



People



Partnerships



Innovation



Integrity



Community

# THE ORIGIN WAY

## Living Our Values

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# OUR STRATEGY

## OUR PURPOSE

To optimise the sustainable use of land through innovation and integrated solutions.

## OUR VISION

To be the leading and trusted partner of choice for growers and professionals in agriculture, amenity, landscaping and ecology markets.

## GROWTH DRIVERS

We have aligned our strategic priorities to focus on a model of sustainable land use that underpins food security, combats climate change and restores biodiversity and ecosystem services. Our business model responds to three macro-growth drivers in our markets: **Sustainable Agronomy, Global Food Supply Responsiveness and Emerging Nature Economy.**

# OUR VALUES

Everything we do is directed towards our Vision and Purpose.

We do this through a group-wide and personal commitment to our values: leaders listening to and empowering our teams, teams challenging each other and individuals taking responsibility to learn and grow.

Our values define who we are as an organisation and are our guiding principles for how we should all interact, every day.

We have created this document to help you understand the behaviours that help us demonstrate our values in action. You will see the behaviours we expect from all our people, furthermore those we expect to see from our leaders.

With people, customers and partnerships at our core, we all have a part to play in making Origin a great Company to do business with and a great place to work.

Sean Coyle | Chief Executive Officer



Living our Values creates an environment that will enable us to deliver success for our people, our customers, our partners and for our community.

# The Origin Way Our Values



People

We operate locally, but act as one Company. We grow futures together by collaborating with each other and our customers. Our people are critical to sustaining our competitive advantage.

**DEMONSTRATED THROUGH:**

We have outstanding people, expertise and organisational leadership.

We nurture and grow capabilities and talent.

We prioritise engagement and wellbeing.

We value diversity and inclusion.



Partnerships

We are dedicated to adding value to lifelong relationships.

**DEMONSTRATED THROUGH:**

We have strong Partnership and Customer Focus.

We collaborate and work as a team.



Innovation

We shape the future through curiosity and determination to solve fast-changing challenges for our partners.

**DEMONSTRATED THROUGH:**

We drive change.



Integrity

We do the right thing, staying true to our values.

**DEMONSTRATED THROUGH:**

We do the right thing.



Community

We contribute to the success of the communities where we operate, combining our global capability and local expertise.

**DEMONSTRATED THROUGH:**

We support communities at a local level, harnessing our global scale.

We grow futures together by collaborating with each other and our customers.



Value

PEOPLE



We operate locally, but act as one Company.

We grow futures together by collaborating with each other and our customers.

Our people are critical to sustaining our competitive advantage.

1) We have outstanding people, expertise and organisational leadership.

 INDIVIDUALS / TEAMS (Behaviours)

- > Understand how their own contribution contributes to overall results.
- > Demonstrate organisational awareness in understanding what the business delivers and its position within a Group/global context.
- > Engage and are enthused by the goals and purpose of the business.

 LEADERS (Behaviours)

- > Articulate a clear and compelling vision that engages, inspires and motivates people and connects them to the business in which they work and the Group.
- > Demonstrate professionalism and act as a visible role model for valuing and respecting others.
- > Set strategies, drive performance and measure continuous improvement.
- > Communicate openly and with clarity and impact at all levels.
- > Empower people to make decisions.
- > Actively listen to others and encourage diverse ideas and opinions.
- > Demonstrate decisiveness and the ability to make difficult decisions, quickly.
- > Drive pace and momentum.

 IMPACT

- > Origin is a people business. This means we nurture each other; prioritising our wellbeing and challenging each other to improve and grow.
- > We work and learn together, meaning we share our expertise and moments of brilliance so everyone can benefit.
- > These commitments lead to better, more fulfilled lives for us all.



Value

PEOPLE



We operate locally, but act as one Company.

We grow futures together by collaborating with each other and our customers.

Our people are critical to sustaining our competitive advantage.

2) We nurture and grow capabilities and talent.

 INDIVIDUALS / TEAMS (Behaviours)

- > Are open to learning, adapting and identifying opportunities for self-development.
- > Act with pace and purpose.
- > Seek feedback to improve performance.
- > Take responsibility for a personal development plan with own goals and timelines for achievement.

 LEADERS (Behaviours)

- > Attract and select diverse and high calibre talent.
- > Place a high priority on developing self and others.
- > Act as a coach and mentor to colleagues.
- > Build trust and share best practice.
- > Provide a high-challenge and high-support environment.
- > Develop strong leaders.
- > Constantly inspire and engage people to be the best that they can.
- > Ensure you have regular reviews and establish development plans for all your team members.

Value

PEOPLE



We operate locally, but act as one Company.

We grow futures together by collaborating with each other and our customers.

Our people are critical to sustaining our competitive advantage.

3) We prioritise engagement and wellbeing.

 INDIVIDUALS / TEAMS (Behaviours)

- > Take responsibility for the safety of others, in addition to themselves and challenge any unsafe behaviour.
- > Look out for each other, are observant and identify when others need help.
- > Encourage positive mental and physical health of colleagues.

 LEADERS (Behaviours)

- > Drive a culture of safety at work through every level of the business, ensuring that the safety of our people is an imperative and a shared and uncompromised principle.
- > Ensure the workplace environment and culture supports employee wellbeing.
- > Prioritise balance – create a flexible environment with a healthy work/life balance.
- > Continuously listen and respond to feedback.
- > Recognise and celebrate successes and say, 'Thank you'. Acknowledge and reward people for their achievements.



**Our people are critical to sustaining our competitive advantage.**

**Value**

**PEOPLE**



**We operate locally, but act as one Company.**

**We grow futures together by collaborating with each other and our customers.**

**Our people are critical to sustaining our competitive advantage.**

**4) We value diversity and inclusion.**



**INDIVIDUALS / TEAMS (Behaviours)**

- > Treat everyone (internally and externally) fairly and with respect.
- > Demonstrate a positive attitude to diversity and inclusion.
- > Listen attentively to others ideas and opinions.
- > Challenge any discriminatory behaviour.



**LEADERS (Behaviours)**

- > Build effective teams through appropriate and diverse mix of styles, perspectives and experience.
- > Role model inclusive behaviours ensuring that employees feel valued, included and have a sense of belonging.
- > Include diverse perspectives in decision making.
- > Create an enabling environment for inclusivity in the business.
- > Address any discriminatory behaviour.

Value

# PARTNERSHIPS



We are dedicated to adding value to lifelong relationships.

## 1) We have a strong partnership and customer focus.

### INDIVIDUALS / TEAMS (Behaviours)

- > Work in partnership with each other and our customers.
- > Recognise the importance of internal customers.
- > Quickly and effectively solve customers' problems.
- > Nurture complex relationships.
- > Build trust through delivering on our promises.

### LEADERS (Behaviours)

- > Anticipate trends in the industry and in the market place and develop plans for implications.
- > Ensure that we leverage all available expertise across the Group to deliver the best solutions to our customers.
- > Continue to develop and deliver the most complete and market-leading solutions for customer needs.
- > Grow enduring relationships built on trust.
- > Create long-term value for our shareholders.

### IMPACT

- > We stand side by side together and with our customers and their communities.
- > This is how we bring together our diverse expertise to solve challenges and improve lives.
- > Doing this with passion, determination and care means we are trusted as long-term partners.

Our passion, determination and care means we are trusted as long-term partners.



We stand side by side together and with our customers and their communities.

Value

# PARTNERSHIPS



We are dedicated to adding value to lifelong relationships.

## 2) We collaborate and work as a team.



### INDIVIDUALS / TEAMS (Behaviours)

- > Value a mix of styles, perspectives and experience.
- > Get the best from other colleagues by listening, encouraging others and contributing.
- > Seek opportunities to work with teams to develop experience and knowledge.
- > Proactively share information, knowledge and expertise.



### LEADERS (Behaviours)

- > Establish clear goals in line with the strategic direction of the business and the overall Group.
- > Build effective and diverse teams with the appropriate expertise to deliver solutions to our customers.
- > Lead by example by fostering a 'one team mindset', collaborating with others and facilitating a culture of knowledge sharing.
- > Form multi-disciplinary teams to work on projects.



# Value

# INNOVATION



We shape the future through curiosity and determination to solve fast-changing challenges for our partners.

We shape the future through curiosity and determination to solve fast-changing challenges for our partners.



We drive change.

## INDIVIDUALS / TEAMS (Behaviours)

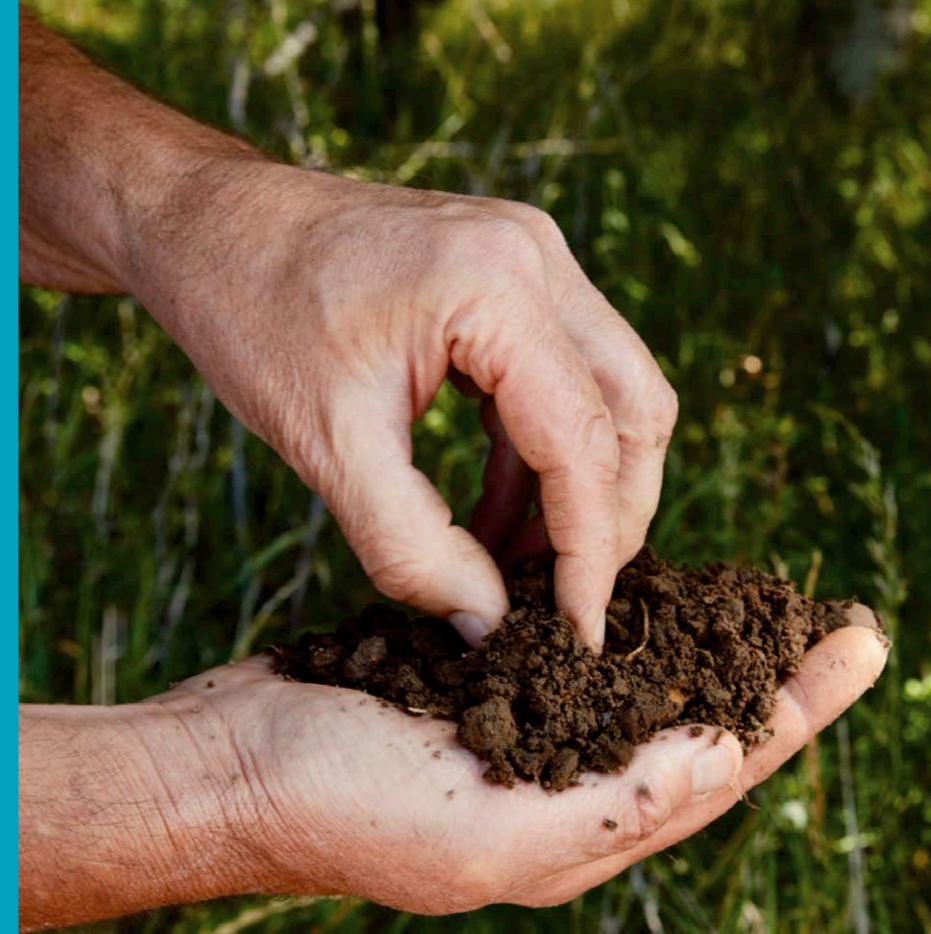
- > Propose new approaches, methods or technologies.
- > Work cooperatively with others to produce innovative solutions.
- > Are excited about the opportunities presented by change.
- > Openly support and promote new ideas.
- > Challenge the way things are done.
- > Think solutions, not problems.

## LEADERS (Behaviours)

- > Inspire others to collaborate, embrace change and celebrate innovation for continuous improvement.
- > Encourage diverse thinking to promote and nurture innovation.
- > Actively champion new ideas and encourage innovative solutions.
- > Positively challenge the status quo and develop efficient and effective working practices that improve performance.
- > Promote, sponsor or support the development and introduction of new and improved methods, products, procedures or technologies.
- > Drive pace and momentum and make things happen.

## IMPACT

- > In a fast-changing and uncertain world, we can't stand still.
- > Our customers face new challenges every day and rely on our new solutions to support them through.
- > This needs our constant curiosity and creativity: anticipating future challenges, striving for technological and scientific brilliance and fast imagining and testing of new solutions.



Everything we do is directed towards our vision. To be the leading and trusted partner of choice to the farmers, growers and amenity professionals we serve.



Value

INTEGRITY



We do the right thing, staying true to our values.

We do the right thing.



INDIVIDUALS / TEAMS (Behaviours)

- > Take responsibility.
- > Choose to do the right thing, even when it's difficult.
- > Have high standards of ethical behaviour and act in an ethical and responsible way.



LEADERS (Behaviours)

- > Demonstrate personal credibility, at all times.
- > Role model ethics and integrity in all business dealings in line with the Origin Code of Conduct.
- > Demonstrate sound moral and ethical judgement.
- > Create an atmosphere of open communication.
- > Live the Origin Values and provide recognition for others who do the same.



IMPACT

- > This means everything we do is directed towards our mission of sustaining land and lives.
- > We do this through a group-wide and personal commitments to our values: leaders listening to and empowering our teams, teams challenging each other and individuals taking responsibility to learn and grow for a better impact.

Value

# COMMUNITY



We contribute to the success of the communities where we operate, combining our global capability and local expertise.

We support communities at a local level, harnessing our global scale.

## INDIVIDUALS / TEAMS (Behaviours)

- > Positively engage with communities and / or customers on local initiatives or rural issues.
- > Work with schools, educational institutions and local community projects within our communities to support local issues and protect the natural environment.

## LEADERS (Behaviours)

- > Demonstrate care about the Values of the community and support local issues and initiatives.
- > Create an enabling environment that allows local teams to support local issues and initiatives.
- > Proactively think about how to improve the services provided to customers and / or communities.
- > Share the skills of our people to enable wide-ranging expertise that customers can benefit from.
- > Seek to reduce our carbon footprint and harm on the environment through adopting new technologies, advocating new working practices, and challenging the status quo while continuing to serve the needs of our customers and shareholders.

## IMPACT

- > Our purpose is beyond our profit. We succeed by strengthening the communities we work with – supporting their natural environments, local initiatives and rural issues.
- > We bring tailored and meaningful solutions to communities by intimately understanding local needs and harnessing our global scale and expertise.



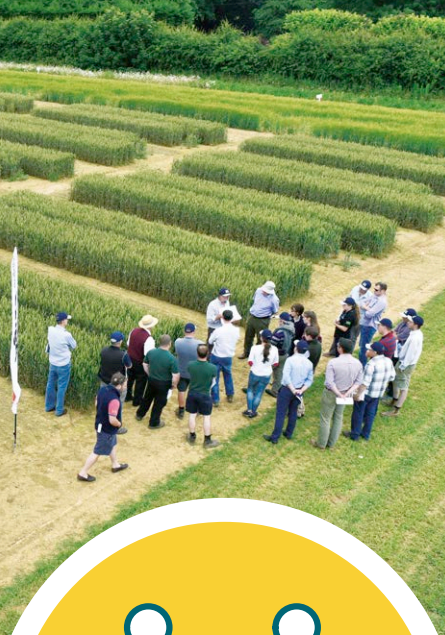
Fortgreen Community Garden

We work alongside our communities, understanding local needs and harnessing our global scale.






People




Partnerships




Innovation




Integrity




Community