



**MAYBORN**  
GROUP

# The Future Of Family

Here for today, tomorrow, and the next generation

*Mayborn. Spirit. Heart. Ambition.*





# At Mayborn we're all about family.

And we're a family with a mission. Together we are committed to becoming the world's most-loved baby company. As the parent group for well-loved global brand tommee tippee, we're already on our way, helping families enjoy and embrace the rollercoaster ride of bringing up baby.

Whether it's feeding, sleeping, or managing dirty nappies, our inventive and innovative baby products are transforming family life. For nearly 60 years we've been solving real issues faced by real parents the world over; it's our responsibility to listen to our consumers, as we put families first in everything we do.



## Our Purpose.

Help mums and dads  
enjoy and embrace  
the rollercoaster ride  
of bringing up baby.





**Our Vision.**

**Be the world's  
most loved baby  
company.**





# Our Values.

We are one global business and no matter where we are in the world, our family is connected by our shared values.

## Respect Each Other

We believe in the power of inclusion. A culture of healthy respect and a recognition that everyone has a voice and brings value is an important part of how we work, we succeed together, not at the expense of others. We do not tolerate bullying, harassment or unequal treatment of colleagues in any form.

## In It Together

We are one team, regardless of the role we are in striving towards the same vision and goals and we support and enable each other with every step. Tasks and decisions made in one place have a ripple effect to others and we should all be thinking about our impact on others and looking to involve and engage our colleagues in the work we do together.

## Play To Win

We want to be the MOST loved, the best at what we do and an envied successful business, we are not here to be second best. Winning feels great, we enjoy what we do as we help more parents and babies as well as creating more high quality jobs for talented people right around the world.

## Take Pride

What we do is amazing. We make parenting that bit easier which means a better experience for Mums, Dads and babies. We should be proud of who we are, what we do and of each other.

## Be Bold

Being bold is exciting, exhilarating and at times a bit scary. We are off on an incredible journey and we want to do more and be more, so we can help more parents and babies around the world. That means knowing when to take a risk and push the boundaries.





**Sixty years ago it all began with a kids' cup that had a weighted base so that it didn't tip over. Today tommee tippee is renowned around the world for high-quality innovative products that parents know and love.**

We spend vast amounts of times listening and learning from parents. Exploring the daily challenges and special moments they face from the euphoric to the difficult and even the downright smelly.

We use our ingenuity, passion and creativity to develop our products putting a little spirit, a lot of heart and heaps of ambition into every single one.

We never rest. Every product we have is constantly re-evaluated to make it a little bit better and we are obsessive over consumer ratings and feedback as we continue on our quest.





# Innovation That Never Takes A Nap.

**We don't follow the status quo. We play to win. Always looking for ways to improve upon our products and solve even more parenting challenges.**

We made preparing a bottle of formula over ten times quicker with the Perfect Prep machine. Because we know when baby's hungry, baby wants feeding now! We were also the first to make a baby bottle that mimics the feel and movement of a real breast. Meaning a better latch for baby and more feeding choice for mum and dad.

That's how we'll become the world's most loved baby company. With agile thinking and innovative products that solve real problems parents face. In the eyes of parents, we're only as good as our products. So, we pride ourselves on being one of the most innovative, forward thinking businesses in the child care market.

Feed time, nap time, bath time and bed time. We've got parents covered. And, if there's a parenting challenge we haven't made easier, you bet we will soon enough.





# What We're All About.

It's taken a lot of passion and hard work to get to where we are and it's going to take a lot more to get to where we want to be.

We'd love you to be a part of our journey!

**Family First**

**Stay Hungry**

**Keep Learning**

**Drive Difference**





# Family First.

**Friendly, open, and down to earth bunch. It really does feel like family working here. And, like every family, we might have our ups and downs, but we're connected by strong bonds, and we've always got each other's backs.**

Our teams around the world are putting families first in everything they do. And, putting our Mayborn family first is key, because our continued success is down to each and every member of our family. So, we make sure everyone on the team is well looked after, with a great set of benefits, wellbeing initiatives, and fabulous environments to work in. We're a culturally diverse, welcoming, and exciting place to be part of - where work feels like family.



# Looking After Our Wellbeing.

We look out for our family. Especially when it comes to caring for our health and wellbeing. It's super important to us at Mayborn.

Global wellbeing app with digital health and wellbeing journeys

Mental Health support with Mental Health First Aiders and an Employee Assistance Programme to help should it be needed

A wellbeing hour for everyone in our offices to recharge, refresh and re-energise

Relaxation spaces to support wellness in all of our production sites

Hybrid working model for all non-factory based roles to maximise the benefits of both home and office working

A dedicated portal to help all employees get the best sleep possible

We believe in rewarding performance with a bonus scheme linked to both company and individual achievement. And, as you'd expect, we offer a great range of benefits, discounts on our products and a very competitive salary too.





# Stay Hungry.

Just like most babies we're always hungry for more. We're a constantly changing, fast-paced, innovative and dynamic organisation. With that comes drive and ambition, and we keep our eye on the bottom line. We are not just commercially astute, we are results driven, wanting to reach greater performance heights and take the group to even greater places.

This does have its challenges - but then the biggest challenges yield the best results, don't they? **We play to win** and we know we will achieve that through being in it **together**, with everyone playing their part - as individuals, and as an amazing team.

However, we're not for the faint of heart. We need you to be up for the challenge, bring your commercial acumen and add value to our business, basically have a little bit of something about you. If you're restless, ambitious, and always want more, you'll do well here.



# Digital Transformation.

The digital first mindset of our entire family is transforming our business. Enabling us all to keep creating products parents love. Giving mums and dads the choice of how they buy our products and interact with us.

Are we there yet? You must be joking. Our digital transformation is a journey that's constantly evolving. There's loads still to do. From data wizardry to eCommerce magic, community experience to digital creativity - each and every one of us is involved in our transformation.

We've got big ideas and bigger ambitions. We couldn't be more excited for what our future holds!





# Keep Learning.

**If you want to learn quick, then we're the place for you. We're all about learning on the job and helping our family reach their full potential with an array of different learning opportunities. With our flat, broad structure, you'll have access to everyone you need to keep on learning.**

Development opportunities? Yeah, we've got loads, but you'll need to be hungry for them. Be bold, and put yourself forward with confidence. We won't hold your hand - but we will give you the space to grow, achieve, and explore.

We'll achieve great things, continue on our journey of progress, and grow together. Because, like any supportive family, we want the best for each other.



# We're always developing.

**...and so will you. Learning is a journey without an end. There's always more to grasp, and more to master. We give you the power to direct and shape your own development, career path, and future.**

Our learning programmes are designed to be accessed when you want to access them. With opportunities for every member of our family, from junior positions right up to senior leadership roles, to learn new things We put you in the driving seat by giving you the opportunity to create your own development plan.

We're not a huge corporate, so you won't be pigeonholed. You'll do a bunch of learning on the job, working with experienced professionals across business areas and around the world. Gaining exposure to a huge variety of work, equipping you for your career ambitions.

And, in the same way that learning never ends, we never stop developing our offering. Working with you and your ambitions to bring our family more and more opportunities to grow.





# Drive Difference.

We're driven to make a difference. It's at the heart of everything we do. We're ideas people who are bold and up for a challenge. Invigorated by progress and continually rolling up our sleeves to find new and better ways to serve families and make their lives a little bit better each and every day.

We are continually changing ourselves on our journey to grow and shift into a digital-first business. We still have a lot to do to achieve our ambitious commercial goals but we are committed to making it happen. It's not always easy, because when you work to make a difference in the world there are no half measures or magic formulas – just hard work and passion.





**We are on a sustainability journey without an end, moving forward on our mission of making the world a better place for our babies to grow up in and evolving it as we go along, always striving for better.**

Every baby has the right to a great start in life and it's our responsibility to ensure that the world they are born into is set up to provide it for them. This means protecting the planet today so they can live well in it tomorrow.

We're saying 'bye bye' to single-use-plastic. 'See you later' carbon. And, a huge 'HELLO' to renewable energy, sustainable materials, and an all-round brighter future for everyone.

Everyone in our Mayborn family can play their part in this journey and that's why we have created our Brighter Futures Hub - a place to share ideas from all corners of the business and support each other as we strive to make a difference for our planet.

To protect **tomorrow**  
we need to act  
**today**





# Supporting Our Communities

**Customer or not. We want to help parents however and whenever we can by supporting charities around the world. Charities close to the hearts of our family.**

We regularly fundraise for Miracle Babies in Australia. And, we've helped mums fleeing domestic violence by providing the products their babies need. We've donated baby monitors to local hospitals, supplied baby food processors to help feed babies and donated products to North East Young Dads and Lads to help young dads play a positive role in parenting.

We want to help when we can, however we can.





# Making A Difference For Mums.

Driving difference is exactly why we launched our campaign The Boob Life. Shifting the stereotypical views and judgements around breast and formula feeding, helping new mums navigate that difficult journey and tearing up the rule book on the way our industry speaks to mums. Instead, listening. Making mum feel heard. And putting her needs on par with baby's.

We're always here for parents. That means being there for every bit of parenting, not just the cute bits. Using our voice and our platform to stand side-by-side with parents everywhere.

#TheBoobLife



WATCH THE  
CAMPAIGN VIDEO





Being part of our family means being part of  
something bigger than just work. Together we will...

**Be the world's most  
loved baby company**



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