

## Company Overview

Premier Foods is one of the UK's largest food producers, with over 90% of UK households buying one or more of our products every year. The business employs over 4,000 people and operates from 15 locations in the UK.

## Brief History

1999	• Hilldown Holdings acquired by Hicks, Muse, Tate & Furst	2013	• Disposal of Sweet Pickles & Table Sauces business
2002	• Acquired Branston from Nestlé UK	2014	• Bread business Joint Venture transaction
2003	• Acquired Ambrosia from Unilever	• Placing and rights issue and Fixed rate (£325m) & Floating rate Notes (£175m) issuances	
2004	• Initial Public Offering	2017	• Floating rate (£210m) Senior Secured notes issuance
2005	• Acquired Bird's, Angel Delight, Quorn and Cauldron	2018	• Fixed rate (£300m) Senior Secured notes issuance
	• Sold Typhoo Tea to Apeejay International Tea Limited	2020	• Conclusion of strategic review with landmark pensions agreement
2006	• Acquired Campbell's UK, including Batchelors, Oxo and Homepride	• Disposal of Hovis joint venture	
2007	• Acquired RHM, including Hovis, Mr. Kipling, Bisto and Sharwood's	2021	• Fixed rate (£330m) Senior Secured notes issuance and return to dividend list
2009	• Placing, Firm Placing and Open offer equity issue	• Launched new ESG strategy	
2011	• Disposed Meat-free, Canned grocery and Brookes Avana businesses	2022	• Acquired The Spice Tailor
2012	• Disposed of Irish brands, Elephant Atta, Vinegar & Sour Pickles and Sweet Spreads & Jellies businesses	2023	• Acquired FUEL10K

## Our Strategy



Guided by our purpose, 'Enriching Life Through Food', together with our ESG strategy

## Our Business Units

**Grocery**

**Sweet Treats**

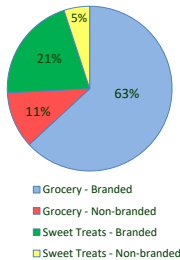
**International**

## Our Categories and Branded Growth Model

- Our brands are leaders in their categories and benefit from high household penetration
- We launch insight driven new product development linked to key consumer trends and with a major focus on healthier options
- Sustained marketing investment builds our brands, keeping them contemporary and creating emotional connections with consumers
- We are focused on driving mutual category growth with our retail partners, delivering outstanding instore execution

	Brands	Position	Share	Penetration
Flavourings & Seasonings	Bisto, Oxo, PAXO	1	44%	63%
Quick Meals, Snacks & Soups	Batchelors, NISSIN GROUP	1	36%	43%
Ambient Desserts	Ambrosia, ANGEL DELIGHT, Birds	1	39%	51%
Cooking Sauces & Accompaniments	Sharwoods, LOYD GROSSMAN, SPICE TAILOR	1	15%	46%
Ambient Cakes	Mr Kipling, Cadbury	1	19%	61%

## Sales



## Our branded portfolio



Group Sales £1,006.4m

Group Trading profit £157.5m

## Management



Alex Whitehouse  
Chief Executive Officer

Alex was appointed as Chief Executive Officer and as a member of the Board in August 2019. Alex joined the Company in July 2014 and was appointed as Managing Director of the Grocery Strategic Business Unit in September 2014. He was promoted to UK MD in April 2017. Alex has more than 20 years senior international, marketing, sales, strategy, innovation and general management experience gained across multiple geographies. He spent 18 years with Reckitt Benckiser plc where he held senior marketing and general management roles including Managing Director, New Zealand and Worldwide Head of Shopper & Customer Marketing. Earlier in his career, he held a number of retail management positions with Whitbread plc.



Duncan Leggett  
Chief Financial Officer

Duncan was appointed as Chief Financial Officer in December 2019. He joined the Company in September 2011 and has held a number of senior roles within Finance including Head of Reporting, Group Financial Controller and Director of Financial Control and Corporate Development. Prior to joining the Company, Duncan spent nine years at KPMG where he qualified as an ACA while working with clients across a variety of industries.