



# Corporate facts

Unilever is one of the world's leading fast-moving consumer goods companies, with operations in over 100 countries. More than 2 billion consumers will be using one of our products on any given day.

## Our mission

We work to create a better future every day. *We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.* We will inspire people to take small everyday actions that can add up to a big difference for the world. *We will develop new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact.*

## Company history

Unilever's corporate mission – **to create a better future every day** – is closely based on the spirit in which the company was formed over a century ago.

In the 1890s, William Hesketh Lever, founder of Lever Brothers, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularise cleanliness and hygiene in Victorian England. It was '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'.

This was long before the phrase 'corporate mission' had been invented, but these ideas have stayed at the heart of our business, even if their language – and the notion of housework as women's primary role – has become outdated.

In the late 19th century the businesses that would later become Unilever were among the most philanthropic of their time. They set up projects to improve the welfare of their workers and created products with a positive social impact, making hygiene and personal care commonplace and improving nutrition through adding vitamins to foods that were already daily staples.

In 1929 UK business Lever Brothers merged with Dutch spreads company Margarine Unie, to form Unilever.

Today, we still believe that success entails acting with the highest standards of corporate behaviour towards employees, consumers and the community.



William Hesketh Lever

## Our structure

The business is divided into three regions: Western Europe, Americas and AAC (Asia, Africa and Central & Eastern Europe).

**167,000**  
full-time employees

Operations in **100+**  
countries,

sales in **180+** countries

Head offices in **London**  
and **Rotterdam**

Sales  
**€44.3 bn** (2010)

**During 2010 more than half of Unilever's turnover was generated in developing and emerging markets**

**Our vision:** Unilever products touch the lives of over 2 billion people every day – whether that's through feeling great because they've got shiny hair and a brilliant smile, keeping their homes fresh and clean, or by enjoying a great cup of tea, satisfying meal or healthy snack.



# Our strategy

Unilever's aim is to win share and grow volume profitably across our categories and countries. We aim to grow at the same time making the world a better place in a sustainable way. Our strategy – known as the Compass – defines the four key areas where we plan to win:

## 1 Winning with brands and innovation

- Deliver superior products, design, branding and marketing
- Bigger, better, faster innovations
- Appeal to more consumers across needs and price points

## 3 Winning through continuous improvement

- Lean, responsive and consumer led value chain
- Drive return on brand support
- Agile, cost competitive organisation

## 2 Winning in the marketplace

- Lead market development
- Win with winning customers
- Be an execution powerhouse

## 4 Winning with people

- Organisation and diverse talent pipeline ready to match our growth ambitions
- Performance culture which represents our values
- Leverage our operating framework for competitive advantage

## Our products

Unilever sells foods and home and personal care products, with more than 400 brands globally. Twelve of our brands have sales of more than €1 billion every year. They are Knorr, Wall's, Dove, Omo, Axe (Lynx), Hellmann's, Lipton, Rexona, Bece (Flora), Blue Band, Lux and Sunsilk. We hold leading global positions in most of the categories in which we operate.

## Purpose & Principles

Our corporate purpose states that to succeed requires "the highest standards of corporate behaviour towards everyone we work with, the communities we touch, and the environment on which we have an impact."

## Leadership



### Chairman: Michael Treschow

Michael became a board member at AB Electrolux in 2002 and Chairman in 2004. He was appointed Unilever's first independent Non-Executive Chairman in January 2007. In his native Sweden, he has been recognised with a King's Medal award.



### CEO: Paul Polman

Paul's appointment in October 2008 marks the first time an external candidate was selected for this role. Paul has a BBA/BA, an MA in Economics and an MBA in Finance and International Marketing. Prior to joining Unilever he spent two years with Nestlé and 26 years with Procter & Gamble.

## Unilever Executive (UEX):



### **Chief Financial Officer: Jean-Marc Huët**

Jean-Marc began his career at the bicycle tyre manufacturing company Clement Trading in 1991 as Commercial Manager. In 1993 he joined Goldman Sachs International as an Analyst to the Associate Investment Banking Division. In 1999 he became Executive Director of Investment Banking Services and in 2003 joined Royal Numico N.V. as CFO. In 2007 Jean-Marc became Senior Vice President and CFO of Bristol-Myers Squibb Company. He was appointed Unilever CFO in 2009.



### **President, AAC: Harish Manwani**

Harish holds an honours degree from Mumbai University and a master's degree in management studies from Harvard University. He joined Unilever in 1976, becoming a member of the Unilever India board in 1995. Appointed President for Asia Africa in April 2005, his responsibility was extended to include Central & Eastern Europe in May 2008.



### **President, Americas: Dave Lewis**

Dave began his Unilever career in 1987. He has moved through different roles in home and personal care in Europe, South America and Asia. In 1999 he moved to Unilever Indonesia as Managing Director of the Personal Care business before becoming Senior Vice President Central and Eastern Europe in 2001. In 2008 Dave was appointed Chairman of Unilever UK & Ireland before being appointed to UEX in 2010.



### **President, Europe: Jan Zijderveld**

Jan joined Unilever in 1987. He spent five years in various marketing roles from 1992 until 1997 when he combined the role of marketing director with director for the European Olive Oil category. In 2000 Jan became Chairman of Unilever's Nordic ice cream business and was appointed Chairman of Unilever's businesses in Arabia and Iran in 2004. After taking over as Chairman of Unilever's Middle East and North Africa-based businesses in 2007, he moved to Singapore in 2008 as Executive Vice President of Unilever South East Asia and Australasia. In 2011, he was appointed President, Unilever Western Europe and joined the Unilever Executive (UEX).



### **Chief Research & Development Officer: Geneviève Berger**

Educated in physics and medicine, Geneviève holds three doctorates. Prior to joining Unilever she held chairmanships and professorships at several science, research and innovation bodies. Author of various publications and patents, she holds a number of awards including the European Grand Prix for Innovation Award (2001).



### **Chief Supply Chain Officer: Pier Luigi Sigismondi**

Pier Luigi began his career with Booz Allen Hamilton as an industrial engineer. He joined AT Kearney in 1997 as Principal, becoming Vice President of Operations in Italy. He later joined Nestlé N.A. as Vice President of Corporate Operations Strategies and in 2005 he became Vice President of Supply Chain and R&D, Nestlé Mexico.



### **Chief HR Officer: Doug Baillie**

Doug joined Unilever South Africa in 1978 and ran the South African business before becoming Global Vice President for Africa in 2005. He was subsequently appointed CEO, Hindustan Unilever, and Global Vice President South Asia in 2006. He was appointed President of Western Europe and joined the Unilever Executive (UEX) in May 2008, and in February 2011 he was appointed Chief HR Officer.



### **Chief Marketing & Communication Officer: Keith Weed**

Keith began his career with Michelin and joined Unilever in 1983, moving on to senior positions in France and the US and then global roles. From 2005 to March 2011, he headed Unilever's Homecare and Hygiene Division as Executive Vice President before taking on his new role. He has a degree in engineering from the University of Liverpool.