

creating good homes for everyone



How sustainability creates value for our business, our customers and their communities.

Why

We put customers at the heart of our new strategy, starting with research in 5 markets.

“What really matters to you?”



1 Saving energy and water at home has become top of mind

2 A move to smarter and more thrifty consumption is growing



3 Connecting to nature is a big need

4 Healthy, toxin-free living is expanding beyond food



- 1** Me and my family
- 2** Our community
- 3** The big world

Sustainability connects with what customers really care about... Even if not labelled ‘sustainability’

What

Our four **big goals** with 12 targets (for 2025 unless stated)

We believe everybody should be able to have a home they feel good about



1

Save money by saving energy and water

For Customers

1. Enable a **50%** reduction in customer energy use through our products, services and advice.

For Us

2. Enable a **50%** improvement in customer water efficiency through our products, services and advice.

For Us

3. Reduce absolute carbon emissions from buildings and transport by **25%** from a 2010/11 baseline (2020).



2

Live smarter by getting more from less, re-using or using longer

For Customers

4. **20** products or services that help customers get more from less, reuse or use longer.

For Us

5. Ensure sustainable management and efficient use of key resources (2025) including **100%** responsibly sourced wood and paper and peat-free bagged growing media (2020).

6. **Zero** waste to landfill (2020) and **90%** of waste recycled (2025).



3

Create a healthier home and connect with nature

For Customers

7. **20%** of sales enable customers to create safer, healthier homes and connect with nature.

For Us

8. Achieve transparency of harmful chemicals in key supply chains (2020), phase out the highest priority hazardous and high-risk chemicals of concern and introduce five green substances (2025).



4

Be part of a community that helps millions more people improve their home

For Customers

9. Help millions more people tackle poor and unfit housing through strategic partnerships and local action in all our markets.

For Us

10. Support our colleagues to have a home they can feel good about.

11. Ensure suppliers meet our ethical and environmental standards (2020) and establish strategic community programmes to achieve positive change in key sourcing regions (2025).

12. **50%** of group sales from products that help create a more sustainable home (2020).

How

Our new strategy will be integrated into all we do

our new strategy will...



Deliver best practice to **reduce cost and risk**



Kick-start new ways of working to **spark innovation** and **drive growth**



Build **trust**, attract talent and protect or enhance our corporate **reputation**

We'd like to hear your feedback. You can tell us what you think about sustainability at Kingfisher at:

sustainability@kingfisher.com