



Social Impact

We deliver essentials for a better life to one quarter of the world's population every day.

Yet millions around the world still lack access to basic products and services that could dramatically improve their quality of life.

Our Social Impact ambition aims to serve these unmet societal needs, with the goal of advancing the well-being of 1 billion people in underserved communities through programs and innovation focused on delivering essentials for a better life.

Social Impact



Photo Credit: Jannatul Mawa, WaterAid



Program Ambition and Strategic Focus

As we look ahead to 2030, we are in a unique position to support three of the UN Sustainable Development Goals: SDG 3 – Good Health and Well-being; SDG 5 – Gender Equality; and SDG 6 – Clean Water and Sanitation. Our history demonstrates our commitment to act on these goals and our 2030 strategy seeks to accelerate our contribution.

We have identified three strategic areas of focus that will help us unlock the greatest societal benefit and will guide our efforts during the coming decade.

- 1 We care for the health and well-being of people at all stages of life.**
We address diaper need around the world through initiatives like the National Diaper Bank Network and the Singapore Diaper Bank. We enable cleaner and safer working environments through education. We are innovating to develop baby diapering and adult incontinence solutions.
- 2 We challenge stigmas and champion the progress of women everywhere.**
We fight menstrual stigmas around the world through brand communications and education programs. We work to alleviate period poverty through product donation and brand-led programs like SheCan.
- 3 We champion a world where all enjoy access to clean water and sanitation.**
In partnership with others, we help deliver solutions to the global sanitation crisis that affects 2 billion people. We advocate for societal change to promote water, sanitation and hygiene (WASH) access for all.

Make lives better through purpose-driven brands

Advance the well-being of

1 billion people through innovation and programs that deliver essentials to underserved* communities by 2030

*We identify "underserved" populations based on (1) inability to pay for existing products, (2) inadequate distribution; (3) under-developed waste-management infrastructure; or (4) other disparities such as lack of education, social stigmas, etc.

Aspirations

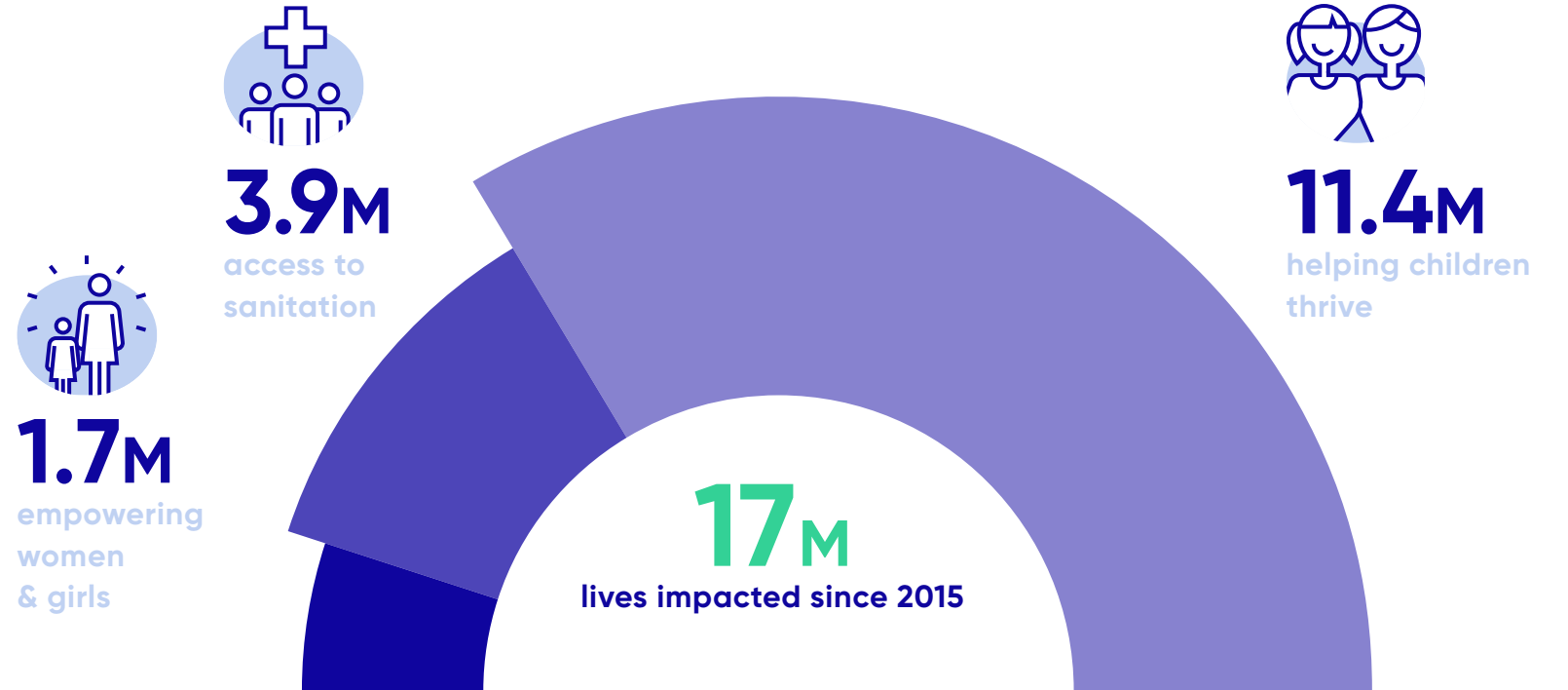


2019 Performance

In 2019, our brands continued to deliver programs and initiatives that made a difference to people and communities around the world.

Many of these programs were aligned to the work of the Kimberly-Clark Foundation, which helps carry out efforts through social and community investments that increase access to sanitation, help children thrive and empower women and girls.

Since 2015 we have made significant progress towards our 2022 goal to improve the lives of 25 million people in need.



Increasing Our Ambition and Broadening Our Scope

Done right, the benefits of social impact initiatives ripple outward from direct to secondary and tertiary beneficiaries. Our Touch of White Angels program provided training and professional support to maternal and newborn health professionals in over 200 hospitals across China. Initially, we only accounted for hospital workers who received training, but have since recognized that each of these hospital workers was then able to offer better care, improving the lives of mothers and babies.

As a result, **we have updated the impact of the Touch of White Angels from 150,000 to 7.1M over the life of the program**

We have also added the impact of a program in Australia and New Zealand schools. **U by Kotex®** has been providing a standardized curriculum where none existed before, along with teaching materials and sample packs.

Since 2016, **this program has reached:**
734,000 girls in Australia
300,000+ students in New Zealand



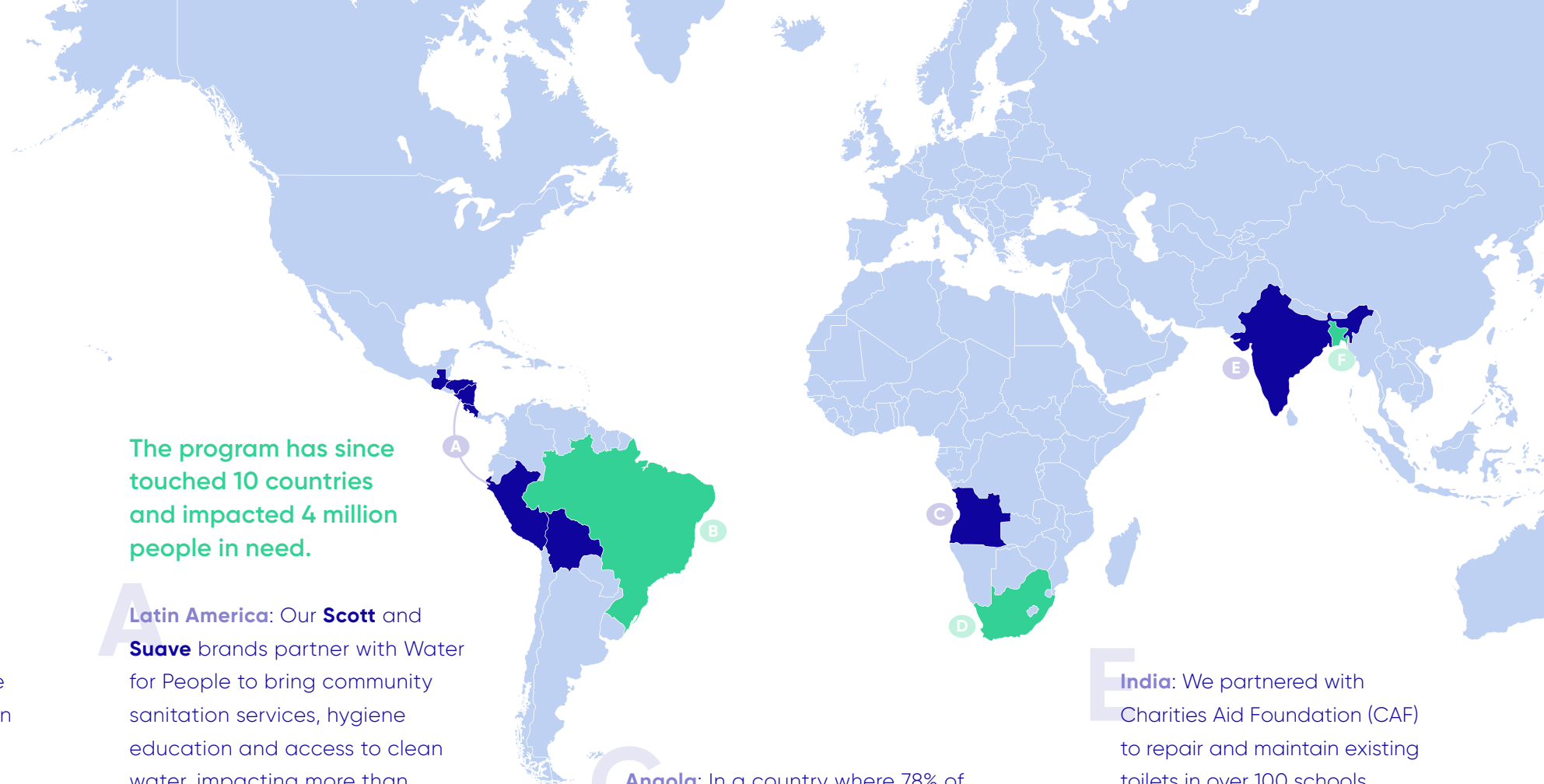
Five Years of Toilets Change Lives

Two billion people around the world lack access to basic sanitation, leading to the spread of infectious disease and impacting human dignity.

Without proper facilities, children fall ill and miss school. Millions of girls also miss school when menstruation becomes too hard to manage because of a lack of toilets at home or at school. Women often lack safety and privacy when the only toilets are out in the open.

To create positive change, in 2014 Kimberly-Clark launched Toilets Change Lives, a multinational program that funds solutions to the global sanitation crisis. Through consumer awareness, NGO partnerships and on-the-ground activations, we're bringing toilets, sanitation education and increased health, safety and dignity to many of the world's most vulnerable communities.

The program began in the United Kingdom in 2014 as a partnership between our **Andrex** brand, UNICEF and retailer Sainsbury's to donate a portion of each **Andrex** sale to UNICEF sanitation efforts in Angola.



The program has since touched 10 countries and impacted 4 million people in need.

A **Latin America:** Our **Scott** and **Suave** brands partner with Water for People to bring community sanitation services, hygiene education and access to clean water, impacting more than

96,000 people
6 countries
233 communities
145 schools

B **Brazil:** **Neve** partnered with UNICEF to support their WASH programs, impacting more than

1M people

C **Angola:** In a country where 78% of the rural population lacks access to a toilet, **Andrex** and UNICEF have given access to safe and clean facilities to

464,000 people

D **South Africa:** Our **Baby Soft** brand partnered with WaterAid to support the WASH agenda and implement WASH best practices in five schools. The project is expected to benefit

7,000 people

E **India:** We partnered with Charities Aid Foundation (CAF) to repair and maintain existing toilets in over 100 schools and daycare centers, and to recruit children to be change agents for sanitation. The effort impacted more than

133,000 people

F **Bangladesh:** **Andrex** partnered with WaterAid to build and renovate public toilets in three urban centers, which has resulted in more than

1.65M uses



No Baby Unhugged in Latin America

We know that those first moments of a baby's life are some of the most important, and that Early Childhood Development (ECD) programs are critical to helping babies meet their full potential. That's why our **Huggies®** brand partnered with UNICEF in 2019 to launch No Baby Unhugged in Latin America.

No Baby Unhugged supports UNICEF's ECD programs, which aim to improve children's lives and engage parents in nurturing care and positive parenting practices.

The UNICEF / Kimberly-Clark Partnership spans 16 countries in Latin America and the Caribbean and is expected to improve the lives of nearly 2 million babies and young children.

441,489
lives impacted in 2019

The Program:



Ensures babies receive quality services, including neonatal care



Creates baby-friendly environments at hospitals and clinics



Trains frontline workers to provide essential services for young children



Ensures that families have the support they need to care for their children and provide a safe and enriching environment for child development

Alliance for Period Supplies

One in four American women struggle to purchase period products due to lack of income. To address that need, our **U by Kotex®** brand partnered with the National Diaper Bank Network in 2018 to become the founding sponsor of the Alliance for Period Supplies (APS).

The Alliance distributes period products to existing network partners throughout the United States, and from there to women and girls who need them.

Each month, APS Allied Programs serve 42,000 individuals.

11.8M
period products donated in 2019

Overall Impact of U by Kotex® Donations to the Alliance for Period Supplies



26.8k
clients helped every month



1.1M
worry-free days



225k
worry-free cycles



18,750
clients with a worry-free year



#SheCan Fund

Our **Kotex®** Malaysia team is helping women turn their ambitions into reality with the #SheCan fund. Following the theme “Open Doors for Her” in mind, the **Kotex®** Malaysia team created the #SheCan fund to inspire women throughout Malaysia. Using the **Kotex®** website and social media, the digital campaign invites women to submit an online application detailing their passion. A panel of judges reviews the entries. Winners are shortlisted and selected every three months.



One #SheCan fund winner designed a limited-edition Batik packaging to create greater relevance in the marketplace. Another winner debuted her clothing collection during Kuala Lumpur's fashion week.



The #SheCan fund has motivated women to break down barriers and pursue their passion because – period or not – Kotex® believes they CAN.