

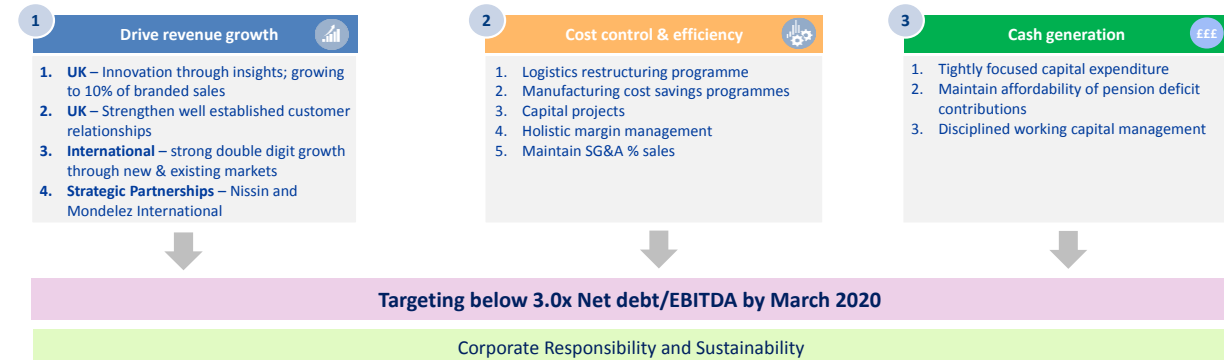
Company Overview

Premier Foods is one of the UK's largest food producers, with approximately 95% of UK households buying one or more of our products every year. The business employs approximately 4,000 people and operates from 15 locations in the UK.

Brief History

1999	• Hilldown Holdings acquired by Hicks, Muse, Tate & Furst	2011	• Disposed Meat-free, Canned grocery and Brookes Avana businesses
2002	• Acquired Branston from Nestlé UK	2012	• New re-financing agreement
2003	• Acquired Ambrosia from Unilever		• Disposed of Irish brands, Elephant Atta, Vinegar & Sour Pickles and Sweet Spreads & Jellies businesses
2004	• Initial Public Offering	2013	• Disposal of Sweet Pickles & Table Sauces business
2005	• Acquired Bird's, Angel Delight, Quorn and Cauldron	2014	• Bread business Joint Venture transaction
	• Sold Typhoo Tea to Apeejay International Tea Limited		• Placing and rights issue
2006	• Acquired Campbell's UK, including Batchelors, Oxo and Homepride		• Fixed rate (£325m) and Floating rate (£175m) Senior Secured notes issuance
2007	• Acquired RHM, including Hovis, Mr. Kipling, Bisto and Sharwood's	2017	• Floating rate (£210m) Senior Secured notes issuance
2009	• Placing, Firm Placing and Open offer equity issue	2018	• Fixed rate (£300m) Senior Secured notes issuance

Our Strategy



Our Business Units



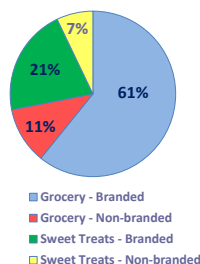
Our Categories

- Leading positions in all categories
- Relative market shares illustrate resilience in competitive environment
- Category approach fosters development of strong customer partnerships
- Marketing and innovation key to driving growth

Sources: IRI and Kantar Worldpanel

	Brands	Position	Share	Penetration
Flavourings & Seasonings	Bisto, Oxo, Paxo	1	43%	74%
Quick Meals, Snacks & Soups	Batchelors, Nissin Group	1	31%	46%
Ambient Desserts	Ambrosia, Angel Delight, Birds	1	36%	58%
Cooking Sauces & Accompaniments	Sharwoods, Loyd Grossman, Homepride	1	16%	54%
Ambient Cakes	Mr Kipling, Cadbury, Lyons	1	22%	63%

Sales



Our branded portfolio



Group Sales £819.2m

Group Trading profit £123.0m

Management



Gavin Darby
Chief Executive Officer

Gavin joined Premier Foods in February 2013 following his most recent role which was Chief Executive Officer of Cable & Wireless Worldwide Plc. Previously, he spent fifteen years at the Coca-Cola Company in a variety of senior marketing and general management roles and then held a variety of senior positions at Vodafone.

Earlier in his career, Gavin held various sales and marketing positions at SC Johnson and Spillers Foods.

Gavin served as a non-executive director of Intertek plc between 2009 - 2011.



Alastair Murray
Chief Financial Officer

Alastair joined the Group in September 2013 as Chief Financial Officer, having previously held the role of Group Financial Director at Dairy Crest plc. Prior to that, he was Group Finance Director at The Body Shop International plc. Earlier in his career he was at Dalgety and spent 13 years at Unilever plc.

Alastair holds an MBA and is a fellow of the Institute of Chartered Management Accountants.