

## OUR INVESTMENT CASE

# OUR VISION IS TO BE A FAST-GROWING LEADER IN UK CONVENIENCE FOOD

*The reasons to invest in Greencore are:*

### WE OPERATE IN A DYNAMIC CONSUMER MARKET IN THE UK

- We participate in a vibrant and prosperous market of approximately 67 million consumers.
- We are a food manufacturer of scale in the UK with revenue of £1.5 billion and a well-invested network of 15 facilities.
- We are relevant to key players across multiple channels in the retail market.

 *Read more:*  
*What We Do – page 4*


### WE ARE A LEADER IN STRUCTURALLY ADVANTAGED FOOD CATEGORIES

- We lead in attractive and structurally growing categories and formats in convenience food.
- This growth is driven by positive customer and channel dynamics.
- These are underpinned by convenience and health trends.

 *Read more:*  
*Market Review – page 12*

### WE HAVE ENDURING AND VALUED CUSTOMER RELATIONSHIPS

- Our relentless focus on customer centricity makes us a trusted partner in the industry.
- We develop multiple personal relationships across functions and levels, underpinned by long-term customer agreements.
- We are strategic partners for our customers, supporting them throughout the supply chain.

 *Read more:*  
*Our Strategy – page 14*


### WE STRIVE FOR EXCELLENCE IN WHAT WE DO – THE GREENCORE WAY

- We have a highly regarded core expertise in value-added, assembly led manufacturing of convenience food; this expertise is extending across all areas of the supply chain.
- We are committed to invest in people, infrastructure and capability to support this expertise; underpinned by a strong management team.
- We have a constant focus on continuous improvement – the need to adapt and innovate flows through The Greencore Way and is reflected in our culture.

 *Read more:*  
*Our Strategy – page 14*

### WE HAVE A STRONG FINANCIAL AND ECONOMIC MODEL THAT ALLOWS US TO EXECUTE ON VALUE CREATING INITIATIVES

- Structural growth, strong operational execution and our ability to adapt drives revenue and profit growth.
- We generate cashflow through careful control of working capital and capital expenditure.
- We have a strong track record of executing multiple strategic initiatives to drive organic and inorganic investment in the UK, delivering overall attractive returns.

 *Read more:*  
*Our Strategy – page 14*



Premium prawn sandwich