



Leadership  
Message

Our Business  
in 2020

Our Strategy for the  
Decisive Decade

Making  
Lives Better

Smallest Environmental  
Footprint



# Social Impact

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

But millions worldwide remain in need, lacking access to basic products and services that could dramatically improve their quality of life.

Through our social impact ambition, we aim to advance the wellbeing of 1 billion people in underserved communities.

## Social Impact

- Caring for Our Community
- Inclusion & Diversity
- Talent Development
- Human Rights & Ethical Practices
- Ingredients & Transparency
- Product Quality & Safety
- Environmental, Health & Safety



The Huggies Brazil team partnered with 12 NGOs across the country to donate and distribute over 1 million Huggies diapers to more than 3,000 families in need.



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# Program Ambition

Around the world, 500 million women and girls still lack access to menstrual health solutions and 2 billion people lack access to basic sanitation (World Bank). Countless babies are born with limited access to maternal and neonatal healthcare that could dramatically improve their quality of life.

We believe we are uniquely positioned to help tackle these challenges.



## Who Wants to Be a (Humanitarian) Billionaire?

Kimberly-Clark's chief scientist, Pete Dulcamara, believes we have an opportunity to become billionaires if we stop defining *billionaire* as someone who accumulates a billion dollars and instead define it as someone who helps a billion people.

At Kimberly-Clark, we see the connection between menstrual hygiene and sanitation, and know we have a huge opportunity to make an impact.

**We don't shy away from a challenge that has the potential to positively impact people's lives. When we address access to essentials like water, sanitation, and hygiene while at the same time breaking down barriers for women, it's not that difficult to see that we can all become billionaires.**



# Strategic Focus

As we launched these global ambitions amidst a global pandemic, our brands have been guided by purpose to ensure embedding social good sits at the core of their business. Here are some of our key programs and impacts since our program started in 2015.

## SDG



We care for the health and well-being of people at all stages of life.



We challenge stigmas and champion the progress of women everywhere in pursuit of gender equality.



We champion a world where all enjoy access to clean water and sanitation.

## Leading Brands



## Key programs and impacts

Our programs have impacted more than 16M since 2015 including:

**1.6M**  
Babies and young children benefited from No Baby Unhugged partnership

**1.5M**  
Lives impacted by National Diaper Bank Network (USA) since 2015 +

**\$500,000**  
Donations given to support education programs for safer, healthier workplaces +

Our programs have impacted more than 3M since 2015 including:

**1.3M**  
Students benefited from our U by Kotex program in Australia and the Pacific Islands

**\$15,000**  
Grants awarded to 30 female entrepreneurs to help them bounce back from hardships related to COVID-19 +

**>36M**  
Period products donated to the Alliance for Period Supplies since 2018 +

Our programs have impacted nearly 4M since 2015 including:

**1.7M**  
People benefited from Andrex partnering with WaterAid to build and renovate public toilets in Bangladesh +

**233**  
Communities given access to sanitation services and clean water through Scott's partnership with Water for People +

**1.25M**  
People benefited from Neve's partnership with UNICEF to support WASH programs +

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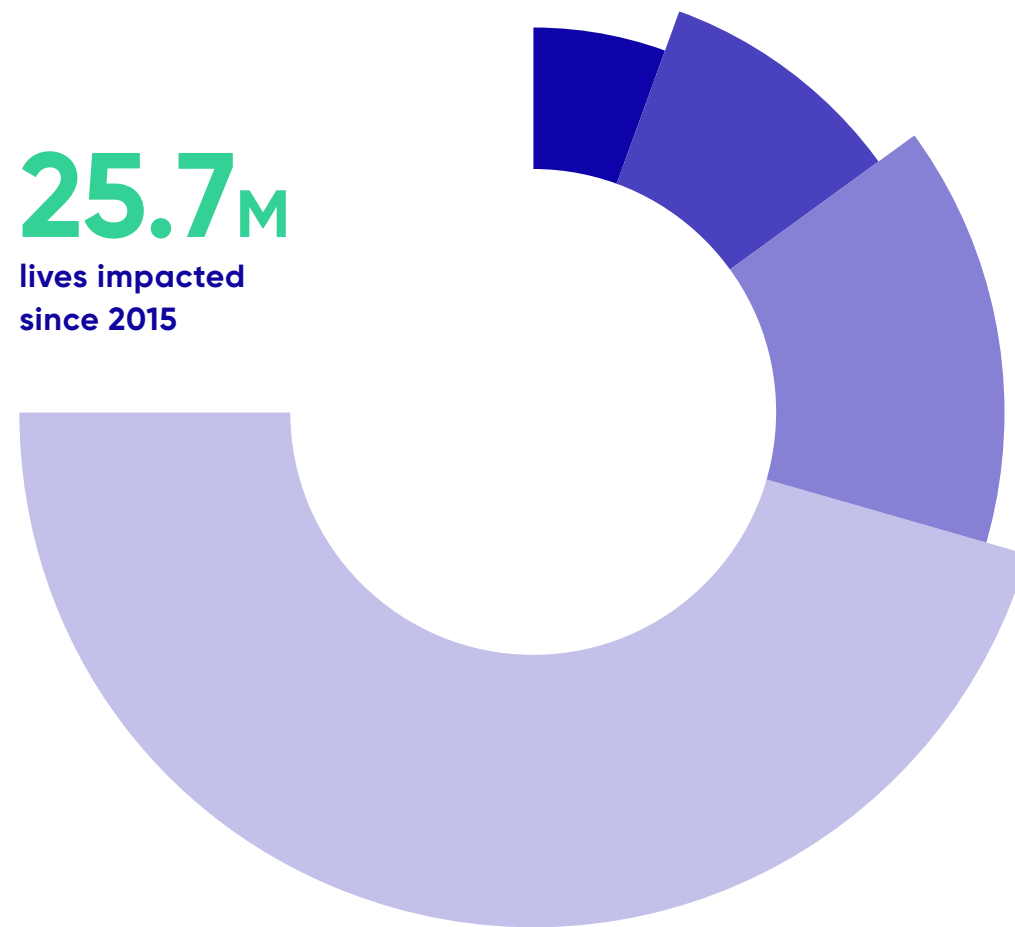
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# Goals and Performance


Throughout 2020, Kimberly-Clark and our brands reached 8.5 million people in vulnerable/underserved communities with our programs and initiatives, pushing us beyond our initial 2022 goal to impact 25 million lives.


These efforts are supported by the Kimberly-Clark Foundation, whose social and community investments aid in our work to increase access to sanitation, help children thrive, and empower women and girls.

While we recognize we have a long way to go to achieve our 2030 goal of reaching 1 billion people, we are laying the groundwork for accelerated impact in the years to come.



 **2.3M**  
COVID-19/other

 **3.2M**  
empowering women & girls

 **3.9M**  
access to sanitation

 **16.2M**  
helping children thrive

Advance the well-being of **1 billion people** through innovation and programs that deliver essentials to vulnerable and underserved\* communities

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



Photo Credit: Jannatul Mawa, WaterAid



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# Case Study: 100 Years of Leading with Purpose

More than a 100 years ago, World War I nurses began using Kimberly-Clark’s bandages as makeshift sanitary napkins, so they could continue their lifesaving work without worrying about their periods.

After the war, the resilience and resourcefulness of those nurses inspired the introduction of a whole new category of personal care products. They also inspired the launch of our Kotex brand.

Throughout the century that followed, those products have advanced, but the brand’s purpose has remained essentially the same: to ensure that a period never gets in the way of any woman’s progress. To make that promise a reality for women and girls around the world, Kotex takes a holistic approach to social impact.



## Purpose

We exist to ensure a period never gets in the way of any woman’s progress

To champion her progress, our social impact programs drive lasting change for women and girls

### Fight the Stigma

Working with our partners, we’re focusing on efforts to increase knowledge and make societal changes to eliminate period stigma.

### Open Doors for Her

Through local, brand-led efforts around the globe, we’re opening doors for women to pursue independent futures.

### Build Futures with Education

Particularly in the developing world, lack of menstrual hygiene management contributes to school dropout, stunting her future opportunities.



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# Fight the Stigma

Every day, somewhere around the world, more than 800 million women and girls are experiencing their period, yet 500 million of them lack access to hygienic period products. In both developing and developed nations, cultural taboos, discrimination, and lack of menstrual education create stigmas and barriers that impact women's and girls' rights, stifling their opportunities.

## She Can Initiative

Kotex's She Can initiative aims to fight stigmas and barriers by delivering menstrual health education and skills to more than 1.6 million women and girls in Nigeria, Vietnam, China, India, Brazil, and Colombia. Over three years, Kotex is devoting \$2.5 million to a combination of educational efforts, mass media campaigns, and skills-building trainings that help girls and young women take control of their menstrual health and their futures.



# Open Doors for Her

## Promoting Women's Innovation in the Sanitation Economy

In October, Kotex partnered with the Toilet Board to launch Women in the Sanitation Economy Innovation Lab, a six-month program that cultivates women-led and/or women's-health-focused startups. The program features five women-led businesses hailing from the United States, United Kingdom, and Kenya.

The participating businesses receive mentorship and training from 12 Kimberly-Clark global employees who help them roll out their services and products, including recycling solutions for menstrual products, waterless toilets, toilets for people with special needs, cloth diapers and laundering services, and sustainable menstrual products. We support these women entrepreneurs in their journey to achieve their goals and positively contribute to some of the world's most pressing sanitation issues.





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# Build Futures with Education

## U by Kotex Schools Program



Our U by Kotex Schools Program aims to prepare young girls for their first period by providing fully syllabus-compliant lesson plans, interactive digital teaching materials, and product samples to be delivered by someone they trust: their teacher. The program has been active in Australia and New Zealand since 2014, and in 2020, it expanded to reach over 30,000 students in Papua New Guinea, Fiji, and other Pacific Islands nations. Since 2016, the program has reached nearly 1.3 million students.

**We have the opportunity to positively impact people's lives in these countries by visiting high schools in local communities and providing education and products. We are creating normality around menstruating by starting conversations and challenging taboos.**

**Elizabeth Harrington**

U by Kotex Pacific Islands Manager





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# Caring for Our Community

Our caring value drives our culture, and we are committed to supporting communities through company giving and employee volunteerism.

## The Kimberly-Clark Foundation

In 1952, we established the Kimberly-Clark Foundation to support our commitment to charitable giving. The Foundation was built around our promise to be a good employer and a good neighbor, and to help those in need gain essentials through a portfolio of health, humanitarian, economic, and environmental initiatives.

Extending our impact beyond direct corporate funding and employee-led giving, the Foundation supports targeted causes through financial contributions, Kimberly-Clark product donations, and volunteer hours.

Each year, employees from Kimberly-Clark facilities around the world participate in a variety of volunteer activities to support local nonprofit organizations.

The Kimberly-Clark Foundation's Community Partners program recognizes the volunteer efforts of U.S. employees and their spouses, making \$500 grants to charitable organizations where those employees volunteer for a minimum of 30 hours per year. U.S. employees are able to double their donations to qualified charitable organizations through the Foundation's Matching Gifts program.



**\$42.2M**  
total giving in 2020



**\$1.4M**  
employee gifts matched in 2020



**\$1.9M**  
annual campaign contributions to  
United Way in 2020





# Brands Giving Back

In 2020, Kimberly-Clark's trusted brands led initiatives to provide better care for communities around the world.

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Making Lives Better

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## Kimberly-Clark



In the UK, Kimberly-Clark donated **1 million Andrex** toilet rolls, **248,000 Kleenex Brand®** tissue boxes, and over **100,000 Huggies** products, reaching **2,284 charities** across the country to help families in need.

## Poise



Poise in North America provided 50 grants to women-led businesses, **totaling \$500,000.**

## Scott



Our Scott brand in the United States committed **\$500,000 to Boys & Girls Clubs of America**, supporting the families of essential workers during COVID-19 by keeping nearly 300 clubs open and providing emergency childcare.

## Kleenex



In Australia and New Zealand, Kleenex teams partnered with Lifeline to raise awareness and funding for crisis support and suicide prevention services. The brand committed to donating up to **AU\$200,000** in matched donations so that Lifeline can continue to provide around-the-clock services to Australians and New Zealanders in need.

## Kotex



The Kotex India team partnered with the Municipal Corporation of Greater Mumbai to provide **1 million Kotex pads** to women in need.

Our Kotex brand in Latin America partnered with the Red Cross to distribute **1.3 million Kotex products** to nurses, healthcare workers, and people in need across Argentina, Peru, Bolivia, Chile, Uruguay, and Paraguay.

## Huggies



Huggies North America launched a partnership with Hand to Hold, facilitating **support groups and podcasts for parents with infants in neonatal intensive care.**

Our Huggies team in Brazil announced a partnership with BC2Mammy to launch "Mais Abraços Academy" through our Huggies website. The Academy gives our Huggies moms and dads the opportunity to receive **free online business training** designed to strengthen their business skills and fuel their entrepreneurial ideas.





# Employees Strengthen Communities Around the Globe

Kimberly-Clark is working to advance the well-being of 1 billion people in underserved communities around the world by 2030. Our employees help make this ambition a reality. Here are a few of their stories.

## Sonia S., Romagnano, Italy

As a child, Kimberly-Clark employee Sonia wanted to help people. Her dream was to become a doctor or a nurse, but she couldn't afford to attend a university. Instead she joined the Red Cross as a volunteer. Today, Sonia is proud to work at our manufacturing facility in Romagnano, Italy.

When the COVID-19 pandemic hit Northern Italy, Sonia knew that she wanted to help strengthen and care for her community. Kimberly-Clark ardently supported her decision to volunteer, and Sonia dedicated two months to working full-time on the front lines of the pandemic response with the local Red Cross.

**Being a volunteer in several fields, I have now been able to appreciate what Kimberly-Clark is doing for the environment, health, and people. I'm grateful that I could be there for those who needed support. I'll never forget the elderly people who just wanted a hand to hold so they wouldn't be alone.**



## Scott S., Jenks, Oklahoma

Nine years ago, Jenks manufacturing facility employee Scott almost lost his daughter after she swallowed a penny. The doctors at The Children's Hospital at Saint Francis in Tulsa, Oklahoma, saved her life. He used this experience to strengthen his community through volunteering.

**Every morning, I get to wake up and spend another day with my daughter, and now I have a unique opportunity to help save someone else's life. Through Kimberly-Clark's volunteering and donation matching programs, we can help care for the communities where we live and work. I work really closely with the Children's Hospital, helping raise money so they have the resources they need and providing entertainment for the patients.**



## Community & Employee Contributions (\$ million)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Community partners grants to U.S. employee-chosen charities	\$0.8	\$0.9	\$0.8	\$0.7	\$0.7	\$0.7	\$0.4	\$0.7	\$0.3	\$0.3	<b>\$0.2</b>
Value of matching gift contributions made by U.S. employees	\$1.3	\$1.3	\$1.5	\$1.5	\$1.7	\$1.5	\$1.4	\$1.5	\$1.2	\$1.3	<b>\$1.4</b>
Value of product donations	\$8	\$19	\$14	\$16	\$14	\$8	\$8	\$9	\$12	\$12	<b>\$16</b>
Global cash donations	\$12.4	\$12.9	\$19.0	\$18.7	\$22.0	\$20.7	\$19.8	\$17.5	\$15.9	\$16.3	<b>\$25.7</b>
Total global (product & cash) donations	\$20.7	\$32.1	\$33.0	\$35.0	\$35.8	\$29.0	\$28.2	\$26.0	\$27.9	\$28.3	<b>\$42.2</b>
Employee giving	\$4.2	\$3.9	\$4.2	\$4.4	\$4.9	\$4.6	\$3.8	\$4.5	\$4.0	\$3.8	<b>\$3.3</b>
U.S. employee volunteer hours	78,000	84,000	77,430	80,571	80,074	75,356	41,993	86,012	83,819	84,431	<b>61,939</b>

## Social Impact (Lives)

	2015	2016	2017	2018	2019	2020	TOTAL
Access to sanitation	128,041	143,420	658,656	1,889,279	1,062,015	<b>43,853</b>	<b>3,989,971</b>
Helping children thrive	2,869,845	2,071,078	3,304,305	2,285,034	915,504	<b>4,787,025</b>	<b>16,232,791</b>
Empowering women & girls	0	385,325	416,960	338,440	643,625	<b>1,421,703</b>	<b>3,206,053</b>
COVID-19/other	0	0	0	0	0	<b>2,309,105</b>	<b>2,309,105</b>
<b>Total</b>	<b>2,997,886</b>	<b>2,599,823</b>	<b>4,379,921</b>	<b>4,512,753</b>	<b>2,621,144</b>	<b>8,561,686</b>	<b>25,673,213</b>