



WHIRLPOOL CORPORATION

3rd ANNUAL ISI RETAIL
SUMMIT
March 20, 2013

WHIRLPOOL CORPORATION #1 GLOBAL PLAYER IN HOME APPLIANCES



Over \$18 billion in revenue

Markets to consumers in nearly every country

World's leading manufacturer and marketer of home appliances



OUR STRATEGY FOR VALUE CREATION



Geographic expansion



Product innovation



Product line/
Channel share growth



Grow beyond the core

STRONG FOUNDATION + GROWTH = LONG-TERM VALUE CREATION

LEADING PORTFOLIO OF BRANDS



WHIRLPOOL CORPORATION HAS SIX \$1 BILLION+ BRANDS

SIGNIFICANT OPPORTUNITY TO GROW BEYOND THE CORE

GROW THE CORE



EXTEND THE CORE



EXPAND BEYOND THE CORE



T-12 major appliances



Products or services that are dependent on and related to our core business



Stand-alone businesses that leverage our core competencies and core business infrastructure

LEADING GLOBAL BRANDED CONSUMER PRODUCTS COMPANY

