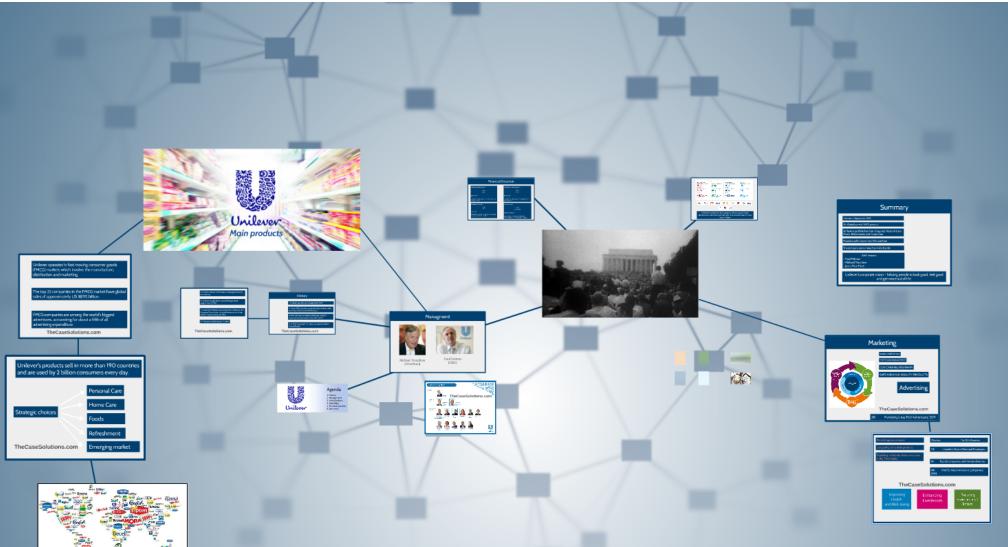


Unilever Ice Cream Europe (D): Lessons (Transcript)

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History

- 1. Unilever was formed in September 1929
- 2. In the 1930s business grew and new ventures were launched in Africa and Latin America.
- 3. After the Nazi occupation of Europe Unilever acquired new businesses in the UK and US
- 4. In 1943 it acquired T. J. Lipton, a majority stake in Frosted Foods

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5. In 1945 Unilever left American management to its own devices.

6. Unilever established a sustainable agriculture programme in 1998.

7. In April 2011 Unilever was fined €104 million by the European Commission for establishing a price-fixing cartel in Europe along with P&G

8. "Hampton Creek lawsuit" in 2014

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Board of Directors

Chairman



Michael

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Executive Directors



Paul Polman Chief Executive Officer



Jean-Marc Huët Chief Financial Officer

Non-Executive Directors



The Rt Hon The Lord Brittan of Spennithorne QC, DL



Wim Dik



Louise Fres co



Ann Fudge



Charles



Byron Grote

9

Narayana Murthy



Hixonia Nyasulu



Kees Storm



Jeroen van der Veer



Paul Walsh



Unilever operates in fast moving consumer goods (FMCG) markets which involve the manufacture, distribution and marketing.

The top 25 companies in the FMCG market have global sales of approximately US \$870 billion.

FMCG companies are among the world's biggest advertisers, accounting for about a fifth of all advertising expenditure.

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Unilever's products sell in more than 190 countries and are used by 2 billion consumers every day.

Personal Care

Home Care

Foods

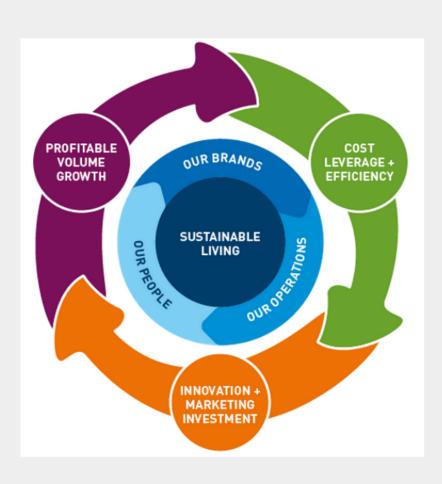
Refreshment

Emerging market

Strategic choices

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Marketing



BRAND PREFERENCE

PORTFOLIO MANAGEMENT

CUSTOMER RELATIONSHIPS

SAFE AND HIGH QUALITY PRODUCTS

Advertising

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Marketing's top 100 Advertisers 2011

Promoting consumerism

using GMOs in its food products

Exploiting -relatively cheap- resources in the Third World

3th place

The SB Influencers

7th

LinkedIn's Most InDemand Employers

1th

Top 10 companies with female directors

4th 2014 World's Most Innovative Companies

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Improving
Health
and Well-being

Enhancing Livelihoods

Reducing Environmental Impact