

3 January 2011 (v2)

RB reaches half-way mark on carbon reduction target

**11% reduction in RB products' average carbon footprint in year 2
Goal is to reduce by 20% by 2020.**

Reckitt Benckiser plc, a world leader in household, health and personal care, announces that over 3 million tonnes of CO₂ has been effectively avoided by an 11% reduction in its products' average carbon impact across their lifecycle – the same effect as taking nearly 1,000,000 (1 million) cars off the road.

The cut in carbon emissions per unit dose of 11% means the company has already achieved half of its goal to reduce its products average carbon footprint by 20% by 2020.

RB's "Carbon20" programme aims to reduce its products' impact on climate change per dose by 20% by 2020. Launched in 2007, the approach is different in that it goes beyond targeting the easy wins of energy reduction in factories and travel. It targets reductions in the much larger carbon emissions embedded in raw and packaging materials from suppliers and in consumers' use and disposal of the company's products. It targets the climate change impact of the Company's global product's complete lifecycle.

RB was one of the first protagonists of the total carbon footprint approach. Working with external expert consultants over several years RB has established an independently assured methodology to measure the total carbon footprint across the lifecycle of its products, and has been targeting activities both within its own supply chain and manufacturing as well as working with consumers to change their behaviour and adopt lower-carbon routines.

Bart Becht, Chief Executive Officer of Reckitt Benckiser plc, said:

"Focussing on climate change is right for our business, right for our industry, and right for society. Our Carbon20 programme set us ambitious targets and I'm pleased that Reckitt Benckiser is on track to exceed them. We still have a lot to do and we will not slow in our drive to make progress. "

Summary - Key Facts

- Reckitt Benckiser manufactures and sells approximately 6 billion consumer products a year, equivalent to over 16 million products a day.
- Over 3 million tonnes of CO₂ were avoided by an 11% per unit dose reduction in RB's products' carbon impact across their lifecycle in its Carbon20 programmes' second year. This is comparable to the impact of :
 - about 900,000 medium sized family cars
 - about 500,000 households
- The major contributors to these carbon emissions are energy consumed or embedded in the following elements of the supply and consumption chain "from cradle to grave":
 - Consumer use of products, particularly where this involves using machines such as dishwashers or washing machines (70.6%)
 - Raw and packaging materials (21.7%)
 - Product and packaging disposal/recycling (2.6%)
 - Retailer operations (2.3%)
 - Product manufacturing (1.4%)
 - Logistics and distribution of products to retailers (1.4%)

Total Carbon Footprint



	<u>Absolute Size</u>	<u>gramme CO₂e per Dose</u>	<u>% Decrease per Dose</u>
2009	26.3 M tonnes CO ₂ e	59.4	11.25 %
2008	25.2 M tonnes CO ₂ e	63.1	5.76 %
2007	25.0 M tonnes CO ₂ e	66.9	Base Year

- **Contributors to the success of Carbon20 have been programmes to:**
 - Educate and enable consumers to reduce energy consumption in the home when using Reckitt Benckiser products. The *Our Home Our Planet* programme is an on-pack and on-line campaign giving consumers guidance on how to use products in a lower carbon way. For example, switching 50% of European households using 60/65° dishwasher cycles to the "eco"

or 50/55° cycle on their dishwasher. This could save about 338,000 tonnes of CO₂ equivalents a year, equal to the emissions of almost 100,000 medium sized family cars.

- Co-operation with suppliers and trade customers to re-engineer the making, packaging, distributing and selling of products to reduce or avoid energy and resource use.
- Re-designing products for fewer materials, less energy, less packaging and less waste.
- Moving a number of factories and plants to combined heat and power (CHP) energy systems as well as installing solar powered lighting and water heating, enabling the company to reduce its factories carbon impact by more than 20% in absolute terms in the last 9 years.

Offsetting not included

In contrast to some other companies' approaches, carbon offsetting – including the Company's own ongoing carbon offset project Trees for Change (www.treesforchange.info) – is NOT counted towards the **Carbon20** target.

Rationale for the Programme

Carbon20 builds on the substantial progress Reckitt Benckiser has already made in reducing its direct carbon emissions and represents a radical step-change in its commitment and contribution.

The Company believes that by being ambitious and innovative in addressing climate change there are clear business benefits as well as social and environmental benefits:

- Consumers want to buy products with lower carbon profiles, provided they do not compromise on quality or performance, and will reward companies that address climate change seriously and realistically (just as they may also punish 'green wash')
- Retailers want to facilitate consumers in reducing carbon emissions, want to address their own carbon profiles and want to work with companies that help them to address these objectives
- Suppliers want to work with responsible businesses, and are also seeking to reduce their impact on climate change
- People want to work for a company that acts responsibly in addressing major social and environmental concerns. A real and effective programme to address climate change increases employee engagement with the Company and will help to attract and recruit future talent
- Government and regulators both need and want business to address climate change in order to help society achieve carbon reduction

- ENDS -

For further information, contact:

RB (Reckitt Benckiser) tel: (+44) 01753 446 447 www.rb.com

Andraea Dawson-Shepherd – Global Director Corporate Communication & Affairs

Edward Butt – VP Sustainability

Notes for Editors

1. Measurement and verification

Reckitt Benckiser's measurement system has been developed in conjunction with environmental consultancy, URS and is in line with the British Standard Institute's carbon footprinting specification PAS 2050: 2008. The Carbon20 methodology has been externally verified by Deloitte LLP and PricewaterhouseCoopers LLP.

2. Reckitt Benckiser's track record on sustainability

RB has made good progress on reducing its overall environmental impact for several years and has had a particular emphasis on climate change since 2000.

Work achieved 2000 - 2009 includes:

- Energy use has been reduced by 37% per consumer unit (19% in absolute terms)
- CO2 equivalents from manufacturing energy use reduced by 40% per consumer unit (23% in absolute)
- Wastewater discharges have been reduced by 36% per consumer unit (18% in absolute terms)
- More than 70% of all manufacturing waste is now recycled
- Hazardous waste has been reduced by 55% per consumer unit (42% in absolute terms)
- Ingredients voluntarily removed from product formulas globally exceeding regulatory requirements
- More than 25% of manufacturing energy comes from highly efficient CHP (Combined Heat & Power) energy systems
- RB's own carbon offsetting programme is planting over 4 million trees in more than 25 square kilometres of deforested land in Canada, offsetting emissions to be a carbon neutral manufacturer.
- RB instrumental in Europe-wide initiative www.saveenergyandwater.com, encouraging dishwasher users to switch to lower energy and less water intensive dishwasher cycles
- RB has moved its corporate HQ and North America R&D centre to green energy tariffs
- RB is a member of Corporate Leaders Group on Climate Change (CLG).

RB is intent on delivering its products in a sustainable and responsible way. For further details about sustainability performance go to www.rb.com

3. About Reckitt Benckiser

RB is a world leader in household, health and personal care.

It is a FTSE top 25 company and since 2000 net revenues have doubled and the market cap has quadrupled. Today it is the global No 1 or No 2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation – an average 35% of revenue comes from innovations launched in

the prior 3 years. It has a strong portfolio led by 19 global powerbrands which are: Finish, Lysol, Dettol, Vanish, Woolite, Calgon, Airwick, Harpic, Bang, Mortein, Veet, Nurofen, Clearasil, Strepsils, Gaviscon, Mucinex, French's, Durex and Scholl, and they account for over two thirds of its net revenue.

RB people are at the heart of the company's success. They have an intense drive for progress and action and a desire to outperform wherever they focus, including in CSR where the company has the most ambitious corporate responsibility programme in the industry through its Carbon 20 initiative. Headquartered in the United Kingdom, the company employs 25,000 people worldwide, with operations in 60 countries and sales in over 180 countries.