

Being a responsible business

Our business is about making lives healthier and homes happier and cleaner. We approach this through five key stages, as outlined below. This report describes our activities and performance for each stage.

betterRB

- betterbusiness
- betersociety
- betterenvironment

Look out for our performance in each of these pillars throughout the report

See our Annual Report 2017

1

Addressing global issues

Our global brands and worldwide operations help us to make important contributions to some of the world's most pressing challenges

SDGs

We have identified the goals that we have the greatest ability to help achieve and share our contribution in this report

See more on page 7



Safety

- Safe and effective alternatives
- Transparent labelling
- Ethical testing of products

2

Responsibly developing innovative solutions

We design our products to be better for the environment, safe and more effective in making lives healthier

Sustainable Innovation

Helping to assess the viability of thousands of ideas to ensure products are increasingly more sustainable

Environmental impact

Managing the impact of products through their lifecycle including CO₂, water and waste

3

Operating in a sustainable way

We aim to minimise the impacts our operations have on the environment through sustainable production and responsible sourcing

Responsible sourcing

Helping suppliers to develop more sustainable practices

4

Empowering and developing our people

People are what make RB outperform. Respecting them, keeping them safe and developing their skills and careers are essential for us to continue to deliver sustainable outperformance

Human rights

Ensuring that the human rights of everyone in our value chain are respected

Health, safety and wellbeing

We take pride in a culture where we put safety first, creating and maintaining safe working environments globally

Diversity and inclusion

A global team that values gender and cultural diversity as ingredients for better business

5

Delivering our purpose

Our products improve the lives of millions of people across the world. They make lives healthier and homes happier and cleaner

Healthier lives, happier homes

Social impact

Using our corporate and brand resources to make a positive impact throughout the world

Hygiene Home

Happier homes and a cleaner world through brands like Dettol, Harpic and Mortein

Health

Healthier lives through brands like Durex, Enfamil and Gaviscon

