

# Building Household Care



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## Safe harbour statement

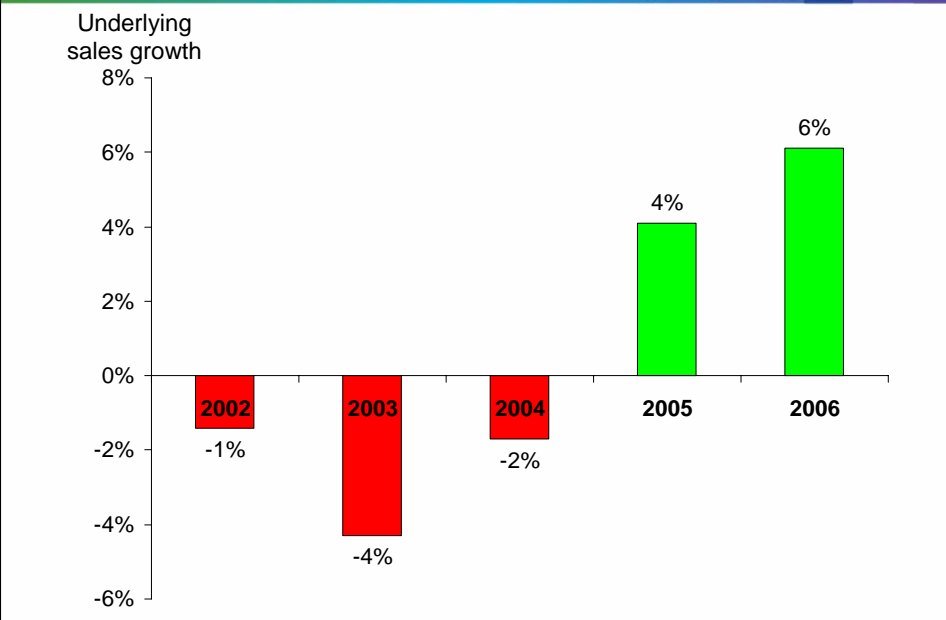


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These forward-looking statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Group. They are not historical facts, nor are they guarantees of future performance.

Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements. Further details of potential risks and uncertainties affecting the Group are described in the Group's filings with the London Stock Exchange, Euronext Amsterdam and the US Securities and Exchange Commission, including the Annual Report & Accounts on Form 20-F. These forward-looking statements speak only as of the date of this presentation.

## Household Care return to growth



## Three strong global brand positions

	Brand	2006 turnover and USG	Positioning
Surface cleaning		>€400m 8%	Deals with dirt, cherishes surfaces
Toilet and bleach		>€200m 9%	Kills all known germs. Dead
Hand dish wash		>€300m 9%	Superior lemon juice degreaser
<b>Regional Jewel</b>			
Machine dish wash		>€150m 0%	Guaranteed results from the dishwashing experts

## Our focus



- Launch better performing innovation which trades consumers up. Command higher prices and enhance margins
- Drive our strongholds in high growth D&E markets
- Global / Regional rollout of innovations

## Cif Power Creams



### Concept

All the power of Cif Cream in a spray - further boosted with anti-limescale / degreasing / bleach power to create the perfect cleaners.

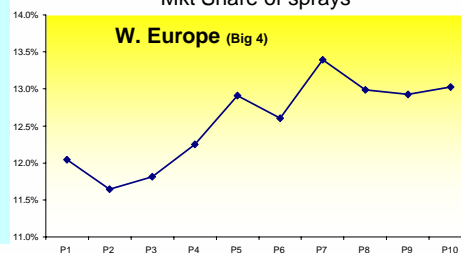
### Trade Up

30% premium over standard sprays

Rolled out across the globe post a successful European launch



Mkt Share of sprays



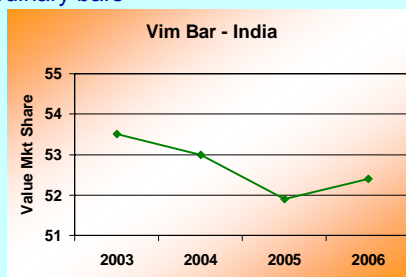
## Sunlight (Vim) “polycoat” bar

### Concept

A poly coating around the bar reduces the wastage due to dissolution – one of the biggest unmet needs.

### Trade Up

The polycoat helps justify the price premium of 50% over ordinary bars



## Sunlight concentrated liquid hand dish wash

### Concept

The concentrated liquid turns into a gel on contact with water, so its grease-cutting power stays on the sponge working with you, instead of going down the drain.

### Trade Up

18% premium over standard HDW (cost per use)

### Market Results : Argentina

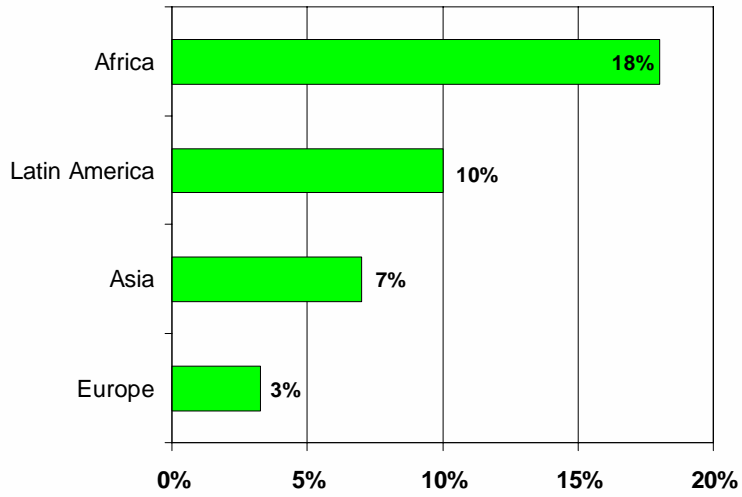
Launched Oct '05  
Value Share : 7.6% (3% incr. for Unilever)



## Broad-based growth



Household Care 2006 underlying sales growth by region



## Household Care return to growth



Underlying sales growth

