











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

89%

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

of our total revenue in FY 2024/25 came from branded products

>4,000

colleagues across

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 market leaders in the UK in our five main categories



## 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

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 acquire brands where we believe we can drive significant value through leveraging our Branded Growth Model

# PREMIER FOODS TIMELINE - OUR HIGHLIGHTS

1837

Creation of the oldest Premier Foods brand, Bird's 1908

Invention of Bisto gravy; OXO sponsors the London Olympics 1917

Ambrosia creamery founded in Devon; it helps supply dried milk to WW1 troops 1967

Launch of Mr Kipling, the UK's number 1 cake brand since the late 1970s

1975

Harry Solomon and David Thompson found Hillsdown Holdings, which becomes **Premier Foods** 



Actress Lynda Bellingham first appears as the

1983

**OXO** mum and stays for over 15 years

# Financial highlights for Full Year 2024/25

**SALES** 

£1,148<sub>m</sub>

+3.5%

TRADING PROFIT

£188m

+6.0%

**ADJUSTED EPS** 

14.5p

+7.3%



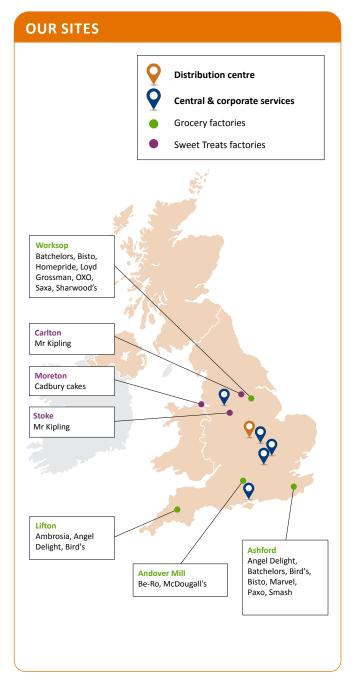
# **OUR INVESTMENT CASE**

- 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 8.8% on average over the past three years.
- Strong 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.





## PREMIER FOODS TIMELINE - OUR HIGHLIGHTS

2004

Floated on the London Stock Exchange 2007

Mr Kipling, Sharwood's and Bisto join the Premier Foods family 2016

Enters a strategic partnership with Nissin Food Holdings Co Ltd

Re-entered the FTSE 250

2022

Purchases
The Spice Tailor,
the first acquisition
for Premier Foods in

2023

Sales top £1bn for the current brand portfolio. Purchase of **FUEL10K**