

Our Purpose, Strategy, Values and Culture

We believe that our success is based upon providing our stakeholders with a clear strategic plan that is aligned to our Purpose. We believe this alignment drives improved focus, innovation, collaboration and efficiencies towards delivering our objectives.

Our Purpose

What we do

The sustainable improvement of animal health and welfare globally



Our Approach to ESG

Our ESG strategy is based on our Purpose and Values

We have chosen to support the United Nations Sustainable Development Goals (SDGs).



Our Strategy

How we achieve our purpose

Strategic Growth Drivers

Pipeline Delivery



Portfolio Focus



Geographical Expansion



Acquisition



Strategic Enablers

Manufacturing & Supply Chain



Technology



People



ESG



 Read more about Our Strategy on pages 20 to 23.

 Read more about our Strategic Growth Drivers case studies on pages 38 to 40.

Our Values

Fundamental beliefs that underpin everything we do

Dedication



Enjoyment



Courage



Honesty



Relationships



Ambition



Our Culture

Ethical foundation enabling better decisions every day

Our Values, entrepreneurial attitude and agile approach to the way we do things are the backbone of our Culture.

We expect our people to make a difference by collaborating with each other and we support them by providing clear guidance on expectations.

 Read more about our monitoring of Culture in Our Governance Report on pages 93 and 94.

Everything we do is underpinned by our Culture and Values. They are important to us and have helped drive the Group's success. We believe that our Values encapsulate our business ethics and set out the standards that we wish to achieve and ultimately exceed. They outline the type of people we are, the services we provide and the way we aim to do business. We deliver high quality products and services to veterinarians worldwide through our employees and a network of third parties with the aim of sustainably improving global animal health and welfare.

Global Policies that support Culture:

- Code of Conduct and Third Party Code of Conduct;
- Dignity at Work;
- Anti-Bribery and Anti-Corruption Policy;
- How to Raise a Concern Procedure; and
- Health and Safety Policy.

Dechra Values:

Our Values are a consistent part of how we lead the Dechra business. From recruitment through to investment in the development and growth of our employees we use our Values to describe what matters at Dechra. To maintain that integrity we have formed a small group of communications ambassadors who have helped us build the content for the Group intranet, further enabling us to demonstrate how the Values are being lived every day.

As the Dechra business grows through acquisition, we have recognised the importance of onboarding new employees into the Dechra way and enabling them to share and build on our Values as a route to unlocking value and success.