The **co-operative**

Patrick Allen

Executive Director of Marketing

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Stronger together

85,000 individuals

4,500 branches

12 businesses

£9 billion annual sales

One social goals agenda...

...competitive advantage...

...and commercial success.

The largest consumer co-operative in the world.

The **co-operative**

Lloyds TSB

Virgin

Boots

TESCO

YOUR
M&S

Lloyds TSB

Somerfield

HSBC

Virgin

BT

Boots

Lloydspharmacy

bp

TESCO

YOUR M&S

Lloyds TSB
BARCLAYS
HSBC
Somerfield
Virgin
BT
Boots
vodafone
RBS
The Royal Bank of Scotland Group
easyJet
Lloydspharmacy
bp
TESCO
Thomas Cook
orange
YOUR M&S

Lloyds TSB
BARCLAYS
HSBC
Somerfield
Virgin
BT
Boots
vodafone
The co-operative
easyJe
RBS
The Royal Bank of Scotland Group
Lloydspharmacy
bp
TESCO
Thomas Cook
orange
YOUR M&S

Our brand allows us to be noticed for the things we do best.

Our personality...

Healthy

Vibrant

Optimistic

Aspirational

Our brand essence:

Changing business for good.

We've made fantastic progress so far, but still have a way to go.

We must continue to build our brand to represent our aspirations.

Achievements which stand proud...

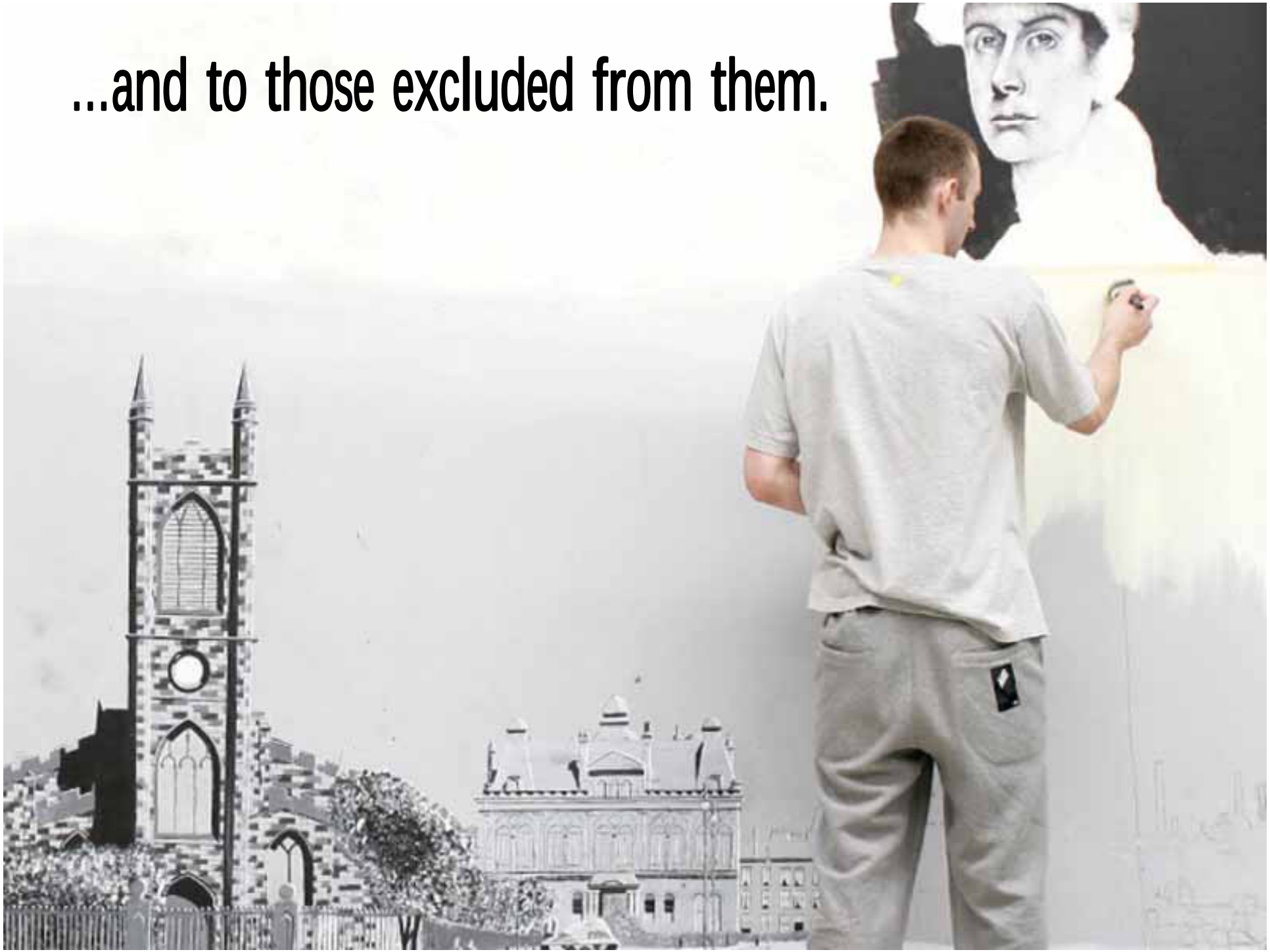
...and carry our name further.

Going the extra mile...

...but sometimes saying no.

Reaching into our local
communities…

...and to those excluded from them.



Building strong relationships close to home...

...and abroad.

Keeping true to our values and principles...

...spreading our message across the world.

The **co-operative**