

## purpose & values

We work together to create brands people love. This is our core purpose.

Our measure of success is the value we create for our shareowners. But we can only maximise this value if we respect our commitment to every one of our stakeholders: shareowners, consumers, customers, colleagues, suppliers and the communities in which we operate.

At Cadbury Schweppes, we are proud of our heritage and its relevance to our current values throughout the world. These inform what we stand for, how we behave, our approach to business and to management.

In our actions we believe in showing integrity, openness and responsibility, reflected in the way we have built up the company.

In the way we work, we aim to reflect the principles of clear objectives, quality and simple organisation.

Through this we can take advantage of change, attract and retain committed people and maintain a competitive advantage.

All this is encapsulated in three key behaviours which should guide everyone in Cadbury Schweppes: accountability, adaptability and aggressiveness.

Details of our '3As' and the behaviours they embody can be found in the Leadership Imperatives.

