

Moving On Health & Wellbeing

Our Progress: Spring 2018 – Spring 2019



LUCOZADE RIBENA
SUNTORY



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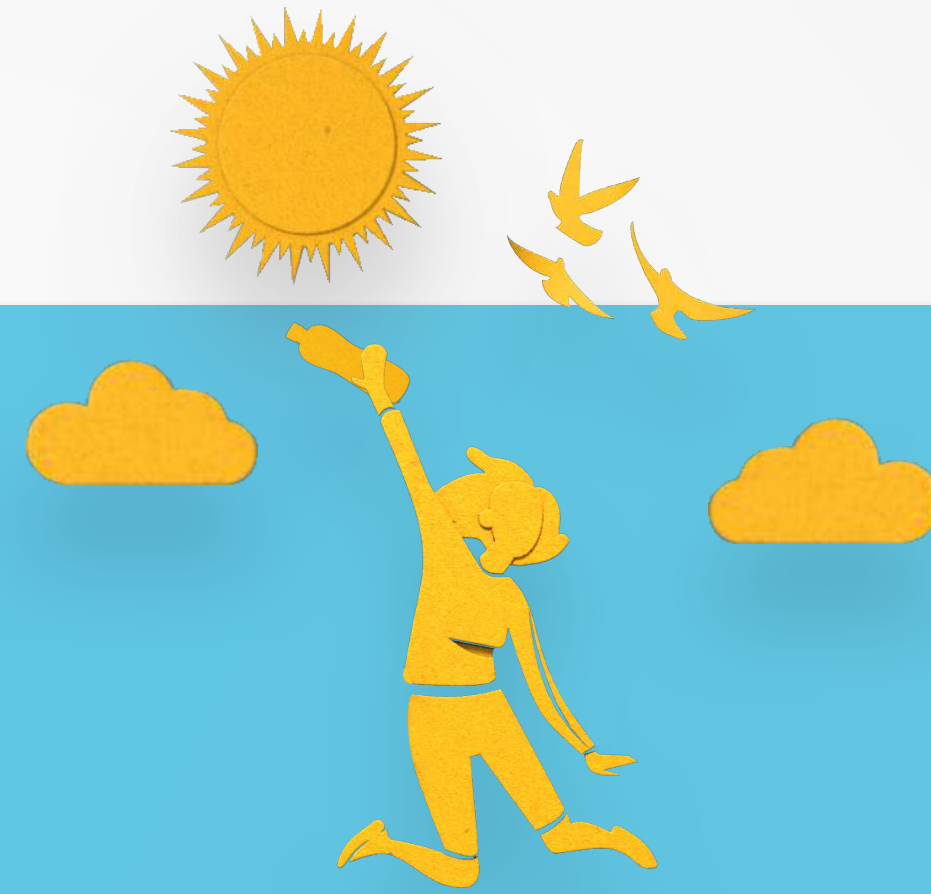


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Lucozade Ribena Suntory:

Moving On

Health & Wellbeing

At Lucozade Ribena Suntory, we not only recognise the power we have to help create a healthier nation, we are actively inspired by it.

In 2016 we set out to create a movement that would deliver our goal to provide both our consumers and our employees with better-suited drinks and opportunities to move more.

Last year for the first time we released a detailed report outlining everything we had achieved. Today we are happy to build on that initial report and bring our health and wellbeing story up to date.

We are proud to echo the Yatte Minahare (Go For It!) spirit of our parent company Suntory as we strive to make a positive impact on our consumers and employees.

Since we re-defined our business purpose, inspired by our founders, to play an active role promoting health and wellbeing, the impact that businesses like ours can have has been widely recognised.

We hope to do all we can to promote health and wellbeing, and to inspire, educate and enable others to do the same.



COO's Message

It is a fascinating time to be involved in business, and to be in the soft drinks business in particular.

Consumers, employees and communities all, rightly, demand that the brands they love have loftier ambitions than just making a profit and I am proud that Lucozade Ribena Suntory not only recognises this, but is truly a business that acts with purpose.

We wanted to take a moment to reflect on what we have done, what we are doing and what we will continue to do to help people meet their own health and wellbeing goals.

To tell the stories of some phenomenal colleagues and partners and what they've achieved over the past year.

To show how we are making good on previous commitments, without resting on our laurels.

To demonstrate our commitment to transparency, both to our consumers and employees.

And hopefully, this will inspire others to do more; think about their own goals and aspirations and make their own move on health and wellbeing.

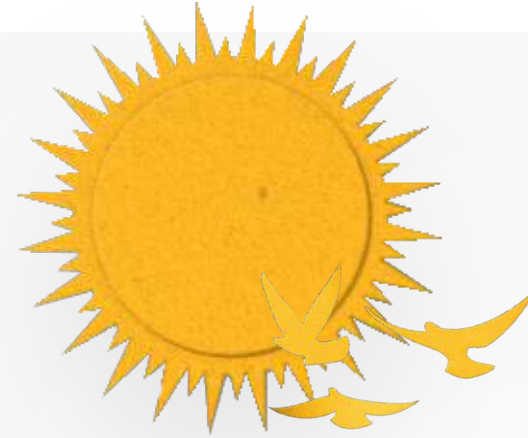
The last few years have been great fun, incredibly successful and hugely inspiring.

And it's just the beginning.



Carol Robert

Carol Robert
Chief Operating Officer
Lucozade Ribena Suntory



Highlights To Date

1.5M people inspired to move more through our Made To Move initiative in just over two years

4,000+ young adults enrolled in our B Active programme in the first twelve months, with almost **2,000** inspired to volunteer in their local communities

£13M investment in our Coleford factory to expand our drinks range and continue our journey to healthier drinks

25M people now enjoying drinks with **50% less sugar** thanks to our lower sugar recipes

4.2% growth across our total portfolio since the introduction of the Soft Drinks Industry Levy, driven by our core brands and their lower-sugar variants

80 Made to Move sessions held weekly up and down the UK

60 different drinks reformulated to lower-sugar recipes

7 new lower-calorie drinks launched including a major new sub-brand

17-strong employee wellbeing team made up of representatives across the business

65% of employees believe LRS cares about their wellbeing as we set off to achieve our ambition of becoming one of the best and healthiest places to work in the UK and Ireland



Moving On **Fitness**

Lucozade Sport's Made to Move campaign launched with an ambition to get one million people moving by 2020.

It's amazing to say that in 2019 we surpassed the 1.5 million 'movers' milestone and our advice, training plans and event partnerships continue to help people to move more – from watching an online exercise video to running a marathon.





Made To Move Key Facts

**1.5M
people**

reached in total since
November 2016

**170,000
people**

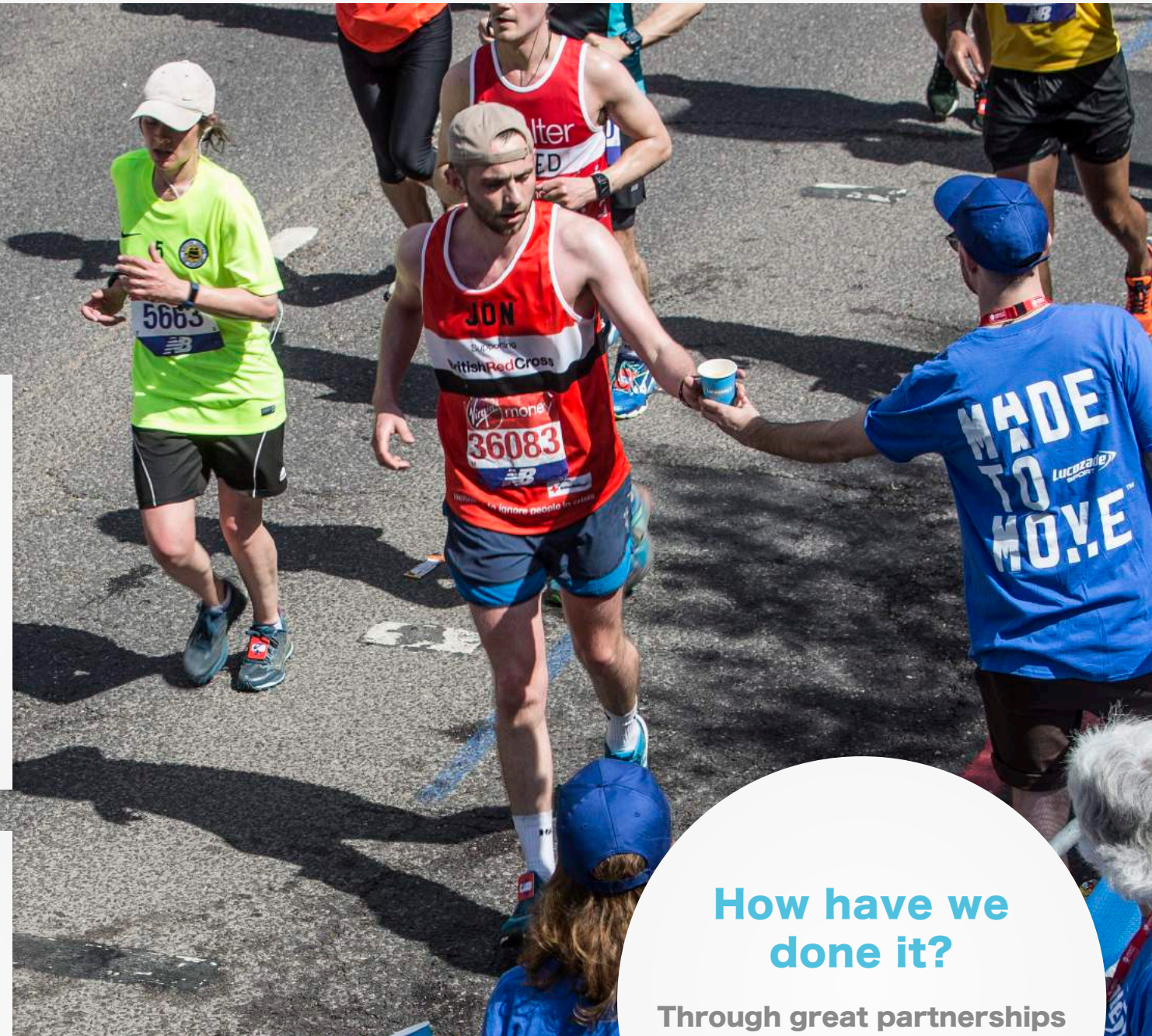
tuned into
Workout Wednesday
in second half of 2018

300,000km

run through our
Strava partnership

**80 Made
To Move
Sessions**

held weekly
across the UK



**How have we
done it?**

Through great partnerships
and hard work...



Strava and London Marathon

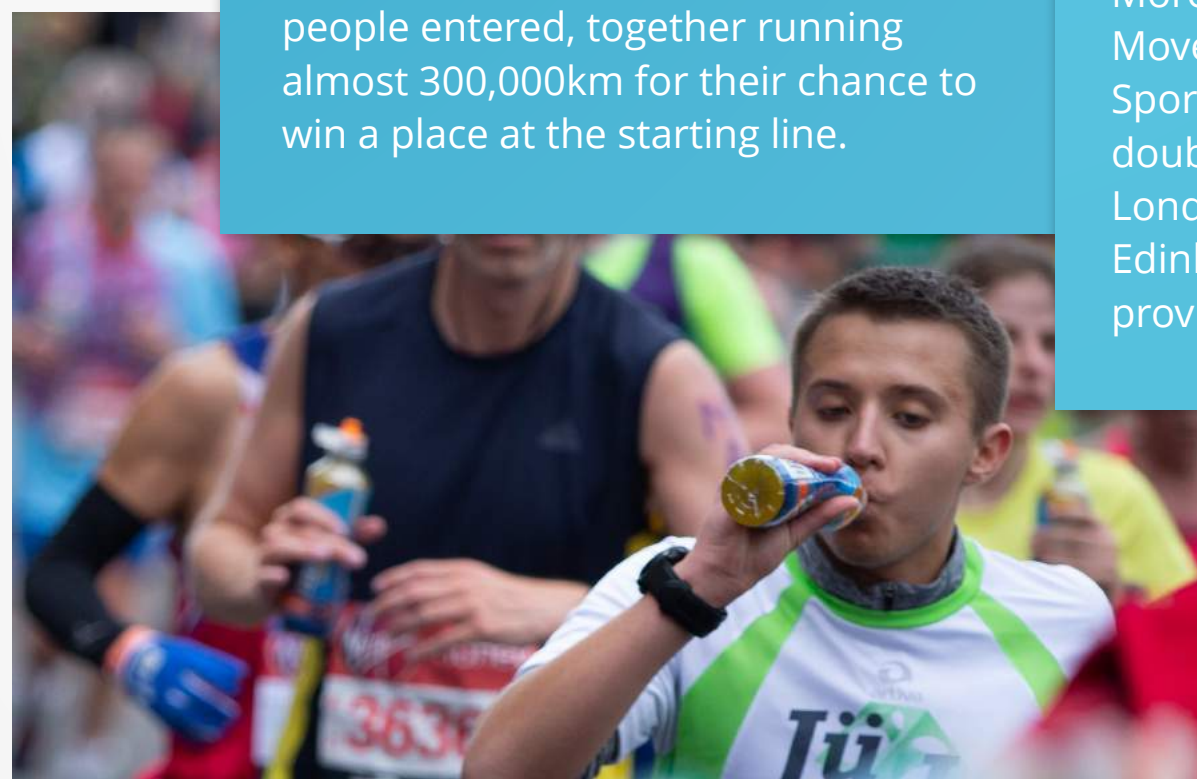
Following a successful partnership last year, Lucozade Sport gave away 40 places in the 2019 London Marathon through a bespoke challenge on fitness app Strava. More than 24,000 people entered, together running almost 300,000km for their chance to win a place at the starting line.

Tough Mudder

Lucozade Sport partnered with Tough Mudder to launch Workout Wednesday – online workout tutorials to help people train for their own races. In the second half of 2018 more than 170,000 tuned in.

Our Parks

More than 25,000 people signed up for a Made to Move session with Our Parks in 2018. Lucozade Sport continues to support Our Parks in 2019, doubling the brand’s footprint to cover all 32 London boroughs and eight growth cities including Edinburgh, Cardiff, Manchester and Birmingham – providing 80 Made to Move sessions every week.





Made To Move Legacy

We have surpassed our initial goal to get more than one million people moving. However Lucozade Ribena Suntory doesn't want to stand still now that we've exceeded our initial targets.

In 2019, we've evolved our Made To Move thinking to ensure that we create a long-lasting legacy of improved physical and mental wellbeing throughout the country.

We have started to scrutinise our data to understand better what the barriers are to getting people moving. While we remain committed to helping everyone to move, we've spotted that the hardest audience for us to move is women aged over 16, who often feel intimidated by the challenge of making exercise a part of their daily routine.



Our renewed focus is to continue to inspire people to get moving through exciting and innovative partnerships, and also to improve the chances of people moving by removing barriers in the way.

Firstly, we are working with the Football Association in a new partnership that champions England's women's football team - **The Lionesses**. We will work with the likes of Steph Houghton, Toni Duggan, Nikita Parris, Jade Moore and Izzy Christiansen to inspire women to play more football.

Lucozade Sport will support the Lionesses as they head to France this summer for the World Cup. We are putting some of these incredible athletes on to our bottles to help get everyone in the country roaring them on in France.

Central to the campaign is a participation initiative aimed at getting more women playing sport in the UK. We have entered into a unique partnership with pitch providers Goals and Powerleague, to enable Lucozade Sport to give away 90,000 free pitch minutes up and down the country for women to start playing.



Key B Active Achievements

More than 4,000 young adults have already taken part in B Active – that's three times as many as originally expected

Almost half of these young adults have volunteered in their local community

More than 1,300 have gained vocationally-recognised qualifications through their B Active participation

B Active programmes run five days a week, 50 weeks of the year – making a huge impact on the communities in which they operate

Movement Fund

Lucozade Ribena Suntory's Movement Fund launched in 2016. We pledged to support a charity partner over three years to make a significant impact on people's lives through sport. In partnership with sport-for-development charity Active Communities Network, we launched B Active in 2017.



What's B Active?

The B Active programme gives young adults across the UK access to sports and physical activity, regardless of financial circumstance.

The programme launched initially in five cities across the UK – London, Belfast, Manchester, Newport and Hull – and in 2019 will expand into Birmingham.





Manchester Basketball Tournament

B Active Manchester’s social action group ran a basketball tournament for their own community – a great example of how B Active participants go on to involve more people beyond the programme. More than 50 young adults took part in the tournament and the group is now planning to run a regular week-night session.



A Female-focussed Birmingham Expansion

In February, England Women’s football star Nikita Parris helped launch a new, female-focused youth sports programme in Birmingham, as part of B Active.

The latest programme was unveiled at a reception in the Houses of Parliament. Minister for Sport and Civil Society, Mims Davies MP, also attended to help celebrate the wider success of B Active.



Nikita Parris, England Lioness

“Community-led projects like B Active are so important as they give young adults opportunities and a path to follow.”

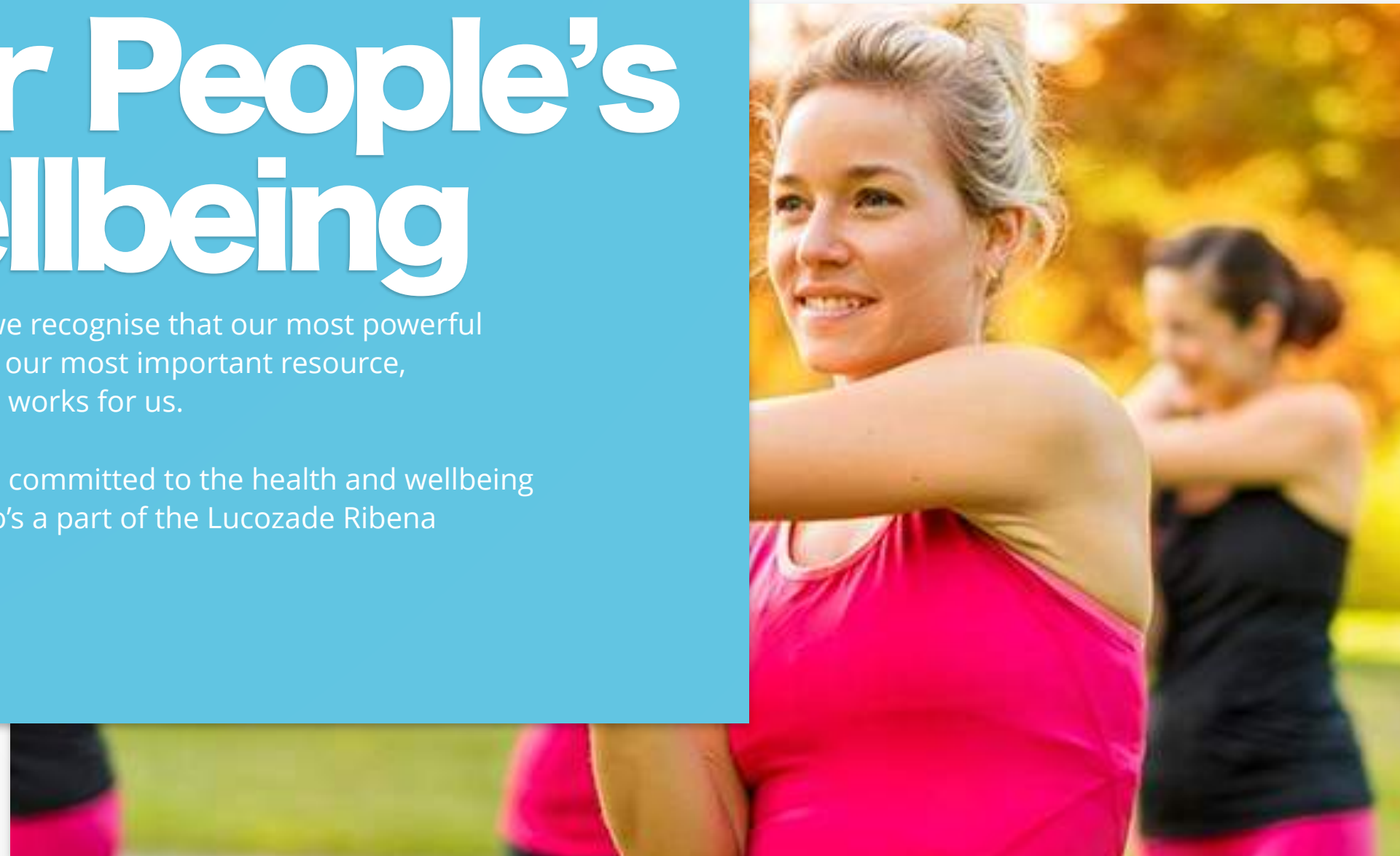


Moving On

Our People's Wellbeing

As a company, we recognise that our most powerful champions, and our most important resource, is everyone who works for us.

That's why we're committed to the health and wellbeing of everyone who's a part of the Lucozade Ribena Suntory family.





Employee Engagement

Last year we proudly announced our bold ambition to not only be the best place to work, but also one of the healthiest workplaces in the United Kingdom and Ireland.

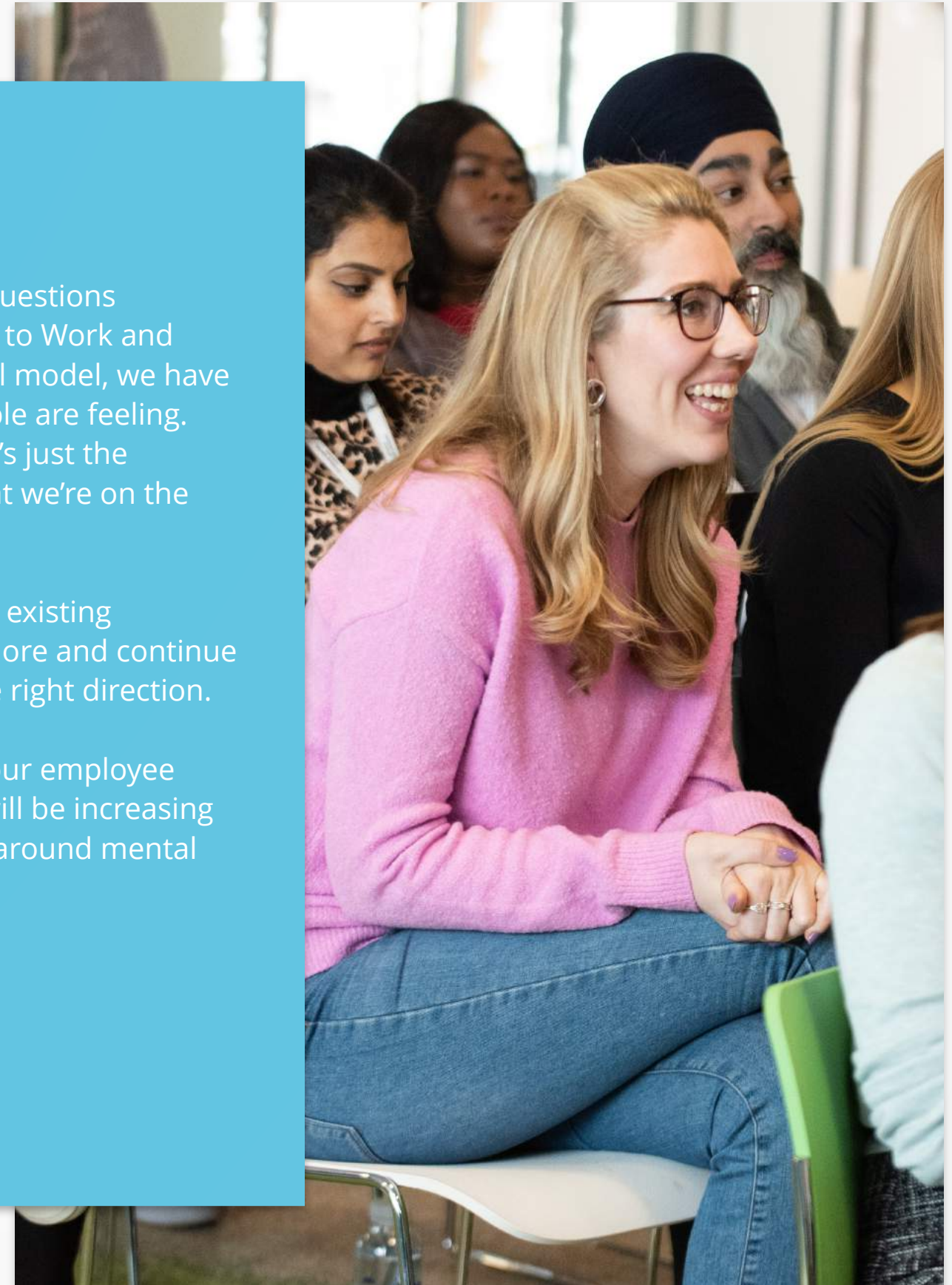
We ask employees to answer several questions on what we call 'sustainable engagement' and measure this against our focus areas twice a year. It boils down to: 'does our workforce feel proud to work for us; understand and believe in our purpose; recommend us as a good place to work to friends and family and, crucially, properly supported to carry out their job?' The answer is yes and increasingly so!

Since we ramped up our internal health and wellbeing programme, we have also been tracking whether our employees feel that LRS cares about their wellbeing.

Through our three survey questions developed with Great Place to Work and based on the BITC Workwell model, we have a real view of how our people are feeling. Currently at 65% positive, it's just the beginning, but it tells us that we're on the right track.

This year we've built on our existing commitments to do even more and continue nudging that number in the right direction.

As well as continuing with our employee fitness drive, this year we will be increasing our internal conversations around mental wellbeing.



Here's a snapshot of current initiatives aimed at getting our people involved and moving, developed by our 17-strong wellbeing team made up of volunteers from across the business:



It's Okay Not To Be Okay



Women's Football



Tracky Tuesdays



#66DayChallenge

It's Okay Not To Be Okay

We're working to eradicate the stigma around mental health through manager capability training and awareness sessions, and support through our Occupational Health and Employee Assistance Programmes, all of which highlight that it's okay not to be okay.





Women's Football

This year, Lucozade Ribena Suntory launched its own women's football team, inspired by our partnership with the England Lionesses and the positive movement with women in sport.

Weekly training sessions are proving incredibly popular, despite none of the team ever having played before.



Tracky Tuesdays

In 2019, Lucozade Ribena Suntory launched Tracky Tuesdays to get our employees moving throughout the working day. The idea is simple – on a Tuesday, everyone is encouraged to wear casual sports or leisurewear, as long as they commit to undertaking some form of exercise that day. It could be a visit to the gym or hosting a walking meeting rather than sitting at a desk. The initiative is proving very popular and growing weekly.



#66DayChallenge

It takes 66 days to make a lifestyle change – and Lucozade Ribena Suntory's #66daychallenge is designed to inspire all of our employees to do just that.

The initiative, launched in 2019, aims to help employees make a 66-day commitment to meet a health and wellbeing need. We even have our partners on board to help them to do so – boxer Anthony Joshua, Lioness Nikita Parris, trainer Born Barikor and fitness influencer Vic Spence.

Each partner will lead LRS employees towards one of four different goals that are all-encompassing – and unlike many internal rewards like gym passes, don't just benefit those who already exercise regularly.

It could be starting something new, achieving a personal best, kicking a bad habit or simply doubling down on an existing, healthy practice. The idea is that we create an inclusive initiative that can involve everybody, and help them to meet it with regular check-ins, tips and encouragement.

Whether it's a physical or mental wellbeing goal, we aim to help all of our people to make a powerful change to their lives in 2019.



Moving On Office Health and Wellbeing - A Checklist

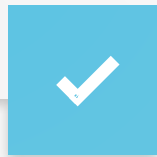
Looking to improve your office health and wellbeing programme? In our quest to support our employees' mental and physical wellbeing we made several key learnings that are useful to any business, no matter its scale.





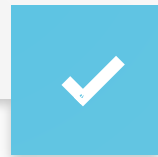
Start With Your Employees

Surveys (quantitative) and workshops (qualitative) were our most effective tools in creating the right framework - by listening to our employees we were able to understand what they truly wanted.



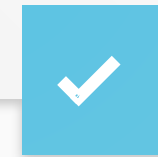
Create A Benchmark

We surveyed our employees to establish their wellbeing levels before introducing new initiatives. Quarterly surveys and an ongoing pulse tracker provide us with constant updates on employee satisfaction and an understanding of how well our initiatives are working.



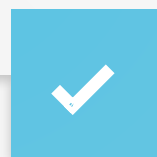
Harness The Skills Of Your Employees

We found fitness instructors, meditation experts and passionate advocates for workplace culture within our business and unlocked their potential, without the need for external help. Volunteers help to drive participation and feed through new ideas to boost employee mental wellbeing.



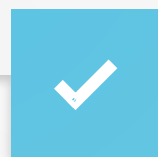
Ensure Senior Leaders Drive Through The Right Culture

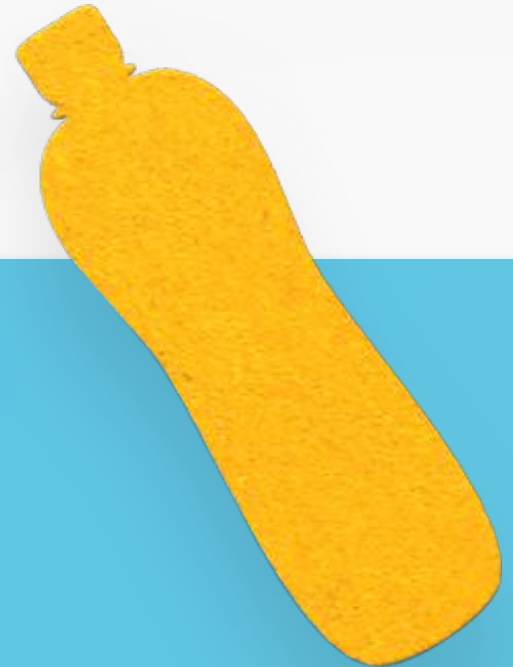
Our employees told us that wherever they've worked, it takes senior leaders to drive a culture shift through a company. Our senior team is ever-present through our wellbeing programme; hosting wellbeing workshops, communicating key initiatives and actively leading discussions about stress and coping techniques.



Drive Participation Through Competition And Recognition

In workshops, we learnt that free gym passes only enable the fittest employees to get fitter. It was introducing a competitive spirit and putting employees into cross-departmental teams that unlocked mass-participation in our fitness initiatives. To spur people on, our 'wellbeing hero' award recognises our employees who have made a significant contribution to their own fitness or enabled colleagues to do so.





Moving On Drinks

We realised some years ago that we needed to change and cut down on sugar significantly. Ever since, Lucozade Ribena Suntory has been reformulating as part of its ongoing commitment to provide (our health-conscious) consumers with drinks that better suit their health and wellbeing needs. We remain passionate about this process and are proud with the change we have already made.





Tasting Success

Last year we explained how as part of this commitment, we reformulated a total of 60 different drinks. This required a mammoth number of recipes to be developed by 100 members of staff, which all had to be tested by thousands of consumers to ensure we got it right as we weren't prepared to compromise on taste!

This year the proof of our success is in the results. Reformulation has been a success and now more than 25 million people are enjoying drinks with 50% less sugar.

The move also made business sense. Though we saw a dip in sales in the short term - any change to a 90-year-old brand is going to disappoint some people - the move is a long-term one and it is beginning to pay off. Since the introduction of the Soft Drinks Industry Levy, our total portfolio has seen 4.2% growth driven by our core brands, Lucozade Energy, Ribena and Lucozade Sport, and their zero-sugar variants. Lucozade Zero is up by 11.4% year-on-year, while Ribena Light is growing at 5%.

Lucozade Sport Fitwater, launched in 2017, is now worth £2.9m and is growing by 39%. The drink contains four key electrolytes to help replenish consumers, including magnesium that contributes to electrolyte balance and a reduction of fatigue, as well as calcium which helps normal muscle function.

Another new addition to our less-sweet drinks portfolio, True Nopal Cactus Fruit Water, is growing by 31%.

We are really pleased by this success and determined to do even more – by developing new drinks and adding new flavours to our portfolio.





MayTea

This brand new, low-calorie, tea infusion from LRS's innovation team infuses whole tea leaves with fruit juice and is in stores in two delicious flavours from July.



Ribena Frusion

A blackcurrant water that is totally unique! It contains real fruit juice, is low in calories, rich in Vitamin C and with no sweeteners or preservatives, Ribena Frusion is for anyone who wants great-tasting drinks with little sugar.



Lucozade Sport Fruit Punch

Launched with UK boxing sensation Anthony Joshua, the apple and raspberry flavoured drink will feature the sportsman in our marketing, inspiring people to move more.





Driving Awareness

Creating great drinks is just one part of our plan to help our consumers drink less sugar. We are also investing heavily to raise awareness of them – all with the goal of driving consumption of healthier drinks. For example:

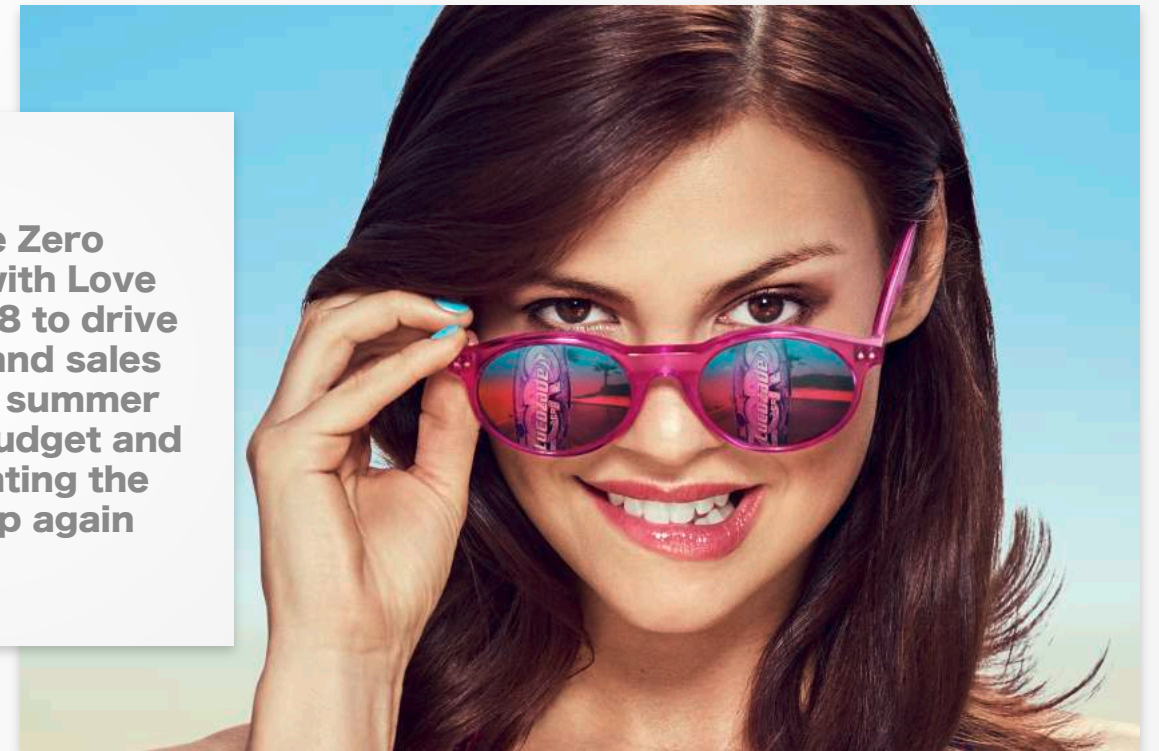
At the start of 2019, we launched an eight-week campaign for Fitwater, after a successful £1.5M ‘Electrolyse your Exercise’ campaign in 2018



Our new low-calorie Ribena Frusion sub-brand is at the very heart of a £6.2M media spend from Ribena throughout 2019



Lucozade Zero partnered with Love Island in 2018 to drive awareness and sales through the summer with a £6M budget and we’re repeating the partnership again

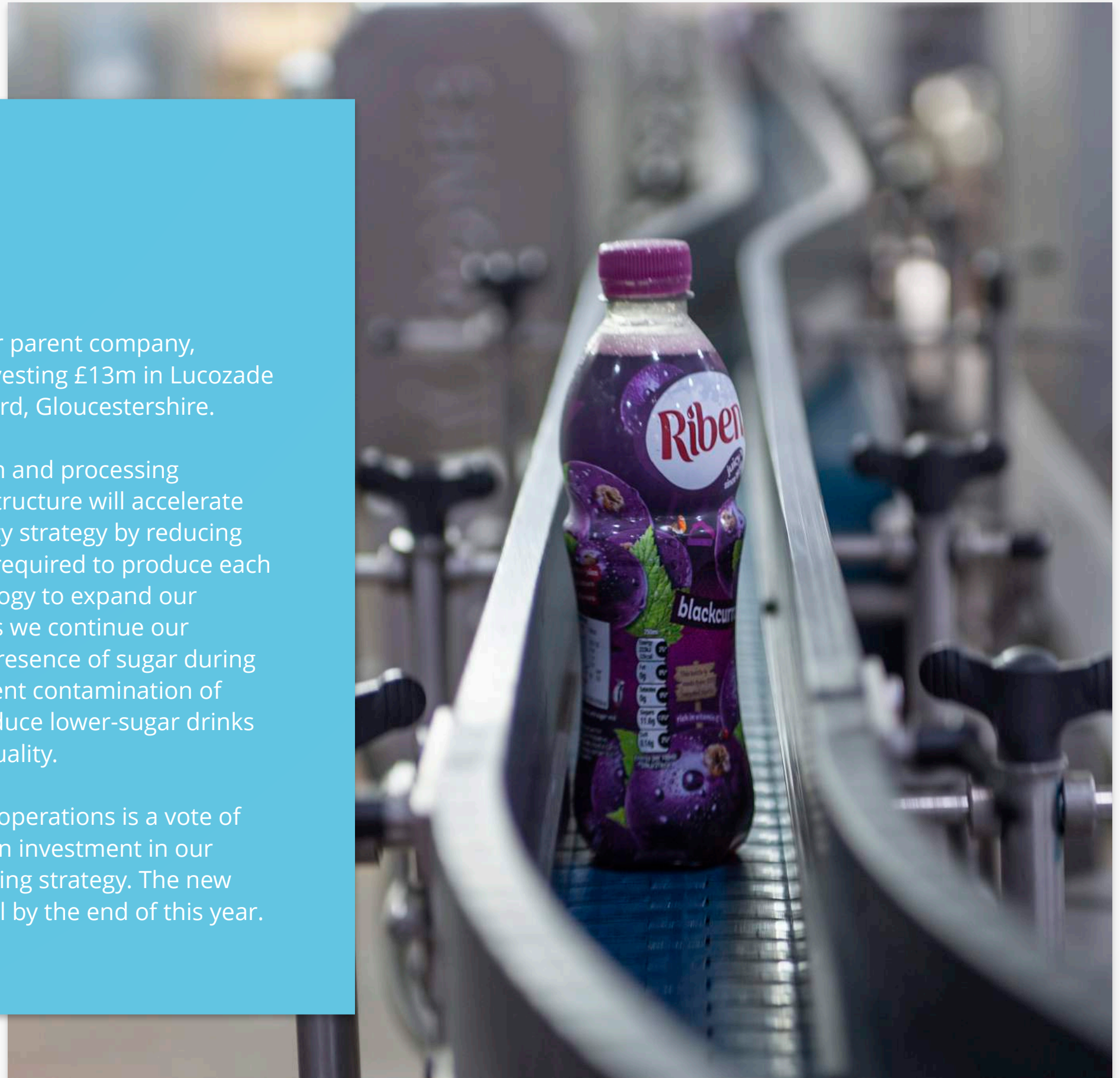


Investing In The Future

In January we announced that our parent company, Suntory Beverage & Food, was investing £13m in Lucozade Ribena Suntory's factory in Coleford, Gloucestershire.

The investment in new production and processing equipment and supporting infrastructure will accelerate the company's global sustainability strategy by reducing the amount of water and energy required to produce each bottle. It also gives us the technology to expand our product range in years to come as we continue our journey to healthier drinks. The presence of sugar during production actually helps to prevent contamination of drinks so our new line has to produce lower-sugar drinks without compromising at all on quality.

Suntory's commitment to our UK operations is a vote of confidence in our business, and an investment in our future health (literally) and wellbeing strategy. The new production line will be operational by the end of this year.





Thanks for reading our Moving On Health & Wellbeing report.
Have any questions? Please get in touch with the team at
press.office@lrsuntory.com

Want to read an earlier version of this report?
Head to www.lrsuntory.com/health-and-wellbeing/report-2018

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