



MEDIA ENQUIRIES
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FOR FURTHER INFORMATION VISIT
 premierfoods.co.uk

We are one of **the UK's largest food producers**, supplying a range of retailers, wholesale, convenience and foodservice customers

90% of UK households buy one or more of our products each year

86% of our total revenue comes from branded products

>4,000 colleagues across

15 sites in the UK

THE HOME OF FAMOUS BRANDS INCLUDING...



OUR BRANDED GROWTH MODEL IS AT THE HEART OF WHAT WE DO

Leading brand positions

Our products are leaders in their categories with high household penetration, for example **67%** for flavourings and seasonings and **64%** for ambient cakes



Insight driven new products

Our innovation is based on five consumer trends: health and nutrition; convenience; snacking and on-the-go; indulgence; packaging sustainability



Sustained marketing investment

We use TV and digital advertising to create emotional connections with consumers



Retailer partnerships

We deliver outstanding in-store execution through our strong retailer relationships to drive category growth



OUR STRATEGY FOR GROWTH



Continue to grow the UK core

A vibrant and growing UK business provides the foundation for broader expansion



Supply chain investment

We invest in operational infrastructure behind NPD and to drive efficiencies, fueling brand investment



Expand UK into new categories

We leverage the strength of our brands to launch into new adjacent product categories



Build International businesses with critical mass

We're building sustainable overseas businesses via our brand building expertise



Inorganic opportunities

We will expand our product portfolio through acquisitions where we can accelerate value creation

PREMIER FOODS TIMELINE - OUR HIGHLIGHTS

●	●	●	●	●	●	Continued...
1837	1908	1917	1967	1975	1983	
Creation of the oldest Premier Foods brand, Bird's	Invention of Bisto gravy; OXO sponsors the London Olympics	Ambrosia creamery founded in Devon; it helps supply dried milk to WW1 troops	Launch of Mr Kipling , the UK's number 1 cake brand since the late 1970s	Harry Solomon and David Thompson found Hillsdown Holdings , which becomes Premier Foods	Actress Lynda Bellingham first appears as the OXO mum and stays for over 15 years	

Financial highlights for Half Year 2023/24

*SALES

£484m
+19.2%

TRADING PROFIT

£67.5m
+19%

ADJUSTED EPS

5p
+12.0%



OUR INVESTMENT CASE

- **Portfolio of category leading brands.** We're market leaders in five categories: cooking sauces and accompaniments; flavourings and seasonings; quick meals, snacks and soups; ambient cakes; ambient desserts.
- **Proven branded growth model.** UK branded revenue is up 5.3% on average over the past three years.
- **Margin profile.** We have margins comparable with other multi-national consumer goods businesses
- **Supply chain investment.** We invest in operational infrastructure behind NPD and to drive efficiencies, fueling brand investment
- **Highly cash generative,** which helps us reinvest back into the business.
- **Pension obligations solution.** The segregated merger of schemes under one Trust paves the way for full resolution.

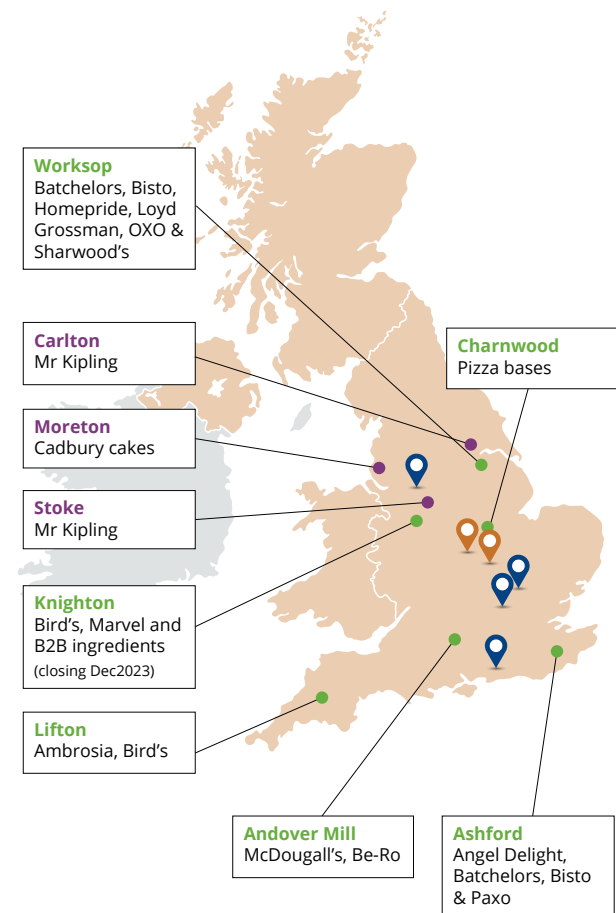
OUR ENRICHING LIFE PLAN

We believe we have a responsibility and an opportunity to create more nutritious, sustainable food for our consumers; contribute towards a healthier planet; and help to enrich the lives of our colleagues and communities.

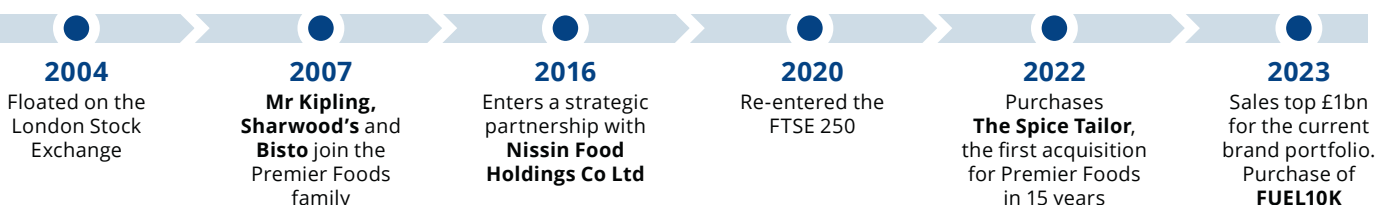


OUR SITES

- Distribution centres
- Central & corporate services
- Grocery factories
- Sweet Treats factories



PREMIER FOODS TIMELINE - OUR HIGHLIGHTS



*excludes Knighton Foods