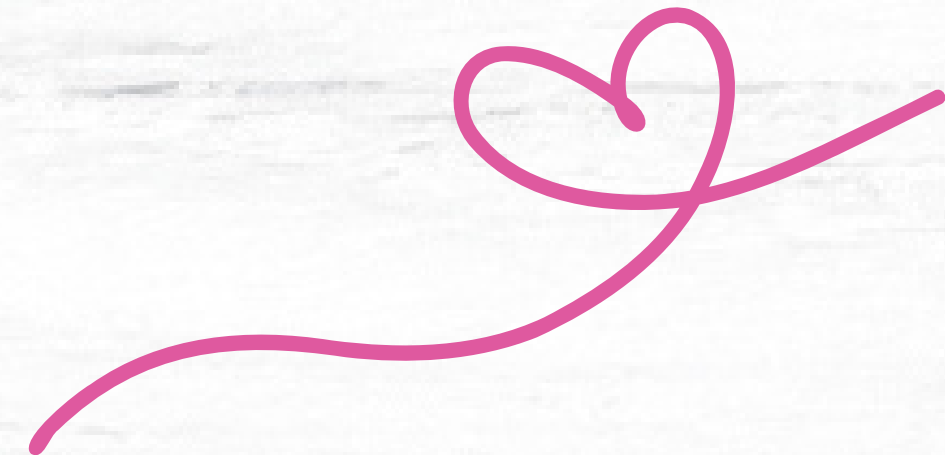




Strategic Plan

2023-2026



Keeping Our Hippy Essence Alive

Living Our Values through a Reflective & Intentional approach

- Actioning how Santos Organics Cares
- Strengthening our Team Culture
- Reshaping our Localisation Impact
- Growing a Wholesome Community Hub

*Outcome: Become An Employer
& Business Of Choice*

Bringing Community Along On Our Journey

Connecting Holistically through Inclusion, Education & Partnerships

- Inspiring Sales for Purpose
- Building Loyalty
- Cultivating Lasting Partnerships
- Hosting & Sponsoring Events



*Outcome: Grow Brand Loyalty To
Support Small Changes
With A Big Impact*

Future Proofing Our Foundations

Cultivating Resilience for a Thriving Future



- Investing for Longevity
- Training & Developing our Team
- Sustaining Operational Excellence
- Embedding Ethical Governance

*Outcome: Fund Our Purpose,
Capital, Operational &
Governance Requirements*

Milestones for 2023-2024

Goal One

Strong Team Culture

Partner with local Indigenous businesses, suppliers, growers and artisans

Develop a long-term business plan for our Grow the Growers project

Eliminate single use cups from our cafes

Develop 3-year strategy for our waste program

Goal Two

Increase sales by 6% to support our purpose

Host fun educational events for our community

Embed 'The Original Good Food Shop' campaign

Offer affordable staples and further discounts

Launch a digital loyalty program

Goal Three

Team Investment

Implement a new enterprise resource planning system

Gain DGR status to fundraise for our purpose

Implement our cyber security plan