



UNILEVER LIFEBOUY HANDWASHING CAMPAIGN REDUCES DIARRHOEA FROM 36% TO 5% IN INDIAN VILLAGE

March 2014 - Unilever's health soap Lifebuoy has this month announced the results of its Help A Child Reach 5 handwashing programmes launched in Thesgora, India, noting an overwhelming drop in incidence of diarrhoea from 36% to 5%¹.

The decrease in diarrhoea in this village – known for having one of the highest rates in India of this deadly yet preventable disease – was observed over the period of Lifebuoy's intervention in an independent evaluation of 1485 households with children aged below 12 years, conducted by Nielsen in September 2013.

Lifebuoy's Help A Child Reach 5 campaign aims to eradicate preventable deaths from diseases like diarrhoea one village at a time through teaching lifesaving handwashing habits. The campaign was launched with an award winning film www.youtube.com/helpachildreach5 and handwashing initiatives in Thesgora, a village in Madhya Pradesh.

These new results show that handwashing programmes have significant positive impact on both the handwashing behaviours and health of a community. Lifebuoy's handwashing programmes are now being rolled out to villages across a further eight countries and scaled up in India to reach 45 million people.

Samir Singh, Global Brand Vice President, Lifebuoy, says: "Lifebuoy's Help A Child Reach 5 campaign has demonstrated excellent results in Thesgora and we will now be scaling up this campaign globally. To date, Lifebuoy has impacted the handwashing behaviours of 183 million people in 16 countries and the results of our efforts so far prove that when a social mission is embedded into a successful brand's core values, significant and indeed lifesaving change can happen fast."

Worldwide, one child dies from diarrhoea or pneumonia every 15 seconds amounting to 2.1 million deaths each year. Handwashing with soap is the most cost effective way to prevent child deaths and contribute to Millennium Development Goal 4 (MDG4) towards reducing child mortality. Put simply, the simple but lifesaving act of handwashing with soap could help many more children reach the age of five.

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About Lifebuoy

As the world's leading health soap, Lifebuoy aims to make a difference by creating accessible hygiene products (soap) and promoting healthy hygiene habits. With this in mind, Lifebuoy aims to change the hand washing behaviour of one billion people by 2015. Since 2010

¹ Hindustan Unilever Ltd. claim based on research conducted by Nielsen, [September 2013, 1485 households across 11 villages (6 Test and 5 Control), Households with children aged below 12 years]

Lifebuoy has changed the hand washing behaviours of nearly 200 million people across 16 countries.

About Unilever

Unilever is one of the world's leading suppliers of fast moving consumer goods with operations in over 100 countries and sales in 190. Consumers buy 170 billion Unilever packs around the world every year, and our products are used over two billion times a day. We have more than 171,000 employees, and generated annual sales of €46.5 billion in 2011.

Working 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. Our portfolio includes some of the world's best known and most loved brands including thirteen €1 billion brands, and global leadership in most categories in which we operate. The portfolio features iconic brands such as: Knorr, Hellmann's, Lipton, Dove, Vaseline, Lifebuoy, Omo, Cif, Signal and Domestos.

Unilever's ambition is to double the size of our business, while reducing our overall environmental impact (including sourcing, consumer use and disposal). We are also committed to doing what we can to improve health, nutrition and hygiene, with a target to help more than a billion people take action to improve their health and well-being, as well as sourcing all our agricultural raw materials sustainably by 2020. All of these goals are itemised in more than 50 time-based targets in our Unilever Sustainable Living Plan.

Unilever has led the Food Producers sector in the Dow Jones Sustainability World Indexes for 14 consecutive years. In 2012 we were also named leader of the Food and Beverage supersector. 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 2011 Unilever led the Climate Counts Company Scorecard and for the second year we topped the list of Global Corporate Sustainability Leaders in the GlobeScan/SustainAbility latest annual survey (2012).

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

About the Unilever Sustainable Living Plan

The Unilever Sustainable Living Plan (USLP) sets out to decouple our growth from our environmental impact, while at the same time increasing our positive social impact.

The USLP, launched in November 2010, set three key goals 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.