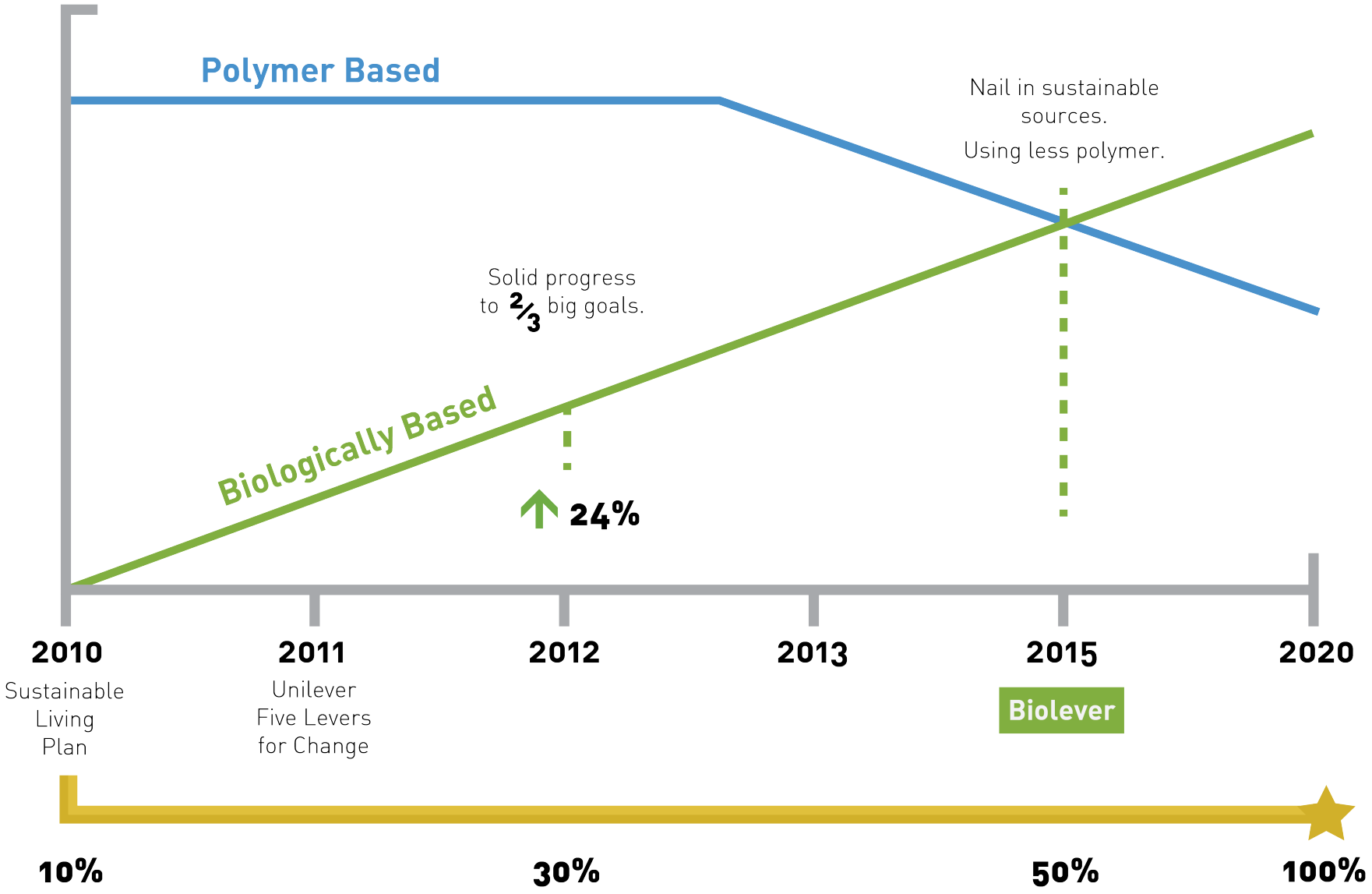
BIOLEVER

## Potential of BIOLEVER



GOING TO BE AMAZING
DRY SHAMPOOS USE 90% LESS ENERGY & SEE 20% GROWTH
Lifebuoy
DOUBLES IN DIGIT GROWTH
LOW CALORIE ICE CREAMS DOUBLE IN SALES
1
HELP ONE BILLION PEOPLE IMPROVE THEIR HEALTH & WELL - BEING.
2
HALVE ENVIRONMENTAL FOOTPRINTS OF OUR PRODUCTS
3
SOURCE 100% OF AGRICULTURAL RAW MATERIALS SUSTAINABLY
SUSTAINABLE LIVING PLAN
TWO DOWN, ONE TO GO!
BIOLEVER
GOALS
1
2
3
IMPROVE HEALTH & WELLBEING
REDUCING ENVIRONMENTAL IMPACT
ENHANCING LIVELIHOODS
2010
2011
2012
2013
2015
2020
FIVE LEVERS FOR CHANGE
UNDERSTOOD
EASY
DESIRABLE
REWARDING
HABIT
49 MILLION PEOPLE USING OUR TOOTHPASTE BRANDS
MORE ACHIEVEMENTS
45 MILLION WITH SAFE DRINKING WATER FROM PUREIT
119 MILLION PEOPLE WITH LIFEBUOY
24% INCREASE IN PURCHASE OF AGRICULTURAL RAW MATERIALS
11 MILLION ENGAGED WITH SELF-ESTEEM PROGRAMS