



**GROWTH**

**ACTION**

**PLAN 2030**

# OUR GROWTH ACTION PLAN 2030

**PURPOSE: BRIGHTEN EVERYDAY LIFE FOR ALL**

**GOAL: DELIVER BEST-IN-CLASS PERFORMANCE WITH MARKET-MAKING, UNMISSABLY SUPERIOR BRANDS**

STRATEGY

### FOCUS

30 power brands  
24 top markets

### EXCEL

Unmissably superior brands  
Social first demand generation  
Multi-year scalable innovations  
Premiumisation  
Growth channels

### ACCELERATE

Science & technology  
Lean agile supply chain  
Net productivity  
Scaled Artificial Intelligence

SUSTAINABILITY

### Climate

Towards Net  
Zero emissions

### Nature

Resilient and  
regenerative ecosystems

### Plastics

Work to end  
plastic waste

### Livelihoods

Enhanced livelihoods for  
people in our value chain

CULTURE

### Values

Pioneering, Respect,  
Integrity, Responsibility

### People

Best talent, Inclusive leaders,  
Truly diverse, Most engaged

### Behaviours

Care deeply, Focus on what counts,  
Stay three steps ahead,  
Deliver with excellence