

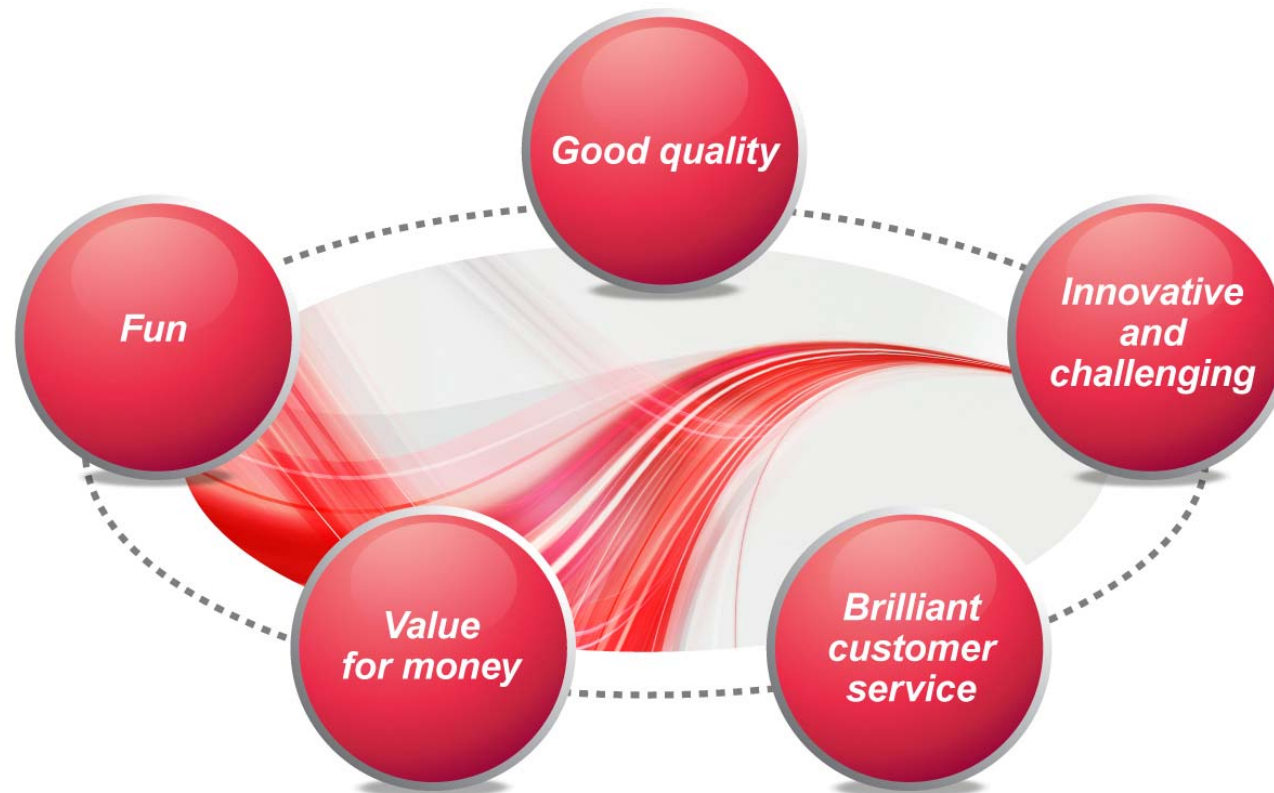


The Brand



- We stand for something
- We have the power
- We're serious about the business
- We're human

We stand for something



The power of the brand

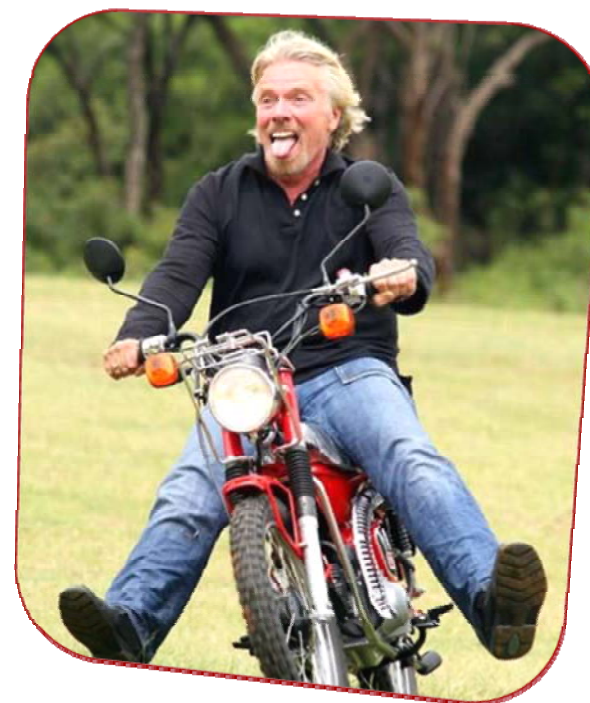


- No 1 most admired brand in the UK (HPI)
- No 1 most admired brand in Australia (Triangle)
- No 1 brand to represent Britain in the future (Marketing Week)
- 44th most respected company in the world (Financial Times)
- No 1 best company to work for (Marketing Week)
- 4th best marketing brand in the World (Forbes)
- 10th best company for corporate governance (Financial Times)
- More trusted than the Bank of England (Evening Standard)

We're serious about business



We're human



Thank you

