



Media Relations

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Unilever Sustainable Living Plan helping to drive growth

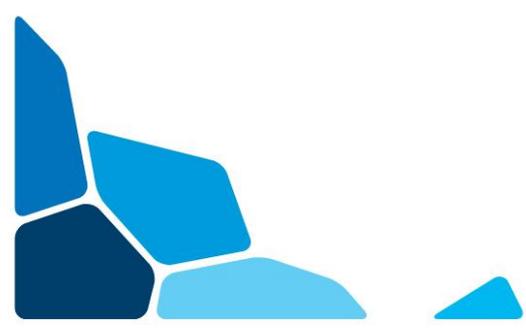
London/ Rotterdam, 22 April 2013 - Unilever's commitment to put sustainable and equitable growth at the heart of its business model is helping to drive increased sales while reducing costs and risks, according to the second Unilever Sustainable Living Plan Progress Report published today.

Brands that have made sustainability central to their brand proposition or product innovation have accelerated sales during 2012:

- Lifebuoy soap, which has increased its handwashing education programmes, has seen double digit growth in each of the last three years;
- Dry shampoos such as TRESemmé and Dove, which result in 90% less greenhouse gas emissions compared to washing hair in heated water, grew by nearly 20% in 2012;
- Calorie-controlled Max and Paddle Pop children's ice creams grew high double digit in 2012.

Unilever is also accelerating the integration of sustainability into the heart of many of its biggest brands. For example Dove, its largest personal care brand with sales of over €3 billion, redesigned its self esteem programme for young people in 2012 to further strengthen its engagement with consumers by helping them look and feel their best. Dove has just launched a new Real Beauty campaign and in the first few days the video has already had over 10 million views on YouTube. Another example comes from Unilever's biggest brand, Knorr, which launched its first product with a 'sustainably grown' label on pack, with more to come.

At the same time, eco-efficiencies in Unilever factories from reducing energy, water, materials and waste have enabled the company to take over €300 million out of the system since 2008. The company has also reduced risk at a time of volatility in food commodity prices by increasing its purchases of agricultural raw materials from sustainable sources from 14% in 2010 to 36% in 2012.





Paul Polman, CEO of Unilever: “Sustainability is contributing to our virtuous circle of growth. The more our products meet social needs and help people live sustainably, the more popular our brands become and the more we grow. And the more efficient we are at managing resources such as energy and raw materials, the more we lower our costs and reduce the risks to our business and the more we are able to invest in sustainable innovation and brands.”

Unilever Sustainable Living Plan 2nd Year Progress

In 2010 Unilever set three big goals, all to be achieved by 2020:

- 1) Help more than a billion people take action to improve their health and well-being;
- 2) Source 100% of agricultural raw materials sustainably;
- 3) Halve the environmental footprint of its products across the value chain.

Two years in to its ten-year Unilever Sustainable Living Plan, Unilever reports solid progress on two of its three big goals.

Help more than a billion people take action to improve their health and well-being

The company has reached 224 million people with programmes to reduce diarrhoeal disease through handwashing with soap, provide safe drinking water, promote oral health and improve young people’s self-esteem. Lifebuoy soap reached 71 million people in 16 countries in 2012 – five times as many people as in 2010.

Source 100% of agricultural raw materials sustainably

Unilever now buys over a third (36%) of its agricultural raw materials from sustainable sources, with particular progress in palm oil, sugar, cocoa, vegetables and sunflower oil. We have also now helped to train 450,000 tea farmers in sustainable practices, of whom over 300,000 have achieved Rainforest Alliance certification.

Halve the environmental footprint of its products across the value chain

Unilever is making good progress in areas it can control. Between 2008-2012 greenhouse gas emissions from energy in manufacturing have been cut by nearly a third and manufacturing waste has halved. Over half of Unilever’s 252 manufacturing sites around the world now send zero non-hazardous waste to landfill, and the company has set itself a new target of extending this to all its factories by 2015. However, its own manufacturing impacts account for only a small part of the total environmental footprint of Unilever’s products in the total value chain – just 4% of its greenhouse gas (GHG) footprint for example. The majority of Unilever’s product footprint is in the sourcing of raw materials (25% of its GHG footprint) and in the way consumers cook, clean and wash with the products (68% of its GHG footprint). One of our biggest challenges remains how we encourage our consumers to use our products more sustainably at home.

Looking ahead

Although there is considerable progress, the company also faces challenges which it cannot solve alone. To reach its goals and achieve large scale change, Unilever believes even more collaboration is needed between companies, governments, NGOs and consumers. Among the areas where the company would welcome more cross-sector collaboration are: reducing and eliminating deforestation associated with soy, palm oil,

beef, pulp and paper by 2020; integrating hygiene behaviour change into national health policies and education curricula; linking more smallholder farmers into food supply chains; and building infrastructure to promote waste recycling and recovery.

Helping consumers change their behaviour to live more sustainably is also key. In the absence of major framework changes by governments, the company is tackling this in a number of ways, from driving habit change through packaging solutions, such as single dose laundry detergent capsules which make it easier for consumers to dose accurately, to working with others such as retailers and civil society organisations to encourage shoppers to make sustainable choices at the supermarket and in the home. In addition, Unilever is leveraging its scale and reach to work with its many suppliers across the value chain to instil sustainable practices.

Paul Polman said: "The world continues to face big challenges. The lack of access of many to food, nutrition, basic hygiene and sanitation, clean drinking water or a decent job should be a concern to all of us. We firmly believe business has a big role to play in striving for more equitable and sustainable growth, but large-scale change will only come about if there is real collaboration between companies, governments and NGOs across all these areas."

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About Unilever

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in over 190 countries. Our products are present in 7 out of 10 homes globally and are used by over 2 billion people on a daily basis. We work with 173,000 colleagues around the world, and generated annual sales of €51.3 billion in 2012. Over half of our company's footprint is in the faster growing developing and emerging markets (55% in 2012). Working to create a better future every day, we help people feel good, look good and get more out of life. Our portfolio includes some of the world's best known brands such as Knorr, Persil / Omo, Dove, Sunsilk, Hellmann's, Lipton, Rexona / Sure, Wall's, Lux, Rama, Ponds and Axe.

Our vision is to double the size of our business, whilst reducing our environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. We are committed to helping more than a billion people take action to improve their health and well-being, sourcing all our agricultural raw materials sustainably by 2020, and decoupling our growth from our environmental impact. Supporting these goals are seven commitments underpinned by targets spanning our social, environmental and economic performance across the value chain. See more on the Unilever Sustainable Living Plan at www.unilever.com/sustainable-living/.

Unilever has been recognised in the Dow Jones Sustainability World Indexes for 14 consecutive years. We are included in the FTSE4Good Index Series and attained a top environmental score of 5, leading to inclusion in the FTSE4Good Environmental Leaders Europe 40 Index. In 2012, for the second year in a row, Unilever led the Climate Counts Company Scorecard and topped the list of Global Corporate Sustainability Leaders in the GlobeScan / SustainAbility latest annual survey. The company is an employer of choice in many of the countries in which it operates and is seen as a symbol for innovation and leadership development.

For more information about Unilever and its brands, please visit www.unilever.com.

