



WHIRLPOOL CORPORATION

OVERVIEW

Whirlpool Corporation is focused on more than just creating great products. Whirlpool is focused on leveraging a worldwide network of resources, which is unmatched in the industry. The company is creating better, more innovative products that improve consumers’ lives—in and around the home—each and every day. And we’re committed to being an agile global consumer products company that creates value through our brands and innovations.

Whirlpool Corporation is focused on expanding its business through international growth, innovation and expansion into adjacent businesses.

Today, Whirlpool Corporation has an outstanding portfolio of global brands, strong innovation and the skills and talent to deliver sustainable growth and shareholder value.



Whirlpool stainless steel cooktop, microwave hood combination and single oven surface bring a commercial look to the kitchen

ABOUT WHIRLPOOL CORPORATION



Maytag Bravos Washer and Dryer with a CEE Tier III efficiency rating

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 73,000 employees, and 69 manufacturing and technology research centers around the world. The company markets major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.



Whirlpool Genius refrigerator established a new standard of excellence in Asia



LEADING BRANDS

- Whirlpool markets some of the world’s most recognized appliance brands, including *Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Bauknecht, Brastemp* and *Consul*.
- The *Whirlpool* brand is the world’s number one global appliance brand and ranks among the world’s most valuable brands identified by Brand Finance, the world’s leading independent brand valuation and marketing metrics consultancy.

PEOPLE



The “World of Whirlpool” (WoW) offers employees endless possibilities for growth and achievement. The WoW experience is what attracts and retains the best people to Whirlpool Corporation. It provides them with the opportunity to engage in challenging work in a global company where contributions matter.

SENSE OF RESPONSIBILITY

For nearly 100 years, Whirlpool Corporation has not only run a strong business, it also has been a good neighbor. Whirlpool Corporation and its employees voluntarily look for opportunities to positively impact people in and around their homes, while also ensuring that those opportunities align with the company’s business.



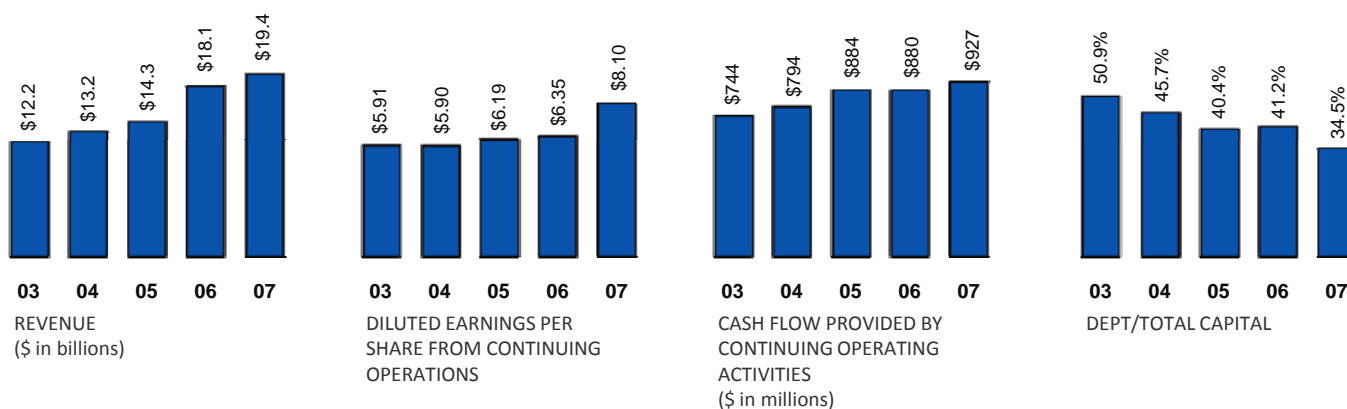


## GLOBAL BRAND POSITIONING



<b>North America Region</b>	✓	✓	✓	✓	✓				<ul style="list-style-type: none"> <li>#1 major appliance market share/ leading brands in mass &amp; premium segments</li> <li>3 of top 10 brands in bi-annual <i>HFN</i> magazine ranking</li> </ul>
<b>Europe Region</b>	✓	✓	✓		✓			✓	<ul style="list-style-type: none"> <li>#1 brand position</li> <li>Growth in the premium brand segment</li> <li>Continued expansion into emerging markets</li> </ul>
<b>Latin America Region</b>	✓	✓	✓			✓	✓		<ul style="list-style-type: none"> <li>#1 consumer position in Brazil and Argentina</li> <li>Rapidly growing position throughout all markets</li> <li>A leader in the premium segment</li> </ul>
<b>Asia Region</b>	✓	✓	✓	✓	✓				<ul style="list-style-type: none"> <li>#1 brand position in India</li> <li>A leader among Western Brands</li> <li>Expansion into emerging markets</li> </ul>

## FINANCIAL PERFORMANCE



## CONTACT US

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