

# Corporate Press Kit 2011

## ECOVER AT A GLANCE

Date Founded	1980
CEO	Michaël Bremans
R&D site	Malle, Belgium
Production sites	Malle, Belgium Hesdin l'Abbé, France
Office locations	Malle, Belgium Hesdin l'Abbé, France Newbury, UK Long Beach, CA, USA Steffisburg, Switzerland Stuttgart, Germany
Website address	<a href="http://www.ecover.com">www.ecover.com</a>
Stock exchange listings	Privately-held
2009 Consolidated Revenue	€ 64.917.000
2010 full-time associates	153

## ABOUT ECOVER

Since 1980 Ecover has been devoted to developing and producing effective and ecological washing and cleaning products made from plant-based and mineral ingredients. Ecover's aim is to provide effective, sustainable washing and cleaning solutions that can be used daily by people all around the world.

Ecover's ecological principles extend far beyond the products they create. Ecover's vision of sustainability takes ecological, economic and social aspects into account from the origins of the raw materials, to the complete biodegradation of the final products. Strict criteria are employed along the way as guidelines for all business operations, from selecting raw materials, through production methods to full decomposition of the end products. Ecover products are manufactured in the unique, world-famous ecological factories in Malle, Belgium and Boulogne-sur-mer, France. The factories are crowned with a green roof where plant vegetation grows creating a temperature regulating and noise-dampening insulator throughout the year.

Ecover employees keep the factory's energy consumption to a minimum and turn the lighting and heating on only when really necessary. Ecover employees are encouraged to travel to work by bicycle or car pool and receive a salary incentive for their efforts.

Ecover is a company that operates with sustainability at its very core and has gained knowledge from years of experience that it is a feasible way to operate. Ecover is constantly innovating and pushing boundaries to create new and more effective products that have a minimum impact on the environment.

For more information, please visit [www.ecover.com](http://www.ecover.com)

## MAJOR HIGHLIGHTS

### 2007 – 2008 THE ECO-ENQUETE

At the end of 2007, Ecover surveyed more than 22,000 European consumers regarding their opinions on the environment, recycling, what government and companies should do more of and so much more. **The survey revealed what matters most for conscious and ethical consumers in Europe today.**

### 2008 THE ECOVER MOBILE

A sophisticated **portable and transportable trailer** constructed from ecological and recycled materials helps visitors visualize and understand the various aspects of ecological living and cleaning. Equipped with solar energy and interactive technology, Ecover reaches out to more people than ever to show how you can make your home a healthy one.

### 2008 PRODUCT OF THE YEAR

No less than 6,000 Belgian consumers gave their vote for the most innovative products of the year. Ecover's Toilet Cleaner won best new product of the year for **innovation, design and customer satisfaction.**

### 2008 "HERO OF THE ENVIRONMENT" TIME MAGAZINE

On an annual basis, in a special report "Heroes of the Environment", TIME magazine honors a few people who are changing the world. They include leaders, visionaries, moguls, entrepreneurs, activists, scientists and innovators. In 2008 TIME selected a group that they call "**eco-pioneers who are fighting for a cleaner and greener future**". So, for the 2008 report, that is how TIME found and picked Ecover .

### 2008 REFILL 15 liter BAG IN BOX

Less is more. Ecover launches a **new refill box** to replace the 6.5 gallon containers previously used as part of its refill system. Less waste, a compact size and easy to recycle, the new refill box is also easier to handle.

2008

## SPRAY BOTTLE GETS REDUCED

Ecover's spray bottles are reduced in weight by 3 grams. At first sight, this does not seem much, but, looking closer it turns out that this packaging reduction **saves Ecover 4.8 tons of plastic** produced a year. That alone is about 140,000 bottles.

2008

## ECOVER LAUNCHES BATHROOM CLEANER

Our **newest cleaning product for hard surfaces** removes soap scum and cleans bathroom surfaces. It is most suitable for shower, bath, sink, tap and tiles.

2008

## ECOVER IS NOMINATED FOR EXPORT PRIZE

Flemish export agency, Flanders Investment and Trade (F.I.T.), nominates Ecover, along with five other Flemish companies, for the annual Export Lion Award. The nomination recognizes Ecover for its **exceptional achievements in exporting its products** to more than 29 countries around the globe.

2008-2009

## ECOVER SWITCHES TO SAP

Globalization and growth creates the need to streamline the flow of data between the different Ecover locations and to work more efficiently. Hence, the switch-over to an **international standard ERP solution** became a necessity for Ecover. The ultimate choice was SAP.

2008-2010

## ECOVER AND WATERAID

Ecover launches a **three-year partnership** with international charity WaterAid. This partnership supports a project in Ethiopia, providing sustainable and ongoing access to safe water, sanitation and hygiene education. [www.ecover.com/wateraid](http://www.ecover.com/wateraid)

2009

## ECO-SURFACTANTS

After seven years of groundbreaking research, Ecover R&D developed an innovative new process using a special 'bioreactor' to produce a surfactant using a **biochemical, low energy process** on this kind of scale. Tests show that it provides supreme cleaning that is as powerful as the conventional market leaders, as well as complete biodegradability and low toxicity. The use of Eco-Surfactants in washing and cleaning products is patented by Ecover.

2010

## INNOVATIVE PLASTIC PACKAGING MATERIAL

All Ecover plastic packaging will be replaced in 2011 by a new type of plastic derived from sugar cane. By far the majority of materials for plastics are derived from petroleum. With this new concept Ecover provides an ecological alternative. The emission of greenhouse gases is reduced up to 75% across the entire process and this new type of plastic can be recycled 100% together with existing plastics. Ecover is a pioneer for using this innovative material and remains at the cutting edge of ecological ingenuity like a true leader in sustainability.

2010

## STAIN REMOVER, NEW YORK TIMES REVIEW

In their Home and Garden section, the New York Times online editorial featured a "Road Test" on various laundry stain removers. Ecover was evaluated as the "best performer for the environmentally friendly products."

2010

## 30 UNDER 30 CONTEST

In celebration of Ecover's thirty years of sustainable innovation, we sought to find responsible leaders under the age of 30 to honor their efforts in actively facing environmental challenges. The contest ran throughout September by having entrants submit a brief bio along with a statement of their contributions. After the submission process, the selected panel of judges, professionals from the environmental industry, narrowed the participants to the top 30. From there, the public also had a chance to vote through Ecover's Blog and Facebook page. On November 10th, these votes along with the panel's final assessments congratulated Ecover's 30 Under 30 grand prize winner in New York City with the grand prize from Environment Furniture ([www.environmentfurniture.com](http://www.environmentfurniture.com) <<http://www.environmentfurniture.com>>) - which is a leading source of furniture made from materials that are either reclaimed, recycled or repurposed wood and canvas. Each of the 30 finalists were also recognized with a year supply of Ecover products.

2010

## ECOVER SPONSORS THE GREEN BLOGGER CON

Ecover sponsors the Green Blogger Con, hosted by EcoStiletto. On November 10th, 2010, at the Environment Furniture showroom in SoHo, NYC, Ecover sponsored the conference and panel discussion focused on social media and sustainability.

2010

#### SIERRA CLUB GREEN HOME CERTIFICATION

Ecover has been GreenCheck certified by Sierra Club Green Home for “legitimate and meaningful effort to offer products or service that is more sustainable than what is commonly available”. The application process analyzed Ecover’s sustainable business in these areas: indoor air quality impact, energy usage, water usage, material usage, waste, customer education, provider health and provider business practices.

2010

#### ECOVER TURNS 30

Thirty years ago Ecover’s founder acted upon the dream of a world of phosphate-free dish and laundry products, already seeing the damaging effects of conventional cleaning products on waterways and aquatic life. Today, Ecover celebrates its 30th anniversary of pioneering efforts with smarter science - still focused on the original mission of a more sustainable future.

## ECOVER AND SUSTAINABILITY

### Ecover Stands For Sustainable Business

At Ecover, respect, integrity, and commitment are core values. It is with respect to these values and the inherent ethos of the company that ecological, social and economic considerations plan an integral part of all decisions we make. For Ecover this is the only way to guarantee a sustainable future.

### Plant-based and Mineral Ingredients

Ecover products are mainly made of plant-based raw materials from sustainable sources. This minimizes any negative impact they have on the environment. This is beneficial for people and planet. Most conventional detergents and cosmetics are based on non-renewable resources such as fossil fuels. Extracting and processing fossil ingredients requires a lot of energy, promotes the depletion of finite resources and contributes to global warming by mobilizing fossil CO<sub>2</sub>.

Founded in 1980, Ecover has predominantly used plant-based raw materials from sustainably managed sources. These include derivatives from plants such as starches, acids, cellulose, surfactants (from rapeseed, palm- and coconut oil), or extracts such as essential oils from seeds, leaves, peels and other plant parts. These are either used directly or after processing to ensure full use of the hidden power of nature. In addition Ecover also uses minerals and mineral derivatives, such as carbonates, zeolites and silicates. These minerals or their components are found naturally in enormous quantities (for example, 75% of the earth's outer crust consists of silicates). Thus, there is no danger of depletion and permanent damage to ecosystems during the extraction of these minerals.

### Ecological Factory & Soft Chemistry

Ecover has its own pioneering ecological factories, mirroring Ecover's philosophies and working practices. This is important for workers, customers and the environment. Production of cleansing agents and cosmetics typically requires vast amounts of natural resources, energy and chemicals. This can create hazardous health conditions for workers and the community, as well as harm to the environment. Ecover's factories are designed to be energy efficient and clean running. Ecover factories operate with sustainability and the protection of

water at their core. During processing Ecover tries to remain as closely to the original raw material as possible. Also called soft chemistry.

The Ecover factory is oriented to take in maximum daylight through its large rooftop windows. The green roof covered with Sedum plants offers several benefits: it buffers the heat and cooling loads, reduces the urban heat island effect, improves and enriches urban biodiversity, buffers drain water, cleans and filters airborne particulates, and transforms CO<sub>2</sub> into oxygen. More than 35% of Ecover company cars are hybrid vehicles and employees are encouraged to commute to work by bicycle, by offering an attractive salary incentive.

### Effective and sustainable cleaning with a minimal impact on the environment

The European Union recently classified several additives used in most cleaning products and cosmetics as chemicals of high concern. Included in this list are substances such as phthalates that pose a threat to the immune system, while others are suspected to be carcinogenic. Furthermore some of these chemicals are bioaccumulative, meaning they can build up in the body tissue, and be passed on in the food chain, through pregnancy or elsewhere in living nature. Ecover products excel at cleaning and washing with sustainable ingredients and minimize harm to people and ecosystems.

### Fast and Complete Biodegradability

Ecover strives to minimize its impact on nature and people by using ingredients that are screened for their environmental effects or by developing innovative molecules that are sustainable. The components that form the basis of products such as dishwashing liquids are chemicals known as surfactants. These work by dissolving partly in water and partly in food and grime. Detergents generally end up in the aquatic environment (rivers, ponds, reservoirs, etc). It is therefore vital that they degrade fast and completely. Surfactants derived from petrochemicals are often toxic to aquatic life and do not completely biodegrade in all conditions, aerobic and anaerobic.

Legally, only surface active substances in the product need to be biodegradable. Ecover tests the complete product and not just the surfactants which make up just a part of the total formula. Ecover's tests include measuring aquatic toxicity and calculating critical dilution volumes, which is the amount of water needed to neutralize a functional dose of a product after it has been used.

## Clever Science

### ECO-SURFACTANTS

In 2009, Ecover developed the world's first Eco-Surfactant to be used in a hard surface cleaner - a powerful formulation that cleans deeper with less environmental impact. The Eco-Surfactants are created using an energy-efficient and entirely biochemical procedure powered by yeast.

### OPTICAL BRIGHTENERS

Ecover doesn't use optical brighteners that reflect light and make laundry appear brighter than it is. That's because they don't biodegrade or enhance the performance of your wash.

### PHOSPHATES

The entire Ecover range is completely phosphate-free. Phosphates cause irreversible damage to the aquatic environment - harming the planet long after they've left your drain. This kind of damaging chemicals is against everything Ecover stands for.

### FOAM BOOSTERS

Just because a washing-up liquid produces lots of bubbles, it doesn't necessarily clean any better. The bubbles come from foam boosters, which are harmful to the environment without enhancing cleaning performance. That's why Ecover washing-up products might not produce as many bubbles, but still clean brilliantly.

## RESEARCH & DEVELOPMENT

Ecover operates from its world famous ecological factories in Belgium and France and is globally respected as an organization which is forging the way for ethical companies of the future. Ecover's R&D site is located in Malle, Belgium. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation and voluntary labeling schemes. Ecover sets the standards for others to follow and has been recognized by the United Nations Environment Programme (UNEP) for their outstanding practical achievements for the protection and improvement of the environment.

### R&D Organization

Main Areas of Activity:

- New Product Development
- Raw Material Development
- Product Safety and Regulatory Affairs
- Quality Control
- Environmental Profiling
- Training and Support

### New Product Development

Ecover R&D is responsible for innovation and new product development\*.

This area covers:

- Market and consumer trends research
- Sampling and chemical analysis of market reference
- New product formulation
- Perform in-house cleaning tests
- Stability and fragrance testing
- Profiling of new products versus market references
- New product completion

### Raw Material Development

In addition to new product development, Ecover R&D also innovates in the development of new raw materials via:

- exclusive collaboration with industrial partners
- open cooperation with industrial partners
- funded research projects with universities
- long-term, open innovation

These new raw materials must be renewable, fully and quickly biodegradable and have a low aquatic toxicity. Examples of such developments are Eco-Surfactants, FAMEEs and APPs.

### Product Safety and Regulatory Affairs

- National and International Product Registration
- Material Safety and Medical Data Sheets
- Cosmetics Files
- Label Requirements
- Legal compliance

### Quality Control

Ecover R&D controls the quality of all incoming raw materials, bulk productions and outgoing finished products. High standards and strict procedures improve and guarantee the inherent product quality of all Ecover products.

Materials are inspected in different categories to meet different criteria.

- Incoming raw materials are tested on a variety of parameters ranging from simple physical aspects (such as granule hardness, absence of optical brighteners, color, moisture, active matter, acidity, etc.) to sophisticated chemical analysis for the presence of petrochemicals.
- Liquid bulk products are tested for viscosity, acidity, density and concentration. Powdered bulk products are tested for lumps of powder, level of dust and acidity.
- Outgoing finished products are monitored for correct filling and packaging.

### Environmental Profiling

Detergents are often toxic for the aquatic environment. The toxic effects of detergents on aquatic life are evaluated by Ecover R&D using toxicity tests with water fleas (*Daphnia magna*) and algae (*Selenastrum capricornutum*).

Detergents generally end up in the aquatic environment (rivers, ponds, reservoirs, etc). It is therefore vital that they degrade rapidly and biologically. Ecover measures the total aerobic biological breakdown. This is the level of breakdown that is reached when substances active on the surface in the presence of oxygen are completely broken down biologically by microorganisms (bacteria, fungus, etc) to minerals (CO<sub>2</sub>, NO<sub>3</sub>, SO<sub>4</sub>, etc). Legally, only surface active substances in the product need to be tested. Ecover tests the complete product and not just the surface active substances which make up just a part of the total formula. The test methods used are the Coupled Units Test and the Sapromat Test.

## Training and Support

Ecover R&D is responsible for:

- Management of Scientific Knowledge & Library
- Publishing and presenting research at international congresses, in scientific & professional trade journals
- Student Internships
- New Employee Training

\*Eco-Surfactants: In 2009, after seven years of groundbreaking research, Ecover R&D in cooperation with several European universities succeeded in developing the world's first 'Eco-Surfactant' using an energy efficient and biochemical production process powered by yeast.

Surfactants, the active ingredient in the majority of household cleaners are produced largely from petrochemical substances using high temperature and pressure processes. Most of these petrochemicals do not biodegrade completely. Ecover has always replaced these petrochemical ingredients with plant-based alternatives, but until now has had to follow the same ingredient manufacturing processes.

Ecover R&D has developed an innovative new process using a special 'bioreactor'. This is the first time that a surfactant has been produced using a biochemical, low-energy process on this kind of scale. Tests show that it provides supreme cleaning as powerful as the petrochemical market leaders as well as complete biodegradability and low toxicity. The use of Eco-Surfactants in washing and cleaning products has been patented by Ecover.

For a privately owned ecological cleaning product manufacturer to pioneer an ingredient that will change the face of ecological cleaning forever is quite a victory. However, now that Ecover knows it is possible to create powerful cleaning products from

plant-based and mineral ingredients in a natural way, Ecover R&D have set their goals even higher. Experiments are already in full swing so that they can use the Eco-Surfactants in laundry and dishwashing detergents.

## Ecover diamond model

The Diamond Model is a tool to calculate and visualize the most relevant and quantifiable product-related aspects of the Ecover concept throughout the life cycle of the product. More particularly, it only refers to those aspects that can also be reliably quantified for competing products at a realistic and feasible cost.

The Diamond Model consists of 13 axes or quantifiable characteristics:

1. Renewable Resources
2. Green Chemistry
3. Resource Proximity
4. Primary Efficiency
5. Secondary Efficiency
6. Consumer Safety
7. Aquatic Safety (EC50)
8. Limited Aquatic Impact (CDV)
9. Aerobically Degradable Ingredients
10. Anaerobically Degradable Surfactants
11. Absence of Phosphorus
12. Absence of VOCs
13. Primary Packaging Optimization

On top of that, Ecover can ensure that all product claims are backed up by quantifiable data which arise from the Diamond Model. This honesty and transparency is important to Ecover. That is why Ecover decided to take the Diamond Model one step further and to have it validated and checked by an independent company: Vinçotte Environment.

## THE ECOLOGICAL FACTORIES

### Malle (Belgium)

Ecover built the **first ecological factory** in the world in 1992 in **Malle, Belgium**.

The **orientation** of the building follows the sun's movement from east to west. Strategically aligned rooftop windows allow maximum daylight to enter the building, so that the need for artificial lighting is limited.

The **construction frame** is made from laminated wooden beams of European pine; it is treated with borax salts to increase its fire resistance. Although this is not hard wood, the technique used ( i.e. tension gluing) gives the whole a strength and bearing power similar to that of slow-growing tropical hard woods.

The exterior **walls** and the interior partitions are constructed from brickwork using a special type of brick, the Poro+, which is made from a mixture of clay, wood pulp and pit coal dust. The brick-firing process here requires less energy and, after firing, these bricks are light and porous with good thermal insulating properties. The brick does, however, require a protective layer on the exterior and so the outside walls are covered with lime mortar.

The **floors** are constructed from concrete; this was necessary because of the heavy traffic by fork-lift trucks going back and forth around the clock. Wooden floors were placed in those areas where extra comfort was needed for long periods standing.

The factory in Malle has a surface area of 29,528 sq.ft. with 19,685 sq.ft. of **green roof**. This green roof consists of three layers: a sealing film, a layer of mineral perlite (as insulation) and a substrate with a roof covering consisting of various types of Sedum. This is a type of plant (known under many local names, including houseleek) that used to grow almost everywhere on roofs and which can resist long periods of drought or intensive heat; thus ideal for a roof.

All these elements provide an excellent **thermal and acoustic insulation**, both in summer and winter months. In the factory, which has neither general heating or air-conditioning, it is never colder than 39°F or warmer than 79°F. During the winter, local

heating is provided in the areas where extra heat is needed using radiant heaters running on natural gas.

## FACTS & FIGURES

Physical Address:	Industrieweg 3 2390 Malle Belgium
Architect:	Mr. Mark Depreeuw
Design & Construction Green Roof:	EGD Floradak
Construction Period:	September 1991 to the end of 1992
Total Surface Area:	29,528 sq.ft. w/ 19,685 sq.ft. green roof
Environmental Management Standard:	ISO 14001
2009 Annual Output:	Liquids : 4,226,752 gallons Powders : 6,613,867 lbs.

### Hesdin l'Abbé (France)

Ecover built her **second ecological factory** in 2007 in **Hesdin l'Abbé, France**.

As more and more consumers worldwide are becoming eco-minded, the demand for Ecover products continues to grow. As a result of this growth, the ecological factory in Malle reached its maximum capacity and a second factory became a necessity. Ecover found its ideal location in the **Parc Paysager d'Activités de Landacres**, a new industrial estate near Boulogne-sur-mer.

The industrial estate is embedded in a rural green zone and welcomes companies who demonstrate respect for the environment. It is the **first industrial area in Europe that has an ISO 14001 certification**, a quality assurance system that is monitored annually by external audits. This location truly reflects Ecover's concept of sustainability; as Ecover itself has been ISO 14001 certified since 2000.

By implementing measures inside the plant reducing noise pollution and by maximizing the amount of natural light drawn in, any negative effect on the local habitat due to loud noise and artificial lighting is kept to a minimum.

Furthermore, all decisions related to landscaping, building size, color of exterior, and construction materials were made **taking the natural landscape into account**. An illustration of this is how the slope of the roof is designed to blend in with the surrounding hills and building does not disturb the scenic landscape. The colors of the building reflect those found in the surrounding natural elements.

The factory in Hesdin l'Abbé has a surface area of ca. 32,808 sq.ft. (26,246 sq.ft. green roof) and is a prime example of **sustainable architecture**. Construction materials were selected according to specific ecological criteria: i.e. materials produced with the least amount of energy, with minimum environmental contamination, reusable and produced from inexhaustible raw materials. Therefore, while the use of high energy-consuming materials such as steel and aluminium was avoided, concrete is used only for the columns and parts of the exterior walls.

Laminated wood was selected for the beams. The large wooden fiber roof, natural red cedar-paneled exterior walls for the office areas, porous concrete panel exterior walls for the production areas, and the wooden flooring materials for the

entrance and other opening areas, made it possible to reduce the amount of energy consumed as well as CO<sub>2</sub> emissions during construction.

**Water preservation** is an important issue in the region; rain water can be recycled for the toilet and washroom use, as well for maintenance of the buildings and machinery. Green energy is supplied for both production sites in France and Belgium.

Because the site is **close to the harbour** of Boulogne-sur-mer and Calais, the distances to the different markets are reduced. Direct access to the harbor of Boulogne simplifies transport over water.

## FACTS & FIGURES

Physical Address:	Parc Paysager d'Activités de Landacres, Bd de Strasbourg 62360 Hesdin l'Abbé, France
Architect and Construction:	Takenaka Belgium N.V.
Construction Period:	June 2006 to the end of April 2007
Total Surface Area:	32,808 sq.ft. w/ 26,246 sq.ft. green roof
Environmental Management Standard:	ISO 14001
2008 Annual Output:	Liquids : 2,769,579 gallons

## MISSION & VALUES

### VISION

*"Ecover seeks to contribute to the process of creating economical, ecological and social change within our society to build a sustainable future for everyone."*

#### 1. To contribute:

Ecover accepts its share of responsibility in helping society to change. To make this happen Ecover starts with each and every employee. Everyone is required to make his or her contribution, take responsibility and, within the scope of his or her duties, look for new ways to help create momentum for change. To emphasize how each one of us can make a difference towards change, Ecover finds inspiration in the words of Anita Roddick, the late Founder and Owner of The Body Shop: "If you think that you are too small to have an impact, try sleeping with a mosquito in the room." Ecover as a company is convinced that it can make an important contribution in helping society to change through its employees.

#### 2. Economical, ecological and social:

The term 'economical' implies that Ecover has limited resources, yet Ecover uses these to fulfill its needs. The term 'ecological' describes how Ecover strives towards creating a better environment; a safer planet for everyone. The term 'social' refers to the responsibility vis-à-vis the people today, as well future generations.

Ecover subscribes to the concept of Sustainable Development (Our Common Future, 1987, World Commission On Environment and Development). Sustainable development is defined in the report as: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

For humans to live sustainably, the Earth's resources must be used at a rate at which they can be replenished. However, there is now clear scientific evidence that humanity is living unsustainably, and that an unprecedented collective effort is needed to return human use of natural resources to within sustainable limits. Founded in 1980, Ecover applies the principles

of sustainability in all aspects of its business. Since 2000, these principles were further incorporated into its business through the ISO 14001 certification which is audited annually.

### 3. Process of change:

In this context, change is moving towards a new way of living together as a society. Ecover sees this as an evolution, a gradual transition from one situation to another rather than a revolution with extreme measures. Ecover understands that it takes time to change and adapt to a new way of living, but every little effort counts.

### 4. A sustainable future:

Ecover believes that everyone has the right to a safe and healthy living environment and accepts its share of responsibility in helping to create this for people today as well as future generations. Everyone - old or young, rich or poor, organization or individual is responsible for contributing to clean water, clean air, fertile soil and sustainable energy. Ecover takes responsibility for its share.

## MISSION

*"Ecover offers efficient and sustainable solutions for the hygienic needs of people today and future generations."*

### 1. Efficient:

Ecover is fully aware that its products must be efficient, as this is what consumers have come to expect. At the same time, efficient does not mean that Ecover endorses performance that is unnecessarily excessive, e.g. "whiter than white".

### 2. Sustainable:

Sustainability lies at the core of everything Ecover does. Ecover strives towards developing products that meet the cradle-to-grave concept. This means that Ecover focuses on sustainability at every stage of its product's life. Ecover looks at the sourcing of our raw materials to ensure they cause no danger of depletion and permanent damage to eco-systems during extraction as well as the end use of its products (consumption phase). Finally, Ecover closes the loop by offering products with ingredients that biodegrade fast and completely in all conditions (absorption phase).

### 3. Solutions:

Ecover offers products that truly meet the needs of consumers. They must offer the same and full cleaning benefits that its competitors have to offer.

### 4. Hygienic:

Ecover products allow people to lead a hygienic lifestyle as people have come to expect without overcompensating the true level of hygiene required which may have adverse effects on human health. Cleaning products must simply do what they are designed to do. Within the meaning of hygiene, Ecover distinguishes between:

- Personal hygiene: is how one cares for his or her own body, including personal garments
- Domestic hygiene: is how one cleans his or her own home or living space
- Institutional hygiene: is the cleaning of schools, hospitals, etc.
- Industrial hygiene: is the cleaning of industrial sites

#### 5. Hygienic needs:

Ecover focuses on developing cleaning products that not only lead to clean results, but also facilitate this process. These can range from washing and cleaning products, to cleaning utensils (such as sponges or mops) or services (such as cleaning).

## STRATEGY

*"Ecover aims to achieve the highest possible shareholder and stakeholder value by developing strong brands."*

### 1. Highest possible value

Ecover strives to create long-term value. Sometimes it does not correspond to what offers the highest return in the short term. However, the intention is to ultimately achieve the best result.

### 2. Shareholder and stakeholder:

Ecover has a responsibility vis-à-vis any party who has an interest at stake in the company. Together they constitute to a fairly large group of stakeholders. Obviously the shareholder plays an important role as a stakeholder since his or her financial contribution provides the company with resources, assets and tools to run efficiently and professionally.

However, there are others who have an interest at stake. The nine most important stakeholders are identified in an internal Stakeholder Management System. Stakeholders are not ranked according to their level of priority, but measured by their relevance to a specific situation or unique set of circumstances.

1. Future generations
2. Nature
3. Consumer
4. Shareholders
5. Employees
6. Suppliers – subcontractors – transporters
7. Distributors
8. Governments (local, regional, national, international)
9. Neighbors

The interests of all stakeholders are important to Ecover. Ecover wants to mean something that goes beyond pure financial value and believes the company's continued existence is extremely important to all stakeholders.

### 3. Strong brands:

By developing strong brands, Ecover builds a strong market share. Ecover strives to be a trusted worldwide consumer brand and to be a market leader in ecological washing and cleaning products that are made for daily use from sustainable resources. Ecover aims to achieve this through pioneering research & innovation.

## GUIDING PRINCIPLES

These principles serve to guide Ecover. They are not absolute and are not inherent to Ecover alone. They are common ethical beliefs upon which Ecover builds its philosophy.

### Respect

For Ecover, respect is esteem for, or a sense of the worth that we give to different opinions and different cultures. We stand for a society that works and lives together and where all people are treated as equal.

### Integrity

Ecover expects that its employees support the mission and objectives of the company and, by fully standing behind them, work towards achieving them. Everyone within the organization, as well as any party doing business with Ecover, is expected to take its mission into account in all its aspects.

### Commitment

Ecover is committed to achieving its objectives using the resources available. The same level of commitment is asked from each and every employee.

## ECOVER MANAGEMENT

### Michaël Bremans, CEO

Mr. Bremans has served as Managing Director and subsequently as Chief Executive Officer and Member of the Board of Directors of Ecover since 1993.



As CEO, Mr. Bremans has seen the Belgian-based company grow and expand internationally. Having gained extensive experience in implementing the principles of sustainable development in Ecover's business strategies, he is committed to see continued future growth for Ecover's products in the market of ecological washing and cleaning. In October 2008, TIME magazine honoured Mr. Bremans as a "Hero of The Environment" along with 29 other eco-pioneers who are changing the world.

Mr. Bremans holds an undergraduate and graduate degree in Applied Economic Sciences of the University of Antwerp, Antwerp, Belgium. He serves in several professional organisations, as a board member of VKW Kempen and as a VOKA Chamber Ambassador in Malle. Mr. Bremans is a Fellow of the Royal society of Arts (UK). Prior to joining Ecover, Mr. Bremans began his career in the travel and services industry.

Mr. Bremans has appeared and presented at numerous conferences, seminars and universities where he lectures on issues such as Corporate Social Responsibility and Sustainability. He is author of the book "Eco Logica" (Lannoo) which was published in 2009.

In 2010, he was featured as a guest speaker for CleanTech, VKW Young Professionals, the PDMA - NL seminar "Innovation and sustainability" in Eindhoven, The Netherlands, Top Management Event 2010 in Brussels, Belgium ("Successful leaders on developing competitive and responsible companies") and World Forum Lille in France. He appeared on Flemish television in the program *1000 Zonnen*, on Flemish radio for Volvo Cars Belgium and was interviewed for *Ethicalcommunity.com* (UK). Most notably, Mr. Bremans was nominated for the 2010 Vlerick Award in Belgium.

## Philippe Lannoy, Finance Manager

Mr. Lannoy joined Ecover in 2005 as Finance Manager where he oversees the Financial and IT management of all Ecover companies, comprising the functions of IT, Accounting, Tax, Insurance and Legal. Having gained extensive consulting experience in the areas of corporate taxation and finance, Mr. Lannoy works closely with the CEO, Board of Directors and Core Team on an advisory level.



At Ecover, Mr. Lannoy acted as project sponsor for the implementation of SAP and managed projects such as the construction of Ecover's second production unit in France, job function classification and restructuring within the Ecover Group.

Mr. Lannoy holds an undergraduate and graduate degree in Applied Economic Sciences of the University of Antwerp, Antwerp, Belgium. Furthermore, he holds a postgraduate degree in Taxation Law. Mr. Lannoy is a certified accountant and tax consultant of the Institute of Accounting and Tax Consultants.

## Karim Ziane, International Operations Manager

Mr. Ziane joined Ecover as International Operations Manager in 2008, comprising the functions of Operations Management, Quality Management, Production Management, Planning & Materials Management, Purchasing Management, Supply Chain Management, Project Management and Safety & Environment.



He started his career at a manufacturing company for the automotive sector gaining hands-on experience on the production floor in areas of Quality, Logistics, Production & Planning. By the time he left the automotive business, he had developed and coordinated standardization production and logistics process-flows. From there on, Mr. Ziane intensively focused on lean process improvement management and all relevant methods and techniques relating to that matter in the metal, aviation and chemical industries. He served as Management Consultant for several years working for clients such as KLM & BASF. Throughout the span of his career, within the wide range of different projects and positions he served in, Mr. Ziane's central focus has always been on people, processes and systems.

Mr. Ziane holds degrees from the University of Ghent and the Vlerick School of Management in Ghent, Belgium.

## Rudy De Vis, International Sales and Marketing Manager

Mr. De Vis has served as International Sales and Marketing Manager of Ecover since 2008 comprising the functions of Ecover country management in the Benelux, UK, USA, Germany, Switzerland and France; as well as International Sales Development; International New Product Development and International Brand Management.



Mr. De Vis is a graduate of the University of Antwerp where he earned a Master's Degree in Applied Economics and the Vlerick School of Management in Ghent, where he earned a Master's in Marketing.

Mr. De Vis began his career at Jacobs Suchard as Assistant Brand Manager, and more recently worked at LU General Biscuits Belgium (Groupe Danone), gaining extensive experience in brand and key account management. Subsequently he joined Alpro N.V. of the Group Vandemoortele as International Marketing Manager (in the retail and health food channel) where he oversaw the transformation of a business from a production oriented company to a consumer oriented branded business by building strong brands based on core company values.