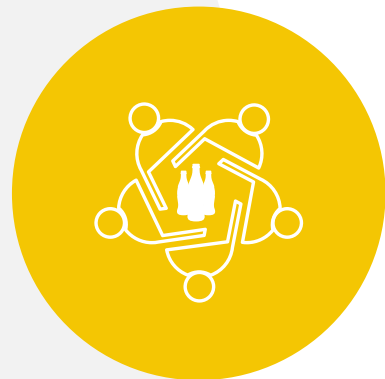


Our purpose



We are devoted to growing every customer and delighting every consumer 24/7



By nurturing passionate & empowered teams of people



While enriching our communities & caring for the environment

Our growth pillars

1 LEVERAGE OUR UNIQUE 24/7 PORTFOLIO

Offer the best 24/7 beverage portfolio on the planet in partnership with The Coca-Cola Company

2 WIN IN THE MARKETPLACE

Build unrivalled teams of true partners for our customers, executing with excellence in every channel for prioritised drinking moments
Fast-forward critical capabilities for growth

3 FUEL GROWTH THROUGH COMPETITIVENESS & INVESTMENT

Transform, innovate and digitalise our business to ensure that we are fit for the future

4 CULTIVATE THE POTENTIAL OF OUR PEOPLE

Invest in building the best teams in the industry
Develop an inclusive growth culture around our empowered people

5 EARN OUR LICENCE TO OPERATE

Be an environmental leader, engage our communities behind water and waste initiatives, and empower youth, together with our partners

How we grow

2021-2025 targets

5-6%

FX-neutral revenue growth per annum, on average

20-40bps

EBIT margin growth per annum, on average

Employee engagement

score greater than the high-performing norm

Accomplish

Mission 2025 sustainability commitments

Our Growth Mindset Values

WINNING WITH CUSTOMERS

We are the selling organisation devoted to providing innovative solutions to create shared value

NURTURING OUR PEOPLE

We believe in our people, and have a passion to develop ourselves and others

EXCELLENCE

We strive for unparalleled performance by amazing customers with our passion and speed

INTEGRITY

We always do what is right, not just what is easy, and are accountable for the results

LEARNING

We listen, have a natural curiosity to learn and are empowered to take smart risks

PERFORMING AS ONE

We collaborate with agility to unlock the unique strength of diverse teams