

PURPOSE, VISION, STRATEGY, VALUES

Company Overview

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A clear purpose

We **empower** people to make a **positive difference** to their **health and wellbeing**

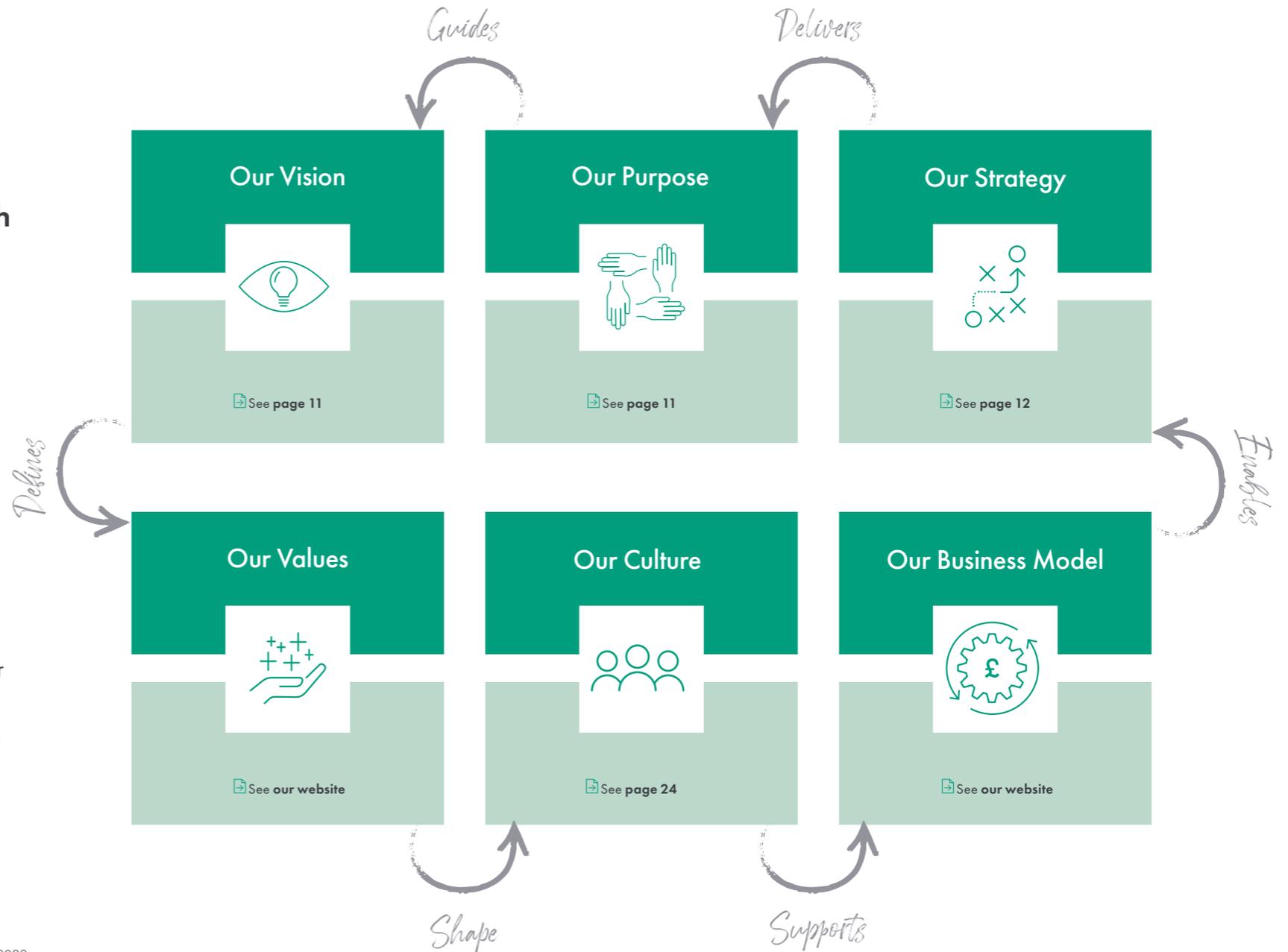
Our refreshed **purpose**, and the refined **vision** that it supports, enable us to align ourselves more closely to changing market dynamics.

Our **strategy** focuses on those categories in which we can add most value, to promote the successful evolution of our **business** and meet specific consumer needs.

Our strong **culture** will enable us to implement the transformation needed to deliver our strategic priorities.

Our **values** remain unchanged.

[See our purpose and vision on page 11](#)



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