



Unilever

## Vitality, Food and Health

Capturing the opportunity,  
taking responsibility  
Part One

June 2004

Certain of the comments and materials in this presentation may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Company. Actual results may differ materially from those included in these statements due to a variety of factors including, among others, those described in the company's filings with the Securities and Exchange Commission and in the transcript of this presentation, which will be accessible via our website at [www.unilever.com](http://www.unilever.com).

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### Vitality, Food and Health

#### Safeharbour statement

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All numbers in the presentation are in Euros translated at average 2003 exchange rates with the exception of balance sheet, cash flow and dividend numbers which are expressed at year end rates.

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Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.



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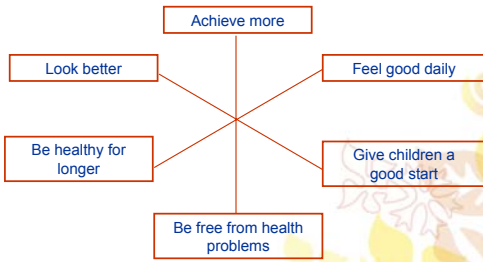
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Vitality, Food and Health

“Getting more out of life” – consumers take a holistic point of view



Source: synthesis of Unilever global consumer quantitative and qualitative research involving more than 10,000 consumers in 12 countries. Proprietary model.

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Vitality, Food and Health

Healthier diets and lifestyles are a key starting point



Source: synthesis of Unilever global consumer quantitative and qualitative research involving more than 10,000 consumers in 12 countries. Proprietary model.

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Vitality, Food and Health

Demand for healthier food is rising as diets and lifestyles become increasingly *unhealthy*

“Globesity” – a growing epidemic

- Globally:** More than 1 bn adults overweight, 312 m obese vs 200m in 1995
- US:** 61% of adults overweight, >30% clinically obese, 11% of children obese
- Latam:** 20-25% of the pop'n obese in some countries
- Europe:** 10-20% of children in Nthn Europe, 20-35% in Sthn Europe.
- Australia:** 1 in 3 children
- China:** obesity doubled to 20%
- India:** 8% of students obese, 24% overweight

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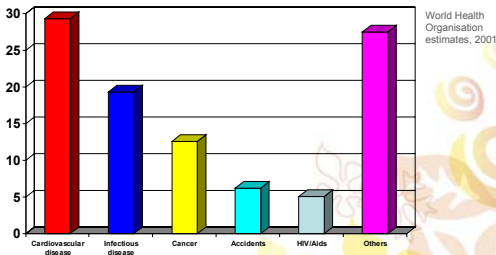
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### Obesity is not the only issue

Top causes of mortality globally



World Health Organisation estimates, 2001

- 80% of world's population have blood cholesterol that is too high
- 70% of world's population have blood pressure that is too high

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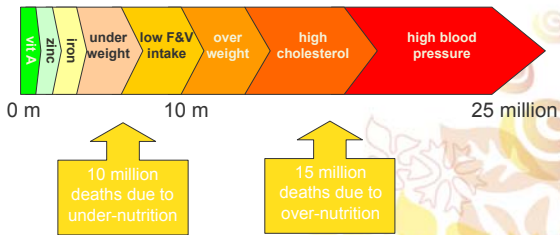
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### Sub-optimal nutrition also has a dramatic impact on global health



Data on 2000 from WHO (2002)

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Unilever is well-placed to seize the market opportunity and take responsibility for “making the healthy choice the easy choice”

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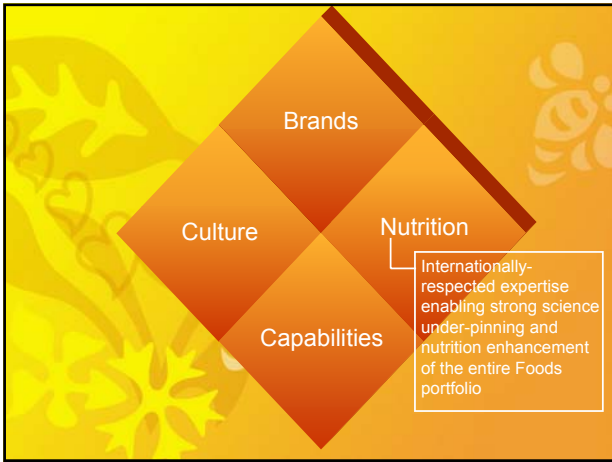
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Vitality, Food and Health **Nutrition**

**Unilever Health Institute and global network of nutrition and health specialists**

- Strong scientific under-pinning for product development and communication
- Global reach and relevance
- Internationally-respected expertise
- Constructive contribution to the health debate
- Proactive partnerships with health and nutrition key opinion formers and NGOs including WHO, Unicef, World Heart Federation
- Enabling Unilever's global nutrition enhancement programme

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### Unilever nutrition enhancement programme

- Nutrition enhancement programme across all Unilever food and beverage products
- Continuing to improve the nutrition composition of our products
- Driving further reductions in trans fat, saturated fat, sodium and sugar levels
- Enhancing nutritional communication, information and education



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### How the programme works

- Assessment of all products against nutrition benchmarks based on national and WHO guidelines
- Development of enhancement plans to:
  - Reduce trans fats, saturated fats, salt and sugar
  - Reduce energy density and dietary cholesterol
  - Add further "goodies" where appropriate
  - Enhance health and nutrition claims
  - Enhance communication, information, labeling and education
- Proprietary process successfully piloted
  - 3500 products already assessed
- Now being implemented across Unilever Foods

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### It's about balance

- Unilever continues to make products containing fat, salt and sugar
- Ingredients that enhance enjoyment, add taste and flavour, aid product structure and preservation
- Products that play a role as part of a diet people can enjoy
- But we can help to reduce consumption of these four key nutrients and we are fully committed to doing so



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### Enhancing nutrition without compromise

“Healthier” foods are successful if they:



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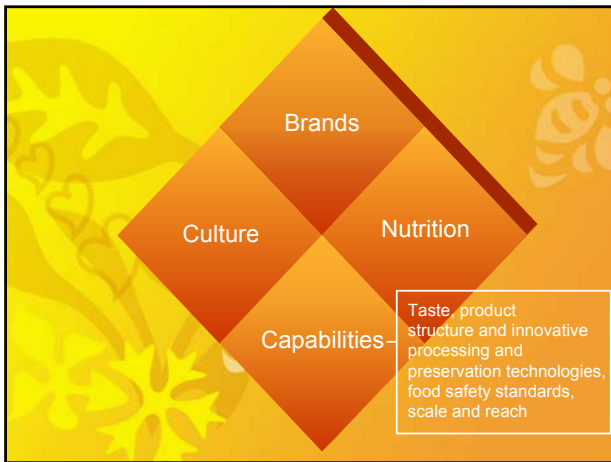
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### Enhancing nutrition without compromise demands a broad set of capabilities



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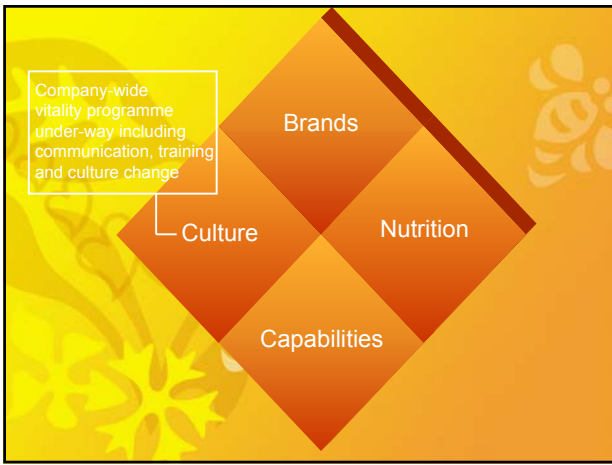
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Vitality, Food and Health Culture

### Create a vitality culture within Unilever

- Unilever-wide communication programme
- “Vitality days” and events
- Food & Beverage marketing principles and training
- Nutrition training and awareness – into the business mainstream
- Strong feedback and engagement with employees

Interactive internal communication campaign

Marketing Principles    Public Health Issues    Consumers struggle in healthy eating    Vitality growth opportunity

UNILEVER FOOD & BEVERAGE MARKETING PRINCIPLES

To be the world's best food company by adding Vitality to life.

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