



Powered by
our people,
Passionate about
our future.

Our new **EMEA Purpose** is an expression of
who we are, what unites us
and the **future** we are **building together**.

What does our Purpose mean?



Driven by our Regional President, José Antonio Cabrera, and shaped by colleagues across EMEA, our Purpose recognises that our people are at the heart of everything we do and reflects our strength, commitment and shared identity.

Why does our Purpose matter?



It gives meaning to the journey we are already on, connecting our values and priorities with ownership, teamwork, continuous improvement and a determination to keep moving forward as one.

How can I play my part?



By bringing our Purpose to life in the actions we take every day — ensuring health and safety, fostering collaboration, serving our customers and communities, and building a stronger and more successful regional business.



Scan to
learn more!