Corporate Factsheet

($ information)

"A World-leading Home, Health and Personal Care company, passionately delivering better consumer solutions for the ultimate purpose of creating shareholder value"

A Global Force

Our Company

- 2009 net revenues of **$11.7 billion**
- We are valued by the stock market at over **$38 billion** and are placed in the top 25 of the FTSE 100
- We have operations in more than 60 countries and sales in 200 countries
- We have 41 manufacturing facilities worldwide
- We have 11 locations across the U.S.
- 28% of our FY 09 net revenues come from North America, Australia & New Zealand, 45% from Europe, 19% from Developing Markets and the remaining 8% from Pharmaceuticals
- 70% of net revenues in 2009 came from our Powerbrands
- Our marketing investment is among the highest in the industry with our media investment in 2009 at 11.1% of net revenue

Our People

- Our 29,400 employees worldwide are the power behind our success
- We are a truly global workforce, with 13 nationalities working in the North America business, seven different nationalities represented in our executive committee of nine, and 49 nationalities amongst the Top 400 leaders.
- We give our people real responsibility and the opportunity to make their mark in a vibrant, successful, global business
- People are rewarded on merit and can enjoy dynamic, international careers, in a business of principles and attitudes, not rules and processes
- Our company values are:
  - Achievement – we aim to achieve beyond expectations
  - Entrepreneurial – we encourage bold thinking, initiative and commercial drive
  - Teamwork - we pull together to succeed
  - Commitment – for us "the buck stops here"

Our performance

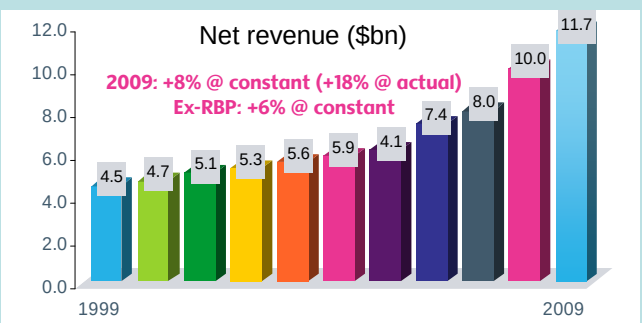
Reckitt Benckiser has delivered ten straight years of above industry average growth; year after year, we have consistently generated the fastest growth in sales and cash profit in our sector. Following a consistent strategy, coupled with determined focus, has enabled our strong management team to lead us to outperform on our investors' behalf.

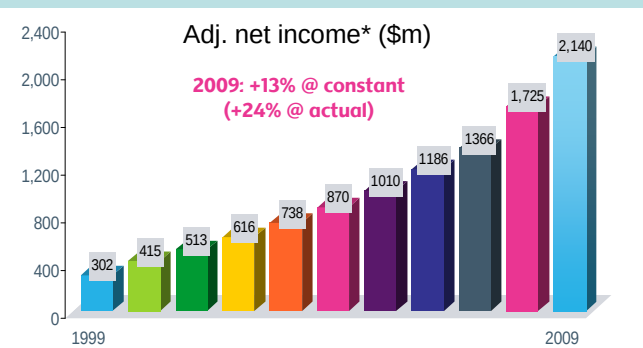
	2009 $m	2008 $m	**Change %**
Net Revenues	**11,703**	9,906	+18
Operating Profit*	**2,854**	2,317	+23
Profit before tax*	**2,856**	2,270	+26
Profit after tax*	**2,140**	1,725	+24
Diluted eps*	**293.9c**	238.9c	+23
Dividend per share	**151.0c**	121.0c	+25

* Adjusted to exclude the impact of the restructuring charge

Note: These numbers have been calculated using the currency conversion rate on March 5, 2010

A decade of above industry average growth





Brands

Reckitt Benckiser has a highly focused portfolio, with 17 Powerbrands that represent 70% of net revenues:

***Fabric Care*:**
• Fabric Treatment, worldwide #1 – led by Vanish
• Water Softeners, worldwide #1 – led by Calgon
• Garment Care, worldwide #2 – led by Woolite

Surface Care: worldwide #1 – driven by:
• Multipurpose Cleaners, worldwide #1 – led by Lysol, Dettol and Bang
• Lavatory Care, worldwide #1 – led by Harpic & Lysol

Dishwashing:
• Automatic Dishwashing, worldwide #1 – led by Finish

Home Care:
• Air Care, worldwide #2 – led by Airwick
• Pest Control, worldwide # 2 – led by Mortein

Personal Care:
• Antiseptic Personal Care, worldwide #1 – led by Dettol
• Depilatories, worldwide #1 – led by Veet
• Acne Treatment, worldwide #2 – led by Clearasil

Health Care:
• Medicated Sore Throat Relief, worldwide #1 – led by Strepsils
• Cough Relief, worldwide #2 – led by Mucinex
• Leading positions in Analgesics and Upper Gastro Intestinal Relief in Europe and Australia led by Nurofen and Gaviscon

Food:
• Mustard, worldwide #1 – led by French's

Sustainability

- Our global manufacturing is carbon neutral, helped by the offsetting we achieved by planting more than two million trees through our "Trees for Change" project
- Our "Carbon 20" initiative aims to reduce our products' total carbon footprint, from creation to disposal, by 20% by 2020. This is the most ambitious target in the industry
- Less than 10% of our products' total carbon footprint is in our control. The rest is created when consumers use our products, when retailers sell them and when suppliers make ingredients for them. We're tackling each of these areas too, to get meaningful reductions - in fact 20%
- We have a global partnership with "Save the Children" and through our 'Save 150,000 Lives' campaign, we raised $1.4 million by the end of 2009
- In the U.S., we also support a number of other charities such as:
  - United Way – we match employee contributions to local organizations
  - Liberty Science Center – we funded an Infection Connection exhibit on staying healthy
  - Habitat for Humanity – along with our financial support, we also encourage our employees to volunteer their time

www.reckittbenckiser.com

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