



2025 CHANGE MANAGEMENT STATEMENT

Dawn Meats recognises that growth requires the ability to adapt to the changing environment and that it is important to do this in a way that minimises business disruption and stress. This Statement is intended to deal with managing significant organisational change ensuring that Dawn Meats adopts a timely, consistent and fair approach to change management, with team members. We recognise the importance of managing and Change, when managed correctly can be a motivating force. Most people want to feel part of a company that is evolving and growing and do not want to feel like they are being left behind.

This statement is for guideline purposes only and does not place any contractual obligations on either party. Dawn Meats recognises that organisations need to adjust and that change can be caused by both internal and external drivers such as; business strategy, technological developments, material changes in market sectors, product supply and demand or legislative change.

Changes properly communicated are embraced and supported. Proper communication means:

- Explaining what is being asked
- Explaining why a change is being asked for
- Explaining what additional effort is required
- Explaining what help / resource will be made available to support the change

Recognising the need to change: Recognising the need for change is one of the most important steps in a change management process. It is important that the need for the change is clearly communicated to ensure that all those who will be involved in undergoing and supporting the change have a clear understanding. Credibility and consistency of messaging is critically important in communicating change to team members. Change that will cause the least disruption with the greatest upside whilst delivering the required business improvement will be actively supported.

Making the change: The objectives to be achieved as part of any change management process must be set down in advance of commencing the process. People or groups must have the knowledge to make the change. Once the knowledge element of the change process is dealt with then the ability of the person or group to make a change is examined. Culture will have a significant influence on how well change will be adopted. Where an intervention is required it is important to plan how this intervention will take place.

Embedding change: Once a change has taken place it is important to embed the change. For this to happen it is important that individuals or groups are motivated in the correct way. A key influencer of success is the level of trust and belief employees have in their manager and how people get on with their fellow workers.

Monitoring and assessment of change process and results: In order to ensure the change management process evolves and improves, changes are monitored and assessed through and after the change process to determine what went well and what may need to be modified for the future.

Communication: Dawn Meats is committed to keeping our internal and external stakeholders informed about any change management underway..

Niall Browne,
Chief Executive
June 2025