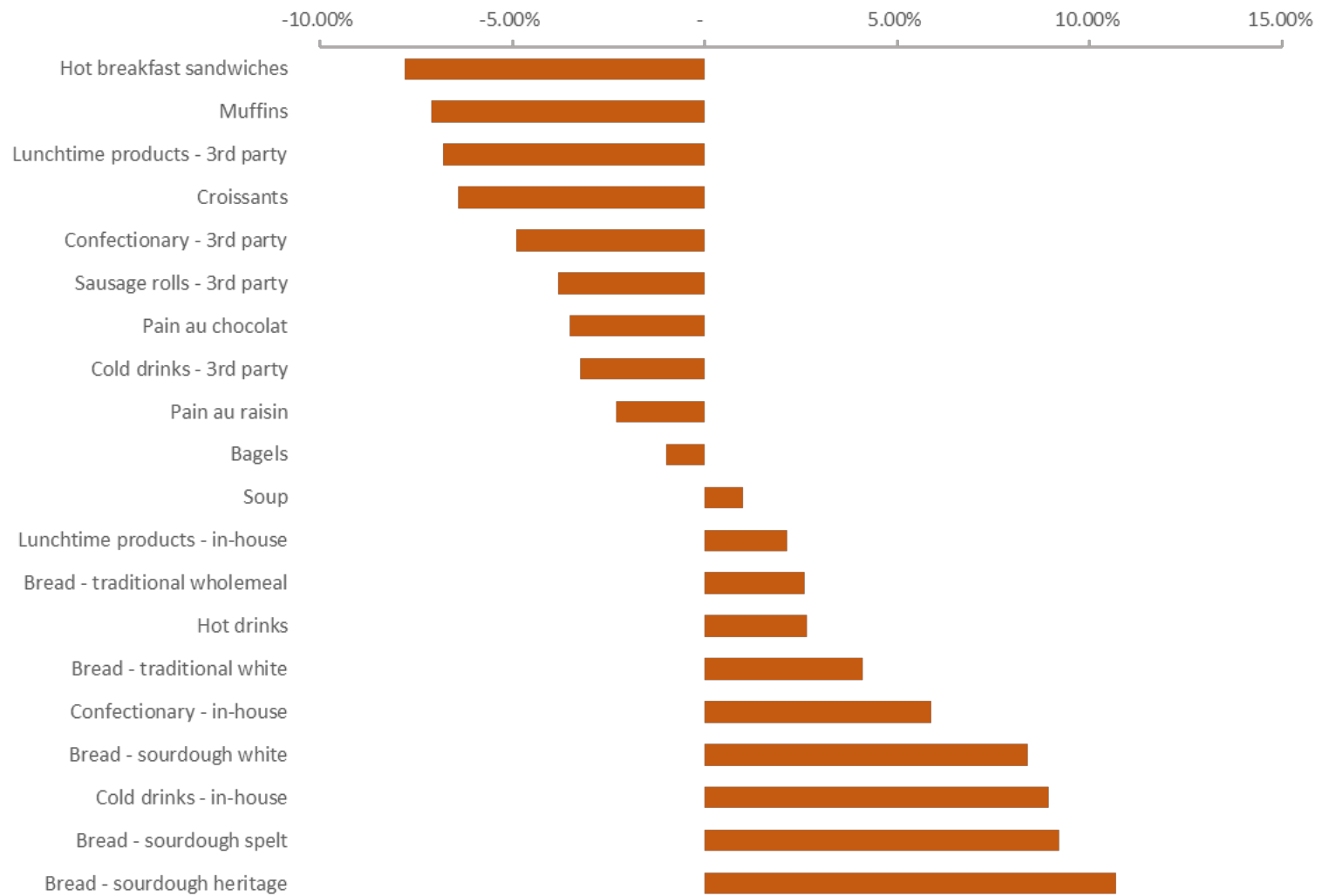
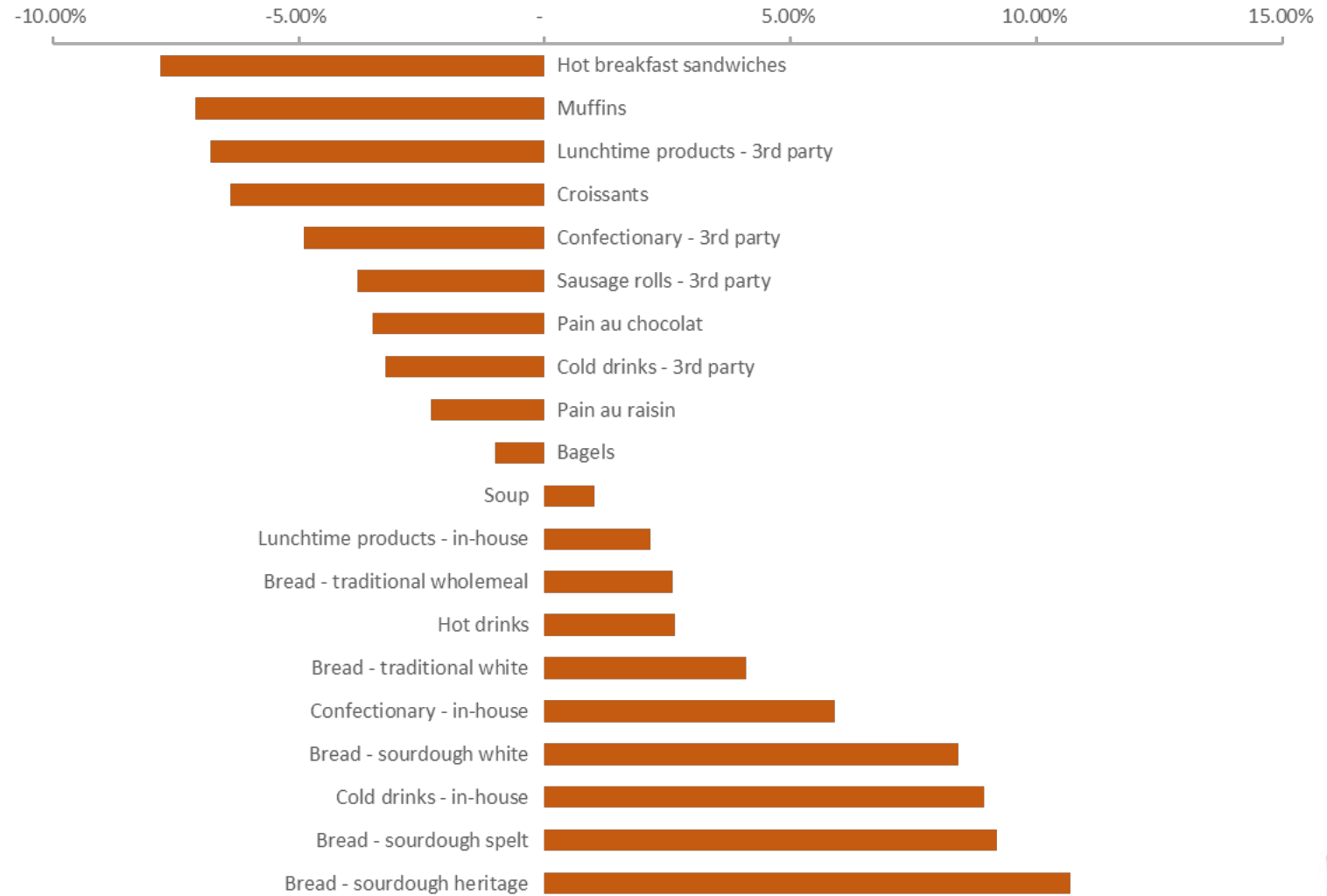

FOCUS ATTENTION







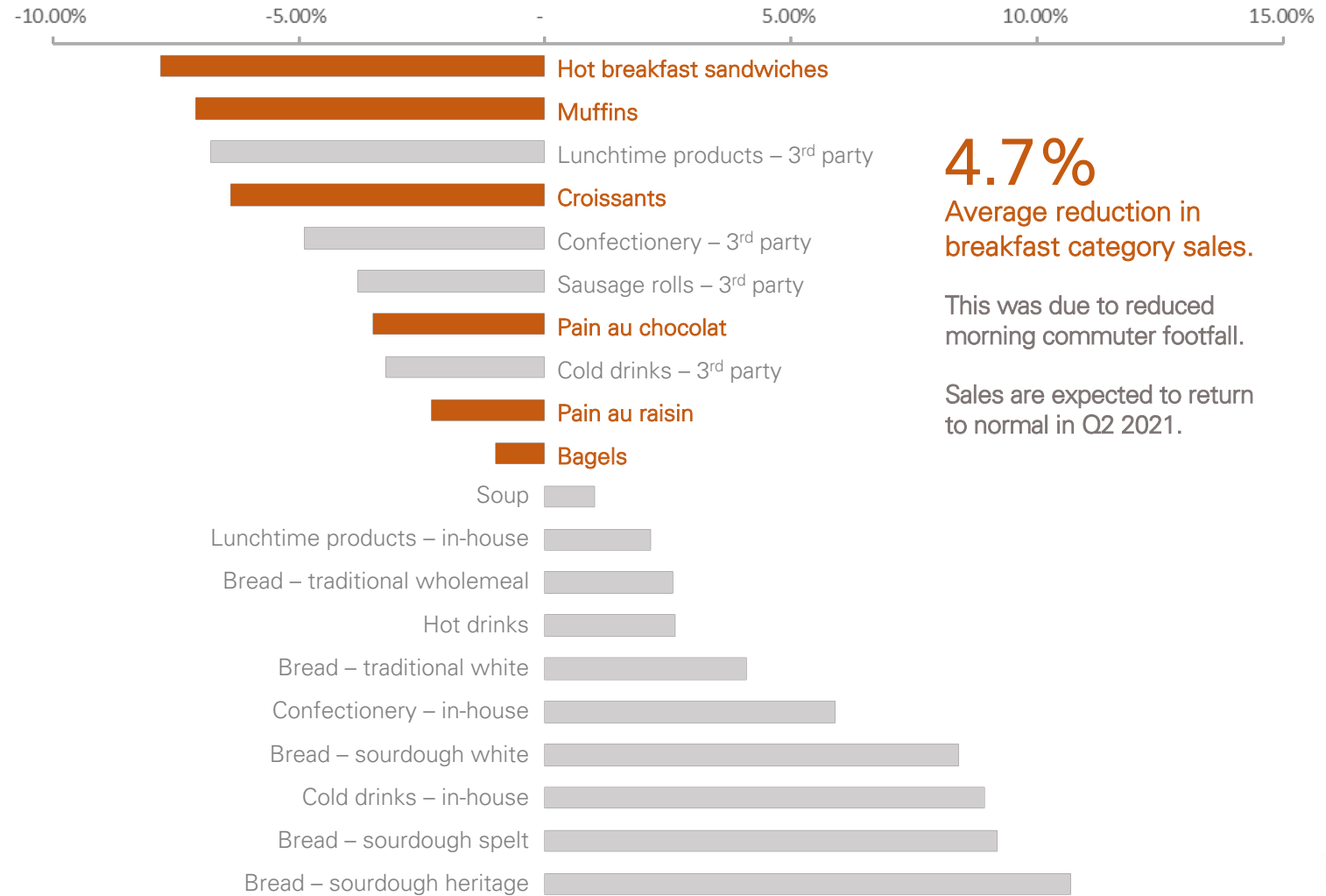
SOME STUFF IS UP. SOME STUFF IS DOWN.





REVENUE DOWN IN ALL BREAKFAST CATEGORIES

Year on year change in revenue (%)



4.7%

Average reduction in breakfast category sales.

This was due to reduced morning commuter footfall.

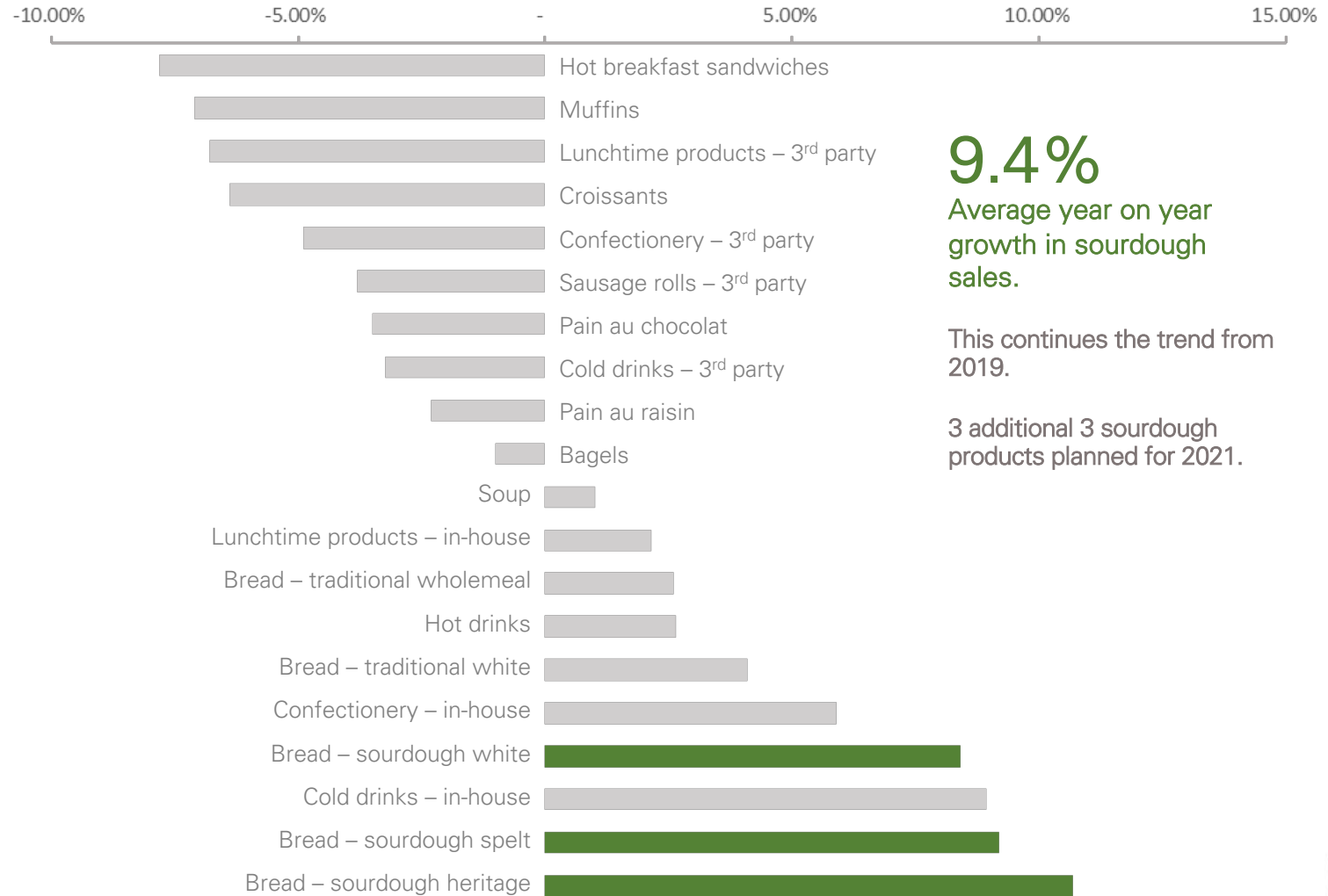
Sales are expected to return to normal in Q2 2021.





REVENUE GROWTH CONTINUES IN SOURDOUGH CATEGORIES

Year on year change in revenue (%)



9.4%

Average year on year growth in sourdough sales.

This continues the trend from 2019.

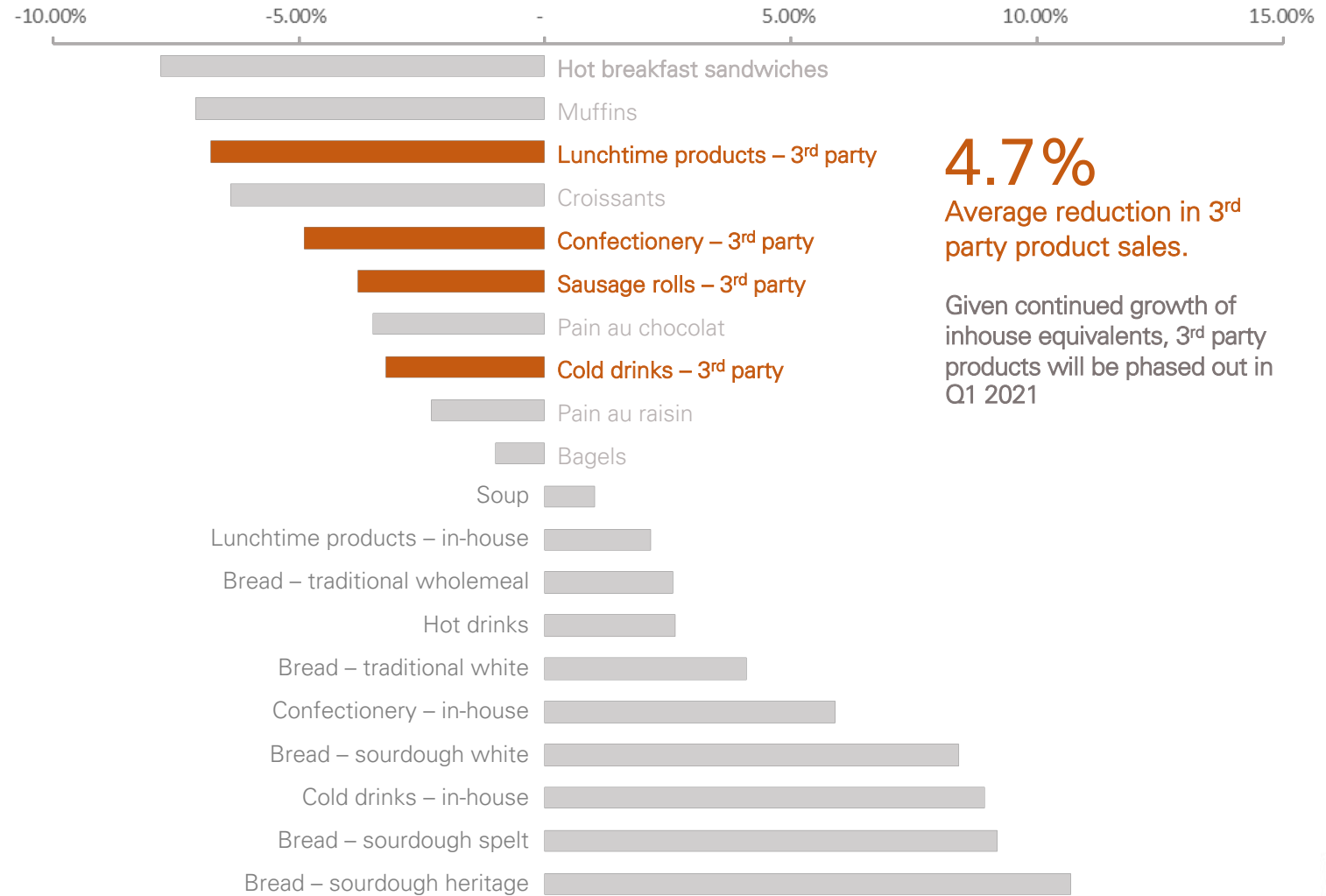
3 additional 3 sourdough products planned for 2021.





3rd PARTY PRODUCTS TO BE PHASED OUT IN Q1 2021

Year on year change in revenue (%)



4.7%

Average reduction in 3rd party product sales.

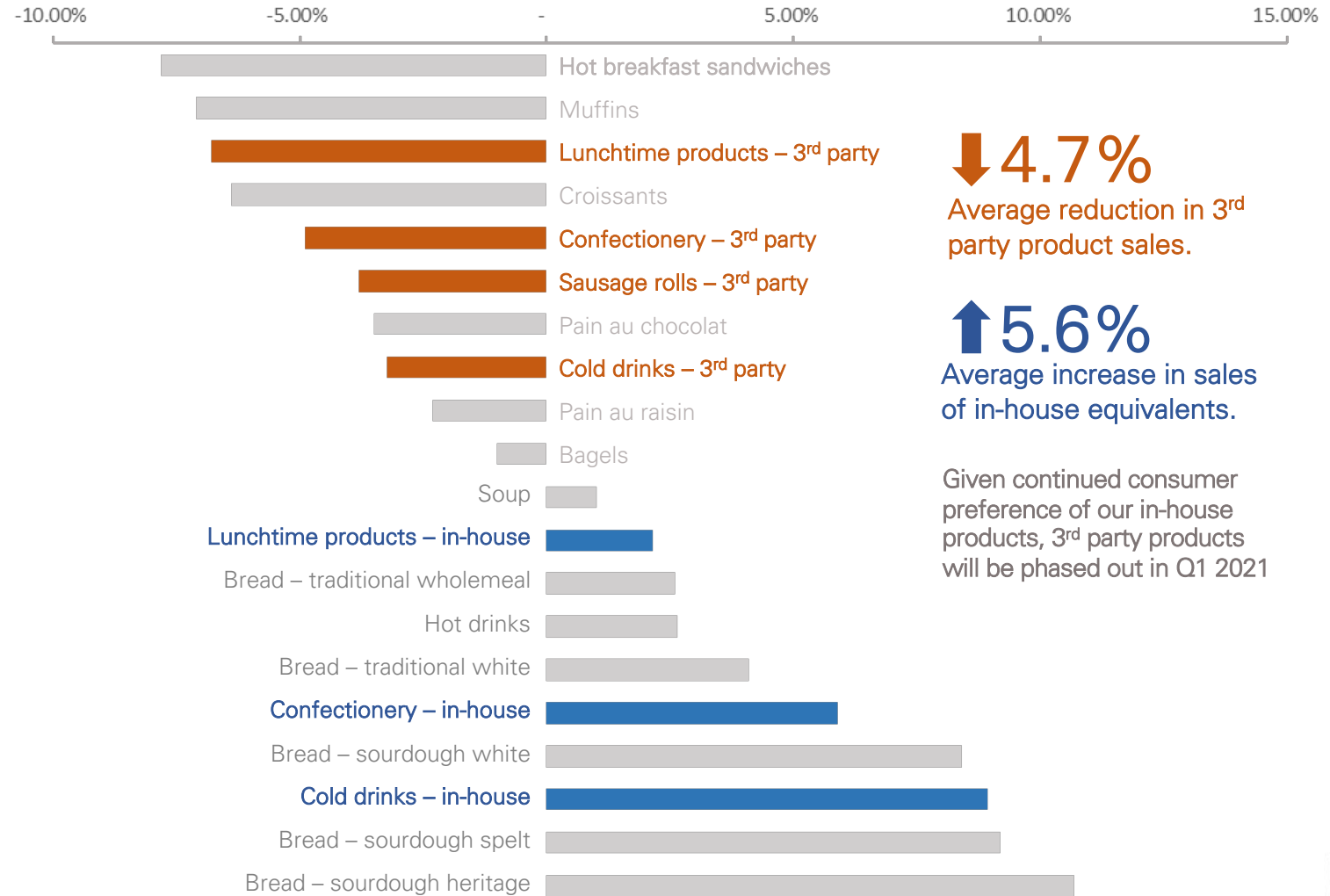
Given continued growth of inhouse equivalents, 3rd party products will be phased out in Q1 2021





3rd PARTY PRODUCTS TO BE PHASED OUT IN Q1 2021

Year on year change in revenue (%)



↓ 4.7%

Average reduction in 3rd party product sales.

↑ 5.6%

Average increase in sales of in-house equivalents.

Given continued consumer preference of our in-house products, 3rd party products will be phased out in Q1 2021

