



# COMPANY OVERVIEW

JANUARY 2025



# IMPORTANT INFORMATION

## Presentation

All figures in these materials are unaudited. In preparing the financial information included in these materials, most numerical figures are presented in millions of euro. Certain figures in these materials, including financial data, have been rounded. In tables, negative amounts are shown in parentheses. Otherwise, negative amounts are shown by "-" or "negative" before the amount.

## Non-IFRS Measures

These materials contain non-IFRS financial measures (the "Non-IFRS Measures"), which are not liquidity or performance measures under IFRS. These Non-IFRS Measures are presented in addition to the figures that are prepared in accordance with IFRS. The Group's use of Non-IFRS Measures may vary significantly from the use of other companies in its industry. The measures used should not be considered as an alternative to profit (loss), revenue or any other performance measure derived in accordance with IFRS or to net cash provided by operating activities as a measure of liquidity. For further information on Non-IFRS Measures, see the definitions in the 2023 Annual Report.

## Forward-looking Statements

This presentation includes forward-looking statements. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control and all of which are based on our current beliefs and expectations about future events. Forward-looking statements are sometimes identified by the use of forward-looking terminology such as "aim", "annualised", "anticipate", "assume", "believe", "continue", "could", "estimate", "expect", "goal", "hope", "intend", "may", "objective", "plan", "position", "potential", "predict", "project", "risk", "seek", "should", "target", "will" or "would" or the highlights or the negatives thereof, other variations thereon or comparable terminology. These forward-looking statements include all matters that are not historical facts. These forward-looking statements and other statements contained in this report regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved; actual events or results may differ materially as a result of risks and uncertainties facing us. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements. Forward-looking statements in this report speak only as of the date of this report. Except as required by applicable laws and regulations, we expressly disclaim any obligation or undertaking to update or revise the forward-looking statements contained in this report to reflect any change in our expectations or any change in events, conditions or circumstances on which such statements are based.

## Market and Industry Data

All references to industry forecasts, industry statistics, market data and market share in these materials comprise estimates compiled by analysts, competitors, industry professionals and organisations, of publicly available information or of the Group's own assessment of its markets and sales. Rankings are based on revenue, unless otherwise stated.

# TABLE OF CONTENTS

Facts & Figures	4
Our History	5
Our Story	6
Our Values	7
Our Brands	8
Leadership Team	9
Business Structure	10
Strategic Framework	11
Sustainability Strategy	12



# JDE PEET'S AT A GLANCE - 2023 FACTS & FIGURES



**EUR 8.2BN**  
SALES


**EUR 6.6BN**  
IN-HOME

**EUR 1.6BN**  
AWAY-FROM-HOME



**3.9% ORGANIC**  
SALES GROWTH

**21,196**  
EMPLOYEES

  
**41.3%**  
WOMEN IN LEADERSHIP  
POSITIONS

  
**4,100 CUPS**  
OF COFFEE & TEA SERVED  
EVERY SECOND

  
**1 SEC**


**39 MARKETS** → **73%**  
WHERE WE ARE THE #1 OR #2 PLAYER  
OF SALES GENERATED  
IN THESE MARKETS



 **63 PROJECTS** → **23 COUNTRIES** → **700,900**  
WITH SMALLHOLDER FARMERS WORLDWIDE SMALLHOLDERS REACHED DIRECTLY SINCE 2015



  
**83.8%**  
RESPONSIBLY SOURCED  
COFFEE<sup>1</sup>

**78%**   
PACKAGING DESIGNED TO BE REUSABLE,  
RECYCLABLE OR COMPOSTABLE

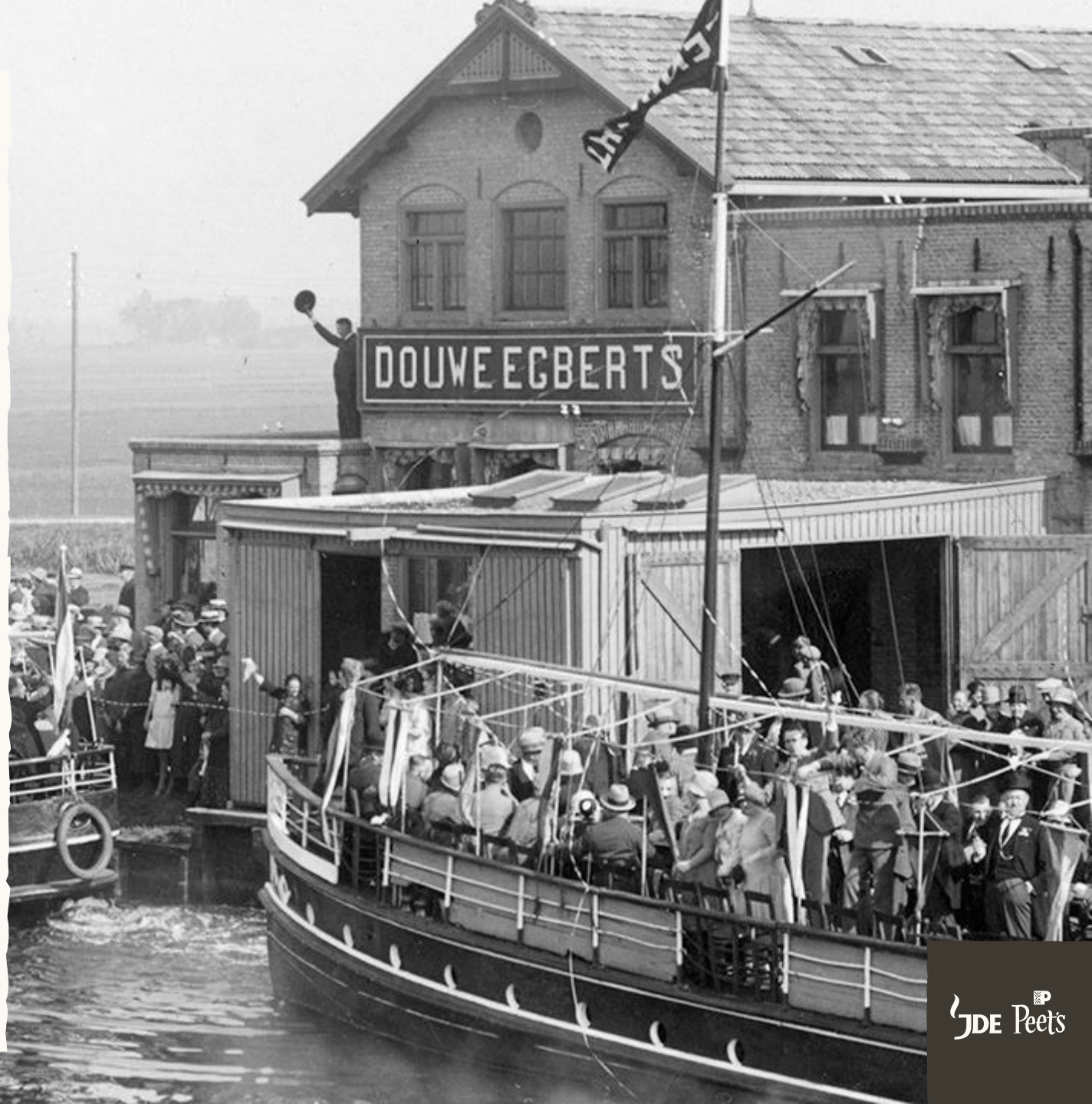
<sup>1</sup> Responsibly sourced green coffee covered by a sustainability scheme recognised by the coffee industry, such as GCP Equivalence Mechanism, including, Enveritas, Rainforest Alliance, 4C, Fairtrade, etc. A product or material which is "responsibly sourced" means that such product or material satisfies the applicable definition contained in the section Basis of preparation of the 2023 Annual Report (p.136).



# OUR HISTORY

A long and rich coffee & tea tradition which can be traced back more than 265 years.

In 1753 in Joure, the Netherlands, Egbert Douwes founded his first coffee outlet. Over a century later in 1895, in Bremen, Germany, Johann Jacobs opened his first grocery business. Then, in 1966 in Berkeley, California, U.S., Alfred Peet opened his first Peet's coffee store. Today we are the world's largest pure-play coffee & tea company by revenue active in more than 100 markets around the world.





# OUR STORY

## OUR VISION

**A COFFEE & TEA  
FOR EVERY CUP**

## OUR PURPOSE

**WE UNLEASH THE POSSIBILITIES  
OF COFFEE & TEA TO CREATE  
A BETTER FUTURE**

## OUR BELIEF

**IT'S AMAZING WHAT  
CAN HAPPEN OVER  
A CUP OF COFFEE  
OR TEA**

**DISCIPLINE**

**SIMPLICITY**

**ACCOUNTABILITY**

**SOLIDARITY**

**ENTREPRENEURSHIP**

## OUR VALUES

**WE PLAY OUR PART**



# OUR VALUES GUIDE THE BEHAVIOURS OF 21,196 EMPLOYEES WORLDWIDE



## DISCIPLINE

We stay focused on what matters and build our mastery when we do the right things in the right way



## ACCOUNTABILITY

We take responsibility for our actions and ownership of our results



## ENTREPRENEURSHIP

Ensures we win the freedom to create and pursue more opportunities by staying agile, moving fast and resisting unnecessary bureaucracy

## DISCIPLINE

## SIMPLICITY

## ACCOUNTABILITY

## SOLIDARITY

## ENTREPRENEURSHIP

## SIMPLICITY

We choose the most straightforward paths to achieve our desired outcomes



## SOLIDARITY

Together we make a bigger difference, building trust and unity around shared interests



OUR VALUES

# WE PLAY OUR PART

# OUR BRANDS

At JDE Peet's we unleash the possibilities of coffee & tea through our strong portfolio of global, regional and local brands. Our unique portfolio of brands is built upon a rich history and is deeply rooted in the local heritage of the coffee & tea culture in which we operate.

Our brand portfolio allows us to offer coffee & tea to everyone, no matter who they are, where they are, or what their preferences are, by covering different price points, taste preferences, and drinking occasions.



Our **global brands** are large players operating in multiple markets, with one meaning and one global execution.

Our **regional heroes** have an international footprint with local nuances. These local nuances are based on cultural drinking habits, the stage of category development and brand heritage.

Our **local jewels** are iconic in their local market. These brands leverage local culture and heritage and are of true significance in their home country.

1753



1923



1966



1992



1999



2004



1853



1937



1978



1995



1992



2021



1895



1960



1987



1996



2001



2022

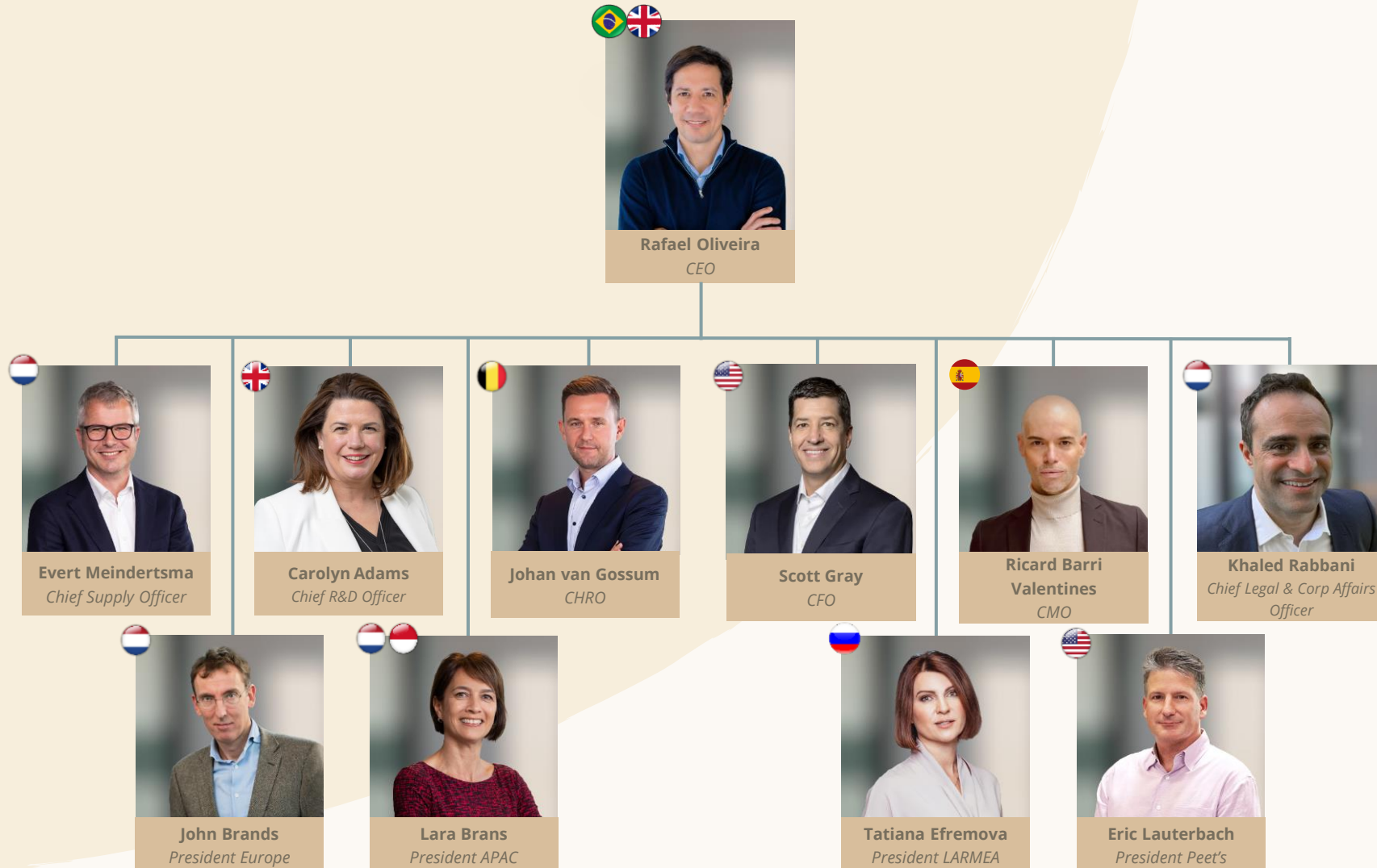




**WE ARE POWERED BY OUR PURPOSE**

**WE UNLEASH  
THE POSSIBILITIES  
OF COFFEE & TEA  
TO CREATE A  
BETTER FUTURE**

# LEADERSHIP TEAM



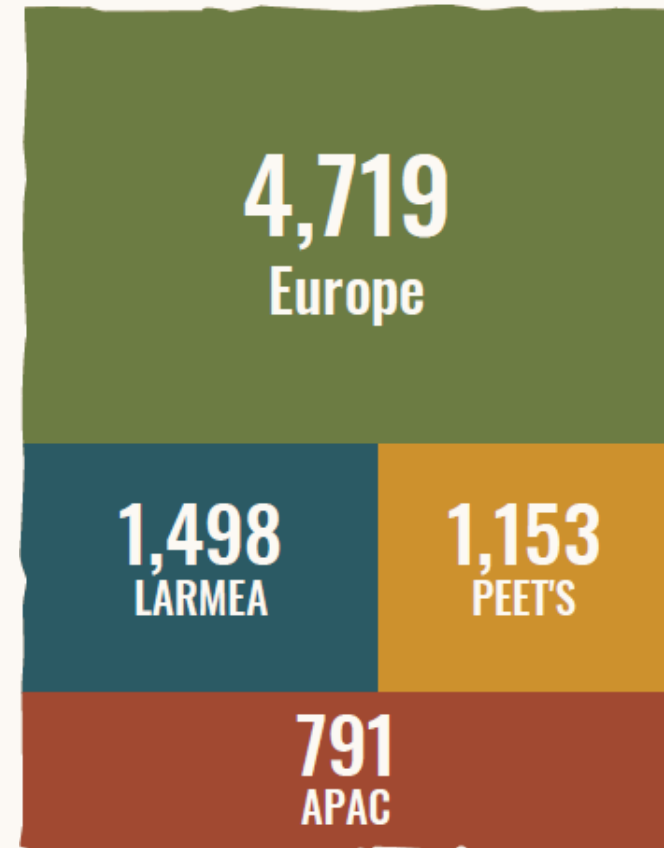


# BUSINESS STRUCTURE

JDE Peet's is a global business fuelled by a supply chain reaching more than 100 countries around the world. We work at regional and local levels to truly understand the needs of customers and consumers, and to meet or surpass their evolving expectations. Our business is organised in five commercial segments taking into account coffee & tea cultures across different geographies:

- Europe (CPG and Away-from-Home)
- CPG LARMEA (Latin America, Russia, Middle East and Africa)
- Peet's (U.S.)
- CPG APAC (Asia-Pacific)

Sales by segment (EUR mm)





# OUR STRATEGIC FRAMEWORK

## OUR PURPOSE

**WE UNLEASH THE POSSIBILITIES OF COFFEE & TEA TO CREATE A BETTER FUTURE**

### **SERVE MORE CUPS**

We are focused on attracting new consumers by increasing penetration in fast-growing markets and subcategories, by premiumising across categories and geographies, and by increasing our global footprint organically or through partnerships and acquisitions.

### **MASTER EXECUTION**

Through this pillar, we fuel our growth through quality, efficiency and discipline in-store and along our supply chain. Our aspiration is to provide sustainable and agile supply.

### **GROW TOGETHER**

We focus on championing an inclusive ecosystem, where all ideas, perspectives and backgrounds are considered. Our sustainability agenda is consolidated under our Common Grounds sustainability programme.



# OUR SUSTAINABILITY STRATEGY



## SOURCING FOR BETTER

We are championing regenerative agriculture to enhance livelihoods and positively impact our planet



## TOWARDS PLANET POSITIVE

We are striving towards a planet-positive supply chain through innovation and collaboration on sustainable solutions



## PUTTING PEOPLE FIRST

We are engaging colleagues and communities through the joy of coffee and tea to support well-being and promote equal opportunity



UPHOLDING STANDARDS

# WE HAVE AN AMBITIOUS ESG ROADMAP WITH CLEAR AND LONG-TERM COMMITMENTS

Common Grounds Pillar	JDE Peet's Sustainability commitment	Year	2023	2022	2021
 <b>Responsible sourcing</b>	Working towards 100% responsibly sourced green coffee	2025	<b>83,8%</b>	77%	30%
	Working towards 100% responsibly sourced tea	2025	<b>40%</b>	27%	32%
	Working towards 100% responsibly sourced palm oil	2025	<b>100%</b>	100%	72%
	Directly reaching 500,000 smallholder farmers (since 2015)	2025	<b>700.900</b>	590k	470k
 <b>Minimising Footprint</b>	Reduce absolute scope 1 & 2 GHG emissions by 43% (vs 2020)	2030	<b>-21%</b>	-15%	n/a
	Reduce absolute scope 3 GHG emissions by 12,5% (vs 2020)	2030	<b>-9%</b>	-1.0%	n/a
	100% of our packaging components designed to be reusable, recyclable or compostable	2030	<b>79%</b>	78%	77%
	18% water intensity reduction per ton of production (vs 2020)	2030	<b>-1.4%</b>	-6%	-2.1%
 <b>Connecting People</b>	40% women in leadership positions	2025	<b>41,3%</b>	41%	n/a
	100% of our manufacturing sites to be food safety quality certified	2025	<b>85%</b>	75%	63%
	0,4 Total Recordable Injury Rate (vs 2020)	2030	<b>0,59</b>	0,46	0,56



# JDE Peet's

A COFFEE & TEA FOR EVERY CUP

