

## Strategy and Objectives

Our Purpose, Strategy and Operating Principles provide a vision and framework for strategic governance, creating value, sharing best practice and working effectively as a Group.

## Our Purpose and Strategy

**Baking  
brilliance  
makes every  
day special**

**Our Purpose**

People love the high-quality products we make. They are essential parts of their daily lives and offer enjoyable treats and choices for every occasion. So we are committed to building the leading speciality bakery group – because baking brilliance makes every day special.

**Our Vision and Strategy**

Our strategic objective is to create sustainable value for our shareholders, customers and other stakeholders by building the leading speciality bakery group. We produce a broad range of high-quality bread, cake and bakery snacking products targeted at growing channels and market niches. These offer growth potential and differentiation for our major customers, while fulfilling the changing needs and desires of end consumers.

To achieve this, our strategy is to:

- Invest in our people and our manufacturing sites to form a strong foundation for our strategy;
- Create innovative, high-quality bakery products that anticipate key market trends;
- Ensure customer and consumer needs are at the heart of our decision making;
- Develop a strong licensed brand portfolio to complement our core retailer brand relationships;
- Aim to succeed in both the retail grocery and out-of-home channels; and
- Grow through a combination of organic growth and targeted acquisitions.

## Our Operating Principles

To achieve baking brilliance, we have to constantly raise standards and work effectively as a Group. The Finsbury Operating Principles are a set of practical commitments and guidelines for how we run our business, and which bring our strategy to life in our day-to-day work.





### 1. Operating Excellence

We continually invest in our bakeries to improve our efficiency and customer satisfaction.



### 2. Sustainable Approach

We optimise our use of resources and focus on reducing waste throughout our supply chain and in our bakeries.



### 3. Quality and Innovations

Our innovative, high-quality bakery products reflect changing customer needs and anticipate key market trends.



### 4. Cost Effectiveness

We maintain strict cost controls without compromising quality, streamlining our processes from sourcing to delivery.



### 5. Growth with Our Partners

Through long-term relationships with our customers and suppliers, and an understanding of their needs, we can all enjoy profitable growth.



### 6. People Who Care

We invest in our people, who take personal pride in their contribution to our success, and are strong advocates of our business and products.

