

## Company Overview

Premier Foods is one of the UK's largest food producers, with approximately 94% of UK households buying one or more of our products every year. The business employs over 4,000 people and operates from 16 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
2006	• Sold Typhoo Tea to Apeejay International Tea Limited	• Placing and rights issue	
2007	• Acquired RHM, including Hovis, Mr. Kipling, Bisto and Sharwood's	• Fixed rate (£325m) and Floating rate (£175m) Senior Secured notes issuance	
2009	• Placing, Firm Placing and Open offer equity issue	• Floating rate (£210m) Senior Secured notes issuance	
		2018	• Fixed rate (£300m) Senior Secured notes issuance
		2020	• Conclusion of strategic review with landmark pensions agreement

## Our Strategy

**Sustainable & profitable revenue growth**

- Leading brand positions
- Insight driven innovation
- Sustained marketing investment
- Collaborative retail partnerships
- International markets expansion

**Cost control & efficiency**

- Lean SG&A cost base
- Operational Excellence
- Capital projects
- Agility, pace & energy

**Cash generation**

- Disciplined working capital management
- Tight focus on Capex
- Options for cash deployment in short and medium term

## Our Business Units

**Grocery**

**Sweet Treats**

**International**

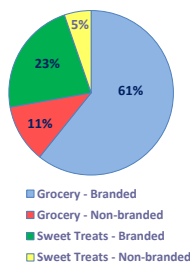
## Our Categories

- 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		1	43%	70%
Quick Meals, Snacks & Soups		1	32%	46%
Ambient Desserts		1	36%	55%
Cooking Sauces & Accompaniments		1	16%	52%
Ambient Cakes		1	24%	63%

## Sales



## Our branded portfolio



Group Sales £847.1m

Group Trading profit £132.6m

## 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.