

LBG Australia / New Zealand

Annual Benchmarking Report

08



2008

Unilever Australasia Company Report

Thank you for participating in the 2008 LBG Australia and New Zealand benchmarking exercise.

The report details your corporate community contributions for 2008, benchmarked against companies from your sector and also against LBG Australia / New Zealand member companies who have participated in 2007 and 2008:

| | |
|------|--|
| 2008 | 34 companies (Listed on the back page) |
| 2007 | 27 companies |

More information and analysis is available in the 2008 Annual Benchmarking Report, as a PDF download from our website:

www.lbg-australia.com

We look forward to working with you in 2009.

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LBG Manager
November 2008



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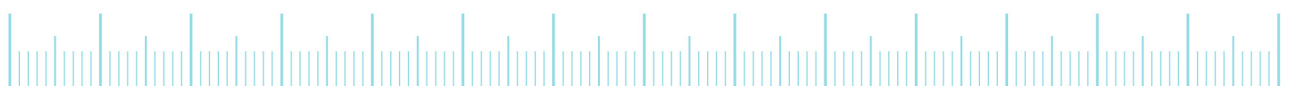


2008

2008 LBG Australia and New Zealand Headline Performance

| Headline performance | 2008 | 2007 | 2006 |
|--|---------------|---------------|--------------|
| Number of members making a return | 34 (89%) | 27 (93%) | 14 (100%) |
| Total contributions reported | \$158,507,778 | \$117,924,070 | \$33,080,179 |
| Average estimate of contributions captured | 80% | 80% | 77% |
| Contributions per employee | \$372 | \$213 | \$143 |
| Total contributions as % of pre-tax profit * | 0.36% | 0.56% | 0.43% |
| Total contributions as % of revenue ** | 0.08% | 0.06% | 0.05% |
| Average % of employees having paid time off to volunteer | 8.4% | 4.8% | 3.7% |
| Average % of employees undertaking community activities | 9.4% | 6.3% | 8.1% |
| Total leverage reported | \$85,854,196 | \$43,703,694 | \$28,084,886 |

2008 * 26 of the 34 members have reported pre-tax profit figures.
 ** 26 of the 34 members have reported revenue figures.
 2007 * 17 of the 27 members reported pre-tax profit figures.
 ** 24 of the 27 members reported revenue figures.
 2006 * 8 of the 14 members reported pre-tax profit figures.
 ** 12 of the 14 members reported revenue figures.



2008

Your 2008 Community Contributions Data at a glance

| Your 2008 LBG Community Contributions | \$AUD | %** |
|---------------------------------------|------------------|----------|
| Total community contributions | 1,959,574 | |
| Cash | 1,150,715 | 59 |
| Time | 368,738 | 19 |
| In-kind support | 440,121 | 22 |
| Management costs | | 0 |
| | | |
| | | % |
| Charitable Donations | 555,774 | 28 |
| Community Investment | 856,144 | 44 |
| Commercial Initiatives | 547,656 | 28 |
| | | |
| | | |
| Mandatory Contributions | 0 | |
| Leverage* | 204,993 | |
| | | |

* Funds raised by external partners because of your direct involvement

** This percentage split includes management costs which are not included in charts in 2A & 2B



2008

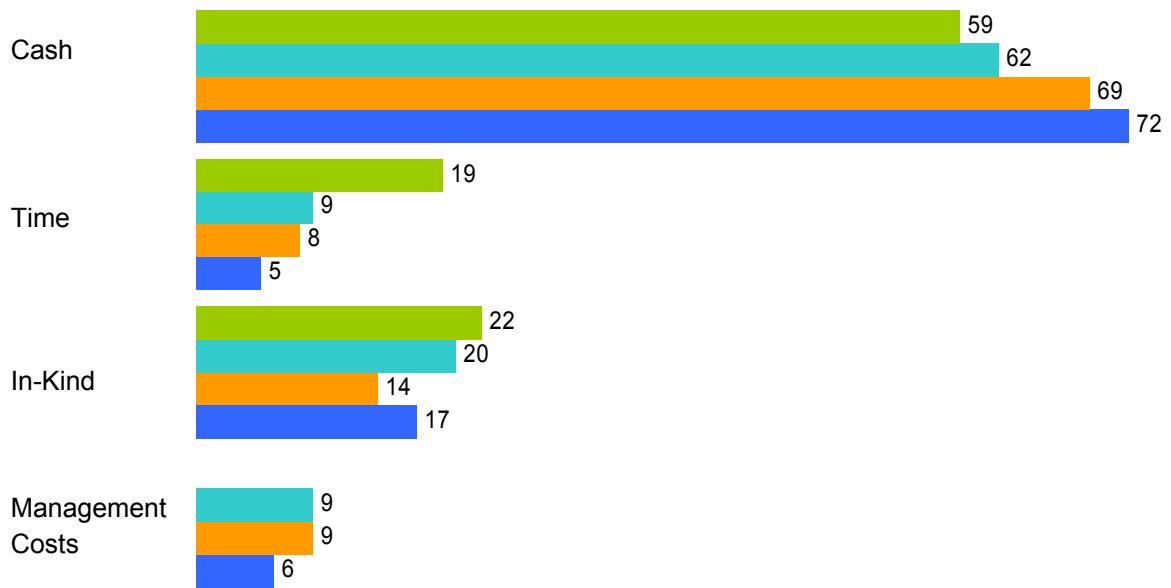
Your Contributions

1A. How You Contribute (%)



■ Cash
 ■ Time
 ■ In-kind
 ■ Management Costs

1B. Benchmarked (%)



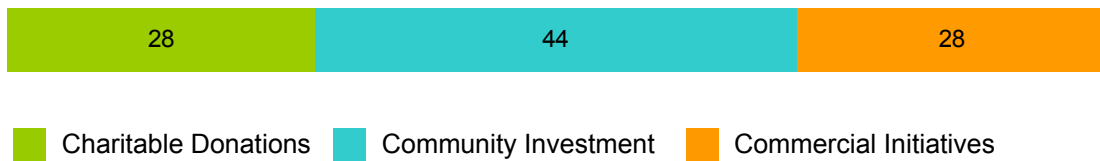
■ Unilever 08
 ■ LBG A/NZ 2008
 ■ LBG A/NZ 2007
 ■ Consumer Goods



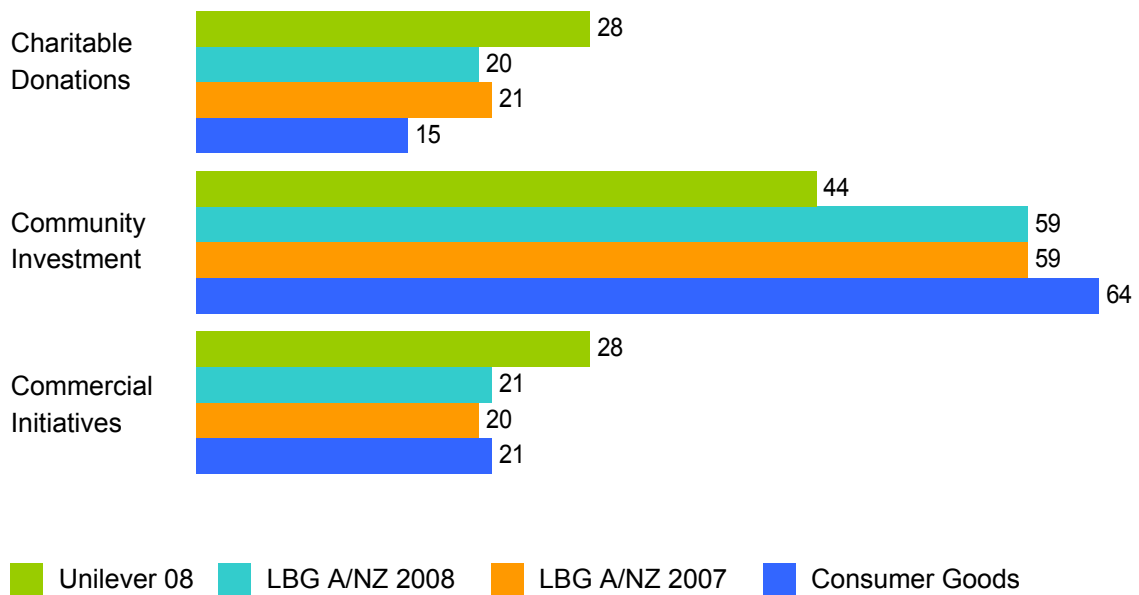
2008

Why You Contribute

2A. Why You Contribute (%)



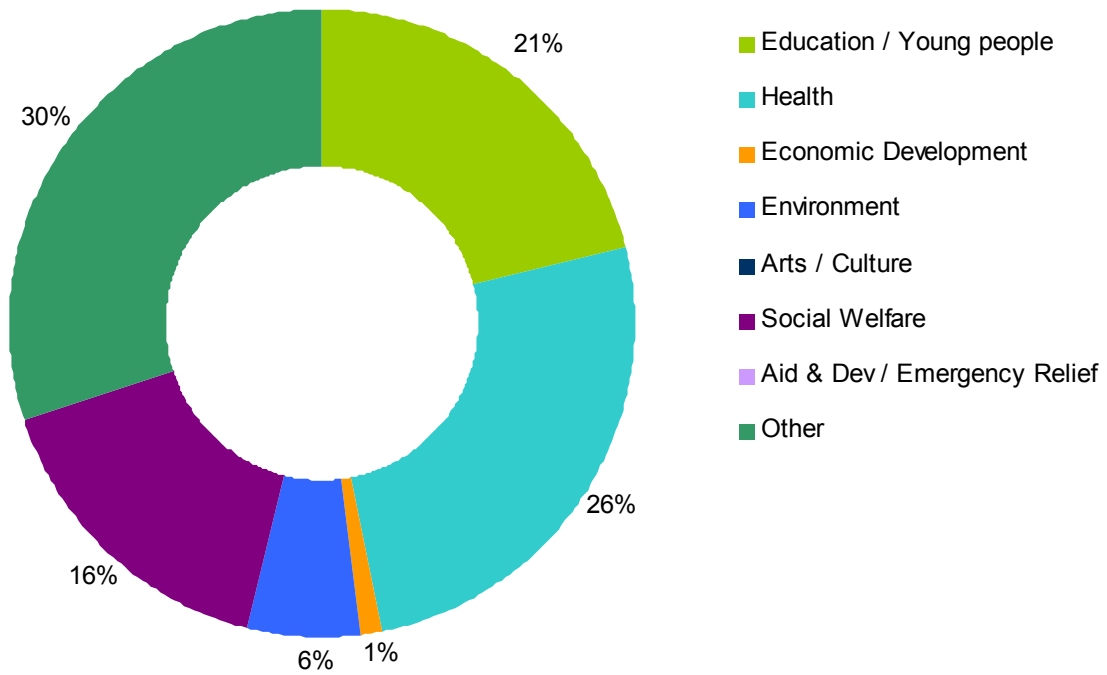
2B. Benchmarked (%)



2008

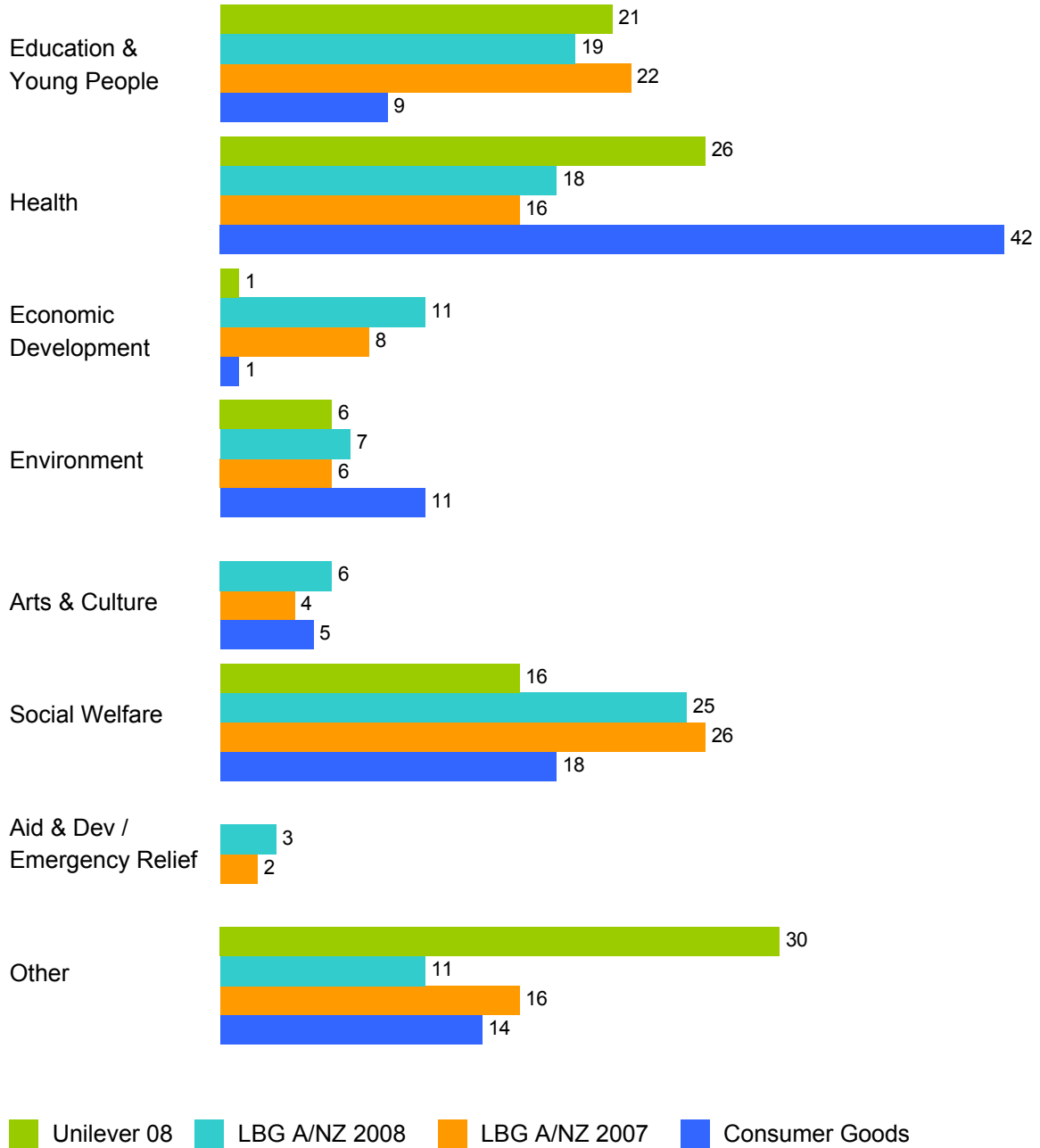
What You Support

Standard LBG Categories



2008

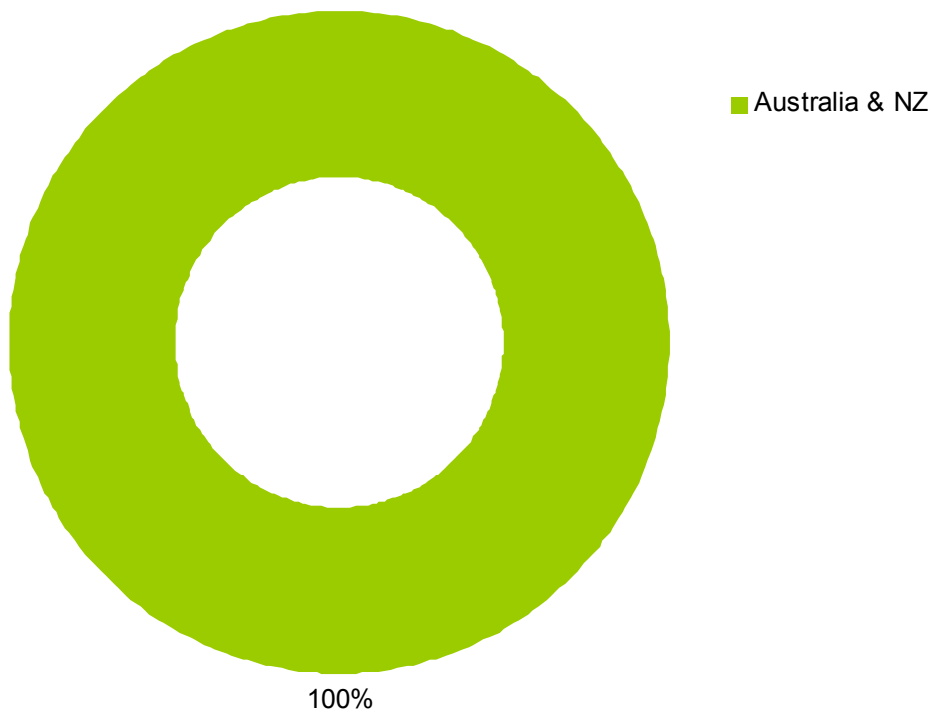
Benchmarked (%)



2008

What you support – Unilever Australasia Specific Categories (data not supplied by Unilever Australasia)

Geographic Spread



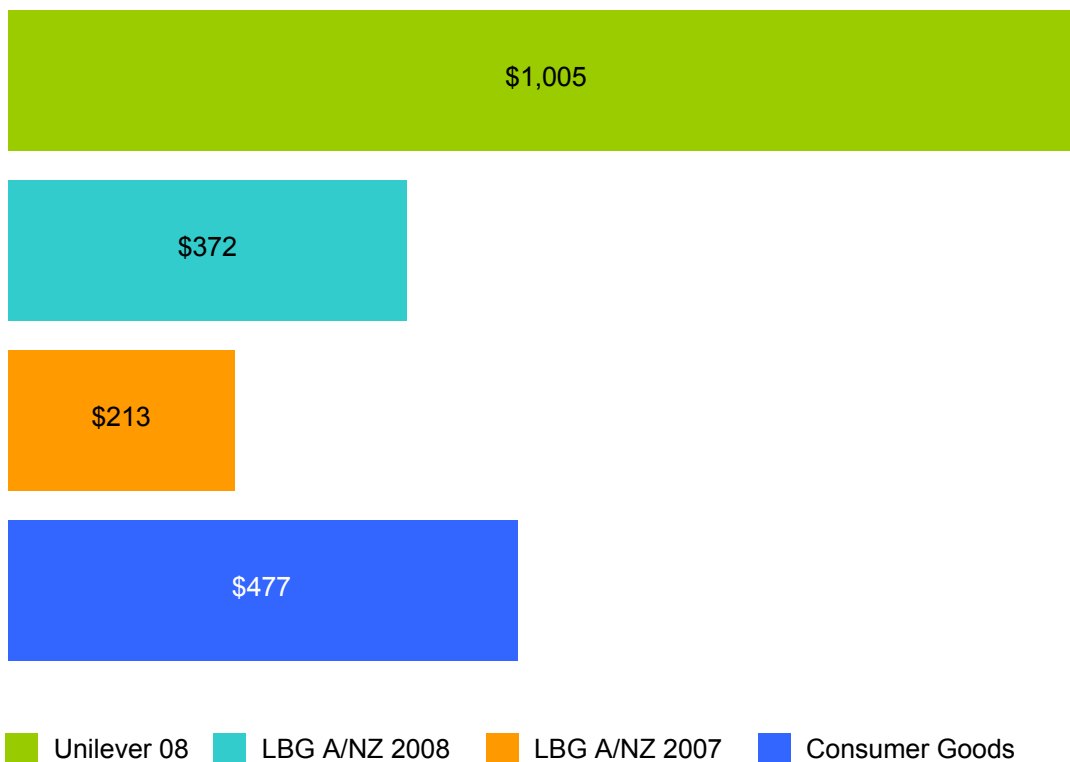
2008

Analysing and comparing your total contributions

Companies use various benchmarks to assess the actual and comparative level of their community contributions. Through LBG, we're able to provide three indicators – the amount contributed:

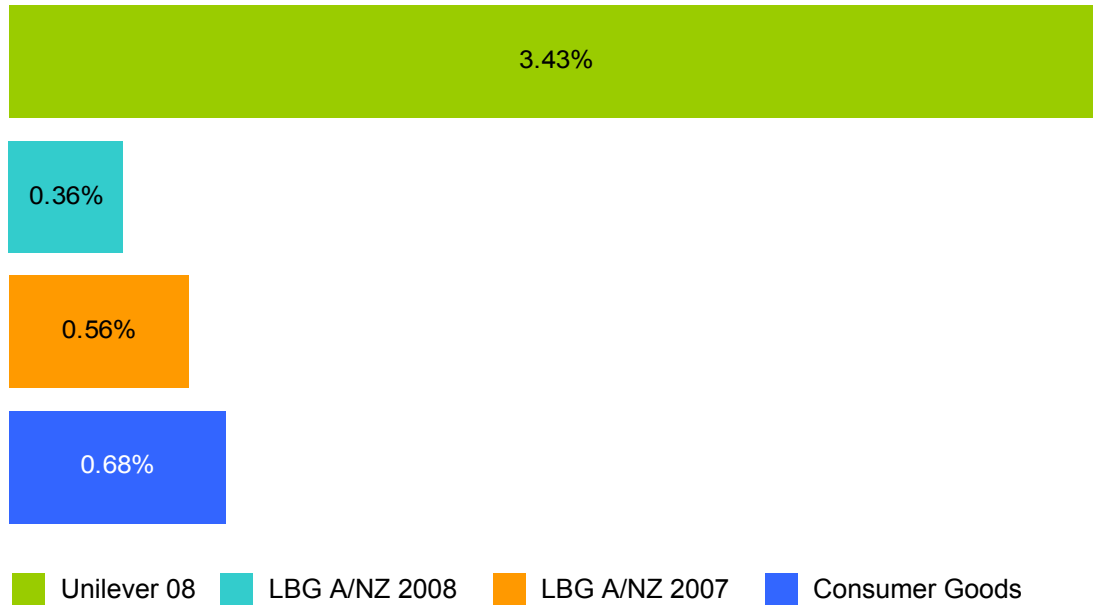
- Per FTE employee
- As a percentage of pre-tax profit
- As a percentage of total revenues

Contributions per FTE employee

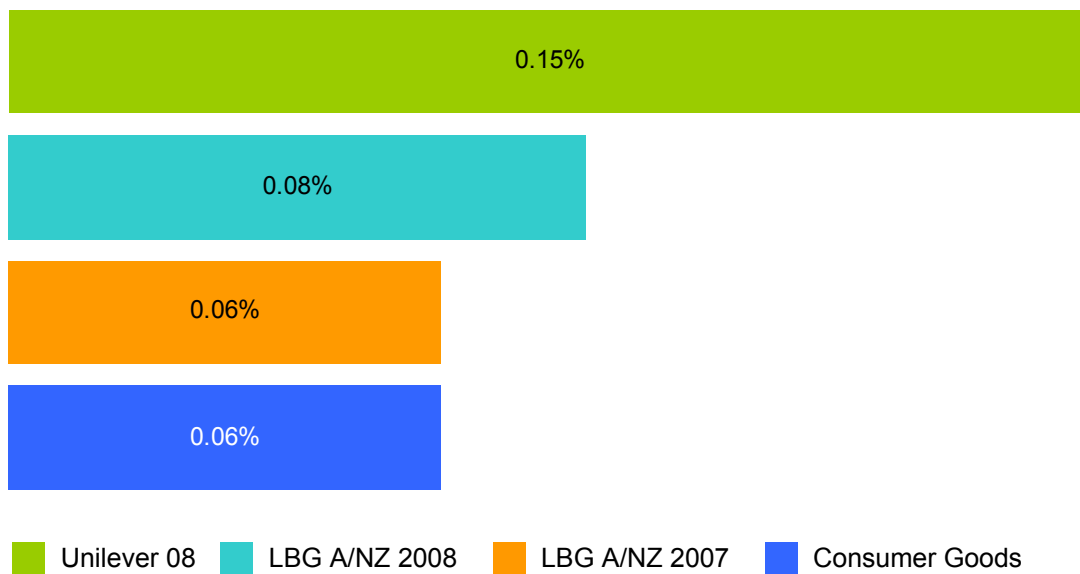


2008

Contributions as a % of pre-tax profit



Contributions as a % of total revenue



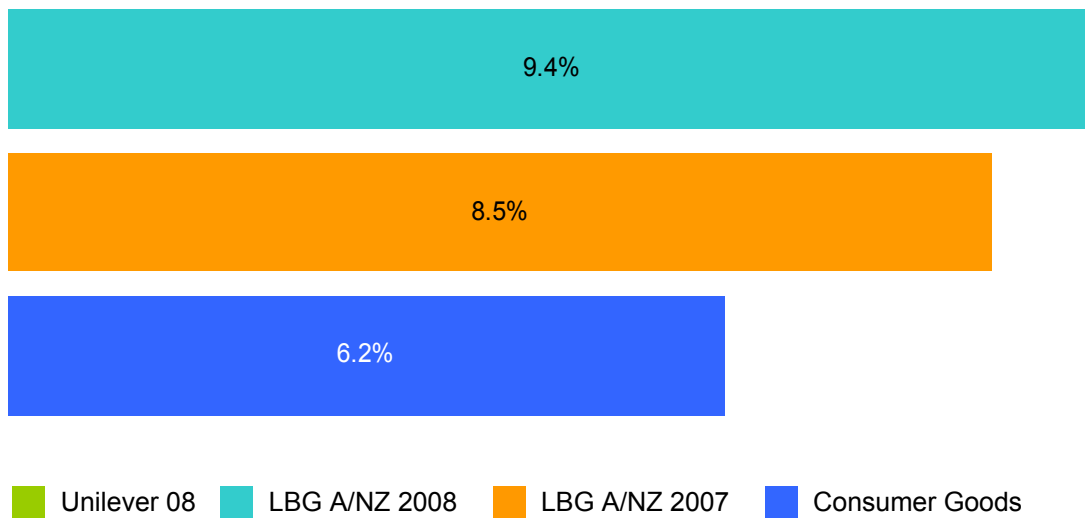
2008

Your management costs and CCI staffing levels

Management Costs (as a % of total contributions)

We provide some analysis of the management overheads associated with running community investment programs, identifying staff and other costs which are specifically incurred in order to manage and communicate the program effectively. It should be borne in mind that management approaches vary considerably across the membership, from 'light touch' to 'hands-on' (for instance an actively managed employee engagement program will require 'above average' resourcing)

(management costs were not supplied by Unilever Australasia)

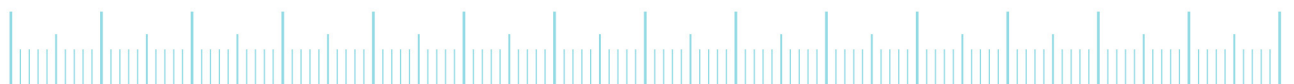


Number of Unilever Australasia
Community Investment
personnel (FTE's)

1.1

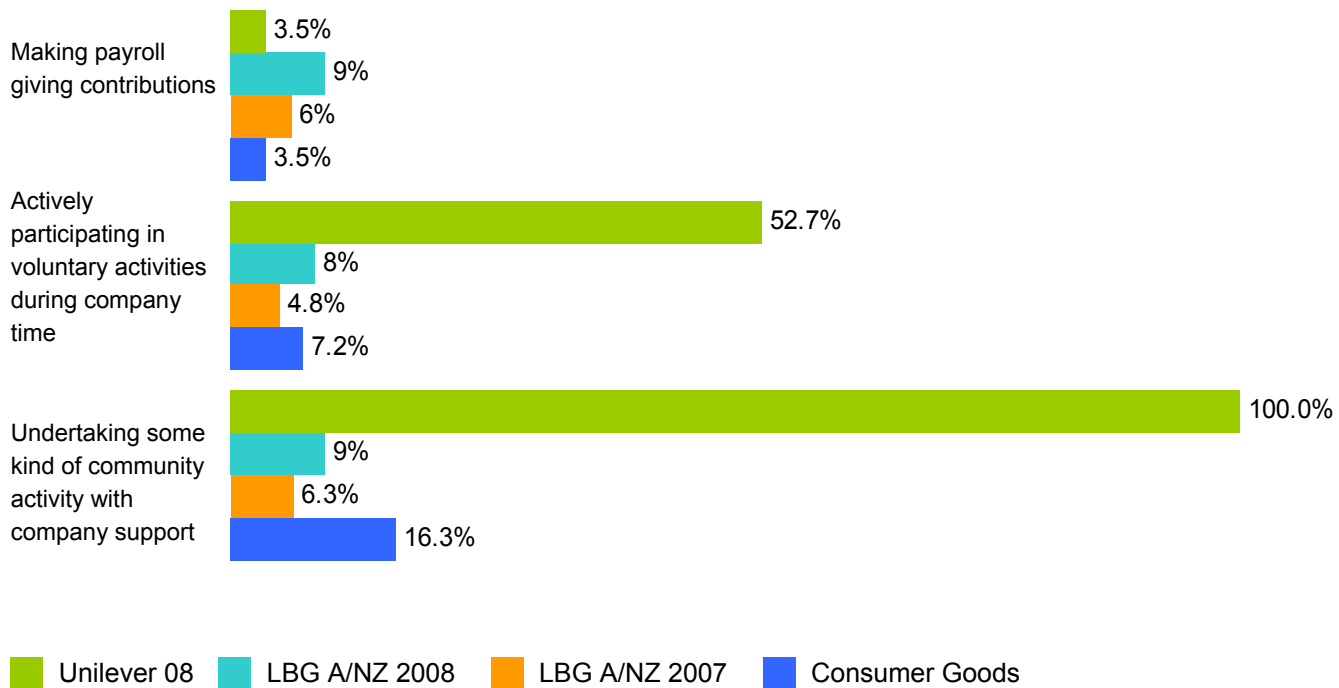
LBG A/NZ 2008 average

2.83



2008

Employee involvement



2008

