Our strategic framework

Our strategy

EverGreen is a bold multi-year strategy that empowers us to adapt to a fast-changing world and future-proof the business.

We brew more than just beer: *we brew the joy of true togetherness to inspire a better world.* With every pour, we create space for connection. With every moment shared, we create space for joy.

This is our purpose – our reason for being. It shapes both our values and our dream to win the hearts of consumers by shaping the future of beer and beyond, guiding our actions in the short and long term. We're committed to empowering a more open-minded, meaningfully connected world, and building a company that can constantly renew, adapt and improve itself in service of this aim.

Inspired by this purpose, EverGreen is our strategy to deliver superior and balanced growth, which puts us on a journey of constant renewal and adaption.

This strategy focuses on five business priorities: enhancing our diverse portfolio of brands to cater for evolving tastes and needs; driving productivity that frees resources for investment in balanced growth; leveraging digital transformation to streamline our operations and deepen consumer connections; weaving our Brew A Better World ambitions into decision making; and helping our people thrive within a winning culture.

That's EverGreen, and through it we are positioned to meet short-term challenges, ensure the long-term sustainability of our business and create lasting value for all our stakeholders.

Our Purpose

Brewing the joy of true togetherness to inspire a better world

Our Values

Passion for consumers and customers

Courage to dream and pioneer

Care for people and planet

Enjoyment of life

Our Dream

Shaping the future of beer and beyond to win the hearts of consumers

Our Green Diamond

Delivering superior, balanced growth

Our Business Priorities

Shape the future of beer and beyond
Read more Page 11

Fund the growth, fuel the profit
Read more Page 16

Raise the bar on sustainability and responsibility
Read more Page 18

Become the best-connected brewer
Read more Page 26

Unlock the full potential of our people
Read more Page 30