis/ Product Profile Results

Robinsons Retail Holdings, Inc.'s Retailer Profile

Headquarters **Operating Brands**

Robinsons Supermarket, Uncle John's, Marketplace Philippines

Market Share (Formal Retail Market)¹

7-9%

Geographic Coverage

Nationwide

Type of Ownership

Public

Primary Retail Format

Supermarkets

Primary Consumer Segment

Middle-/Upper-income

Operation Model

Corporate-owned / Centralized

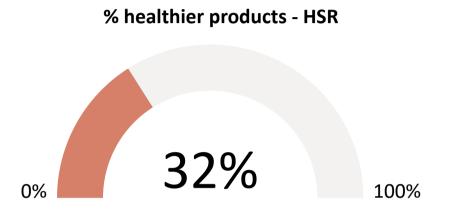
Important - The findings of this Assessment regarding retailers' performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers' control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

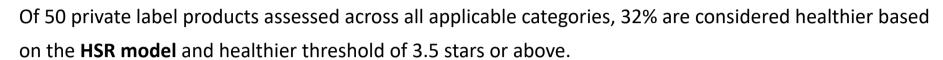
Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2024

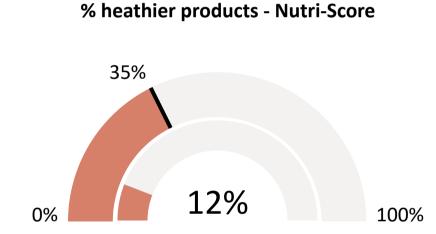
Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the retailer's overall portfolio, as assessed by different nutrient profiling models.



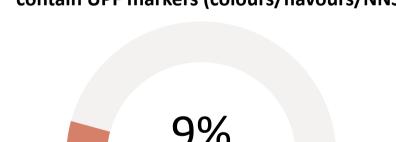


The Health Star Rating (HSR) is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.

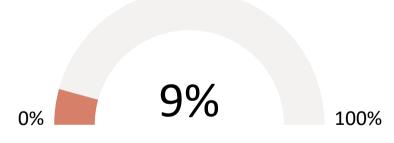


Of 51 private label products assessed across all applicable categories, 12% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 35% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison.

The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.



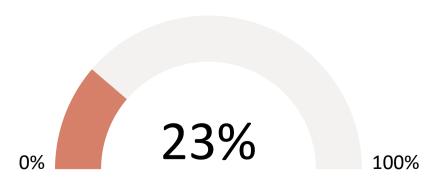
% products low in fat, sugar, salt and do not contain UPF markers (colours/flavours/NNS)



Of 47 private label products assessed across all applicable categories, 9% are non-HFSS (so not High in Fat, Salt and Sugar) and non-UPF (no colours/flavours/NNS as markers of Ultra-Processed Food) products.

The HFSS + colours/flavours/NNS approach (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.

% products eligible to be marketed to children



Of 71 private label products assessed across all applicable categories, 23% meet the WHO SEARO eligibility criteria for marketing to children.

The WHO SEARO model is a nutrient profile model for use and adaptation by Member States of the WHO South-East Asia Region when developing policies to restrict food marketing to children.



Topic A: Nutrition Prioritization

Recommendations Findings Recognition of nutrition Recognition of nutrition Robinsons Retail identifies 'Product Health, Safety and Nutrition' as a "material Robinsons Retail is recommended to publish the outcomes of its ERM assessment in its <u>Link</u> topic" informing its Sustainability strategy. The company does not publish a list Integrated Annual Reports, and ensure that it explicitly recognizes nutrition-related risks, such as the potential business impacts of changing consumer preferences and of enterprise risks to the company in its annual reporting. health consciousness, reputational risks, and possible future regulatory requirements. Addressing & prioritizing nutrition Doing so would help the company proactively manage emerging challenges and Nutrition and health feature prominently in Robinsons Supermarket (the <u>Link</u> improve its transparency with investors and other stakeholders. supermarket operating brand of Robinsons Retail)'s Vision and Mission Addressing & prioritizing nutrition statements. It states that 'Product Health, Safety and Nutrition' is an element of the 'Responsible Retailer' pillar of its Sustainability strategy. Robinsons Robinsons Retail is encouraged to build on its current efforts under the 'Responsible Retailer' pillar by further integrating nutrition considerations across its commercial Supermarket has an ongoing partnership with the Nutrition Research Institute, Department of Science and Technology (DOST-FNRI) to evaluate and label business functions. This could include developing specific objectives and activities to healthier products, and has developed a private label brand focused on improve access to and affordability of healthy foods, and publishing a comprehensive 'healthier' products, 'Healthy You'. The retailer also reports a range of consumer multi-year plan for delivery. The retailer is strongly encouraged to ensure that its nutrition strategy also applies to its other operating brands (Uncle John's, Marketplace, educational initiatives on different topics and philanthropic activities related to nutrition. and Shopwise), and be transparent about how these contribute to its nutrition goals. **Nutrition governance & accountability** Nutrition governance & accountability Robinsons Retail's Board of Directors, through the Audit and Risk Oversight <u>Link</u> The company is recommended to assign direct responsibility for its nutrition strategy to Committee (AROC) and Corporate Governance and Sustainability Committee a named executive, and to formally incentivize progress by linking their remuneration (CG&S), oversees the development and implementation of the company's ESG to at least one nutrition-related KPI. The company is also encouraged to ensure that its approach. However, it is not clear if this includes specific attention to nutrition. Board of Directors formally approves and regularly reviews progress on its nutrition strategy specifically. Strong governance and accountability mechanisms embed No information about executive accountability for nutrition was found. nutrition into decision-making at the highest levels, driving consistent implementation and signalling to stakeholders that the company is serious about delivering on its commitments.

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Topic B: Portfolio Improvement

Findings

Nutrition targets & reporting

No evidence was found on the public domain of targets to increase sales of 'healthier' products or fruits and vegetables, nor of reporting on the proportion of sales derived from such products. Similarly, no targets or reporting were identified on reducing specific nutrients of concern or increasing positive ingredients in its private label portfolio. The company indicates in its reporting that it aims to report on 'Product Health, Safety, and Nutrition' within three years.

Defining 'healthier' products

Robinsons Supermarket labels 'healthier' products via its 'Green Tag Evaluation System', developed in partnership with the DOST-FNRI. To receive a 'Green Tag' and be featured in the retailer's 'Health & Wellness section' both in-store and online, a product must meet the at least three conditions for nutrient content claims according to the Codex Alimentarius (CAC/GL 23-1997): low calorie, low fat, low saturated fat, sugar free, low sodium, low cholesterol, source of protein, and source of dietary fiber. However, this does not require products to meet maximum thresholds for each of the key nutrients of concern to be considered 'healthier'. The retailer also has a private label brand--'Healthy You'--with an explicit focus on 'healthier' products, including fruits and vegetables, as well as fruit snacks and powdered teas.6 However, it is not clear if these items must comply with the Green Tag or other specific nutrient criteria.

Recommendations

Nutrition targets & reporting

The company is strongly recommended to track the sales of products — starting with its private label portfolio — that meet a formal definition of 'healthier', ideally according to a government-endorsed nutrient profiling model (NPM). The results should be published annually, ideally according to ATNi's proposed NPM reporting guidelines. The company is also strongly encouraged to set an ambitious, timebound target to increase the proportion of total food sales derived from products meeting this 'healthier' definition. Setting targets and transparently reporting in this way not only helps to focus internal efforts, but also builds stakeholder trust by demonstrating accountability and a commitment to promoting healthier consumer choices.

Defining 'healthier' products

The company is recommended to adopt an NPM that sets upper limits for each nutrient of concern that must be met simultaneously for a product to be classified as 'healthier' via the 'Green Tag' system. While a model specific to the Philippines is under development, the company can use models endorsed by other governments such as HSR, or one of the regional NPMs developed by the WHO. It can use this 'healthier' definition to guide decisions on stocking, pricing, positioning, promotion, marketing and labelling of products, as well as to develop new healthy products and reformulate existing products to improve their healthiness.

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<u>Link</u>

<u>Link</u>



Topic C: Pricing & Promotions

Findings Recommendations Affordability of healthier products Affordability of healthier products Robinsons Supermarket states that it "commits to bring together healthy Building on its overall commitment to affordability, Robinsons Retail is encouraged to <u>Link</u> selections and affordable prices". While the company has a system to define develop a dedicated strategy to increase the affordability of 'healthier' products 'healthier' products, the Green Tag system, as well as a 'Healthy You' private specifically, ensuring that these are priced more competitively relative to less healthy label brand, it is not clear whether the company ensures that a proportion of options. This should include defining how affordability will be measured in the these products are 'affordable', how 'affordability' is determined, or whether the Philippines, and targets to increase the availability and affordability of 'healthier' company aims to increase the proportion of 'affordable' nutritious products. products. Ideally, these efforts would be complemented by a strategy to improve the accessibility of affordable, healthy products for lower-income consumers. **Price promotions & loyalty rewards Price promotions & loyalty rewards** Robinsons Supermarket reports that it offers several promotions and Link Robinsons Retail is encouraged to leverage its loyalty rewards program to actively membership reward initiatives to encourage the consumption of healthier products, each running at specific times of the year. For example, for World Milk incentivize the purchase of 'healthier' products, ideally through ongoing or permanent Day, it reports that it offered "special promotions to encourage milk mechanisms. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to 'healthier' products consumption and proper nutrition", although details of this promotion and how long it lasted are not given. The company also runs the 'Eat the Rainbow' throughout the year, or to reduce promotions on less healthy products. promotion every January, which accrues extra loyalty points and donations to DOST-FNRI for purchases of participating fruits and vegetables over P1,000. No evidence was found of a policy to offer proportionately more price promotions on healthier products was found, nor use loyalty mechanisms to incentivise the purchasing of healthier products on a more permanent basis.



Topic D: Responsible Marketing

Findings Recommendations In-store marketing techniques In-store marketing techniques Robinsons Supermarket reports that it has a specially designated Robinsons Retail is encouraged to develop initiatives to increase the proportion of healthier products <u>Link</u> section in each of its stores for 'Health & Wellness' products that that are prominently displayed in high-traffic areas of stores, such as end-of-aisle displays, checkout meet its 'Green Tag' nutrition criteria. It states that these sections zones, and store entrances, relative to less healthy products. Ideally, these efforts would be are "highly visible to consumers". No further evidence was found complemented by similar practices in online retail environments, ensuring that healthier options are in the public domain of policies or initiatives addressing the inprominently featured in digital promotions, search results, and recommendations. store positioning of healthier versus unhealthy products, such as Responsible marketing to children in prominent in-store locations, improving shelf-space ratios, or Robinsons Retail is strongly encouraged establish a formal policy to not market products that do not using promotional techniques (beyond pricing) to encourage sales meet a formal definition of 'healthy', ideally based on a government-endorsed NPM or the WHO Southof healthier products and/or fruits and vegetables. East Asia (SEA) or Western Pacific Region (WPR) Regional Models, to children under the age 18, in line Responsible marketing to children with WHO and UNICEF recommendations. This commitment should apply to all products, including No evidence of a policy in place to restrict the marketing of treats and seasonal products, and across all marketing channels and techniques, including in-store unhealthy products to children was found on the public domain. promotion, digital media, and sponsorships, while being transparent about any exemptions. The company is also encouraged to commission independent third-party audits of this policy on an annual basis, and to publish the results to demonstrate transparency and accountability.



Topic E: Responsible Labelling

Findings Recommendations **Identifying healthier products** Identifying healthier products Robinsons Supermarket employs a '4-colour tag system' on its products, which Robinsons Retail is encouraged to publish more information about its '4-colour tag <u>Link</u> includes to 'Green tag' to identify products that meet its 'healthier' definition. system', including what each of the colours represent and how, specifically, products While the company did not specify, image search results indicate that the label fall into each category, as well as the product scope of labelling system. Ideally, the is applied beyond its private label products to national brands also. It is not clear company should use an NPM covering all nutrients of concern to define 'Green tag' what the other colours represent, however. The supermarket's e-commerce (i.e. 'healthier') products sites allows one to view 'Green tag' products only. However, on 11/11/2025, there were only 3 products listed in this section.

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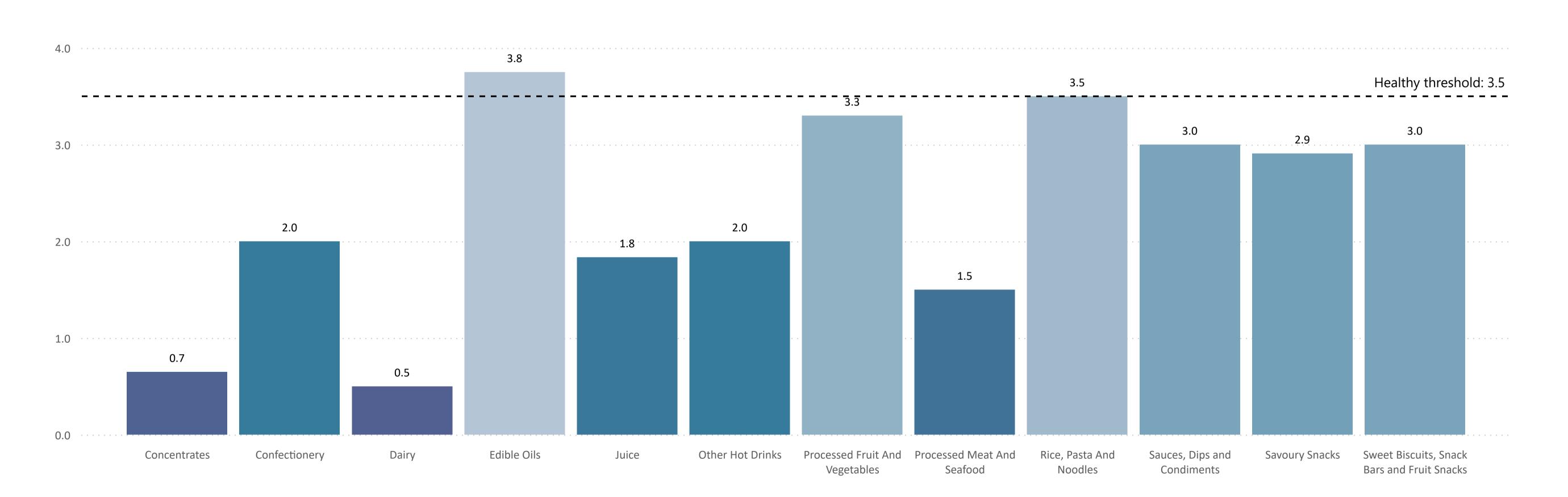


Private Label Product Profile Results

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Robinsons Supermarket.

Mean HSR by category







Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model's criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Category	% healthier products: HSR	% healthier products: Nutri-Score (A+B)	% healthier products: Nutri-Score (A+B+C)	% products that are HFSS	% products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS)	% products meeting WHO SEARO eligibility criteria	% products meeting WHO WPRO 1 eligibility criteria
Breakfast Cereals						100% (1/1)	100% (1/1)
Concentrates	0% (0/10)	0% (0/10)	0% (0/10)	100% (8/8)	100% (8/8)	0% (0/10)	0% (0/10)
Confectionery	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Dairy	0% (0/1)	0% (0/1)	0% (0/1)	100% (1/1)	100% (1/1)	0% (0/1)	0% (0/1)
Edible Oils	100% (2/2)	50% (2/4)	50% (2/4)	100% (3/3)	100% (3/3)	50% (2/4)	50% (2/4)
Juice	0% (0/3)	0% (0/3)	33% (1/3)	67% (2/3)	67% (2/3)	0% (0/3)	0% (0/3)
Other Hot Drinks	33% (1/3)	0% (0/3)	33% (1/3)	80% (4/5)	80% (4/5)	20% (1/5)	0% (0/6)
Processed Fruit And Vegetables	60% (6/10)	20% (2/10)	60% (6/10)	70% (7/10)	80% (8/10)	9% (1/11)	10% (1/10)
Processed Meat And Seafood	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Rice, Pasta And Noodles	75% (3/4)	67% (2/3)	100% (3/3)			100% (9/9)	100% (6/6)
Sauces, Dips and Condiments	0% (0/1)	0% (0/1)	100% (1/1)	100% (1/1)	100% (1/1)	0% (0/1)	0% (0/1)
Savoury Snacks	36% (4/11)	0% (0/11)	27% (3/11)	100% (11/11)	100% (11/11)	5% (1/21)	0% (0/21)
Sweet Biscuits, Snack Bars and Fruit Snacks	0% (0/1)	0% (0/1)	100% (1/1)	100% (1/1)	100% (1/1)	100% (1/1)	0% (0/1)
Total	32% (16/50)	12% (6/51)	35% (18/51)	89% (42/47)	91% (43/47)	23% (16/71)	15% (10/68)

Footnote:

^{1.} The WHO WPRO model is a nutrient profile model for use and adaptation by Member States of the WHO Western-Pacific Region when developing policies to restrict food marketing to children.