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Strategic Priority	KPI	Definition (see also financial definitions on pages 177 and 178)	FY2017 performance	FY2018 Focus	Links to other Disclosures
To enhance earnings growth	Operating Profit	Operating profit (before exceptional items)	FY15  €115.0m FY16  €103.2m FY17  €95.0m	To seek continuing growth, through revenue enhancement, acquisition synergies and cost control	Group CFO Review page 37
	Operating Margin	Operating profit (before exceptional items), as a percentage of net revenue	FY15  16.8% FY16  15.6% FY17  17.0%		
To enhance earnings growth	Adjusted diluted earnings per share	Attributable earnings before exceptional items divided by the average number of shares in issue as adjusted for the dilutive impact of equity share awards	FY15  27.2c FY16  24.2c FY17  23.8c	To achieve adjusted diluted EPS growth in real terms	Group CFO Review page 37
To generate strong cash flows	Free Cash Flow	Free Cash Flow is a non GAAP measure that comprises cash flow from operating activities net of capital investment cash outflows which form part of investing activities	FY15  €82.3m FY16  €113.4m FY17  €54.3m	To generate improved operating cash flows	Group CFO Review page 39
	Free Cash Flow Conversion Ratio	The conversion ratio is the ratio of free cash flow as a percentage of EBITDA before exceptional items	FY15  58.8% FY16  92.5% FY17  49.4%		
To ensure the appropriate level of financial gearing and profits to service debt	Net debt: EBITDA	The ratio of net debt (Net debt comprises borrowings (net of issue costs) less cash) to Adjusted EBITDA	FY15  1.13x FY16  1.33x FY17  1.55x	Move towards medium term target of 2.0 times Net Debt/EBITDA	Group CFO Review page 38
To deliver sustainable shareholder returns	Progressive dividend/return to shareholders	Total dividend per share paid and proposed in respect of the financial year in question	FY15  11.50c FY16  13.65c FY17  14.33c	The Group will continue to seek to enhance shareholder returns	Chairman's Statement page 12
	Dividend Payout Ratio	Dividend cover is Dividend/ Adjusted diluted EPS	FY15  42.3% FY16  56.4% FY17  60.2%		
To achieve the highest standards of environmental management	Reduction in CO ² emissions	Tonnes of CO ² emissions ¹	FY15  37,955t FY16  45,071t FY17  41,228t	To achieve best practice across the Group, including acquired businesses	Corporate Responsibility Report page 47
To achieve the highest standards of environmental management	Waste recycling	Tonnes of waste sent to landfill ²	FY15  27t FY16  24t FY17  16t	To achieve best practice across the Group, including acquired businesses	
To ensure safe and healthy working conditions	Workplace safety accident rate	The number of injuries that resulted in lost-work days, per 100,000 hours working time in production facilities ²	FY15  0.68 FY16  0.42 FY17  0.56	To achieve best practice across the Group, including acquired businesses	Corporate Responsibility Report page 49

1. Clonmel, Wellpark and Vermont in FY2015. FY2016 and FY2017 includes the Gleeson and Wallaces Express businesses.

2. Clonmel, Wellpark and Shepton Mallet