

MENZIES DISTRIBUTION

BUSINESS UPDATE



11 June 2021

Seasonal Allocations Update

As 2021 becomes the 'year of the staycation', Menzies Distribution has implemented a number of strategies within our allocations system to improve allocations and maximise availability throughout the holiday period.

Newspaper allocations are being based on 2019 seasonality movements, given the vastly unpredictable sales patterns of 2020.



Enhanced magazine allocation options are now being used to manage volatile sales patterns for seasonal customers. Use of 2019 magazine seasonality logic has now commenced across our seasonal customers in UK and Ireland which will support the expected increase in footfall in seasonal areas.

Improved allocation tools allow better targeting to react to trends as retailers return to normal. Additional allocation parameters have been applied for Travel stores to strategically target supply volumes as the Travel sector starts to re-emerge.