

## Our strategic framework

# HOW IT ALL CONNECTS

We are defined by...

## Our purpose

Our purpose, *making every day taste better*, defines and inspires us.

Having a clear purpose and using it as a guiding principle to the way we operate supports the direction we choose to take, inspires our strategy and how we deliver against it.

It benefits our people, our customers, our suppliers, our consumers, our local communities, the wider environment and ultimately our shareholders.

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Which guides...

## Our strategy

We are one of the UK's leading convenience food producers. We have built this position through long-term partnerships with major UK retailers in attractive product categories.

Our strategy is focused on accelerating financial returns and delivering growth from these partnerships, across three horizons:



### Horizon 1: Stabilise (FY23)

**Stabilise** the business, operationally and financially, to provide a platform for future development.



### Horizon 2: Rebuild (FY24 to FY26)

**Rebuild** our profitability and returns, through choices on where we play, strengthening the model for how we win, and investing in foundational, enterprise-wide enablers.



### Horizon 3: Grow (FY24 to FY28)

**Grow** the business over time, by broadening our portfolio through selective and disciplined investment.

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And we do that by following...

## The Greencore Way

The Greencore Way is built on four elements:



### People at the Core

By embedding a safety culture, providing inspiring leadership and having engaged and effective teams, we ensure that people are at the core of our business.



### Great Food

Ensuring food safety, leading on taste and winning on quality are all essential to our continued success.



### Sustainability

Sustainability underpins all areas of our business from Sourcing with Integrity to Making with Care and Feeding with Pride.



### Excellence

We strive for excellence in everything we do by building capability, driving efficiency and delivering value for all our stakeholders.



Bringing to life sustainability through our...

## Better Future Plan

Our *Better Future Plan* is built around three pillars: **Sourcing with Integrity; Making with Care; and Feeding with Pride.**

Each pillar contains a set of priorities — with aspirational goals supported by milestone targets which relate to the most pressing sustainability risks and opportunities facing us as a business and the food system within which we operate.

### Sourcing with Integrity

By 2030, we will source all our priority ingredients from a sustainable and fair supply chain.

Mapping our plans to the following UN Sustainable Development Goals



### Making with Care

By 2040, we will operate (Scope 1 and 2) with net zero emissions.

Mapping our plans to the following UN Sustainable Development Goals



### Feeding with Pride

By 2030, we will have increased our positive impact on society through our products.

Mapping our plans to the following UN Sustainable Development Goals



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