



Strategic Report

## Our strategy

# Devro 100

A programme designed to accelerate the next stage of the group's strategic development, focusing on growing revenue through significantly improving our sales capabilities, delivering substantial improvements in manufacturing efficiencies to reduce unit costs and introducing the next generation of differentiated products.

## Our three strategic priorities

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# Revenue growth

Growing in developed and emerging markets

### We will achieve this by:

- Growth in developed markets through displacement of gut casing
- Volume growth in emerging markets where demand is rising
- Price and value enhancement

[Read more on pages 8-9 →](#)

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# Manufacturing efficiency

Optimising our use of existing assets and investing in new technology

### We will achieve this by:

- Upgrading existing assets to improve efficiency
- Bringing on new capacity using most-efficient technology
- Improving raw material sourcing and cost management

[Read more on pages 10-11 →](#)

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# Product differentiation

Differentiating ourselves through research and development

### We will achieve this by:

- Investment in research and development
- Product and process technology development
- Unique collagen science knowledge built up over 50 years

[Read more on pages 12-13 →](#)