

# Our Purpose and Strategy

## Purpose

The sustainable improvement of global animal health and welfare

## Strategy

### Strategic Growth Drivers

Pipeline Delivery



Portfolio Focus



Geographical Expansion



Acquisition



### Strategic Enablers

Manufacturing & Supply Chain



Technology



People



→ Read more about [Strategic Growth Drivers](#) on page 20 to 21

→ Read more in the [Case Studies](#) on pages 36 to 39

## Values

Dedication



Enjoyment



Courage



Honesty



Relationships



Ambition



## Culture

Our Values, entrepreneurial attitude and agile approach to the way we do things are the backbone of our Culture. We expect our people to make a difference by collaborating with each other and we support them by providing clear guidance on expectations.

## Aligning Purpose, Strategy, Values and Culture

Everything we do is underpinned by our Culture and Values. They are important to us and have helped drive the Group's success. We believe that our Values encapsulate our business ethics and set out the standards that we wish to achieve and ultimately exceed. They outline the type of people we are, the services we provide and the way we aim to do business. We deliver high quality products and services to veterinarians worldwide through our employees and a network of third parties with the aim of sustainably improving global animal health and welfare.

### Global Policies that support Culture:

- Code of Conduct and Third Party Code of Conduct
- Dignity at Work
- Anti-Bribery and Anti-Corruption Policy
- How to Raise a Concern Procedure
- Health and Safety Policy

### Dechra Values:

Our Values are a consistent part of how we lead the Dechra business. From recruitment through to investment in development and growth of our employees we use our Values to describe what matters at Dechra. To maintain that integrity we have formed a small group of communications ambassadors who have helped us build the content for the Group intranet further enabling us to demonstrate how the Values are being lived every day.

As the Dechra business grows through acquisition, we have recognised the importance of onboarding new employees into the Dechra way and enabling them to share and build on our Values as a route to unlocking value and success.

→ Read more about our monitoring of culture in [Our Governance Report](#) on pages 86 to 88.

