

## What do you mean by 'service conditions'?

This means we compare how we sell the product to how it is sold by the competitor to ensure it's comparable. We particularly look at:

**Guarantees** – Where our products are provided with an extended guarantee, we expect the competitor to also provide a comparable guarantee. Where the guarantee is included in the product price, we match this price, but where the competitor charges separately, we match prices based on the combined cost of the product plus any charges the competitor may make for a comparable warranty or guarantee.

**Stock availability** – We carry a wide range of lines and our competitor has to have the line actually in stock (rather than available only to order) for us to match the price. For products that we deliver, we ask that the competitor is able to deliver in equivalent timescales to us.

**Delivery charges** – On products that require delivery we will take delivery charges into account when comparing prices.

**Fitting or installation services** – We carefully select our fitting and installation partners to ensure they match the quality of the product you have purchased. If a competitor's installation service is comparable in terms of quality, such as in only using accredited fitters, in the scope of workmanship, in the quality of any materials used and in the timescale for completing the work, then we will match the combined price of the product and the service.

## What if a competitor is offering a bundle of products either at a discounted price or with a free item?

We will match the total price for the bundle of products if the price of the bundle is publicly available to all customers and the products in the competitor's bundle are identical to products we sell, including any free items.

## What if a competitor is running a very short-term promotion?

If a competitor is running a very short promotion we may not have chance to lower our price, but we would still consider refunding the difference.

## What about products in Foodhalls?

Our Foodhalls are stocked by Waitrose, not John Lewis, so products in our Foodhalls are not covered by our pricing policy.

## What about special orders?

We will consider price matches on special order lines which are not part of our normal stocked range, but we reserve the right to refuse to match prices on such orders where it would be uneconomical for us to do so. We will let you know if we are able to match a price at the point of confirming the order.

## How do I claim a price match?

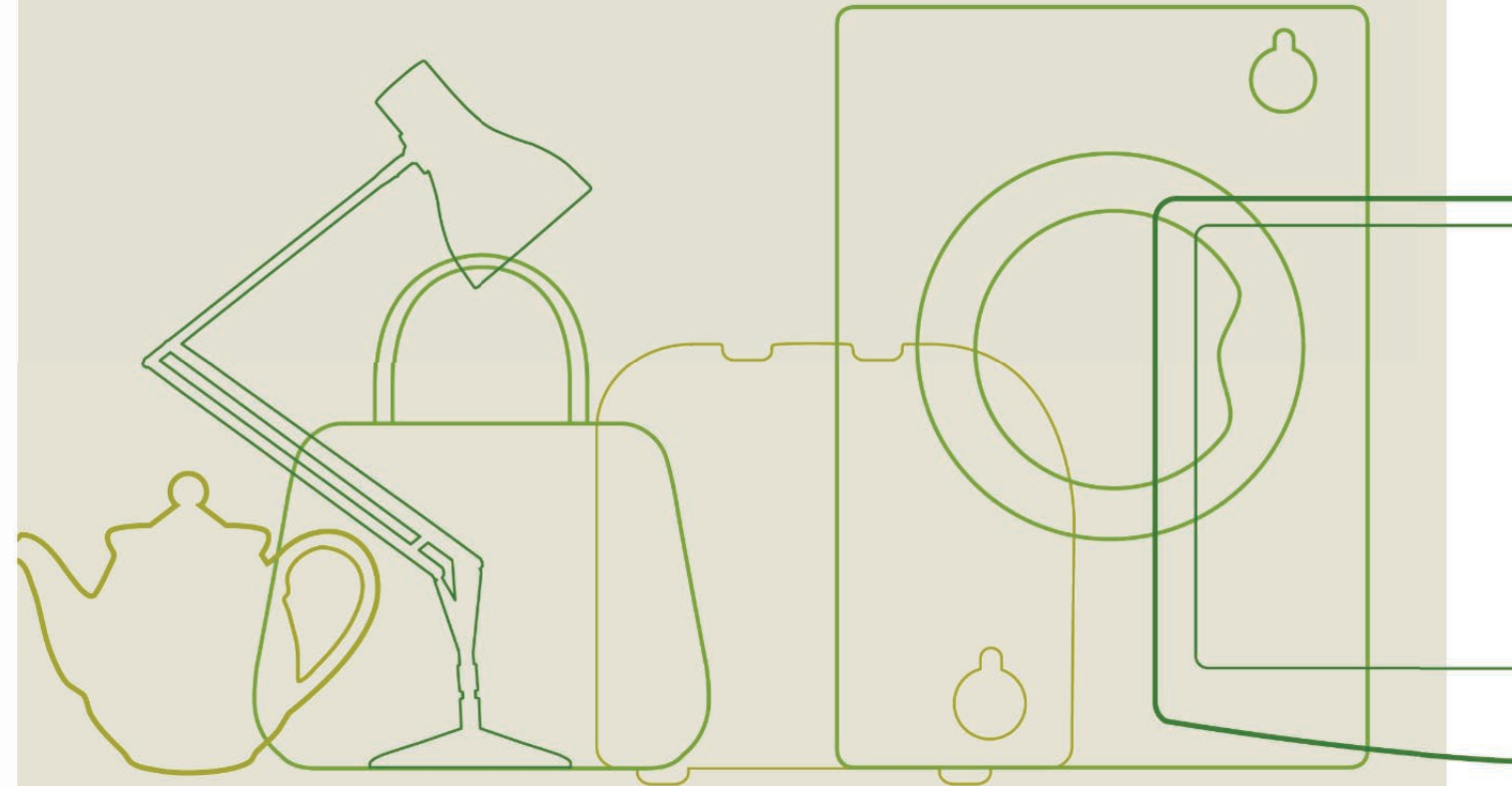
For online purchases please go to [www.johnlewis.com/nku](http://www.johnlewis.com/nku).

For shop sales please come into the Customer service department in your local John Lewis

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Never Knowingly Undersold  
on quality | on price | on service



## Never Knowingly Undersold

At John Lewis value is about more than price, it's also shown in the quality of our products and our expert, highly professional service.

We keep a close eye on our competitors to ensure we always offer great quality at fair prices, supported by excellent service and, as a result, we believe we provide value that's unrivalled on the high street.

### On quality

Our customers can trust that we will always stock the best quality products responsibly sourced. We work hard with all our suppliers to ensure they pay full attention to the well-being of their employees, their communities and the environment in which they are based. This includes using sustainable materials and methods wherever possible and trading ethically at all times.

We have the very highest standards when it comes to product quality, plus we regularly benchmark John Lewis branded products against the competition to ensure we're not just market-leading in quality but also in price.

### On price

We set highly competitive prices for all our products, with a dedicated team regularly checking them against other high street competitors. If we find a national high street competitor offering a better nationwide price for the same product, sold with the same service conditions, we'll lower our price to match in all our shops and on our website (johnlewis.com), including when a competitor is having a sale.

Some high street competitors have a different nationwide shop price to their online price, in that instance we'll match whichever is the lower of the two across our shops and on our website. We also know that some high street competitors have a lower price in specific shops. Where these shops are in the local area of a John Lewis branch, we'll lower our price in that branch to match.

We don't expect you to find a lower price at another high street competitor for the same product, sold with the same service conditions, but if you can, we'll match the price when you purchase or refund the difference for up to 28 days after you've bought from us.

We have shops, call centres and a website giving you flexibility in how and when you buy from us. The level of service we offer can't therefore be equalled by online only or mail-order only retailers - and it's for this reason we do not match their prices.

A number of our products come with extended guarantees, so we take into account competitors' guarantees when matching prices, as this is an important service condition.

### On service

John Lewis staff are Partners in the business and we are all highly trained to offer expert impartial advice on all our products. Our service doesn't end with your purchase – we provide excellent after-sales and a great choice of expert services to help you, from delivery to installation.

We also offer style and fitting advice and we can help with everything from designing your home to kitting you out for a new baby. Many of our specialist services are completely free, some are chargeable and all are delivered to the highest possible standards. You'll also find useful leaflets all over the shop, as well as our handy buying guides, tips and features at johnlewis.com.

### Your questions answered

The following questions and answers outline our price matching terms and conditions.

If you require further information please come into the Customer service department in your local John Lewis.

### What do you mean by 'High Street Competitor'?

High street competitors trade on the same basis as us, with premises on a high street or comparable shopping destination freely open to the public in the UK mainland. They should carry a reasonable range of goods, in stock to purchase and take away, with clearly displayed prices. Their websites need to trade under the same brand and on the same basis as the high street shop. Outlets which trade on a different basis to us, such as, those that operate only on the internet or through mail-order, showrooms attached to internet-only companies, factory outlets, membership clubs, duty free shops, market stalls or home shopping channels are not deemed equivalent high street competitors. We also do not match competitors who are in administration or who are closing down.

### What do you mean by 'local area'?

We define our local area as an eight-mile radius from the branch. The area this covers is available from the Customer services department in your local John Lewis shop.

### Which prices do you match?

We match prices publicly available to all customers, based on those displayed in a shop or the first price quoted to us over the phone. The price has to apply to an identical product in terms of make, model, size or colour. We don't match special prices only available to certain customers – such as negotiated prices or prices for groups like account holders or club members.