

Delivering our *Performance Ambition*

Our strategic priorities support the achievement of our ambition to be one of the best performing, most trusted and respected consumer products companies in the world. Through them, we deliver the strategic outcomes against which we measure our performance.

Our strategic priorities



Our strategic outcomes

- EG Efficient growth**
Consistently grow organic net sales, grow operating profit, deliver strong free cash flow
- CT Credibility and trust**
Trusted by stakeholders for doing business the right way, from grain to glass

- CVC Consistent value creation**
Top-tier total shareholder returns, increase return on invested capital
- EP Engaged people**
High-performing and engaged teams, continuous learning, inclusive culture

Our culture and values

Our culture underpins the work we do to deliver our strategic priorities and is key to our success.

It is shaped by our values and encourages our people to: lead bold execution that ensures consumers delight in our brands; act like entrepreneurs and encourage learning; take ownership for shaping and achieving our ambition; and create an inclusive environment where everyone can be at their best.

We strive to share our values with our stakeholders, building mutually fulfilling relationships and partnerships.

Passionate about consumers and customers

Our curiosity and insights deliver experiences and products that delight and drive growth.

Freedom to succeed

We foster an entrepreneurial spirit by giving each other the freedom to succeed. It's how we move with pace and keep our big company small.

Proud of what we do

We are proud of how we operate and what we stand for. We act sensitively with the highest standards for integrity and social responsibility.

Valuing each other

We are creating a truly inclusive culture. We seek diversity in people and perspectives, and believe in the benefits it delivers across our business.

Be the best

We are restless: always learning, always improving. We strive to be the best at work and in our communities.