



UNILEVER CONCLUDES REVIEW OF MEDIA PLANNING AND BUYING SERVICES

October 8th 2012

Unilever has announced the outcome of the global review of its media planning and buying agency services. The review was initiated in early 2012, in line with company policy to evaluate media agency arrangements periodically. Unilever ANZ is pleased to confirm its incumbent agency, Mindshare has been reappointed in Australia.

“With Mindshare in Australia we know that we have the right agency partner to service our business,” said Peter Boone, Marketing VP Australasia.

“The review process was comprehensive and not only took into consideration media pricing, but also the strength of an agency’s strategic planning capability and executional brilliance. We know we need all of these elements to ensure our brands are best placed to compete in an increasingly cluttered marketplace.

“Creative media planning, new ways of content integration, and innovative channel use are all critical to ensure we continue to effectively engage consumers in our market-leading brands, including Lipton, Treseemme, Streets Ice Cream, Rexona, Flora, Dove, and Vaseline,” said Mr. Boone.

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About Unilever

Unilever works to create a better future every day. Our company helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

Unilever is one of the world’s leading fast-moving consumer goods companies, with strong local roots in more than 100 countries. Globally, Unilever has around 171,000 employees, and in 2011 generated annual sales of €46.5 billion. In Australasia, Unilever employs more than 1,600 people, and has offices and manufacturing facilities throughout Australia and New Zealand.

Unilever’s portfolio features some of the world’s best-known household names. In Australasia, our name brands include Flora, Lipton, Bushells, Dove, Rexona, Vaseline, Omo, Surf, Continental, Chicken Tonight and Streets.

The Unilever Sustainable Living Plan is our commitment to developing new ways of doing business that will drive sustainable growth. Our ambition is to decouple our growth from our environmental impacts across the full lifecycle of our products. We are also committed to increasing the positive social impact



of our business and our brands. All of these goals are itemised in 26 time-based commitments in the Australian and New Zealand Unilever Sustainable Living Plan.

Unilever has led the Food Producers sector in the Dow Jones Sustainability World Indexes for 13 consecutive years. 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 was named #1 in the list of Global Corporate Sustainability Leaders according to the latest survey findings from GlobeScan Inc. and SustainAbility Ltd.

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