

Purpose and Vision

CREATE MORE MOMENTS OF JOY
by building the
**BEST SNACKING COMPANY
IN THE WORLD**

Goals

**GROW
OUR PEOPLE**

**GROW
OUR BUSINESS**

**GROW
OUR IMPACT**

Strategies

Create a great place
to work

Unleash the power
of big. and small.

Build world-class capabilities

Empower courageous
leaders and winning teams

Celebrate our success

Generate fuel through
best-in-class cost management

Focus passionately on
consumers and customers

Accelerate our core

Innovate boldly
with speed and excellence

Sell our brands everywhere
people shop

Put safety and integrity first

Lead in Well-being snacks

Advance social and
environmental sustainability

Help our communities thrive

Inspire colleagues/partners
to make a difference

Values

Discuss
Decide
Deliver

Lead from
the Head
and the Heart

Inspire
Trust

Keep It Simple

Tell It
Like It Is

Act Like
Owners

Be Open
and Inclusive