

## Our Purpose and Vision

# Inspiring Food, Nourishing Life

Over one billion people around the world enjoy food and beverages containing Kerry's taste and nutrition solutions, allowing us to make a lasting difference as we dedicate ourselves to making the world of food and beverage better for everyone.

Our Purpose, Inspiring Food, Nourishing Life, is the reason we come to work every day and key to why our customers choose to partner with us. It is engrained in our organisation, and coupled with our Values, enables us to make the right decisions, to take ownership, and to help drive the business forward. We inspire food and nourish life through our people, our products, and our commitment to protecting the planet.

**Inspiring Food** is about innovation. It is about co-creating better tasting, better performing and better-for-you consumer led solutions for the food and beverage industry with our customers and partners.

**Nourishing Life** is about sustainability for people, society and the planet. It's about the wellbeing of our employees as well as the safety and quality of our products that provide balanced nutrition solutions to the lives of over one billion people around the world, without compromising our planet's finite resources.

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### Our Values



#### Courage

We're brave, we speak up and we inspire each other to get the best results.



#### Ownership

We're accountable and we care about the business as if it were our own.



#### Inclusiveness

We're welcoming, we are authentic and we see strength in diversity.



#### Open-mindedness

We're curious, we innovate and we believe in possibility.



#### Enterprising Spirit

We're bold, we think big picture, we add value and we grow.

### Our Vision

**Our Vision is to be our customers' most valued partner, creating a world of sustainable nutrition.**

Achieving sustainable nutrition for two billion people by 2030 is an ambitious target, and to mark our commitment to this, our *Beyond the Horizon* sustainability strategy outlines how we are rising to the challenge, feeding a diverse and growing population, with affordable, sustainable solutions that delight and nourish people worldwide.

### Future Focused

In 2020, uniting under one purpose and one vision, we launched our refreshed brand identity, symbolising the importance of our from-food-for-food heritage, while bringing together all divisions of our business under a unique marque representing one Kerry – a future focused and truly international organisation, with sustainability at its core. Simplifying our corporate identity plays an important role in making it easier for employees and customers to understand who we are, what we stand for and where we are going. Importantly, this is not a new direction for Kerry, and our strategy remains firm. From Kerry's earliest beginnings, we have been at the forefront of innovation, research and sustainability, continuously adapting while staying true to our roots. This refreshed brand, guided by our Purpose, reflecting our Vision, and underpinned by our Values, positions Kerry for the future, enabling our people and our customers to stay ahead.

