



***Unilever announces global “Choices” front of pack logo and
Partnership with World Food Programme***

Unilever steps up commitment to Vitality

Barcelona, 30 May 2006 - Opening Unilever’s pan-European ‘Vitality for Growth’ press event in Barcelona today, Executive Board Member and President for Home and Personal Care Ralph Kugler underlined the company’s commitment to vitality. “Vitality represents the biggest business opportunity before us and has never been as important for us as it is today”. In line with its mission and strategy, the company today announced a global partnership with the United Nations World Food Programme to help fight child hunger. It also launched a global ‘Choices’ programme that will make healthier choices easier for consumers, through a front of pack logo on packaged food and beverage products.

Unilever announced earlier that it focuses on three priority areas - Vitality, Developing & Emerging Markets, and Personal Care - to continue its sales growth and to improve its margins. Given the global consumer trends for a healthier lifestyle, the vitality market does present a sizeable opportunity. Euromonitor, for instance, values the overall ‘Healthy options’ segment of the global Food and Beverages market alone at approximately €253 billion (2005 sales), with an estimated growth rate of approximately 7 percent annually in the coming years to reach €407 billion in 2012.

“That is why Vitality is so important to us and is right at the heart of our business strategy today. There is a vitality space in each of the categories in foods and home and personal care in which we operate globally and we are determined to be a leading player in all of them,” said Kugler. “We now spend the majority of our €1 billion annual Research & Development budget on vitality-driven innovation – in Foods 60% of R&D innovations in the pipeline are in this domain and in HPC all of our brand positionings include a positive effect on emotional wellbeing.”

A clear example of a recent successful Unilever vitality innovation that was developed on the basis of the company's outstanding consumer insights is Knorr Vie. The fruit and vegetable shot, containing 50 percent of the recommended daily amounts of fruit and vegetables, was launched in 8 countries and has sold over 60 million bottles since it was launched. Another example is Dove with its groundbreaking Campaign for Real Beauty, which has not only been successful in making women feel good about themselves, but also makes Unilever feel good about Dove's curves - with a track record of double digit sales growth for many years.

Choices initiative and Nutrition Enhancement Programme

Vindi Banga, President of Foods, in Barcelona launched the global "Choices" programme. Unilever plans to roll out a front of pack logo to make it easy for consumers to choose foods that contribute to a healthy diet and are in line with international nutrition guidelines.

Unilever has developed the "Choices" programme, benefiting from the insights of the Nutrition Enhancement Programme developed at the Unilever Food and Health Research Institute in the Netherlands. This programme, based on international dietary guidelines from about 20 organisations, is a proactive initiative across our entire food and beverage portfolio to assess and enhance the nutrition composition of our products.

Last week, the "Choices" initiative already had a kick-off in the Netherlands, where Unilever is part of a government-supported industry coalition, that also includes two food and beverage manufacturers, major retailers and caterers. Also in other markets Unilever is willing to open the programme to other parties, where possible and appropriate, with the ultimate aim to improve transparency by providing a consumer-friendly system across companies.

Corporate responsibility and new partnership with WFP

As a global leader and expert in the field of nutrition, Unilever addresses the full spectrum from over-nutrition (obesity) to under-nutrition (hunger). The partnership with the World

Food Programme, announced today, has the aim to help WFP in the fight against child hunger. This fits within Unilever's approach to take its responsibility as leading company by contributing to bigger issues in society. Vitality for Unilever is also about helping to make the world a better place by adding value from the basis of its knowledge in the field of nutrition and hygiene, as well as its ability to reach a global consumer base.

In the developing world, some 800 million people go to bed hungry every night, many of them children. The co-operation with WFP will initially focus on helping to fight child hunger as well as on promoting primary education, for instance as part of school feeding programmes, but also by raising funds through cause-related marketing activities (e.g. through the Family Goodness brand, that include Blue Band and Rama).

Vitality drives innovations

Emmo Meijer, Head of Unilever Foods R&D, gave the audience in Barcelona a sneak preview into future innovations by articulating some of the Vitality innovation areas that Unilever is currently looking into. One of these areas is growth and mental performance for children across the world, based on Unilever's expertise on nutrition and fortification technology to enhance the nutritional status of children and their families in D&E regions. R&D will also be underpinning further innovation in the areas of self-confidence through its personal care brands such as Axe and Rexona. And also in hygiene protection, where Domestos 5x toilet cleaner employs the first genuine innovation in bleach in 30 years, to better protect people from infectious diseases.

"Our R&D and technological capabilities will enable us to continue to lead the way in Vitality through innovations and by offering holistic solutions to people's vitality needs across the globe" – Meijer concluded.

Vitality from Lever to modern day consumer needs and trends

Although vitality clearly answers to today's consumer needs and trends in the health and wellness area, it has been part of the history of Unilever since 1890. William Hesketh Lever, the founder of Lever Brothers, expressed the vision for his new company as follows: *"to make cleanliness commonplace, to lessen work for women, to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products."*

Today Unilever's mission is: "to add vitality to life; meeting everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life".

The mission is underpinned by exhaustive social and economic development research. Based on Unilever's unrivalled consumer insight six areas of universal global consumer drivers – the 'Vitality Life Goals' - have been identified. These goals form the roots of Unilever's development going forward. Every individual in the world aspires to Look Better, Feel Good Daily, Achieve More, Give Their Children a Good Start, Be Free from Health Problems and Be Healthy for Longer.

Ralph Kugler explains: "Research shows that next to a healthy diet and good hygiene, emotional wellbeing is the other most important single contributor to a longer and healthier life. Through the Vitality Life Goals we can now identify opportunities right across our portfolio of Foods and HPC and really exploit Vitality to the full. By doing this, we will be well on the way to fulfilling the true potential of our business"

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