

Our Pure Convenience strategy

We've achieved great things in our Co-op Food business. We've become the **number one convenience retailer** in the UK by investing in our four routes to market of retail, online, wholesale and franchise and modernising our customer offer.

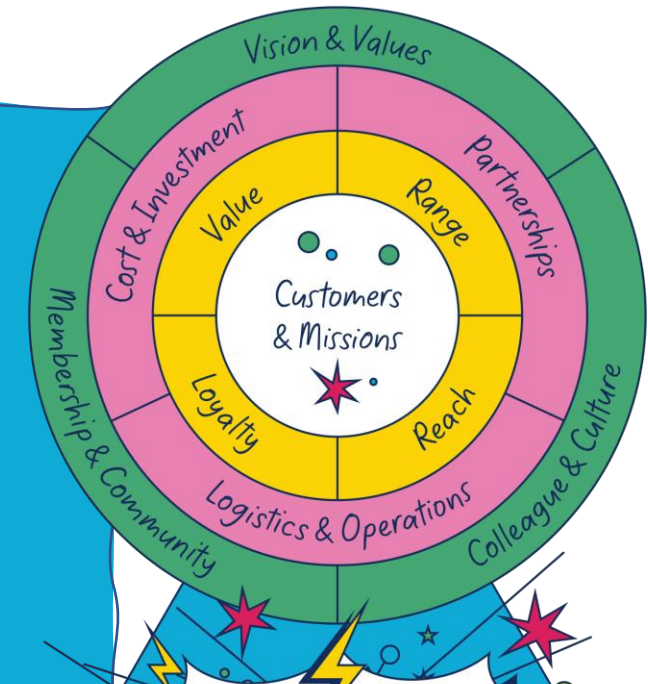
Our refreshed strategy, 'Pure Convenience' confirms we're on the right track and with relentless focus on our **convenience superpower**, our target customers and missions, we'll continue to succeed.

Our target customers are '**Foodies**' and '**Quick and Easy**' shoppers. They come to us looking for treats, food on the go, inspiration in meals for tonight and for the big shop top-ups.

We'll focus our **range** and invest in **value** and price in the areas that mean the most for these customers. We'll focus on rewarding them for their **loyalty**, in turn driving shopping frequency. And we'll continue to invest in **reaching more customers and communities in the UK**, in capital light ways, including growing our franchise and online channels.

To support this ambition we'll keep our **costs** low and **invest** in only the things that will drive our strategy, making sure our **logistics and operations** are fit for the future. We'll also look to **partner with like minded organisations** to help us do all of this.

And of course, we'll continue to champion a better way of doing business. Supporting our wider **Co-op vision** of co-operating for a fairer world and making sure our offer lines up to the **values** and ethics our customers expect from us. We'll continue to use our unique **membership** proposition and **community** presence to make a difference locally. And we'll **empower all our colleagues** to be great at what they do, encouraging diversity and inclusion and supporting colleagues to develop their careers in retail.



Pure
Convenience!

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