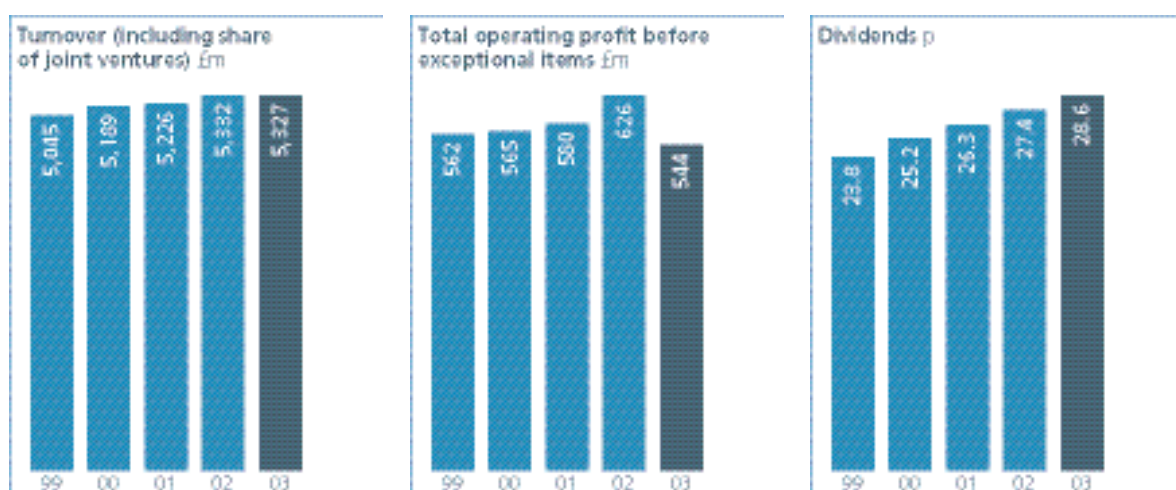


A simple goal Boots aims to be *the* place for health and beauty customers. We want to secure market leadership in the UK and build on our brands' growing success internationally.

A simple structure We've focused the organisation on that twofold goal. We now have two core businesses – Boots The Chemists and Boots Healthcare International.

A simple strategy A leaner management team, under new leadership, is working to grow profitable sales in both core businesses – through increased, carefully targeted investment in stores, product and brand development, price and service competitiveness, and operational efficiency.



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