

UNILEVER

Promoting Healthy Lifestyle through a Sustainable Business Model

Unilever is one of the world’s leading suppliers of Beauty and Personal Care, Home Care, and Foods and Refreshment products, with sales in over 190 countries and products used by 2.5 billion people every day. They have 149,000 employees and generated sales of 50.7 billion EURO in 2020.

Over half of Unilever’s footprint is in developing and emerging markets. The corporation around 400 brands found in homes all over the world – including iconic global brands like Dove, Lifebuoy, Knorr, Magnum, OMO and Surf; and wellness brands including; OLLY, SmartyPants Vitamins, Equilibra, Liquid I.V, and Onnit.

DRIVING SUSTAINABLE AND RESPONSIBLE GROWTH

Unilever’s vision is to be the global leader in sustainable business and to demonstrate how its purpose-led, future-fit business model drives superior performance. The company has a long tradition of being a progressive, responsible business. It goes back to the days of its founder William Lever, who launched the world’s first purposeful brand, Sunlight Soap, more than 100 years ago, and it’s at the heart of how Unilever runs their company today.

The Unilever Compass, its sustainable business strategy, is set out to help the company deliver superior performance and drive sustainable and responsible growth, while:

- improving the health of the planet;
- improving people’s health, confidence and wellbeing; and
- contributing to a fairer and more socially inclusive world.

IMPROVING HEALTH AND WELLBEING THROUGH UNILEVER BRANDS

Unilever believes physical and mental health, wellbeing and inclusion are crucial contributors to a wider view of what good health is. Poor physical and mental health cause untold problems and deaths that are preventable for millions of people each year.

The company aims to take action through their brands to improve health and wellbeing and advance equity and inclusion, reaching 1 billion people per year by 2030. Unilever plans to focus on:

- gender equity
- race and ethnicity equity
- body confidence and self-esteem
- mental wellbeing
- hand hygiene
- sanitation
- oral health
- skin health and healing

OLLY: NATURAL GUMMY VITAMIN DEBUT IN SINGAPORE

Unilever has entered the vitamin, minerals and supplements (VMS) space with a clear vision: to create a world where health is a source of joy, not anxiety.

Positive nutrition is a key part of the company’s purpose to make sustainable living commonplace and comes under the ‘improving people’s health and wellbeing’ pillar of the Unilever Compass. This is very much Unilever’s vision for VMS too. The company wants to see a world where health is a source of joy rather than anxiety, and their purpose is to make health a lifestyle pursuit. With their VMS portfolio (OLLY, Onnit, Liquid IV and SmartyPants Vitamins), Unilever will be able to support millions of people to achieve better health now and in the future.

Singaporeans have noted that taking vitamins and supplements daily can be a chore. It made Singapore a perfect market for the introduction of gummy vitamin supplements by OLLY, a US based company that was acquired by Unilever shortly before this launch. These kinds of products make health convenient and yet delicious while fulfilling one’s daily vitamin needs effectively.

With marketing the OLLY products Unilever also seeks to address health concerns of millennials surrounding immuni-





ty, sleep, stress, healthy hair, skin and nails and daily energy. For instance, its sleep vitamins contain an amino acid, L-Theanine and botanicals like chamomile and lemon balm to encourage a calming feeling and support a healthy sleep cycle.

LIFEBUOY SOAP: UNILEVER'S GLOBAL TEAM LED COVID EFFORTS OUT OF SINGAPORE

The World Health Organization (WHO) has declared that handwashing with soap and water is one of the most effective and accessible ways to help reduce the spread of COVID-19.

As one of the world's largest manufacturers of soap, sanitisers and handwash with nearly 20 per cent of global market share, Unilever realises the importance of helping communities to improve hand hygiene through its soap brand Lifebuoy.

With awareness and the practice of handwashing so low among many societies worldwide, Lifebuoy has been helping to address this by running one of the world's largest behavioural change programmes on handwashing. Since 2010, Unilever has reached one billion people in more than 30 countries to improve people's health and hygiene.

In 2020, Lifebuoy increased its production and donated over 20 million products to various organisations and initiatives worldwide, including soap, hand sanitisers and antibacterial wipes. In Singapore, Unilever donated tens of thousands of hygiene products to help protect people in the front line.

THE SOCIAL KITCHEN: HEALTHY AND SUSTAINABLE EATING

The Social Kitchen at Jurong Bird Park serves up plant-based meat products and it has been doing so since December 2020.

The cafe at the tourist attraction is the second outlet of The Social Kitchen, and the first full collaboration with The Vegetarian Butcher - which was brought into Singapore by global food service provider Unilever Food Solutions.

Supported by Unilever and with the supply of plant-based protein products from The Vegetarian Butcher, The Social Kitchen wants to encourage consumers to eat less meat and adopt a more plant-based lifestyle for the good of the environment.

Unilever first brought its plant-based protein brand The Vegetarian Butcher to Singapore in December 2020 with the vision of bringing sustainable and nutritious food to consumers, while also enabling them to showcase the versatility of The Vegetarian Butcher's portfolio. The Social Kitchen's mission of providing employment for people with special needs, and supporting disadvantaged communities resonates strongly with Unilever's purpose of making sustainable living commonplace, thus the two became strong partners in this project.

GLOBAL RECOGNITION IN SUSTAINABILITY

While there is still more to do, Unilever is proud to have been recognised in 2020 as a sector leader in the Dow Jones Sustainability Index and, for the tenth-consecutive year, as the top ranked company in the 2020 GlobeScan/SustainAbility Sustainability Leaders survey.

In 2021, the company retained their leadership of the Globescan Sustainability Leaders survey. This global survey tracks expert opinion on the evolution of the sustainability agenda, and which companies are perceived as leaders. 2021 marked their eleventh consecutive year of leadership.



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