

# Ambitiously creating our future



**Our purpose and our strategy are the foundation for enhancing our strengths together and our recipe for a successful future.**

We have built on our unique heritage in producing high-quality dairy products to forge a new path centred around our responsible business model and proven strategy.

Supported by a strong culture and our values the Emmi Purpose and our strategy help us to focus on doing the right thing, to take responsibility for tomorrow and to be as well prepared as possible for change in a volatile world.

## Our purpose

TOGETHER, WE CREATE  
— THE BEST —  
**DAIRY MOMENTS**  
TODAY AND FOR  
**GENERATIONS**  
TO COME

## Our vision



## Our values



We are Emmi



We know how



We are market-oriented



We are proactive and not afraid of hard work



We are continually developing

# Strategy

## The dairy leader in Switzerland



Our roots are in Switzerland, where we are number 1. We want to consolidate this strategically central position in the long term.

## A strong international market player



Emmi is characterised by its diversity and local anchoring. We are focusing on strengthening our position in those markets where we have established a stronghold or have seen solid growth in recent years.

## An innovative leader in selected niches



We want to get closer to our consumers and delight them with sophisticated innovations. For this purpose, we establish four focus platforms.



## Excellent in what we do

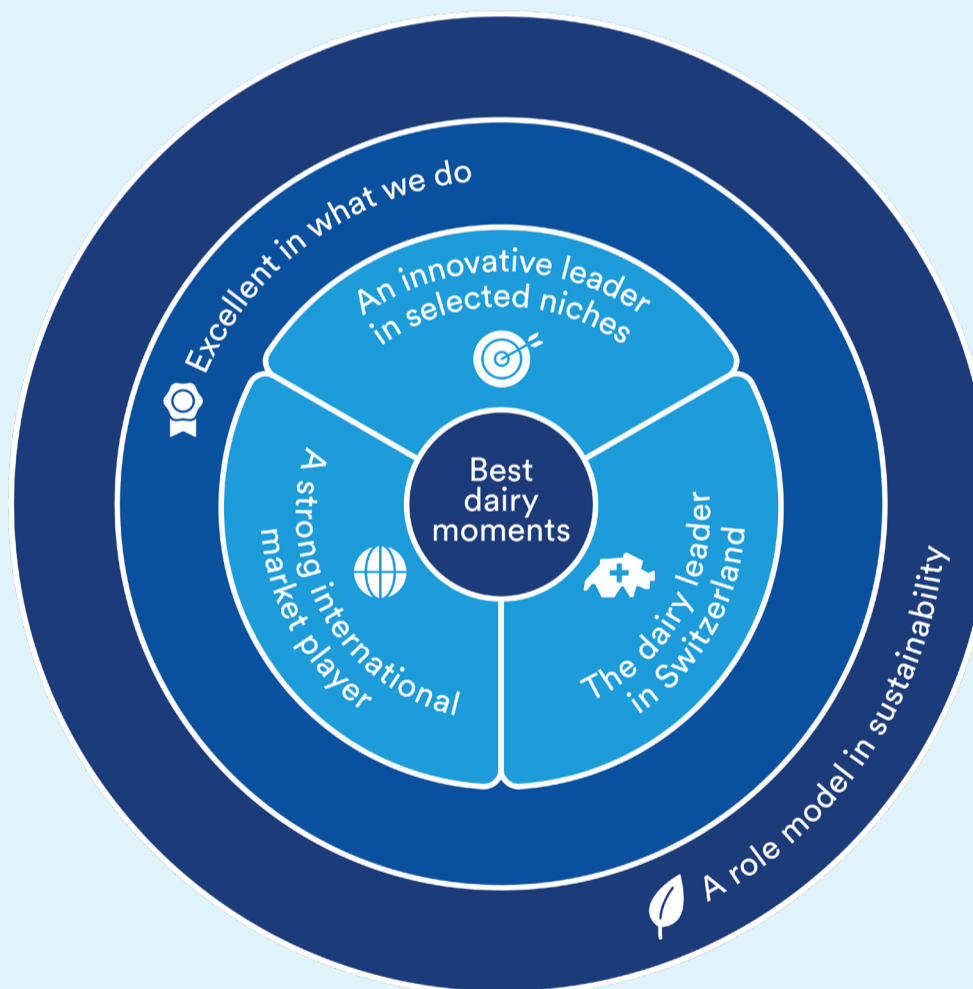


Through excellent cross-functional action and leadership, we strive to become a benchmark within our industry in selected topics.

## A role model in sustainability



Building on our tradition, sustainability is an integral component of the Emmi business model and our strategy. We are focusing on three areas of action.



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