

PRESS RELEASE**12 January 2021****ICELAND CREATES 3,500 MORE NEW JOBS TO MEET CONTINUING GROWTH
IN ONLINE SHOPPING DEMAND DURING LOCKDOWN**

- *Iceland is seeking 1,000 new home delivery drivers and 2,500 store assistants / online pickers*
- *This follows the creation of more than 3,000 new permanent jobs in 2020, and seasonal recruitment of a further 3,300 temporary staff for Christmas*
- *Its investments in people, vehicles and systems to increase capacity mean that Iceland continues to have online delivery slots available during lockdown*

Iceland Foods is launching a further recruitment drive in January 2021, offering a total of 3,500 new jobs across the UK. These comprise 1,000 vacancies for home delivery drivers and 2,500 for store assistants, principally to work as online pickers to help meet the growing demand for online shopping.

This follows the creation of more than 3,000 new jobs during the first six months of the pandemic last year, and the recruitment of a further 3,300 temporary workers to support the normal seasonal spike in sales over Christmas. Many of those engaged on these temporary contracts are now being offered extended roles in the business.

Iceland's multi-million pound investment in people, vehicles and systems last year enabled it to handle a 300% increase in home deliveries year-on-year by September 2020, and gave it the total capacity to handle up to 750,000 orders per week. This industry-leading expansion means that Iceland still has online delivery slots available in most parts of the UK, despite the further surge in customer demand since the latest Government lockdown announcement in England on 4 January.

The supermarket has made supporting the most vulnerable people in the UK its number one priority from the very start of the Covid outbreak, and is offering priority online delivery slots to the almost 300,000 customers on its database who are on the UK governments' 'shielding' lists or have been referred to Iceland by local authorities or charities. Iceland had contacted almost 150,000 vulnerable people within an hour of last week's Downing Street announcement of tightened lockdown measures.

David Devany, Chief Customer and Digital Officer at Iceland Foods, said: "We're equally delighted to be one of the very few supermarkets with online delivery slots available to customers right now, and to be able to offer yet more job opportunities as a result of the continuing growth in demand for our service. Our Iceland team is now well over 30,000 strong and I am exceptionally proud of the way our store and delivery colleagues have gone above and beyond during the pandemic, introducing new measures to help their local communities and offering a truly outstanding service to our customers.

"As an illustration of this, I can do no better than quote from an email I received at the weekend from a customer who had not tried Iceland before the pandemic: 'I am absolutely delighted with the service I have received from you from day one ... I have always been able to get goods delivered by yourselves quickly and efficiently ... the service has been second to none with a good variety of products and always an excellent choice of delivery times, not to mention no delivery charge and items priced very reasonably ... The delivery drivers have always been good, and always on time which is a magnificent feat. I honestly cannot praise

the service we have received enough, particularly during these trying times ... I will forevermore be an Iceland shopper.”

Iceland offers free delivery on online orders over £35.

For more information about Iceland’s delivery service please visit: www.iceland.co.uk

ENDS

NOTES TO EDITORS

- Iceland@webershandwick.com (0161 238 9400)

ABOUT ICELAND

Iceland is recognised as the UK’s leader in frozen food and operates nearly 1,000 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family’s weekly shop, as well as meet everyone’s daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland's online shopping service was also named the UK’s best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK’s Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices, while naturally generating low levels of food waste.

Research conducted by Manchester Metropolitan University suggested that switching to frozen food can reduce household food bills by as much as £1500 a year.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and nonessential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.