

The Importance of Focus

A message from Ed Lonergan, President and CEO

In November 2005, we announced plans to restructure JohnsonDiversey, determined to put the business on the path to long-term, profitable growth. In 2006, we made significant progress toward that end.

The steps we took were guided by what we recognized to be the futility of trying to be all things to all people. We knew that to regain our strategic focus, we'd have to make some tough choices. And we did.

In 2006, we sold Johnson Polymer, CMA Inc., and parts of our Auto-Chlor business. We exited the service-oriented laundry and warewashing business in the United States. We also outsourced our IT support activities.

These actions were designed, in part, to enable us to invest in our core businesses. We have started that process, driven by a clear understanding of our priorities.

Our investment priorities have been defined by our new global strategic plan, which followed extensive research, including one of the

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most exhaustive customer surveys our industry has ever seen. This plan is the blueprint for JohnsonDiversey's goal to practice sustainability in all we do. We define sustainability as the triple bottom line of planet, people and profit.

We saw compelling signs of progress in 2006. The tough choices we made are starting to bear fruit. As a result, we are a stronger, more focused

company today than we were a year ago. This report will help you understand why. Thanks for spending a few minutes to look it over.



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President and CEO



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