



ECOVER AT A GLANCE

Date Founded	1980
CEO	Philip Malmberg
Office locations	Malle, Belgium(HQ) Boulogne-sur-mer, France Newbury, UK Long Beach, CA, USA Steffisburg, Switzerland Stuttgart, Germany
R&D site	Malle, Belgium
Production sites	Malle, Belgium Boulogne-sur-mer, France
Website address	www.ecover.com
Stock exchange listings	Privately-held
2012 full-time associates	162

*ECOVER at a
Glance*



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 make a healthy and sustainable lifestyle easy by providing effective, ecological 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. 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

About ECOVER

MAJOR HIGHLIGHTS

2007 ECOVER CHOSEN AS MOST SUSTAINABLE ENTREPRISE IN FLANDERS

In 2007 ECOVER received the 'Sustainable Enterprise' award. In the run up to Open Bedrijvendag [Business Open Day] in Flanders (Belgium), this prize was awarded to a company which distinguishes itself through its attention to the social aspect of doing business and its care for the environment.

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 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 reached 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 for innovation, design and customer satisfaction.

2008 "HERO OF THE ENVIRONMENT" TIME MAGAZINE

Every year, in a special report "Heroes of the Environment", TIME magazine honours 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

When we launched our new refill box in 2008, we reduced the amount of hard plastic used by 36%! The compact size, easy to recycle materials and much easier handling are some of the other exciting features.

2008 SPRAY BOTTLE GETS REDUCED

Ecover's spray bottles are reduced in weight by 3 grams. At first sight, this does not seem much, however, 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 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.

2009 ECO-SURFACTANTS

Ecover developed the world's first Eco-Surfactant using an energy-efficient and entirely biochemical procedure powered by yeast. The use of Eco-Surfactants in washing and cleaning products is patented by Ecover.

2011 PLANTASTIC GREEN PE

In 2011 we switched to plastic made from sugar cane for our bottles. This means that as a company, we save about 13,500 cans of crude oil each year – or the equivalent of 280 trips around the world!

2012 FEEL GOOD CLEANING CAMPAIGN

In 2012 we unveiled a £4m above the line advertising campaign, in which we took it to the small screen for the first time with TV adverts that convey our fun loving and upbeat personality. The ongoing campaign across the year is set to shape our brand's new approach in 2012 – We urge the UK to Feel Good Cleaning.

2012 GREENPALM

We started purchasing GreenPalm certificates to cover the use of palm oil derivatives in our products. A voluntary premium is paid to a palm oil producer which is operating within the RSPO's strict guidelines for social and environmental responsibility.

Major Highlights

360° SUSTAINABILITY

Ecover is committed to implementing sustainable best practices throughout its organization and in its business. We focus on helping our employees, customers and consumers maximize the opportunities that sustainable living provides by offering products and services that are designed to be sustainable and produced in a sustainable way.

From introducing the first phosphate-free washing powder to installing green roofs on our factories to save energy, to turning raw sugarcane into fantastic plastic packaging. All small steps matter when it comes to protecting our world. And because we can achieve more working together, we even offered our technology to our industry competitors. We don't mind sharing.

Plant-based and Mineral Ingredients

Ecover products are mainly made of plant-based raw materials from sustainable sources. This minimises any impact they have on the environment. This is beneficial for people and the 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 mobilising fossil CO₂.

Fast and Complete Biodegradability

Detergents generally end up in the aquatic environment (rivers, ponds, reservoirs...). It is therefore vital that they biodegrade quickly and completely. Petrochemical components are often toxic to aquatic life, do not completely biodegrade in all conditions, and accumulate in the environment.

Ecover strives to minimise its impact on nature and people by using ingredients that are screened for their environmental effects or by developing innovative molecules that are sustainable. By choosing plant-based and mineral ingredients we ensure that our products are quickly and completely biodegradable in both aerobic and anaerobic conditions.

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

Ecological Factory & Soft Chemistry

We have our own pioneering ecological factories, mirroring our core values and working practices. This is important for workers, customers and the environment. Ecover's factories are designed to be energy efficient and clean running. They operate with sustainability and the protection of water at their core. During processing, We try and remain as closely to the original raw material as possible. This is 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 CO2 into oxygen.

Effective and sustainable cleaning with a minimal impact on the environment

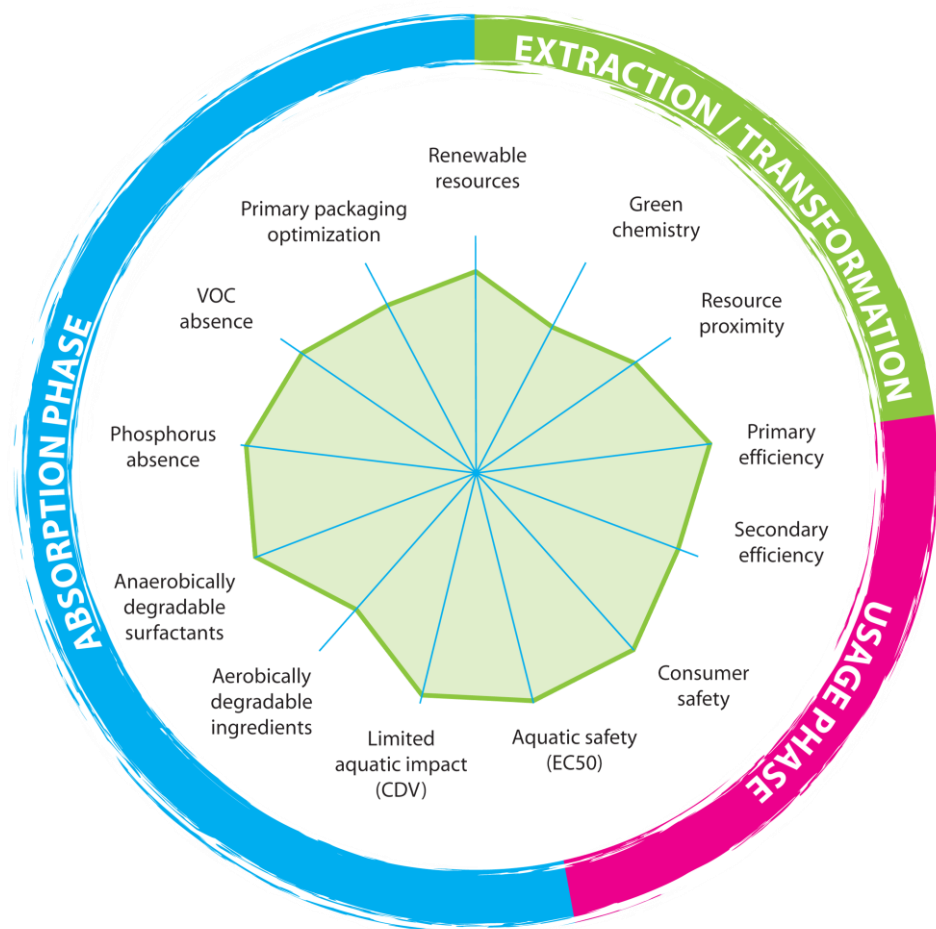
We have developed ecological products in our own laboratories that are perfectly comparable to conventional products in terms of cleaning performance and user-friendliness. To ensure this performance, Ecover applies test methods and measuring techniques that are recognized throughout the industry.

CLEVER SCIENCE

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:



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: Vingotte Environment.

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.

Optical Brighteners

At Ecover, we don't use optical brighteners that reflect light and make laundry appear brighter than it is. Optical brighteners 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. These kind of damaging chemicals are against everything we stand 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.

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 can be 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 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 caused by fork-lift trucks going back and forth around the clock. Wooden floors were placed in those areas where extra standing comfort was needed.

The factory in Malle has a surface area of ca. 9.000 m² with 6.000 m² **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 grows on almost every roof 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 periods. In the factory, which has neither general heating or air-conditioning, it is never colder than 4°C or warmer than 26°C. 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:	9.000m ² with 6.000m ² green roof
Environmental Management Standard:	ISO 14001

*The Ecological
Factories*



Boulogne-sur-mer, France

As a result of the growth, the ecological factory in Malle reached its maximum capacity and a second factory became a necessity. In

2007 Ecover found the 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. 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 maximising 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, colour of exterior, 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 colours of the building reflect those found in the surrounding natural elements.

The factory in Boulogne has a surface area of ca. **10.000 m²** (8.000 m² green roof) and is a prime example of sustainable architecture. Construction materials were selected according to specific ecological criteria: for example 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 aluminum was avoided, concrete is used only for the columns and parts of the exterior walls. Laminated wood was selected for the beams. The large wood fiber roof, natural red cedar-panelled 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 CO2 emissions during construction.

Water preservation is an important issue in Boulogne; 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 harbour 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:	10.000m ² with 8.000m ² green roof
Environmental Management Standard:	ISO 14001

*The Ecological
Factories*



MISSION & VALUES

OUR MISSION STATEMENT

"Making a Healthy and Sustainable Lifestyle Easy"



Healthy

Healthy living is one of the most important ways that people can improve their lives and we feel proud to contribute to that. We only offer non-toxic products that are safe and kind to human health.

Lifestyle

We believe that all people have a choice to live a way of life or style of living that reflects their attitudes and values. For people who lean towards a healthy and sustainable way of living, our goal and mission is to help them discover their journey and make it easier for them to live and maintain this lifestyle.

Easy

At Ecover, we understand that leading a sustainable lifestyle requires people to act, be informed and make more decisions than ever – and this isn't always easy. That is why for everything we do we have you in mind, making sure we offer quality products with an attractive design, reasonably priced, convenient to use and easy to find. Every day, we're committed to making innovative, fun and smart products that are better for you, your family and the world we live in.

OUR VALUE DRIVERS

Our Company Culture: The Feel Good Factor(y)

"Every day deserves a little fun for everyone."

The Feel Good Factor(y) is created every day by all the passionate and committed people who work here. With roughly 160 people at work in various countries all over the world, Ecover offers a dynamic, multicultural, multitalented, fun and ambitious working environment where everyone can feel proud to be part of the team. Open, respectful, flexible communication sets the tone in our company. We work hard together to deliver the top-quality innovative products and services that our customers and consumers expect and enjoy, all around the world.

360° Sustainability

Ecover is committed to implementing sustainable best practices throughout its organization and in its business. We focus on helping our employees, customers and consumers maximize the opportunities that sustainable living provides by offering products and services that are designed to be sustainable and produced in a sustainable way.

Innovation

"Focus should not be on protecting what you have, but rather on adapting to the next big thing."

Innovation is the application of something new– a new product, process or method of production; a new market or source of supply; a new form of commercial, business, or financial organization. There are no limits. As something new does not necessarily mean something better, it's clear that we've set ambitious goals. Through innovation, we want our services, products, or a combination of both - to be more relevant, unique and more exciting to our stakeholders. Through groundbreaking innovation, we want to help achieve our mission of making a healthy and sustainable lifestyle easy.

Quality

"Our philosophy is to do the right thing right, the first time, every time."

Quality is integrated into our entire organization and into everything we design, develop, produce, market and sell. Our quality processes and management system is set in place to meet the highest expectations of all our stakeholders. To succeed, we constantly ensure that our business processes meet the ever increasing demands and customer needs, and we continuously focus on improvement.

Customer Focus

"Every day starts with treating our customer better! "

As a company we deeply care about the needs of our customers. We're devoted to delivering high quality products and services that bring WOW! to people all over the world. As our customer you can expect the highest level of service and customer care – it's all part of our ongoing commitment to excellence.

People Focus

Each of us contributes to our mission "Making a Sustainable and Healthy Lifestyle Easy".

As an employer, Ecover believes in the following principles:

- We believe in equal opportunities, fairness and diversity. We recruit and promote based on required competencies and skills for each job to be performed.
- Our performance is reviewed regularly and rewarded in a fair way.
- We never compromise on creating a safe, fun and healthy environment for everyone. We seek continual improvement of our health and safety performance.
- We encourage and invest in individual employee growth, development & training
- We believe in constructive dialogue between employer and employees and their representatives.



OUR GUIDING PRINCIPLES

These principles serve to guide us. They are not absolute and are not inherent to Ecover alone. They are common ethical beliefs upon which we build our 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 value drivers of the company. Everyone within the organization, as well as any party doing business with Ecover, is asked to take our mission into account in all its aspects.

Commitment

Ecover is committed to achieving its mission of making a healthy and sustainable lifestyle easy. The same level of commitment is asked from each and every employee.

ECOVER MANAGEMENT

Philip Malmberg, CEO



*ECOVER
Management*

Starting May 5th, Mr. Philip Malmberg will serve in the position of Chief Executive Officer of Ecover. He brings 20 years of high level international experience to the company with a proven track record in successful delivery of business targets, linking strategy development & execution; along with successful & creative management of complex business processes, such as business start-ups, M&A and turn-around & change management.

Mr. Malmberg's career began in Finance serving as Finance Director of Ecover from 1993 to 2000, followed by serving in the position of Regional Financial Controller of Group 4 Falck A/S until 2002, based in New Delhi, India. During the period 2002 -2008, his financial responsibility extended to over more than 100 countries in 9 different regions with consolidated revenues of about £4bn. Following the merger between Group 4 Falck A/S and Securicor plc, Mr. Malmberg clearly set his mark in successfully managing the integration of all business units.

From 2008 and prior to joining Ecover as CEO, Mr. Malmberg served as Regional Managing Director of the Gulf Region and, subsequently, the Levante Region of G4S plc, based in Dubai (UAE) where he strategically managed the development of business units into the next phase of their business lifecycle.

Mr. Malmberg holds a Master in Sc. & Business Administration degree with a major in Financial Economic Management from the Erasmus University Rotterdam School of Management. He has extensive knowledge of the various international accounting standards and experience in international treasury & tax issues. In addition, he has acquired significant experience in all aspects of cross border mergers, acquisitions and new country start-ups. He has a vivid knowledge of and interest in IT related matters.

COMPANY DETAILS

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