

Communities

45 > **Global Children's Initiative continues to thrive on creativity and care of employees**

48 > Employee volunteers serve local needs

50 > Milk quality improves in rural Turkey

51 > Awards honor volunteerism

51 > Malaysian government calls on Diversey for H1N1 expertise





We believe every place where we do business should be better because we are there.

The generous volunteering of our employees helps Diversey create a cleaner, healthier future for the communities we serve. We encourage volunteerism through our Global Children's Initiative and through a host of regional and local efforts organized by employees.



Diversey Philippines employees visit with children at the White Cross Orphanage in Manila, which we sponsor through our Global Children's Initiative. Employees often play games with the children, give them handmade soaps and demonstrate handwashing techniques.



Our commitment:

Global Children's Initiative continues to thrive on creativity and care of employees

Diversey's commitment to the future can be no more clearly seen than in our investments in children through our main social responsibility program. In its sixth year, our Global Children's Initiative expanded and took new focus.

Our employees continued to give generously of their time and creativity to numerous schools and children's programs we have "adopted" in impoverished areas near our business locations. We took new steps to strengthen our partnerships and initiated a strategic planning process aimed at expanding the presence and influence of the program on all continents.

A daylong festival in a small town near Warsaw exemplifies the difference we can make when creative employees, eager children, and several business partners come together. Diversey employees banded together with more than 30 business sponsors and the municipal government to sponsor Kids Day, not just for the children of our adopted school in Jadwisin, but for children of the neighboring villages as well. By purchasing special "currency" for the event, participants made a donation toward a new classroom for the school, and provided access to games, sports activities, pony rides, singing competitions, food and beverages. The nationwide Chef's Club Foundation, an assembly of Poland's finest chefs, worked with the children to make a gigantic sandwich. The events were carried live by two local television stations. During the festivities, 130 Diversey employees cleaned and renovated the school and its grounds.

"Our first thought was just to organize the work day at the school," said Beata Mularska, Diversey Marketing Director for Poland. "But our employees took the idea further. We encouraged our customer businesses to take part, and invited the local community to enjoy the day as we all helped the school together. I hope this can be a role model for the future."

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BEATA MULARSKA, DIVERSEY MARKETING DIRECTOR FOR POLAND

Among the highlights of the festival for the children was an encore performance by Bug Blasters, the cartoon characters Diversey created several years ago to spark children's imagination and excitement during lessons about the importance of hand hygiene to good health. Jadwisin students flocked to the characters they had first met a few months earlier during a Clean Hands Day presentation Diversey sponsored at the school.



Diversey Poland employees, business partners and "adopted" schoolchildren gather near a gigantic sandwich they made together on Kids Day, a daylong festival near Warsaw. The event was organized through our Global Children's Initiative.

Diversey's Global Children's Initiative

is not about the power of money but about the power of passion: the creativity, passion and care our employees return to every community we serve through each school we adopt.

→ Global Children's Initiative: continued

The other ways in which we help children vary from one site to another. We're not imposing one-size-fits-all solutions on the schools we adopt. We're building long-term, sustainable relationships.

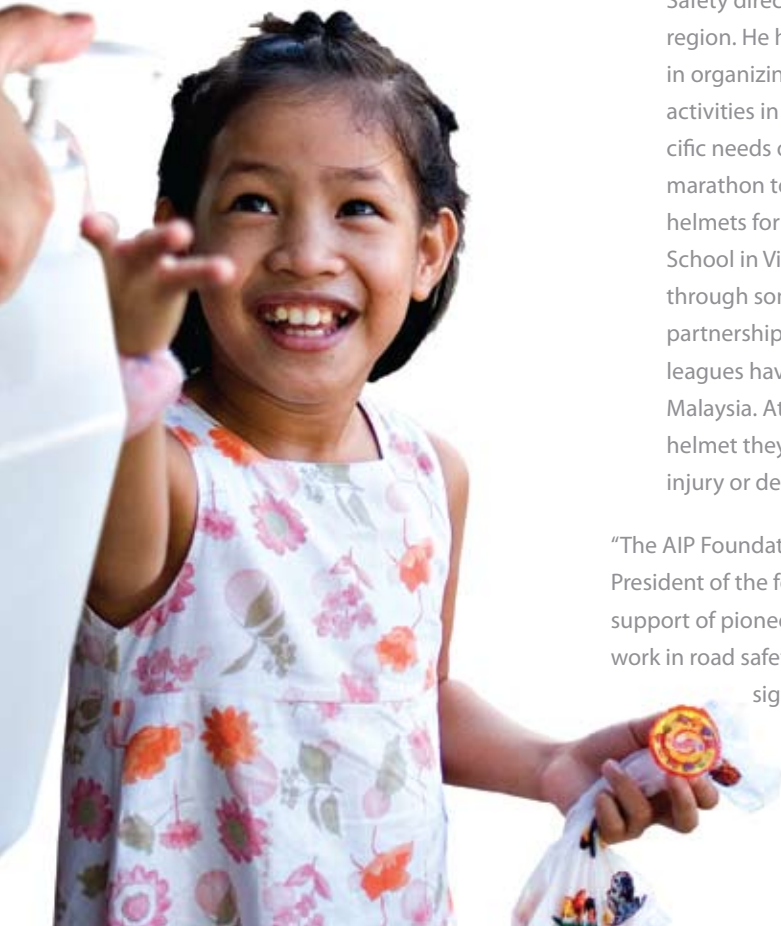
- Some schools need the facility-maintenance expertise we can offer. Other schools, maintained by the local or national government, have different needs. To learn what those needs are and develop creative, hands-on responses, we have opened a discovery process at each of our established sites and at our newly adopted facilities. Our employees listen closely to school staff, ask open-ended questions and collaborate in the development of specific, hands-on responses to the organization's needs.
- We will donate cleaning supplies where they are needed, support fundraising activities and help facilitate donations of goods and services from other businesses and organization. But at its core, Diversey's Global Children's Initiative is not about the power of money but about the power of passion: the creativity, passion and care our employees return to every community we serve through each school we adopt.
- Stefan Phang's personal engagement with children at adopted schools in Vietnam, Thailand and Malaysia, is a key example of the difference that creativity and passion can make.

Phang is Diversey's Environment, Health and Safety director in the Greater Asia Pacific region. He has also taken a leadership role in organizing the Global Children's Initiative activities in APac, in keeping with the specific needs of each school. Phang also ran a marathon to earn pledges from friends to buy helmets for children at Cam Thuong Primary School in Vietnam who ride to school on the back of a parent's motorbike through some of the busiest, most dangerous intersections in the province. In partnership with the Asia Injury Prevention (AIP) Foundation, Phang and his colleagues have furnished nearly 900 helmets to children in Vietnam, Thailand and Malaysia. At least four children have been in accidents in which the Diversey helmet they were wearing was directly credited with saving them from brain injury or death.



Stefan Phang, Diversey's Environment, Health and Safety director in the Greater Asia Pacific region, shows a student of Cam Thuong Primary School, Hai Duong Province, Vietnam, how to properly wear a helmet. Phang and his colleagues have provided nearly 900 helmets to children in Vietnam, Thailand and Malaysia.

"The AIP Foundation has enjoyed our collaboration with Diversey," said Grieg Craft, President of the foundation. "It is through the sustained, dedicated and enthusiastic support of pioneer sponsors like Diversey that we are able to continue our important work in road safety. Helmets save lives and prevent injury. Diversey has made a significant impact in the lives of many through their contributions to our Helmets for Kids program."





900



The Helmets for Kids program provided nearly 900 helmets to children and saved at least four children from brain injury or death.

Employees worldwide are making significant impact on children in a wide array of venues.

→ At Walter's Road Public School in Sydney, Australia, it was planting a vibrant, fragrant garden that first introduced youngsters to the Diversey employees who had adopted the school. The school's 5- to 12-year-old pupils who were part of the school's garden club worked side-by-side with Diversey volunteers to plant the garden and mulch it. They chose a mix of fragrant and textured plants to engage all their senses and make the garden more enjoyable for students with visual impairments. A nearby rain barrel nurtures students' curiosity about environmental sustainability, even as it helps the students nurture the plants. When Diversey employees returned to the school several months later with their Clean Hands day presentation, the students were eager to show the garden's growth.

→ Diversey employees in Argentina made frequent visits to the 110 youngsters at the Fundación María Virgen Madre shelter for children from troubled homes. In addition to donating hand soap and supplies for the laundry and kitchen facilities, employees played with children on weekends, staged a Christmas celebration, brought gifts and furnished school supplies.

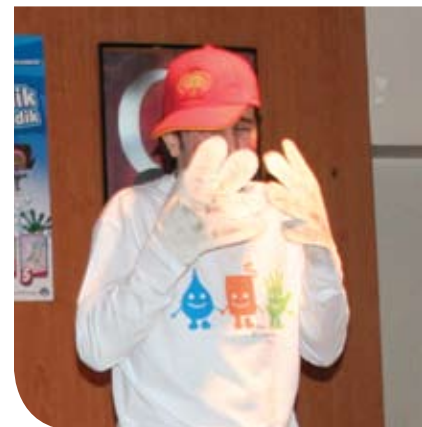
→ In India, Diversey employees donated clothes to children at our adopted school, and arranged for dental checks and a nutrition program in addition to the annual Clean Hands day presentation. In Brazil and Chile, employees shared meals with children and volunteered in classrooms in addition to donating handwashing instruction and laundry and kitchen hygiene supplies.

A popular actress joined the handwashing instruction team in Hungary, where Diversey donated Bug Blasters soap dispensers to schools in five major cities.

→ Teddy bears, books and toys brightened Christmas at a children's home near Mannheim, Germany, after Diversey employees donated the gifts.

→ In Kasimpasa, Istanbul, nine Diversey employees worked with a professional acting coach for the second consecutive year to stage an original, interactive play featuring the Bug Blasters characters learning from the student audience how to wash their hands well to avoid illness-causing germs. Civic and education ministers joined the school's teachers and students in resounding appreciation for the performance and the daylong festivities.

The programs and activities are as individual as our employees' and their communities. We've begun to implement plans to expand the Global Children's Initiative to draw in even more employees — and to establish structures to enable other organizations and businesses to build similar models for social responsibility programs.



A Diversey Istanbul employee dressed as a Bug Blasters character demonstrates the importance of clean hands to an audience of school teachers and students.

"The AIP Foundation has enjoyed our collaboration with Diversey. It is through the sustained, dedicated and enthusiastic support of pioneer sponsors like Diversey that we are able to continue our important work in road safety."

GRIEG CRAFT, PRESIDENT OF THE AIP FOUNDATION

Employee volunteers serve local needs

Diversey employees around the world find creative ways to serve the communities in which they live and work. Our helping hands extend beyond corporate donations and impersonal investments to include hands-on, person-to-person caring actions. Here are some examples of the ways we did so in 2009.

Employees in Spain earn honors for work with people with disabilities

Two international organizations honored Diversey employees in Spain with special recognition for their efforts to support local communities.

- SOS Children's Villages, an international non-governmental social development organization, honored Diversey for our commitment to the community through employment assistance programs for people with mental and physical disabilities. We also ran a fundraising campaign called "Solidarity Euro," asking employees to donate €1 per month to the SOS Children's Villages programs. In all, we contributed €6,000.

SOS Children's Villages operates in 132 countries, providing family-based, long-term care for children who cannot stay with their biological families and need supportive, loving environments to help them heal from traumatic experiences.

- In honor of its 10th anniversary, the Adecco Foundation instituted an award to recognize individuals and institutions that advance the social well-being of others. They presented an award to Diversey in recognition of our "Family Plan," which helps individuals with

disabilities prepare for work through training, personal development and skills improvement as well as social activities. We also engaged in a study of one of our business sites to improve accessibility for people with physical disabilities.

The Adecco Foundation is an arm of the Adecco Group, a global leader in human resources services.

- Our Spain operations also collaborate with two employment centers to help provide social and training opportunities for people with special needs, and we hire people from the centers to run our copy centers and conduct logistics for an employee store.

Typhoons spur relief efforts

In the wake of one of the worst typhoon seasons in decades, employees in the Philippines rallied to help people whose homes were destroyed by the storm and subsequent flooding. The worst of the damage occurred when Typhoon Ketsana and Typhoon Parma struck within two weeks of each other, killing more than 600 people and incurring damages in excess of \$300 million.

An employee whose home was hard hit started the cleanup with her husband — but not until they took their children to a local church to help pack relief goods for others affected by the storms.



Diversey Belgium employee Nadine Pollet helps a retirement home resident fill a planter box with flowers and greenery.

That example inspired the wife and sons of another employee to join their father in the relief efforts. Across the affected areas, employees showed up at churches and community organizations to help with the cleanup and relief efforts.

Employees in Belgium spend the day with their elders

Residents of five retirement homes spent a day with 100 Diversey employees, sharing their stories and enjoying outings.

One group visited the newly opened Hergé museum in Louvain-la-Neuve, which houses the life work of cartoonist and writer Georges Prosper Remi, best known as the creator of The Adventures of Tintin. Another group enjoyed an outdoor walk with retirees. A third group of employees refurbished rooms at the retirement homes.

Community fund launched in U.K.

A full day of environmental cleanup and renovation work also served as the kickoff to the Diversey Community Fund to support charities in Northampton, U.K. More than 250 employees took part in the Charity Day activities.

Some worked at Wilson’s Orchard in Abington, an historic site sponsored by a local wildlife and habitat conservation group. The Diversey volunteers pruned trees and created a new nature trail.

A group of 85 Diversey staff helped renovate and redecorate a fire-damaged building that houses the activities of Mind, England’s largest mental health services organization.

Another group raised pledges to support the Diversey Community Fund through a bike ride around the Pitsford Reservoir.

With support from a matching funds program, the Diversey Community Fund has reached about £30,000 toward its goal of £50,000. Disbursements will be made through the Northamptonshire Community Foundation to provide grants to local organizations that serve community needs.



Diversey employees around the world volunteer to help those in need — collecting donations for typhoon victims, renovating fire-damaged homes and constructing new homes for the homeless.

U.S. employees help construct homes

Eleven new houses are helping improve neighborhoods and family life near Diversey’s Sturtevant, Wis. global headquarters, thanks to six consecutive years of work from our employees in concert with Habitat for Humanity. In the first year of our participation, we built one house. Ever since, we have built two houses each year.

These homes help to stabilize some of the most impoverished neighborhoods in the community. Employee groups throughout the Global Headquarters and Americas regional headquarters pitched in during the eight-day project, as did staff from UTI, one of our third-party logistics providers. In all, 210 people swung hammers, sawed boards, ran errands, kept the tools and work areas safe and orderly, and coordinated meals for the other volunteers. Employees also raised about \$75,000 toward the costs of construction.



U.S. Employee contribution:
\$ 152, 259.75
 Diversey match:
152, 259.75

 Total donation:
\$ 304, 519.50



Women dairy farmers in the Diyarbakır area of Turkey receive training in milking hygiene. Diversey helped develop the training program and donated products and equipment to improve farm sanitation and milking hygiene.



18

month project
"Save the Milk"

25% increase

in milk production across all sites

100% improvement

in ventilation across all sites

Milk quality improves in rural Turkey

A partnership between Diversey, the Turkish government, and rural milk producers has delivered substantial improvements in the quality of milk in the Diyarbakır area and provided sustainable jobs for local women.

"Save the Milk" was established to help remedy the very poor milk quality that has plagued the region and to provide a means of support for the people who struggle with a poor standard of living, limited education and limited social infrastructure.

Five villages and nearly 100 households took part in the 18-month project through which Diversey worked with the Turkish Ministry of Agriculture and Rural Affairs and the U.K.-based International Agri-Technology Centre to establish a training program for women dairy farmers in the region. Diversey donated products and equipment to help improve farm sanitation and milking hygiene.

After the participants received extensive training in milking hygiene, five veterinarians conducted monthly testing and monitoring of milk quality and observed production records, barn care and feeding conditions. Diversey worked with the

veterinarians to use the results of these evaluations to recommend corrective measures that improved the quality of the milk. About 1,200 milk samples were analyzed during the project, with more than 360 site visits. The empirical and observational data are powerful:

- milk production nearly doubled at some sites;
- the average increase in milk production was 25 percent across all sites;
- manure cleanup improved at all sites, an especially important change at sites where housing and farm operations are very close together;
- the incidence of clinical udder disease dropped at all sites, along with a corresponding decrease in treatment costs;
- bacteria and somatic cell counts in the raw milk decreased at all sites;
- one site achieved a 100 percent improvement in ventilation; all sites showed improvements in ventilation and lighting which is known to affect milk production.



Awards honor volunteerism

Diversey employees contribute to communities in ways that extend far beyond officially organized company events. To honor the most exceptional of those efforts, we present the annual H.F. Johnson Community Service Awards. U.S. employees and retirees are eligible for the awards.

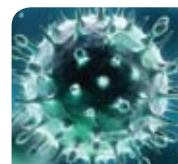
The highest award includes a \$5,000 donation to the recipient's charity of choice. Other employees are selected to receive certificates of recognition which include a donation of \$500 to a charity.

The top award winner in 2009 was a person who gave of herself — literally — to a colleague in need. Ellen Billman donated a kidney to Tony Gonzales. When the two were at lunch with a group of other employees, Tony mentioned that he needed a kidney transplant because of a disease common in his family. Ellen offered hers. She said the offer sprang from what her parents had taught her: help someone if you can.

"I had two kidneys that worked. Tony had none," Ellen said. "I was scared, but he has an eight-year old son and I wanted him to have a chance at life."

Four other employees were honored with recognition certificates for their work in the community. They were:

- Martine D'Amour, who established a Positive Alternatives after-school program for children in the Racine, Wis., community;
- Steve Rubinson, whose volunteer work with Compassion International includes sponsorship of five children in Kenya and Uganda and bimonthly work to recruit additional volunteers for the organization.
- Tammy Hutchinson, who gives about 300 hours a year to the Racine Lakeshore Officials Association in a variety of capacities, including service as a member of its Board of Directors, a key organizer of an annual fundraiser to support athletics programs for area youngsters.
- Kim Beckett, who volunteered in leadership roles with two Racine-area schools, a local college's advisory committee, and the American Cancer Society's Relay for Life.



Malaysian government calls on Diversey for H1N1 expertise

The government of Malaysia turned to Diversey for help in mounting a defense against the spread of H1N1 pandemic flu.

The Malaysia Ministry of Housing and Local Government asked Diversey to take part in the National Seminar for Public Hygiene to address H1N1 flu. It was an opportunity for Diversey to share our expertise in hand and surface hygiene methods that help curb the spread of the flu and to showcase the efficacy of our products.

Deputy Prime Minister Tan Sri Muhyiddin Yassin attended the seminar, as did officials from the Ministries of Health and Housing and Local Government.

Ellen Billman, the top H.F. Johnson Community Service Award winner for 2009.

