

WE POUR HAPPINESS INTO LIVES

GREENE KING 2024 - AT A GLANCE

FINANCIAL

Group adjusted operating profit*

£198.0m

▲ 6.4% on prior period (£186.1m)

Group Revenue*

£2,450.5m

Total taxes paid in 2024

£544m

▲ £26m on 2023

*For 52 weeks ended 29 December 2024

PUBS AND BEERS

PUB ASSETS DISTRIBUTION

DESTINATION BRANDS (580)

580

PARTNERSHIPS & VENTURES (1,114)

- Pub Partners (900)
- Franchise (74)
- Metropolitan Pub Co (64)
- Venture Hotels (39)
- Hickory's (30)
- Crafted Pubs (7)

2,572
SITES

1,114

878

GREENE KING PUBS (878)

Note: As part of the group restructure, from January 2025, Pub Partners moved into Greene King pubs and the Ventures division into Destination Venture Brands.

BREWING & BRANDS

#1

The **NUMBER ONE** cask ale brewer in the on-trade in 2024.

#4

Greene King held its position in the craft market at **NUMBER FOUR**.

CUSTOMERS

2.5M

New Greene King app launched with 2.5m people signing up for an enhanced customer experience and seamless order and pay journey

15%

Website development and WiFi merchandising resulted in improved website engagement and conversion and saw an increase of 15% in online bookings (year on year)



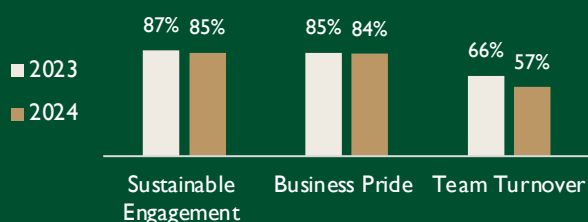
3.2%

Record Christmas bookings and events such as the 2024 Men's Euros helped drive a 3.2% increase in group revenue compared to previous year

We completed delivery of the **CUSTOMER ENGAGEMENT** transformation programme, providing a single customer view database and integrated marketing automation platform, increasing targeted customer relationship activities to millions.

PEOPLE

Our engagement survey showed...



We launched new policies during the year, including...

ENHANCED PATERNITY POLICY

FERTILITY AND IVF TREATMENT POLICY

CARERS LEAVE FOR DEPENDENTS POLICY (INC. EMERGENCY LEAVE)

SABBATICAL POLICY

INVESTMENT



£40M

Plans announced for a new custom-built brewery in Bury St Edmunds, next to the distribution centre on Suffolk Park.



£147M

Investment in customer experience projects; enhancing assets and brands, particularly across Chef & Brewer and Greene King pubs.



24 NEW

franchise sites. Pub Partners opened 14 new Hive pubs and launched its newest concept Nest in 2024. It marked the opening of its 50th Hive pub in the year and opened 10 Nest Pubs.



6 NEW

Hickory's opened bringing total to 30



IMPACT



£3.9M raised for Macmillan Cancer Support in 2024 – the highest amount raised in one year



300+ community Big Lunch events hosted in our pubs in June



OVER £20M raised for Macmillan Cancer Support since 2012 – recognised as Most Effective Long-Term Partnership by British Charity Awards



2,000 MEALS given away at Christmas as part of Christmas Community tables programme across 262 pubs



We partnered with Carefree to provide 169 room nights



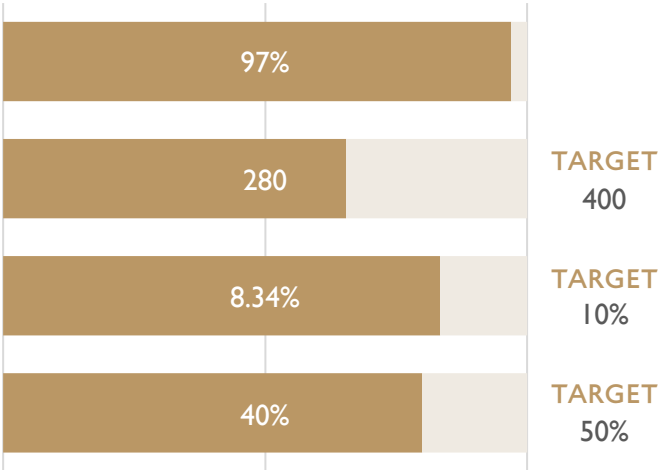
Through Proud To Pitch In we distributed £349,844 in grants to 117 grassroots sports clubs

Supported over **18,000** apprentices since 2011 and an apprentice has worked in **97%** of our pubs

We hired our **280th** prison leaver and opened **two** new prison training academies as part of our Releasing Potential programme with a commitment to hire **400** prison leavers by the end of 2025. In 2024, we celebrated our first prison leaver apprentice.

By the end of 2024, Black, Asian and ethnic minorities made up **8.34%** of workforce, with the goal to reach 10% by 2030.

We increased board female representation from 27% to **40%** with the aim to reach 50% by 2030





We supported different causes highlighted by our ELIGs including mental health campaigns, **ANDY'S MAN CLUB** and **BURNT CHEF PROJECT**

We donated **£50,000** to Switchboard helpline, supporting LGBTQIA+ community

We achieved the nationwide **BEST BAR NONE** accreditation, delivering best practice in customer and team member welfare and safety in our managed pubs.



We invested **£3m** in property decarbonisation; with voltage optimisation in 427 sites, heat pumps in two sites plus investment in **40 kitchens** to be 'electric-ready', 18 of which are fully electric.

Pub sites with voltage optimisation equipment installed had a **6% REDUCTION** in electricity consumption

The roll out of electric vehicle charging hubs for customers and team members continued with **1,450 bays** available at the end of 2024, including our first super-fast charging station. Charging points are available at 20% of our managed sites.



A trial to reuse empty glass bottles from 19 pubs, increased to 68 sites by year-end, collected **350,000** bottles.

3 MILLION single-use plastic cups have been replaced with recyclable versions.

Switching to returnable packaging for salad items removed over **250,000** boxes.

TUB2PUB collected **26,253kg** of sweet and crackers containers.



We increased the number of suppliers on our ESG engagement platform, **GREENE KING ENGAGE** to 427

OVER 200,000 meals have been saved through the **TOO GOOD TO GO** partnership, minimising food waste.



CELEBRATING SUCCESSES



Greene King was named **BEST SUSTAINABLE PUB COMPANY** at the Publican Awards and won the Sustainability Award at MCA Hospitality Awards.



Further leading accolades in 2024, included **BEST APPRENTICESHIP STRATEGY** at Springboard Awards, CEO Nick Mackenzie was listed as **NO1 ADVOCATE** in Involve HERoes list, and the business was recognised in Britain's Most Admired Companies.



There was industry recognition through awards for **BEST IN-HOUSE ATTRACTION TEAM** at the Recruitment Marketing Awards and **BEST PEER NOMINATED RECRUITMENT ONLINE** award at the National Online Recruitment Awards.

