



HEALTH • HYGIENE • HOME

RB plc (formerly Reckitt Benckiser): The world's leading consumer health & hygiene company.

Our **vision** is a world where people are healthier and live better

Our **purpose** is to make a difference by giving people innovative solutions for healthier lives and happier homes



HEALTH

Good health is the key to happiness



HYGIENE

Hygiene is the foundation of healthy living



HOME

Home is the centre of family life

Operations in **60+ countries** – with multinational leadership teams

47 nationalities in amongst our global leadership community

45 production facilities world-wide, **c.37,000 employees**

19 Powerbrands representing 80% of net revenue



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Our sustainable goals for 2020

Reach over
200m

people to improve
their health
and hygiene

1/3

net revenue from
more sustainable products

1/3

reduction in
carbon footprint
and water impact

Our values drive our unique culture

Ownership
Doing whatever it takes to win

RB people

- Show determination to deliver and never give up, despite obstacles
- Do not wait to be asked or told, but identify what needs to be done
- Own the outcome and do whatever it takes to get there

Partnership
Leveraging relationships for outperformance

RB people

- Use conflict appropriately and resolve it quickly to enhance overall effectiveness
- Seek to maximise individual and collective wins
- 1+1=3 attitude

Entrepreneurship
Daring to be different, taking calculated risks

RB people

- Offer an independent viewpoint and challenge the status quo
- Passionately turn creative ideas into effective business solutions

Achievement
We don't just aim high, we strive for outperformance

RB people

- Require and inspire others to deliver stretching objectives
- Display a high sense of urgency and speed of action