

Our Corporate Social Responsibility (CSR) objectives

Underpinning these five specific strategic aims is a further vitally important objective that relates to every aspect of our business: a continuous improvement in efficiency.

Driving efficiency

is about making sure our organisation is lean and agile; making our IT systems easy to use and highly effective; making our supply chain more responsive to the needs of our stores (and hence, our customers); and driving costs down by both eliminating waste and better buying.

In the following pages, you'll find a detailed account of how we performed in relation to these business objectives and strategic aims in 2005/06.

For Boots, there has never been any contradiction between behaving responsibly and running a successful business. Quite the reverse, in fact: since our earliest days, we have understood that our success depends upon our being both liked and trusted, by individual customers and the communities where we do business.

And today, we are more aware than ever that our aim of being a recognised leader in CSR is inextricably linked to our wider commercial objectives.

Accordingly, we took an important step in 2005 when we produced our first full CSR report, a major attempt on our part to define our responsibilities and to establish a systematic approach to monitoring and evaluating our performance in relation to them.

In all, we have set ourselves ongoing targets in over 20 specific areas where we believe Boots has a real contribution to make. But, more broadly, these can all be grouped under four main headings, for each of which we have established an overall objective:

- > **Community**
to be a responsible neighbour;
- > **Environment**
to protect it for future generations;
- > **Marketplace**
to do business fairly and with integrity;
- > **Workplace**
to treat our people with dignity and respect.

Find out more about Boots and CSR

In this document, we report on a number of ways in which doing business responsibly is helping to achieve our commercial and strategic objectives. But much more detailed information will be available in July, when we publish our 2006 CSR report.

You'll also find a great deal of up to date information on our new CSR website:

www.boots-csr.com



1985

Queen's Award for Technological Achievement for Boots discovery and development of ibuprofen (marketed as Nurofen)



1996

Beginning of long term partnership with Breast Cancer Care



1997

Advantage Card launched, quickly becoming one of the UK's leading loyalty cards



2002

Boots starts working with the Carbon Trust to improve carbon management



2006

500,000 smokers helped to try and quit during Boots Change One Thing campaign