

ATRIA SWEDEN'S HEALTHY GROWTH

Strategy enablers	Strategic focal points	Implementation of focal points in 2018
<p>1. Strengthen competitive position Increased focus on category management and building strong and valued brands in retail business</p> <p>2. Strengthen competitive position Drive Foodservice and Concept growth</p>	<p>Market insight</p> <p>Category and brand management</p>	<ul style="list-style-type: none"> • Active market analysis and implementation of own market insight tool within the whole organization. • Increased focus to consumer-driven market analysis • Implement new category strategies and action plans in four key categories: Poultry, cold cuts, sausages and convenience food • Development of completely new Brand Portfolio Strategy on the retail market. • Drive growth in Food Service through strong customer focus and new categories • International growth by establishing Sibylla concept in new countries
<p>3. Efficiency Improve daily operational efficiency and resource optimization</p>	<p>Commercial excellence</p> <p>Daily operational efficiency</p>	<ul style="list-style-type: none"> • Improve the chicken business profitability - gear for growth • Focus resources in building stronger, modern brands • Improve the organization's overall efficiency and competitiveness. • Improve operational efficiency throughout the organization by improving daily operational working processes.
<p>4. Way of Work Create a winning team and work safely, responsibly and sustainably</p>	<p>Supply chain efficiency</p> <p>Resource optimisation</p>	<ul style="list-style-type: none"> • Utilize full effect of 20 MEUR modernizing investments in Sölvesborg. • Initiated a full value chain efficiency improvement project within the whole organization, covering all parts. • We are always working to reduce our environmental and climate impact throughout the value chain. • Reduced climate impact in production by 80% since 2014.
	<p>The Atria Way of Leading</p>	<ul style="list-style-type: none"> • Build a positive corporate culture through Atria Way of Work • Establish our future leadership through Atria Way of Leading • Work safely, responsibly and sustainably