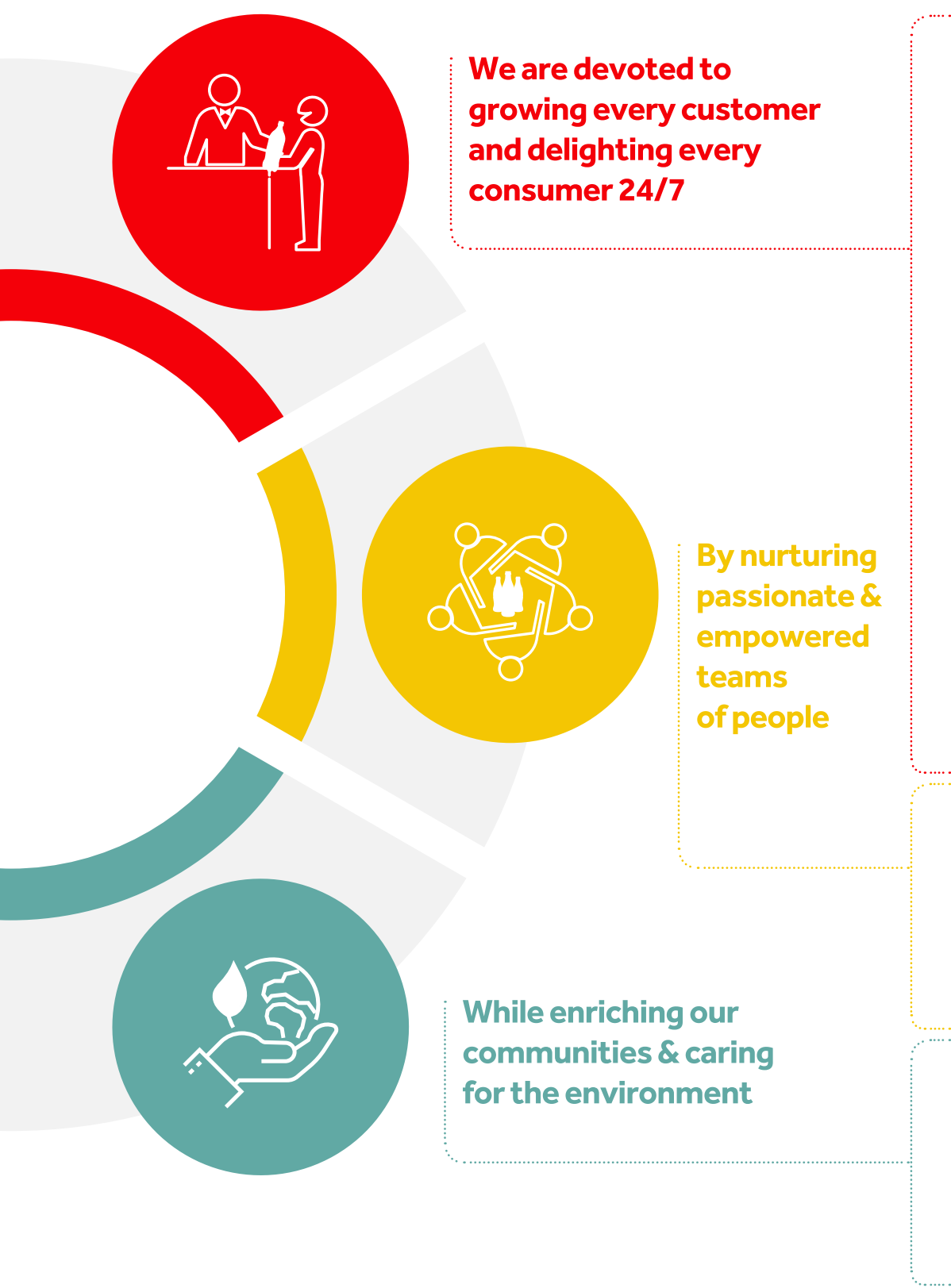


Our purpose

Our growth pillars

How we grow

2021-2025 targets



<b>1</b>	<b>LEVERAGE OUR UNIQUE 24/7 PORTFOLIO</b>	Offer the best 24/7 beverage portfolio on the planet in partnership with The Coca-Cola Company
<b>2</b>	<b>WIN IN THE MARKETPLACE</b>	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
<b>3</b>	<b>FUEL GROWTH THROUGH COMPETITIVENESS &amp; INVESTMENT</b>	Transform, innovate and digitalise our business to ensure that we are fit for the future
<b>4</b>	<b>CULTIVATE THE POTENTIAL OF OUR PEOPLE</b>	Invest in building the best teams in the industry Develop an inclusive growth culture around our empowered people
<b>5</b>	<b>EARN OUR LICENCE TO OPERATE</b>	Be an environmental leader, engage our communities behind water and waste initiatives, and empower youth, together with our partners

- 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

<b>WINNING WITH CUSTOMERS</b> We are the selling organisation devoted to providing innovative solutions to create shared value	<b>NURTURING OUR PEOPLE</b> We believe in our people, and have a passion to develop ourselves and others	<b>EXCELLENCE</b> We strive for unparalleled performance by amazing customers with our passion and speed	<b>INTEGRITY</b> We always do what is right, not just what is easy, and are accountable for the results	<b>LEARNING</b> We listen, have a natural curiosity to learn and are empowered to take smart risks	<b>PERFORMING AS ONE</b> We collaborate with agility to unlock the unique strength of diverse teams
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