NEW IDEA FORM

Fill in as much of this form as you can. If you want to provide additional information then go for it!

<table>
<thead>
<tr>
<th>Your Name</th>
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<tbody>
<tr>
<td>Your Site</td>
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<tr>
<td>Department</td>
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<tr>
<td>Project title (4 words or less)</td>
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<td>Date</td>
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Background / Context. What made you think of the idea?

Describe the idea

What would be the main benefit to Blue Skies?

What resources would be necessary to allocate to this project?

What are the potential challenges and risks?

Hand in this form and any attached information to your Innovations Ambassador

Believe in the power of you
GUIDANCE NOTES

This form is designed to capture the key features of your idea to help the Innovations Assessment Team decide on which ideas to progress.

Why do we need to innovate?

- To stay ahead of the competition
- To give us growth we need to drive the business forward
- To enable us to get better at what we do
- To serve the changing needs of our customers

What are we looking for?

- New product innovations
- New ingredients
- New ways of working together
- New ways to grow fruit
- New ways to process fruit
- New ways to distribute our products
- New ways to sell our products

Why are we asking you for your ideas?

- To give you a say in the future of the company
- Because the best ideas come from our own people
- We believe in the power of you

How do I submit my idea?

- Submit your completed form to your Innovations Ambassador

What happens next?

- Your idea will be evaluated by our Innovations Assessment Team
- The Innovations Assessment Team meets quarterly to rank ideas and submit a summary to the Group Executive.
- Ideas are ranked based on the following considerations:
  - **Strategic Fit**: Does it enhance our culture and fit within our core?
  - **Feasibility**: Does it fit within our capabilities and assets, can we deliver it?
  - **Commercial Benefit**: Does it help increase our revenue and margin?
  - **Market Attractiveness**: Is the market big enough, is there a gap?
  - **Consumer Value**: Does it meet or exceed the needs of the consumer?
- The Group Executive agrees which ideas to take further.
- Approved ideas are assigned a project leader to investigate the business case. If business case is demonstrated then the idea is implemented.
- Feedback is provided to the person behind the idea.