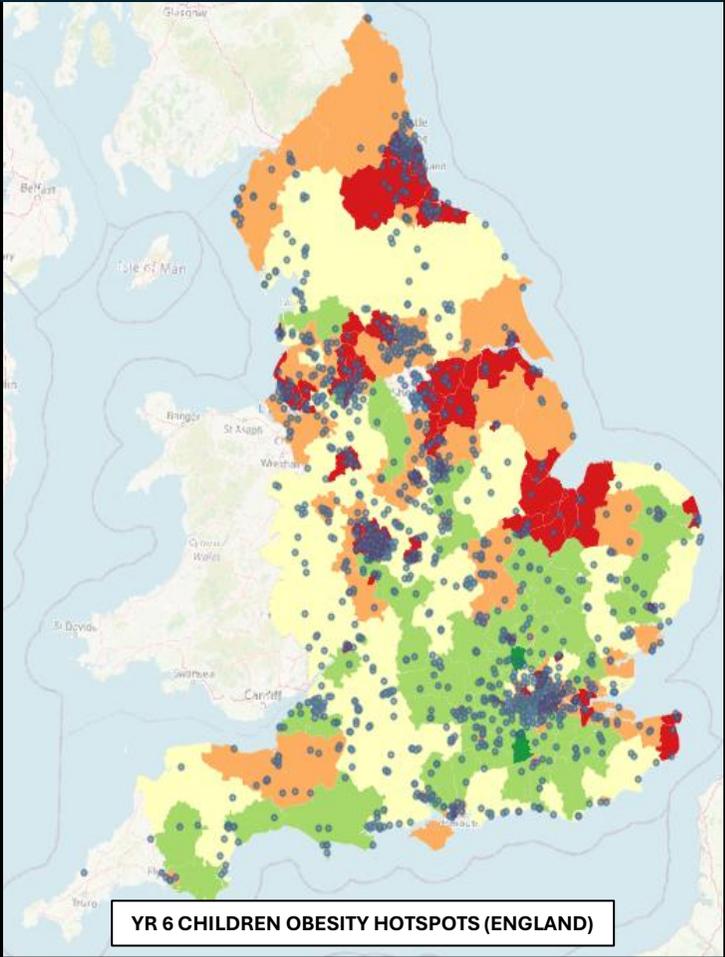
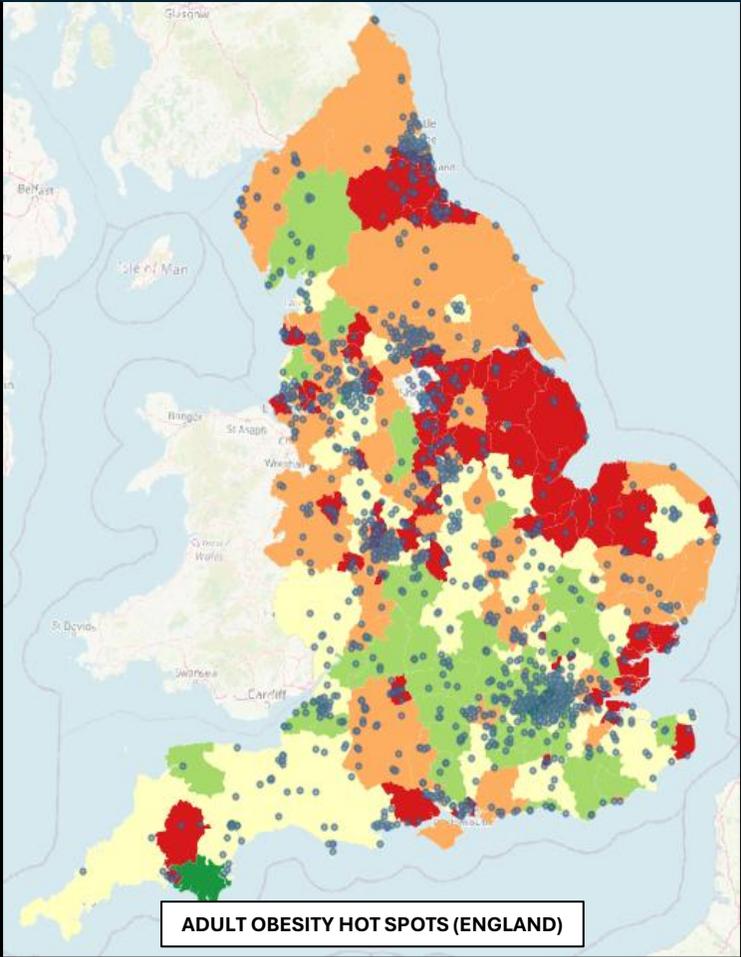
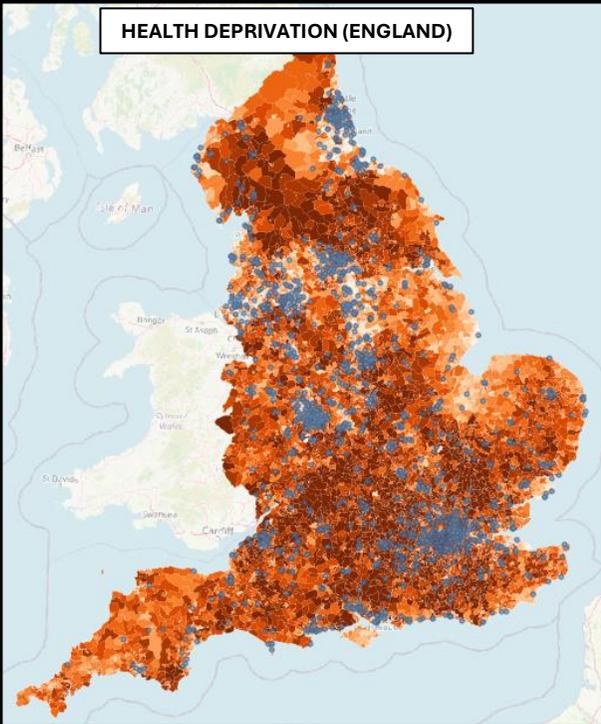


GREGGS: LOCALISED OBESITY PREVALENCE ANALYSIS

We combined Local Authority District obesity data with IMD Health Deprivation scores and Greggs shop locations to build an Obesity Prevalence Hotspot Map.

We mapped obesity prevalence for both children and adults and identified the areas falling in the top 20% nationally. These high-obesity LADs are highlighted in **Red**, signalling communities where weight-related health risks are most concentrated. The map is then enriched with IMD Health indicators to show where obesity overlaps with wider health deprivation, and Greggs shop locations are overlaid to assess how the company's footprint aligns with these higher-risk areas.

This analysis provides a clear evidence base for understanding the social context of Greggs' operations, highlighting where customers may face greater health vulnerabilities, and supporting a stronger double-materiality assessment under ESRS S4 by identifying where responsible product choices, healthier ranges, and community engagement could have the greatest consumer impact.



22%	33%
Percentage of shops inside Local Area Districts that are in the top 20% for ADULT obesity rate	Percentage of shops inside Local Area Districts that are in the top 20% for Yr6 CHILDREN obesity rate

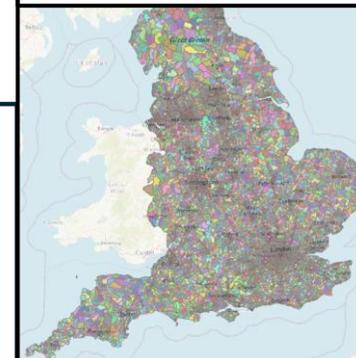
3.5%	10%
Percentage off shops in high-obesity, high-health-deprivation Local Area Districts	Percentage off shops in high-health-deprivation Local Area Districts

SOURCE DATA

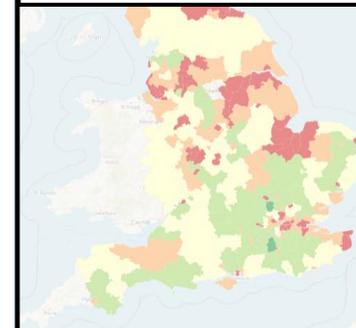
Greggs Shop Locations



.gov.uk
English indices of deprivation 2025



Census 2021
Levels of Obesity
(Adults & Yr 6 Children)



LEAP ASSESSMENT

Locate – The analysis spatially identifies Local Authority Districts with the highest obesity prevalence among children and adults, isolating the top 20% nationally and marking them in red. By integrating IMD Health Deprivation data and Greggs shop locations, it locates the intersections between elevated obesity risk, wider health inequalities, and Greggs operational footprint.

Evaluate – The mapping evaluates the severity and concentration of health-related risks across the UK. It highlights LADs where obesity and health deprivation coexist, areas where Greggs shops are disproportionately present within higher-risk communities, and conversely, regions with high obesity but limited Greggs presence; indicating potential unmet community need. This evaluation establishes the relative exposure of customers to health vulnerabilities at each location.

Assess – By comparing spatial clusters of obesity, deprivation, and retail presence, the assessment determines the material social implications for Greggs. Areas where shops operate in the top obesity quintile and in high-deprivation health domains represent zones of heightened responsibility under ESRS S4 (Consumers). These are contexts where product choices, marketing practices, and the availability of healthier ranges carry greater societal impact, and where vulnerable consumer groups may be more sensitive to food-related health outcomes.

Prepare – The findings support preparation of a targeted response by signalling where health-positive interventions will have the strongest effect. Greggs can prioritise these high-risk LADs for healthier product pilots, pricing tests, responsible marketing commitments, or community partnerships.

TOP 3 OBESITY MITIGATIONS

1. Prioritise healthier product availability and responsible range design in high-risk LADs

Given that one-third of Greggs shops lie within the top quintile of childhood obesity prevalence, Greggs could adopt a targeted nutrition strategy for these districts; expanding healthier options, reformulating popular items to reduce sugar and saturated fats, and ensuring calorie transparency is consistently displayed. Prioritising these actions in the most affected areas demonstrates alignment with consumer wellbeing expectations under ESRS S4 and ensures improvements reach communities where they matter most.

2. Deploy place-based responsible marketing and pricing commitments in “high-high” LADs

With 10% of shops situated in areas that combine both high obesity and high health deprivation, Greggs could implement a more cautious approach to promotions most likely to influence vulnerable consumers - for example, reducing multi-buy incentives on less healthy items or shifting value offers towards healthier products. This form of contextualised, place-sensitive marketing helps mitigate disproportionate health impacts on low-income, high-risk communities and evidences meaningful action on social impact materiality.

3. Partner with local health initiatives and schools to support community-level nutrition outcomes

Because Greggs operational footprint intersects significantly with areas facing acute childhood obesity challenges, the company is well positioned to play a constructive, localised role. Working with councils, schools, or community health programmes to improve access to healthier food, co-create nutrition campaigns, or support active-lifestyle initiatives can amplify positive impact. These partnerships demonstrate Greggs’ preparedness to respond to emerging consumer health expectations and strengthen its social licence to operate in priority districts.