



LITTLE **BOOK**
of **CULTURE**

★ **PRET** ★

Pret serves delicious food and organic coffee.

It's what we do.

Our **Purpose** explains why we do this – we do this to make everyday a little bit brighter for everyone around us (our customers, our teams, our communities and those we partner with). What we do sparks a smile, a sense of positivity and a feel-good moment (or two).

Our **Values** are the things that we really believe in – our guiding stars, ensuring we realise our Vision in the right way. They act as key principles for the decisions we make.

The Pret **Behaviours** provide a language around what we want to see our people doing (and not doing). When 'good' or 'great' behaviours are

experienced, these support our Values and Purpose.

Our **Culture** describes what it's like to be part of Team Pret. It is a genuine articulation of Pret life by our people. Some elements of our culture date back to the early days, some are more recent, emerging as we transform. Culture is partly who we are and partly who we aspire to be.

Purpose, Values, Behaviours and Culture are our DNA which we believe adds enormous value to everything we do. It's worth fighting for and we aim to strengthen it continually as we grow so that we can successfully achieve our Vision in the right way.

Purpose

Pret is here to make everyday a little brighter

Our **VALUES**



HAPPY TEAMS
HAPPY
CUSTOMERS



AMAZING
STANDARDS
EVERYDAY



NEVER
STANDING
STILL



DOING
THE **RIGHT**
THING

Our **BEHAVIOURS**

★ **PASSION**

Drive, enthusiasm, pride

★ **TEAM WORKING**

Helpful, sociable, respectful

★ **GREAT EXECUTION**

High standards, well planned, efficient

★ **CLEAR COMMUNICATION**

Clear, appropriate, listening

★ **OPEN TO CHANGE**

Flexible, keen to learn, positive

★ **THOUGHTFUL LEADERSHIP**

Inspiring, trusted, personal

★ **REALISING POTENTIAL**

Developmental, supportive, challenging

★ **BUSINESS SENSE**

Customer focused, competitor aware, maximises business opportunities

★ **ONE PRET**

Shop connection, collaborative, whole business focused

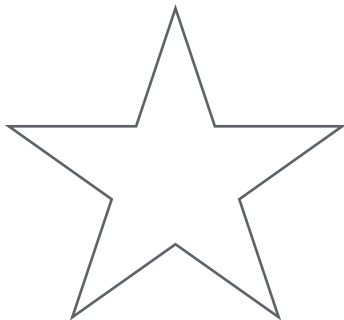
Our **CULTURE**



WE **CARE**
DEEPLY



WE SHARE
JOY



WE STAY
HUNGRY



WE **WELCOME**
EVERYONE



WE **GROW**
TOGETHER

WE *care* DEEPLY

... about every 'ingredient'
in the Pret Recipe



Our menus stand out. And it's easy to see why.

The people who make them are as passionate as the people who invent them, who carefully source our fresh ingredients, who share them with our customers and... you get the idea.

People, not products, are the stars here. You're among those who know that 'kind', 'honest' and 'generous' aren't just buzzwords. They're our secret sauce.

WE STAY

hungry

... driven to be better



We improve every day and innovate constantly. It means rolling up our sleeves sometimes, taking risks and learning from our mistakes. But we're excited to do it for our teams and customers.

With the right attitude, tools and processes, we can achieve the high standards we set ourselves. What we don't know, we find out. And what we do know, we share generously.

WE *grow* TOGETHER



... because success takes a team

There's no getting around it; profit is important. It fuels our future. When we spend and invest wisely, we create opportunities for all. We love watching our teams and Pret grow.

Brilliance is the sum of both skills and behaviours and our success comes from every team across Pret being connected and empowered.

WE *welcome* EVERYONE



... and celebrate our diversity

Everyone is welcome at Pret, no matter who you are, where you come from, or how you take your coffee. We want people to feel safe and supported to be themselves here.

We believe in creating a culture of inclusivity and belonging with equal opportunities for all. We won't always agree with each other, but we'll leave our egos at the door, listen, challenge, and remember to be kind.

WE SHARE *joy*



... in a million little moments

How we make people feel is everything. Of course, we can't make every day perfect. We're only human. But we can make every day a little brighter – for our teams, customers, and the communities we're part of.

If we're serious about one thing, it's never taking ourselves too seriously. We value work-life balance. We say thank you (a lot). And take every chance to generously spread joy.

★ PRET ★