

# 2010 highlights

## **U BY KOTEX BRAND PRODUCTS CREATE MARKETPLACE BUZZ**

From the earliest days of the North American launch in March 2010, U by Kotex\* feminine care products created a buzz online, on TV and in stores. The unconventional marketing campaign broke with tradition by pivoting away from traditional imagery of feminine care advertising—a woman dressed in white twirling on a beach—in favor of transparent and honest conversations about vaginal health. By the end of the year, the campaign had received more than 15 marketing awards. Better yet, the frank approach paid off for Kimberly-Clark in market share.

## **SCOTT NATURALS BRAND BATH TISSUE GOES TUBELESS FOR A GOOD CAUSE**

In October Kimberly-Clark introduced Scott Naturals Tube-Free bath tissue into test markets in the Northeastern U.S. The bath tissue is the first to remove the cardboard tube for use in the home, perhaps the biggest innovation in bath tissue since Scott brand put tissue on a roll more than 100 years ago. The product launch, which was featured in more than 1,300 news articles, TV reports and blog posts, uses a revolutionary breakthrough in K-C manufacturing ingenuity to deliver a roll of bath tissue that doesn't require the cardboard tube. This simple change can have a significant environmental impact. U.S. households use an estimated 17 billion bath tissue tubes annually, equivalent to the weight of more than 250 Boeing 747 airliners. Kimberly-Clark expects to expand the product's availability in the U.S. throughout 2011.

## **HUGGIES BRAND LITTLE MOVERS JEANS DIAPERS HIT THE RED CARPETS**

Building on the 2007 success of Kimberly-Clark's Israel team, Kimberly-Clark teams around the globe have been rolling out the red carpet to unveil HUGGIES Little Movers Jeans diapers. The U.S., Canada and China, along with 10 other countries in Central America, the Caribbean and Asia, introduced the popular diaper in 2010. In North America, the marketing campaign rivaled that of any fashion brand, including heavy social media, public relations, digital and e-commerce elements. And, the innovative diaper captured one point of market share in the U.S. during the time period it was available for consumers.

## **22.5 MILLION LITTLE BOTTOMS DIAPERED THROUGH FIRST-OF-A-KIND PROGRAM**

With clean, dry diapers, babies are more secure emotionally and physically; moms suffer less stress; and importantly, baby hygiene and health are better protected. And yet, one in three American mothers struggle to provide diapers for her baby. That alarming statistic is the force behind HUGGIES brand's new *Every Little Bottom* program. Launched in the second quarter with support from actress and mother Ellen Pompeo, *Every Little Bottom* is a first-of-its-kind national diaper drive across the U.S. and Canada. The program included a series of local diaper drives and events, and partnerships with large retail customers such as Walmart, Sam's and Kroger. The program was a great success: By year-end, Kimberly-Clark had donated more than 20 million diapers, and retail partners donated an additional 2.5 million.

## **KLEENEX INTRODUCES INNOVATIVE, DISPOSABLE HAND TOWELS**

In 1920, Kimberly-Clark changed consumer habits forever when it introduced Kleenex brand facial tissue. Today, the brand is building on its legacy with a new-to-the-world product. In March 2010, Kimberly-Clark introduced families across the U.S. to Kleenex Hand Towels, an innovative new product that is a convenient and more hygienic solution than traditional cloth towels. Kleenex Hand Towels deliver one clean, fresh, dry towel at a time every time consumers wash their hands in the home bathroom. The product is aimed at moms who appreciate convenience and make keeping a clean and orderly bathroom a top priority. Kleenex Hand Towels was named as one of the “Top 10 Most Memorable Product Innovations of 2010” by Schneider Associates, a Boston-based public relations and marketing communications firm.

## **POISE BRAND INVITES WOMEN TO SNICKER, SNORT AND LAUGH**

One in three women experience light bladder leakage at some point in their lives. That consumer insight led to the biggest marketing campaign in the history of the Poise brand. Beginning early in the year, Kimberly-Clark enlisted the help of comedian Whoopi Goldberg to kick off a multi-tiered campaign that uses humor to encourage frank discussion about light bladder leakage. The campaign has been a great success for the brand, driving market share up more than one point by year end.

## **MOMS CHEER THE ARRIVAL OF NEW PULL-UPS BRAND POTTY TRAINING TOOLS**

Toilet training for moms got a little bit easier in 2010. Inspired by the natural squirming that toddlers do when they “gotta go,” the Potty Dance was created in 2009 by Kimberly-Clark’s Pull-Ups brand as an engaging way to help make potty training easier for toddlers and moms alike. The dance got a fresh vibe in 2010 when Grammy-nominated children’s music sensation Ralph’s World created a new song to help toddlers get into the swing of using the potty. Moms also cheered the arrival of high-tech potty training by way of iGo Potty, a new app for iPhone users. The app helps moms schedule potty break reminders, track successes and give fun digital rewards to keep kids engaged. And while all these potty training items helped moms, K-C’s No. 1 market position in the U.S. training pant category increased another share point in 2010.

## **KIMBERLY-CLARK PROFESSIONAL RAISES THE BAR ON SUSTAINABILITY**

For two decades, the sustainability conversation in the away-from-home products industry has focused on recycled fiber. With its newly launched global *Reduce Today, Respect Tomorrow* program, Kimberly-Clark Professional raised the bar for the entire industry. The campaign takes a big-picture approach to environmental sustainability by seeking to reduce environmental impact at every stage of a product’s life cycle—from raw material sourcing to manufacturing, from packaging to transport, and from design and usage to final disposal.

## **KIMBERLY-CLARK RANKED AMONG TOP 100 GREENEST U.S. COMPANIES**

*Newsweek* magazine poured through thousands of bits of data from hundreds of companies before naming its “Top 100 Greenest U.S. Companies.” Kimberly-Clark claimed the 76th spot, moving up 44 spots from No. 120 in 2009. The study measured the environmental performances of the 500 largest publicly traded companies based on each company’s resource use and emissions levels, environmental policies and strategies, and peer reputation.

## **FTSE GROUP RECOGNIZES K-C'S SUSTAINABILITY EFFORTS FOR EIGHTH STRAIGHT YEAR**

Kimberly-Clark was once again honored in 2010 to be included in the prestigious FTSE4Good Index Series, the eighth year in a row the company was selected. The index recognizes companies for working towards environmental sustainability, developing positive relationships with stakeholders, and upholding and supporting universal human rights.

## **INSPIRED MOMS RECEIVE BUSINESS GRANTS**

Thanks to Kimberly-Clark, 12 entrepreneurial moms now are a step closer to realizing their dreams. Launched in 2010, the HUGGIES® MomInspired™ Grant Program provides resources and seed capital for moms to turn a great idea inspired by personal motherhood experiences into a successful business, or help take an existing business to the next level. The first 12 grant recipients successfully demonstrated baby or childcare product ideas that address unmet parenting needs and make life easier for moms and dads. Winners included a device that relieves the stress and pain of child vaccinations and an online tool that helps moms balance their busy lives. Each winner received a grant of \$15,000. The program will continue in 2011, and will be expanded to include K-C Australia.

## **EPA NAMES KIMBERLY-CLARK AN ENERGY STAR PARTNER OF THE YEAR**

For the second consecutive year, the U.S. Environmental Protection Agency (EPA) named Kimberly-Clark a 2010 ENERGY STAR Partner of the Year, recognizing the company's energy management practices and commitment to sustainable operations. At a ceremony in Washington, D.C., K-C was honored for achieving energy efficiency targets for its manufacturing processes as well as energy conservation goals for all of its facilities. In a statement from the EPA, the agency lauded Kimberly-Clark for "leading the fight against climate change through greater energy efficiency" and for having a robust energy management program that "is a model for others."

## **K-C LANDS THE NO. 5 SPOT ON "100 BEST CORPORATE CITIZENS" LIST**

*Corporate Responsibility Magazine* gave Kimberly-Clark high praise when it named the company one of its "100 Best Corporate Citizens" in 2010. K-C, which ranked ninth in the 2009 listing, jumped to the No. 5 spot, making it the top-rated non-food consumer products company on the magazine's 2010 list. The company improved its score in nearly every category, ranking 11th overall in environment, 18th in human rights and tied for first in corporate governance. The magazine's "100 Best Corporate Citizens" list ranks companies in the Russell 1000 Index based on publicly available information in seven key categories: Environment, Climate Change, Human Rights, Philanthropy, Employee Relations, Finance and Governance.

### **K-C OPERATIONS REVEL IN GREAT PLACE TO WORK ACCOLADES**

In an impressive showing, more than a dozen K-C operations across Latin America and Korea were honored for being great places to work. Kimberly-Clark El Salvador topped the 2010 “100 Best Workplaces in Latin America” list, beating out 1,400 other companies to claim the No. 1 spot. Eleven other K-C operations made the list, including Honduras, Ecuador, Colombia and Bolivia, which were among the top 25. And in a year when Yuhan-Kimberly celebrated its 40th anniversary, the South Korean company was recognized in the country’s “Great Places to Work in Korea,” receiving the 2010 Grand Prize for Socially Responsible Management.

### **K-C PROFESSIONAL DRIVES HOME SUSTAINABILITY MESSAGE**

Kimberly-Clark Professional’s North American sales force drove home the importance of sustainability in 2010 when it got behind the wheels of hybrid vehicles emblazoned with the *Reduce Today, Respect Tomorrow* logo. Launched in 2009, *Reduce Today, Respect Tomorrow* is K-C Professional’s effort to reduce the use of natural resources throughout the lifecycle of its products. The Toyota Highlander Hybrids, with their improved fuel economy, are symbolic of the business’s focus on source reduction. K-C Professional also walked the sustainability talk in 2010 by developing a new environmentally responsible trade show booth, whose every feature was designed to reduce the booth’s carbon footprint.

### **7,300 K-C EMPLOYEES COMMIT TO TAKING ONE SMALL STEP FOR SUSTAINABILITY**

Building on the success of a program rolled out in 2009, Kimberly-Clark in 2010 broadened its Small Steps for Sustainability program, an effort designed to transform the way K-C employees view their role in improving the environment. Between the program’s launch in April 2009 and the end of 2010, nearly 7,300 employees enrolled in the program, committing to take “one small step” to improve the environment. Employees committed to everything from growing organic vegetables and home composting to purchasing electronic or water usage meters. K-C will continue the successful program in 2011.