

SUSTAINABLE INNOVATION

2011 SUSTAINABILITY REPORT | WHIRLPOOL LATIN AMERICA



Whirlpool
LATIN AMERICA

BRASTEMP

Consul

KitchenAid

Whirlpool
CORPORATION

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See further information about all the matters addressed here in the online version (www.whirlpool.com.br/sustentabilidade)



Our cover|The image indicates the intent of this publication of disclosing information on sustainability not only in the scope of manufacturing, but also in the use of our products by consumers.

ABOUT THE REPORT

Whirlpool Latin America has been publishing a sustainability report since 2008, this being the company's fourth edition. Prepared in light of the Global Reporting Initiative (GRI) guidelines, Whirlpool Latin America Sustainability Report encompasses the company's activities and social, economic and environmental development in the period extending from January 1 to December 31, 2011 and aims at consolidating the reporting and accountability processes to its strategic audience groups by providing information on the company's performance in markets such as Brazil, Argentina, Colombia, Chile, Guatemala, Panama, Peru and Puerto Rico. GRI|3.1 GRI|3.2 GRI|3.3 GRI|3.6 GRI|3.7 GRI|3.8

For the selection of the report content, the company applied a process of materiality definition involving different stakeholders of the organization. The content presented is guided by relevant issues identified in this process, and its distribution is described in the GRI cross index starting on page 36. The report also provides the correlation between the GRI indicators with the Global Compact and The Natural Step, which underlies the conceptual basis of the company's sustainability management. GRI|3.5

THE REPORT HAS BEEN
PRODUCED IN TWO VERSIONS:

THE **COMPLETE**
ONE (AVAILABLE
IN THE ADDRESS
[WWW.WHIRLPOOL.COM.BR/
SUSTENTABILIDADE](http://WWW.WHIRLPOOL.COM.BR/SUSTENTABILIDADE)), AND THE
SUMMARIZED
ONE, AVAILABLE IN PRINTED
ISSUES (300 COPIES) AND PENDRIVES
(TWO THOUSAND COPIES).

For the second consecutive year, the publication meets the B+ level of application, with its content and accounting statements audited by KPMG Auditores Independentes. For additional information or clarification on the content of this report, the company has provided the e-mail address sustentabilidade@whirlpool.com. GRI|3.4 GRI|3.13

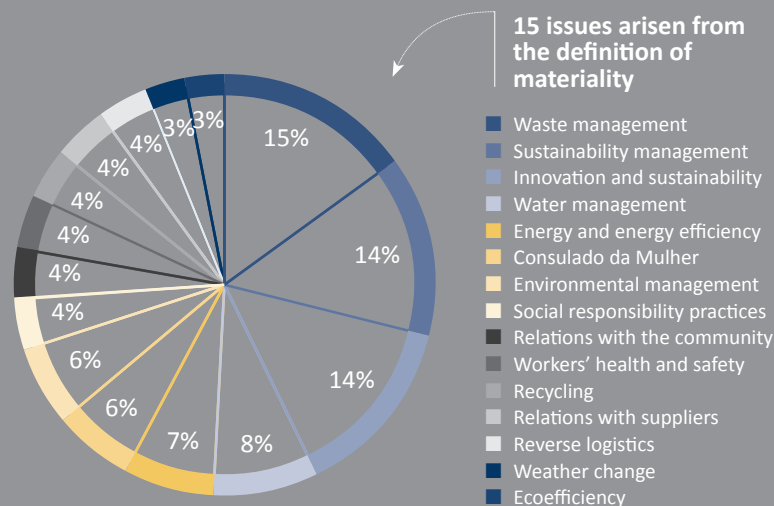
The process of materiality definition GRI 3.5

In relation to the 2010 edition, the main change in the manner of preparation of this report is the application of the process for defining materiality, which has yielded the priority topics to be addressed in the publication, thus ensuring the objectivity and clarity in reporting the challenging opportunities that ensued for the company in 2011. The process for definition of materiality was used for the first time and involved 86 people, including employees, journalists, customers and suppliers. In its first stage, an online survey was conducted with 72 representatives of these strategic groups. In the second one, an analysis of the key issues approached in the 2010 report was made in the cases for which the consequences, having unfolded over 2011, should be reported in the publication. Lastly, 14 leaders and managers from several company's areas selected relevant aspects for publication. GRI 3.11 GRI 4.14 GRI 4.15

GRI 4.16

AS A RESULT OF THIS PROCESS,

15 PRIORITY ISSUES WERE IDENTIFIED,
8 OF WHICH REFERRING TO THE COMPANY'S ENVIRONMENTAL PERFORMANCE,
3 REGARDING SOCIAL OUTREACH AND PROGRAMS IN THE COMMUNITIES, AND
2 RELATING TO MANAGEMENT AND INNOVATION FOR SUSTAINABILITY;
2 INTERNAL AUDIENCE GROUPS AND SUPPLIERS WERE RECALLED ONCE EACH AS A KEY ASPECT. ALL THE MATTERS IDENTIFIED IN THIS PROCESS WERE CONTEMPLATED IN THE CONTENT OF THIS REPORT. GRI 4.17



SUSTAINABLE INNOVATION

WE ARE UNDER THE OBLIGATION OF MANAGING OUR IMPACT ON SOCIETY AND THE ENVIRONMENT

Sales of approximately 10 million products contributed for Whirlpool Latin America to retain the leadership position in the Brazilian domestic market in 2011, and increased its share in the Latin American markets served by the company was increased, with sales of 1.9 million products.

The figures are relevant, but the meaning of leadership is only complete when all the audience groups with which we relate

are capable of feeling they are leading, too. Our leadership should, therefore, be shared with consumers, suppliers, communities, society and the governments – the stakeholders to which we have prepared this Sustainability Report.

This is the venue where, with technical stringency and transparency, we will address the most relevant aspects of our history in 2011 and our social and environmental indicators in line with the Global Compact principles, to which we subscribe and for which we stand and strive effectively, in an attempt to build a more inclusive and equalitarian global market. GRI|4.12

This is the same spirit that has driven us to sponsor and take part in the “Corporate Sustainability Forum of Rio+20: Innovation and Collaboration



for the Future We Want”, an event organized by the Global Compact and by the Brazilian Global Compact Network. Thanks to plenty of dedication and to the vision of those who preceded us in our jobs, we have managed to achieve and retain a distinctive quality grade in our operations, products, services and relations. We are aware of our economic, political, social and environmental role, and this is precisely the reason why

we feel obliged to manage our impact on the communities, society and the environment. And we make it a point to convey the message that we are always ready for the exercise of dialogue, transparency and accountability in our activities. This type of leadership, imbued with ethics and responsibility, drives us to innovate each day, always in a sustainable manner.

Enrico Zito
CEO of Whirlpool
Latin America -
Home Appliance Division

**WHIRLPOOL
LATIN
AMERICA**

**OUR
BUSINESS**

**CORPORATE
GOVERNANCE**

**ECONOMIC
AND FINANCIAL
RESULTS**

BUSINESS

GRI 2.1 GRI 2.2 GRI 2.7 GRI 2.8

The Latin American leader in home appliances, Whirlpool Latin America manufactures refrigerators, freezers, ranges, washing and drying machines, dishwashers, microwave ovens, air conditioners and water purifiers, kitchen accessories, vacuum cleaners and portable appliances such as mixers and blenders.

**BRANDS IN
BRAZIL:**
BRASTEMP, CONSUL
AND KITCHENAID

**BRANDS IN
LATIN AMERICA:**
ACROS, CONSUL,
ESLABON DE LUJO,
KITCHENAID, MAYTAG
AND WHIRLPOOL HOME
APPLIANCES



OPERATIONS

GRI 2.3 GRI 2.4 GRI 2.5



Administrative headquarters

São Paulo (SP) and Miami (EUA)

Plants

Joinville (SC), Manaus (AM)
and Rio Claro (SP)

Distribution Centers

São Paulo (SP), Jaboatão dos
Guararapes (PE), Argentina,
Colombia, Guatemala and Panama

Technology Centers

Joinville: Air Conditioners, Cooking,
Motors and Refrigeration

Rio Claro: Laundry

Offices in Latin America

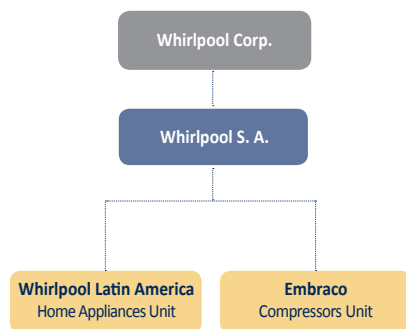
Argentina, Chile, Colombia,
Ecuador, Guatemala, Miami,
Peru, Puerto Rico and
Dominican Republic

CORPORATE GOVERNANCE

GRI | 4.1

Whirlpool Latin America is the business unit of Whirlpool S.A. engaged in the electrical and electronics sector. As a publicly-owned company with shares listed on BM&FBovespa, Whirlpool S.A. is also formed by Embraco, a compressor manufacturer for refrigeration systems, with Whirlpool Corporation ahead of the group as the controlling shareholder and world's largest home appliance manufacturer. GRI | 2.6

The scope of this report encompasses only the home



appliance business represented by Whirlpool Latin America, whose operations include activities in Brazil and in other countries of the Latin America and the Caribbean (except Mexico). For administrative purposes, these markets are known inside the company as LAR International. GRI | 2.7

The highest corporate governance body of Whirlpool S.A. is the Board of Directors, which consists of three executives who serve a term of office of three years, one of them as an independent director. The Board of Directors is responsible for the financial statements and for the operations of the same nature that involve a higher impact on the business units. With regard to strategic planning and the management of the home appliances business, in turn, they are under the responsibility of executive management of Whirlpool Latin America. GRI | 4.3

Since January 2012, Whirlpool Latin America has been presided by Enrico Zito, an executive who has been with the company since 1999.

Zito replaced José Drummond Jr., who occupied the office of president of the home appliances division from 2008 to 2011.

On the same occasion, Drummond took over the chairmanship of Whirlpool Europa, Middle East and Africa, while continuing to be a member of the Executive Committee of Whirlpool Corporation. He was succeeded in the offices of leader and executive vice-president of Whirlpool Corporation by João Carlos Brega, who held the chairmanship of Embraco. GRI | 4.2

Whirlpool Latin America continuously assesses the internal control of its processes in order to adapt to the requirements of Sarbanes-Oxley Law, to which Whirlpool Corporation is subject. This law determines that the companies with shares listed on the New York Stock Exchange – such as Whirlpool Corporation – should ensure the transparency and credibility of their management by way of internal rules and audit mechanisms. GRI | 4.6 GRI | 4.9

Vision

**IN ALL
HOUSEHOLDS ...
EVERYWHERE,
WITH PRIDE,
PASSION AND
PERFORMANCE**

Mission

**WE ALL ...
PASSIONATELY
CREATING
LOYAL CONSUMERS
FOR LIFE**

Values

**RESPECT
INTEGRITY
DIVERSITY AND INCLUSION
TEAM WORK
SPIRIT OF VICTORY**

GRI | 4.8 PG Print | 1 PG Print | 2 PG Print | 3 PG Print | 4 PG Print | 5

SUSTAINABILITY MANAGEMENT

THE STEERING COMMITTEE ESTABLISHES THREE STRATEGIC PRIORITY ASPECTS IN ITS SEARCH FOR EFFECTIVE RESULTS IN A SHORTER RANGE

The Sustainability area of Whirlpool Latin America is under the responsibility of a vice president and a team dedicated exclusively to this matter. The approach of sustainability is facilitated by a team of 35 multipliers, consisting of employees in all the company's areas, whose mission is to foster and coordinate the introduction of annual sustainability targets (see the complete list of multipliers on page 46).

The company created the Sustainability Steering Committee in 2011 to ensure that this matter



is dealt with transversally in all business areas. The Steering Committee was established with the mission of defining directives and approving the strategic initiatives. It consists of four directors plus the general manager for Sustainability, and may have other members, depending on the matters to be discussed. Over the past year, the Steering Committee revised the management strategy, assessed six pillars of action and decided to give priority treatment to three of them for the biennium 2012-2013:

ENERGY EFFICIENCY, WASTE MINIMIZATION AND SOCIAL EQUALITY.

The three other issues – reduction of carbon emissions, sustainable use of water and reduction of restricted substances – are maintained as strategic pillars with their corresponding targets.

GRI | 4.9 GRI | 1.2

IN 2011,
25 SUSTAINABILITY MACRO TARGETS, WHICH WERE SUBDIVIDED INTO
126 TARGETS, WERE ESTABLISHED FOR ALL THE COMPANY'S AREAS. ALL OF THEM WERE INTRODUCED AND APPROX.
90% OF THEM WERE ATTAINED.
GRI | 4.10

The management strategy underlies our sustainability vision to include principles such as service excellence and full respect for consumers. A reduced environmental impact of manufacturing and of products constitutes another directive, and so does a positive influence on surrounding communities and peer companies. For the sustainability vision to meet the demands from society, The Natural Step¹ directions are embraced as part of the conceptual basis of our six strategic topics. The target management and follow-up methodology tools pertain to the Global Reporting Initiative² (GRI). GRI | 1.2 GRI | 4.12

¹International organization originated in Sweden, which engages in actions to support education, consulting and research in sustainable development.

²International organization headquartered in The Netherlands and offices in several countries, including Brazil, the mission of which is to establish the criteria for the preparation of annual sustainability reports.



VOLUNTARY COMMITMENTS

GRI 4.12 GRI 4.13

Global Compact

The Global Compact is an initiative developed by UNO with an eye to encouraging organizations to adopt fundamental, internationally accepted values in the fields of human rights, labor relations, environment and the fight against corruption, which are summarized in 10 principles.



Programa Na Mão Certa

[On the Right Way]

Corporate pact against sexual exploitation of children and adolescents on Brazilian Highways, designed by Childhood Brasil (Brazilian arm of the World Childhood Foundation) and Instituto Ethos.



Empresas pelo Clima (EPC)

[Companies for the Climate] and the Brazilian GHG Protocol Program

These are initiatives maintained by the Center of Sustainability Studies of the School of Administration of Getúlio Vargas Foundation, in which we took part in 2011. The EPC gathers corporate leaderships for the management and reduction of greenhouse gas effect emissions, climate risk and public policy management. The Brazilian GHG Protocol Program stimulates the corporate culture for the publication of inventories of greenhouse effect gas emissions.



AWARDS AND RECOGNITIONS

GRI 2.10

• **Most Admired Company in Brazil.** Acknowledged for the 14th consecutive time in the industry of consumer durables and semi-durables in the home appliance category, according to “Carta Capital” magazine study.

• **Most Innovative Companies in Brazil.** Ranked second in the selection promoted by “Época Negócios” magazine, after the first place won last year, with an honor award in the category Innovation Results.

• **Great Idea Award,** received in Bogota, Colombia, in recognition of the quality and innovation of three products: My Mood air conditioner, Vantage washing and drying machine and Tipo Pizza oven.

• **Innovation Champions.** One of the 50 most innovative companies of the South, according to the ranking of “Amanhã” magazine.

• **Trusted Brand Award,** granted by “Seleções” magazine and Ibope, in the ceremony in which Brastemp was acclaimed as a super champion, for being present in all editions of the award.

• **Customer Service Excellence,** in the category Home Appliances and Luxury, according to “Consumidor Moderno” magazine for the eighth consecutive time.

• **Top of Mind.** Brastemp was awarded for the fifth time the recognition from the “Folha de S. Paulo” newspaper in the categories laundry and ranges and, as the 2nd place, in the refrigeration category, in which Consul was the winner.

• **Você S/A Exame 2011 Guide –** The Best Companies to Work for. Special tribute to the presence in all editions for 15 years.



• **Sesi Work Quality Award,** granted to the Consulado da Mulher Institute, which ranked first in the Social Environmental Development Category.

• **Best Employers.** The company figures among the best in the category 100 to 200 employees, according to the magazine “Apertura”, from Argentina.

• **Planeta Casa Award,** sponsored by “Casa Claudia” magazine and by the Sustainable Planet movement for the Brastemp Inverse Viva! Refrigerator, in the Refrigerator/Decoration products category.

• **Donate to Transform Award,** in the category best institute with an initiative to support human rights of girls and women throughout the country, granted by the Social Investment Fund, with the support of Unifem to the Consulado da Mulher Institute.

• **Executive of Value Award,** sponsored by “Valor Econômico”, in the electrical and electronic industry to José Drummond Jr, who presided the company between 2008 and 2011.

• **Best Companies of Argentina.** The company is listed among the 20 best in that country, according to a survey published by “La Nación” newspaper and prepared by Reputación Institute and IAE Business School of Universidad Austral.

ECONOMIC AND FINANCIAL RESULTS

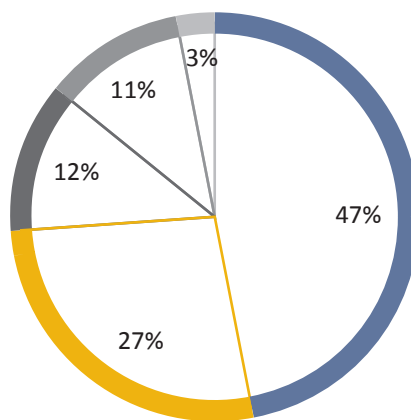
DESPITE THE SCENARIO OF UNCERTAINTY, THE RESULTS IN 2011 WERE CLOSED TO THOSE OF THE PRECEDING YEAR

The unfolding of the crisis in countries of the Northern Hemisphere ravaged the world's economy once again. In 2011, the fiscal deficit of Eurozone countries caused apprehension and some turmoil among economic agents also in Latin America, although the impact was not uniform in all the countries. Brazil felt the effects, in particular during the first year-half, of a widespread downturn in consumption. The sales of air conditioners were also impaired by a summer season of mild temperatures. The expectation to keep up the growth rate of the past two years was frustrated, and

the company saw the first year-half close with a drop in sales. This reduction called for a strategy review, in addition to spreading the mood to beat the challenge. In the second year-half, there was gradual improvement in the pace of sales, so that the launch of the investment plan was maintained, without prejudice to liquidity, until December, when Christmas

and a reduction of the IPI³ (manufacturing tax) on home appliances granted by the federal government instilled some confidence in the market.

³The Manufacturing Tax Rate for ranges was reduced from 4% to zero; for refrigerators, from 15% to 5%, and for washing machines, from 20% to 10%. The reduction benefitted only products rated as Class A in energy efficiency, at first until March, and later on until June 2012.



Value-added distribution

GRI | EC1

Direct economic value generated and distributed, including revenue, operating costs, employees' payroll, donations and investments in the community, undistributed profits and payments to capital providers.

- Suppliers
- Government
- Employees
- Reinvestment
- Shareholders

Results in Brazil

On average, the sales of Whirlpool Latin America in Brazil virtually reached the same level as those of 2010 and, as a result, the turnover could reach a fair figure. As far as profitability is concerned, the company recorded in Brazil the second best result of its history, which was only surpassed by the year 2010. Ten million products were marketed, thus consolidating the country's position as the third Whirlpool market in the world. According to the Ministry of Development, Industry and Foreign Trade, Whirlpool Latin America ranked 46th in the list of Brazilian 100 largest exporters in 2011.

Results in Latin America

The region of Latin America and the Caribbean (except Mexico), in turn, concentrated 27% of Whirlpool global sales, which continued to represent the company's second largest market, preceded only by North America. In these countries, the company experienced a 13% increase in sales, corresponding to almost 1.9 million products sold, in addition to those marketed in Brazil. The largest increases were seen in Central America and the Caribbean (35%) and in the Andean countries (33%). The most drastic reduction occurred in the South Cone (-10%), on account of import quotas and customtrade barriers imposed by the Argentinean government to products manufactured in Brazil.

MANUFACTURING

NATURAL
RESOURCES

SOLID
WASTE

WORK
SAFETY

SOLID WASTE

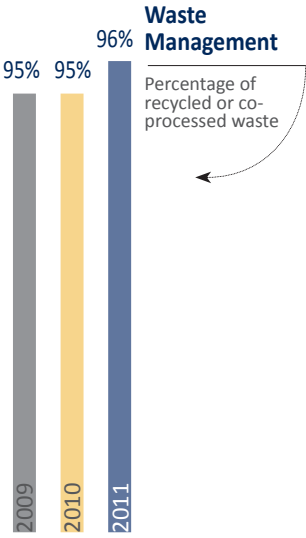
COMMITMENT FOR 2014

PG Princ. | 7 PG Princ. | 8 PG Princ. | 9

COMPANY DEFINES STRATEGY TO ELIMINATE THE LANDFILL SHIPMENTS

In 2011, the company embraced an important challenge, when it launched the Zero Waste project, which defines how they will cease to send their industrial waste to landfills completely by 2014, and the waste unrelated to the production process by 2016. First of all, the efforts were made inside

the units, by adapting the existing infrastructure to waste segregation and by raising the employees' awareness to this issue. Now, manufacturing processes are being changed, improvement actions have been conducted with suppliers, recyclers are developing new technologies and other industries are incorporating the scrap into their production processes. GRI | EN26



Packaging recovery

Brastemp Viva! Program, an initiative of Whirlpool Latin America that collects product packaging sold door-to-door in the State of São Paulo, picked up over 136 tons of waste consisting of styrofoam, carton and plastics. A large portion of the packaging collected is sent out to Cooperativa de Catadores de Materiais Recicláveis de Diadema (Cooperlimpa) [Recyclable Waste Pickers' Cooperative of Diadema]. The waste volume collected in 2011 experienced an 81% increase in comparison to the previous year. The target for 2012 is to recover 245 tons.

IN 2011,
96% OF THE COMPANY'S INDUSTRIAL WASTE WAS RECYCLED OR CO-PROCESSED. IT IS THIS BASELINE THAT THE COMPANY WILL CONSIDER TO REACH THE TARGETS SET FOR 2014 AND 2016.

GRI | EN2 GRI | EN26 GRI | 1.2

Waste management | Total waste management by type and disposal method (in tons) (GRI | EN22)

	Waste Landfill		Waste for co-processing	Waste recycling		Scrap	Incineration		Total	
	Hazardous Class I	Non-hazardous Class II	Hazardous Class I	Hazardous Class I	Non-Hazardous Class II		Hazardous Class I	Non-hazardous Class II	Hazardous Class I	Non-hazardous Class II
2009	304	817	222	126	9	11,568	0	0	652	12,394
2010	236	1,465	520	1,134	191	29,319	26	86	1,916	31,061
2011	112	1,525	224	1,081	224	34,490	321	119	1,739	36,358

PG Princ. | 7 PG Princ. | 8 PG Princ. | 9

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WATER CONSUMPTION

PG Princ|8

PLANTS CONSUME
17% LESSSAVINGS WOULD BE
ENOUGH TO SUPPLY THE
DEMAND OF JOINVILLE
PLANT FOR THREE MONTHS

Several measures adopted in all facilities caused the water consumption to fall 17% in 2011, totaling 693 thousand m³ versus 834 thousand m³ in 2010. The savings obtained – 141 thousand m³ – would suffice to keep the company's largest plant (Joinville) in operation for three months or to supply a city of 42 thousand inhabitants for 30 days⁴. GRI|EN8

All the plants made investments and exceeded their goals of reducing water consumption.



THE WASTEWATER
TREATMENT STATION
AT JOINVILLE PLANT
OBTAINED SAVINGS OF
14 THOUSAND M³ OF WATER,
10% OF ALL THE
WATER SAVED
SAVED DURING THE YEAR.

GRI|EC2 PG Princ|7 PG Princ|8 PG Princ|9

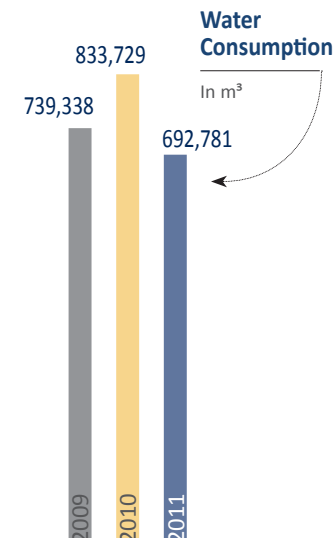
The actions included a review of the manufacturing processes and test procedures, the replacement of flushing valves, and the installation of water supply systems with a visual control of the piping structure, so as to enable leak detection

and the construction of rainwater catchment systems and investments in wastewater treatment. GRI|1.2

⁴The estimate considers the standard consumption recommended by the United Nations Organization, of 110 liters per person/day.

Recycled and reused water quantity| in m³ (GRI|EN10)

Joinville	Manaus	Rio Claro	São Paulo	LAR International	Total	% of reused water
22,100	0	76,600	2,476	0	101,176	12,74%



CLIMATIC CHANGES GRI | EC2

DECLINING EMISSIONS

GAS CONVERSION AT JOINVILLE PLANT HAS BEEN THE MAIN ELEMENT FOR THE REDUCTION OF EMISSIONS

The total reduction of greenhouse gas effect emissions in 2011, reported in the company's inventory issuance, amounted to 9,303 tons of carbon equivalent, which is 18% less than the previous year. Several elements were responsible for this downturn, but the most significant contributions were attributable to the HFC gas

(R134a used in the refrigeration circuit of fridges) and HCFC (R141b used in the expansion of polyurethane foam) replacement with cycloisopentane and isobutane, hydrocarbons gases which not only do not damage the ozone layer, but also have a low global warming potential. These improvements were introduced at Joinville plant.



Direct and indirect greenhouse gas effect emissions | in t CO₂eq
(GRI | EN16)

	Scope 1	Scope 2	Scope 1 e 2
2009	38,057	4,002	42,059
2010	41,985	8,942	50,927
2011	36,438	5,186	41,624

Scope 1 emissions are generated in sources that belong to or are controlled by the organization such as boilers, furnaces, company's vehicles, etc. Scope 2 emissions arise from electrical and thermal energy purchases, which are consumed by the company.

CONSISTENT EVOLUTION

INDICATORS REACH A PLATEAU CONSIDERED “WORLD CLASS”

The work safety indicators showed a positive evolution over the past years. In 2011, the frequency rate of accidents with and without time loss, according to OHSAS⁵ metrics, was of 0.96 accident per 200,000 man/hours of exposure to risk, which is better than the target fixed for the year (1.03). In comparison to the year 2009, the improvement was 24%. The number of work-related accidents without time loss also fell from 145 to 109. Despite not reaching the target (0.15 accident every 200,000 man/hours of exposure to risk), the frequency rate of accidents experienced a 15% reduction, from 0.20 to 0.17.



IN TWO YEARS, THE
INDICES
FELL **59%.**

⁵English acronym for Occupational Health and Safety Assessment Services. It refers to a management system with a focus on occupational health and safety assessment services.

Occupational accident frequency rate, with and without work time losses |

In number of accidents per man/hour worked (GRI | LA7)

	Goal	Achived
2009	1,51	1,27
2010	1,30	1,24
2011	1,03	0,96

Occupational accident frequency rate, with work time losses |

In number of accidents per man/hour worked

	Goal	Achived
2009	0,42	0,41
2010	0,29	0,20
2011	0,15	0,17

Injuries, occupational diseases, time lost, absenteeism and deaths rate (GRI | LA7)

	Injuries	Occupational diseases	Time loss	Absenteeism	Deaths
2009	1,27	0,26	8,71	2,55%	1
2010	1,24	0	5,25	3,03%	0
2011	0,96	0	3,88	3,8%*	0

*The data only cover the manufacturing plants.

ERGONOMICS IN FOCUS

At Rio Claro site, in 2011, an initiative aimed at continuous improvement expanded the range of attention on ergonomics. A committee formed by ergonomists, engineers, an occupational therapist and a medical panel, with consultancy provided by Universidade Federal de São Carlos, carried out a diagnostic survey of that plant's situation. The work stations were analyzed, and the employees were interviewed. The “red flags” were spotted, i.e., the aspects that concentrated the highest number of complaints of pain or muscle injury. The work gave rise to an action plan that is being introduced in 2012. The same work model is now in the process of implementation in Joinville.

ADVANCES IN MANUFACTURING

GRI | EN2 GRI | EN6 GRI | EN10 GRI | EN18
GRI | EN22 PG Princ | 7 PG Princ | 8 PG Princ | 9

**KNOW THE
IMPROVEMENTS
THAT HELPED
LEVERAGE, IN
EACH PLANT, OUR
COMMITMENT TO
SUSTAINABILITY**



atmospheric emissions

The expansion of polyurethane foam, used as a thermal insulator in refrigerators, begins to be made using cyclopentane gas, which has a lower global warming potential.

The refrigeration circuit of refrigerators and freezers begins to use isobutane gas, which also has a lower global warming potential. GRI | EC2

water savings

Inauguration of the rainwater catchment system, which ensured the supply of 7,300 m³ between July and December.

Water treatment used in the test vessel will enable the reuse of 48 thousand water liters per month.

Completion of the filtration unit and sterilization of the wastewater treatment station expanded the reuse water supply by 14 thousand liters between July and December.

energy savings

Shrink, the plastic coating of refrigerators, is replaced in an assembly line with stretch hood, an elastic plastic film that does not have to be heated for adhesion to the product.

waste management

The plant reduced by 18% the amount of industrial waste sent out to landfills.

recycling

382 tons of metal, plastics, electrical wiring and refrigerant gases of used refrigerators and freezers were collected, transported and recycled.



technology

The single dishwasher production line in the country is inaugurated. The product incorporates 75% components developed domestically by 35 partner companies. The reuse of test water ensures savings of 140 m³.

water savings

A rainwater catchment system begins to be used to supply gardening and toilets.

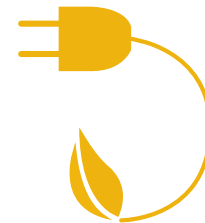


energy and emissions

The E3 program, implemented in partnership with the Environmental Protection Agency (EPA), of the United States, will expand the plant's competencies in energy savings and greenhouse gas effect emissions.

waste management

The plant produces 24 tons less waste per year, with real gains of 3% on the previous year volume.





RIO CLARO

water savings

A new painting technique called powder enamel replaces the conventional technique, which produces a smaller load of effluents and savings of 352 thousand liters water per month.

Treatment station will allow the reuse of 95% of the water consumed by the Laundry Lab.

technology and innovation

The pioneering Laundry lab Brazil develops a new dishwasher line, the only one currently manufactured in the country.



safety and health

Ergonomics project developed at the plant becomes a reference project standard for all other operations.

waste management

Proper segregation and solutions for recycling of elastic bands and rivets, the unit reduces by 35% the amount of industrial waste sent out to landfills.



PRODUCTS

RESTRICTED
SUBSTANCES

INNOVATION

ENERGY
EFFICIENCY



SO MANY STARS

GRI | EN26

IN 2011, WHIRLPOOL LATIN AMERICA LAUNCHED APPROX. 200 NEW PRODUCTS, INCLUDING CONSUL FACILITE WASHING MACHINE, BRASTEMP ATIVE BUILT-IN LINE, BRASTEMP RETRÔ AND CONSUL BEM-ESTAR REFRIGERATORS ... BECOME FAMILIAR WITH THE CHARACTERISTICS OF TWO STARS OF THIS CONSTELLATION: BRASTEMP INVERSE VIVA! AND BRASTEMP ATIVE EIGHT-PLACE SETTINGS DISHWASHER



BRASTEMP INVERSE VIVA REFRIGERATOR!

SUSTAINABLE FEATURES

PG Princ | 7 PG Princ | 8 PG Princ | 9

Brastemp Inverse Viva! Refrigerator offers a new and practical way to conserve food, with the refrigerator on the top and the freezer on the bottom. Its major differential is the low electric power consumption afforded by an intelligent compressor based on VCC technology (variable capacity compressor). In reducing the power consumption of the refrigerator in intervals when the product is less used – at night, for instance – the new compressor enables the maximum energy efficiency, thus reducing the average electric power consumption by 25% – or, in other words, from 56 kW to 42 kW a month, if compared to a conventional A-class seal of the Brazilian Labeling Program. GRI | EN6
Sold exclusively by WalMart stores, Inverse Viva! brings improvements that only now are being adopted in other Brastemp and Consul refrigerator lines, such as:

USE OF GASES
WITH LOWER GLOBAL WARMING POTENTIAL, SUCH AS ISOBUTANE AND CYCLOISOPENTANE.

GRI | EN18 GRI | EC2

RECYCLABILITY INDEX
HIGHER THAN
80%, I.E., ITS PARTS AND COMPONENTS MAY GIVE RISE TO OTHER PRODUCTS IN THE END OF THEIR USEFUL LIFE.

GRI | EN2

MANUFACTURED
ACCORDING TO THE
ROHS,
EUROPEAN DIRECTIVE,
WHICH LIMITS THE USE OF
RESTRICTED SUBSTANCES
(FURTHER INFORMATION ON PAGE 27). GRI | 1.2

BRASTEMP ATIVE EIGHT-PLACE SETTING DISHWASHER

TECHNOLOGY MADE IN BRASIL

GRI | EN26

The design of the new Brastemp Ative Eight-Place Setting dishwasher has been entirely developed at the Laundry Technology Center, which received investments in infrastructure and technical qualification. Until then, this laboratory had the know-how to create and innovate, but part of the tests was performed by Whirlpool Corporation in the United States.

Installed at Rio Claro plant, the Laundry Technology Center was expanded to allow the development of local projects more expeditiously and at lower costs. Today, any type of dishwasher, either domestic or imported, can be tested there, regardless whether it is to be sold in Brazil or in other countries, and including the launchings, new technologies and portfolio changes. For Brazilian consumers, this laboratory means the possibility to count on more robust and efficient products in terms of performance, as far as both washing and power and water consumption are concerned.

A HIGH POTENTIAL PRODUCT ...

The dishwasher is a high potential product in the local market, as only 2% of Brazilian families use it, according to the official statistics. Whirlpool Latin America believes that the **THE MARKET MAY TRIPLE** IN SIZE BY 2013, with high performance products at affordable prices.



...AND LOW CONSUMPTION

Economy is a strength of Brastemp brand dishwashers, as they **USE FROM 12 TO 20 LITERS OF WATER IN EACH OPERATION, VERSUS 40 LITERS USED IN THE MANUAL WASHING** of the same quantity of dishes. With regard to the power consumption, they use 1.2 KW/h, whereas in manual washing with hot water the water utilization is, on average, of 2.4 KW/h, according to the figures obtained from the Laundry Technical Center and with studies presented by SABESP.

GRI | EN6

INNOVATION

DRIVEN BY NOVELTY

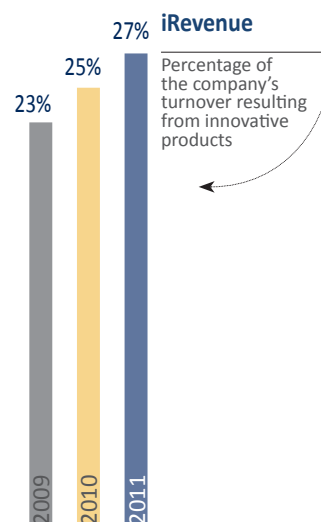
The internal figure called iRevenue, which measures the income generated by innovative products, has been evolving consistently over the past years (see the chart). At Whirlpool, for a product to be innovative, it should have unique features, stimulate consumers and generate value to shareholders.

Last year, the company filed 73 applications for patents in Brazil, having been first private company by number of patent applications filed with the National Institute for Industrial Property, the Brazilian agency in charge of protecting industrial patents.



THE COMPANY HAS 19 RESEARCH AND DEVELOPMENT LABORATORIES AND 5 TECHNOLOGY CENTERS IN BRAZIL DEDICATED TO AIR CONDITIONING, COOKING, LAUNDRY, REFRIGERATION AND MOTORS – THE LATTER ONE OF THE LARGEST IN THE WORLD.

The technology centers are references for all Whirlpool plants worldwide in each product category. From these locations, innovative products and projects are exported to over 70 countries.



DESIGN FOR ENVIRONMENT

A new way to do it

PG Princ|7 PG Princ|8 PG Princ|9

Last year, Whirlpool Latin America enhanced its experience by using a new tool for the development of products called Design for Environment (DfE). With this tool, the Technologies and materials used in these projects are specified considering aspects such as quality, cost and efficiency simultaneously with the products' environmental performance, i.e., their impact on the environment throughout the entire useful life, from the production of raw materials to the final disposal in the post-use phase. This impact is assessed in the choice of raw materials, parts and components, in the efficiency of water and power consumption, and in the product recyclability and waste minimization. GRI|4.10

The introduction of the DfE matrix commenced in 2010 and was supported by specialists of Universidade de São Paulo, with a pilot project in Brastemp Inverse Viva! refrigerator. In 2011, the experience was extended to cooking, laundry and air conditioning products. Starting in 2012, the new methodology will be integrated into the development process of all new products.



HIGH PERFORMANCE PRODUCTS [PG Princ|7](#) [PG Princ|8](#) [PG Princ|9](#)

USING 90% OF DOMESTIC RAW MATERIALS, OUR PRODUCTS HAVE HIGH ENERGY EFFICIENCY LEVELS. IN TERMS OF ELECTRIC POWER AND WATER CONSUMPTION.. THE MAIN DEVELOPMENTS CAN BE SEEN BELOW.

GRI|EN5 GRI|1.2

ENERGY EFFICIENCY

In 2011, approx. 200 products of Brastemp and Consul brands were analyzed and awarded the class-A seal of the Brazilian Labeling Program (PBE). In the cooking category, 73 Brastemp and Consul models received the class-A seal of the National Program for Rational Use of Oil and Natural Gas Derivatives(Conpet).

GRI|EN6



WATER CONSUMPTION

The washing machines developed in the 80's consumed twice as much water if compared to the ones used nowadays, using the amount of laundry per cycle as reference. Another important feature of the contemporary washing machines is the "Water Reuse" function, which enables the use of the same water to wash different loads of clothes or otherwise for domestic use, such as floor washing.

**IN ONE YEAR,
CONSUMERS WILL
SAVE THE EQUIVALENT
TO A WATER TRUCK
EACH YEAR
- UP TO 9,500
LITERS WATER.**



HIGH PERFORMANCE PRODUCTS

RECYCLABILITY

The capacity of a household appliance to be recycled after its disposal is a present concern in the development of Whirlpool Latin America. This capacity depends on the specification of the products used in the parts and pieces of the product. In 2011, the company carried out a recyclability diagnosis of its products.

**THE BEST
PERFORMER
WAS BRASTEMP
INVERSE VIVA!
REFRIGERATOR,
WITH A
RECYCLABILITY
RATE OF 80,7%⁶.**

⁶ According to the methodology of the Fraunhofer Institute, from Germany.

RESTRICTED SUBSTANCES

Joinville plant has been certified since 2006, by Bureau Veritas Certification (BVC), according to ECQ QC 0800000 HSPM, which establishes the control of environmentally hazardous substances.

In 2011, the company carried out a mapping of the current situation of the different categories of products to understand the impact of the adjustment of all the operations and products to the Directive Restriction Certain of Hazardous Substances (RoHS), of the European Community, which limits the use of restricted substances such as lead, cadmium, mercury, hexavalent chrome, polybrominated diphenyl ether and polybrominated biphenyls. Furthermore, in 2011 Whirlpool Latin America proceeded with the replacement of HCFC R141b and HFC R134a gases, as informed on page 23. [GRI|EN18](#)

CONSUMER SAFETY

Whirlpool has a Global Product Safety Policy in place, applicable to all regions and operations, which describes the responsibilities of each organizational unit regarding the compliance with the policy and with the standards included in the Corporate Product Safety Standards. This Policy encompasses 100% of the products, accessories and services, and ensures that everyone complies at the plant should comply with the safety rules of products applicable in the markets where the company operates, as well as with Whirlpool internal safety standards. [GRI|PR1](#)



RELATIONSHIPS

INTERNAL
AUDIENCE

CONSUMERS

COMMUNITIES

RELATIONSHIPS

EMPLOYEES

PERSEVERENCE AND CONSISTENCY

QUALITY IN THE MANAGEMENT OF PEOPLE IS RECOGNIZED INSIDE AND OUTSIDE THE COMPANY

One of the most important demonstrations of consistency in the policies of Whirlpool Latin America applicable to the management of people is the company's inclusion, for 15 consecutive years, in "Guia Você S/A Exame – The Best Companies to Work for". Last year, the company received special honors for this achievement.

In 2011, the company closed the year with 14,576 employees, which represented an 6% reduction in comparison to the previous year. The cutback of 930 jobs was caused mainly by the natural employee turnover in the company's personnel.

GRI||LA2 PG Princ|6

FOR **2** CONSECUTIVE YEARS THE COMPANY HAS BEEN NAMED ONE OF THE BEST EMPLOYERS OF **ARGENTINA**, ACCORDING TO THE GREAT PLACE TO WORK RANKING PUBLISHED BY "APERTURA" MAGAZINE.



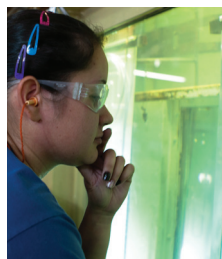
Number of employees per region (GRI||LA1)

	Region and Unit							Total
	South	Southeast				North	Latin America and the Caribbean (except Mexico)	
	Joinville	São Paulo	Centro Administrativo	Rio Claro	Compra Certa	Manaus	LAR International	
2010	7,733	665	552	4,084	84	1,995	393	15,506
2011	7,361	635	467	4,235	79	1,430	369	14,576

The company maintains aligned personnel management policies and practices in Latin America, which are guided by common principles, consisting in the development, recognition and retention of talents by way of corporate education and performance evaluation, benefit and reward programs. In order to preserve organizational engagement, it is indispensable to keep transparent and systematic competency and performance evaluation processes, which are carried out in a collegiate manner by higher hierarchical level employees (committee), with HR support.

IN 2011, WHIRLPOOL CORPORATION CONDUCTED ONE MORE ENGAGEMENT SURVEY ROUND, WHICH IS CONDUCTED ON A GLOBAL SCALE. IN LATIN AMERICA (INCLUDING BRAZIL),

91% OF THE EMPLOYEES TOOK PART IN THAT SURVEY, WHICH INDICATES AN ACCEPTANCE INDEX OF 80%.



TRAINING AND DEVELOPMENT

Since its creation in 2010, the School of Leaders has achieved significant results – 1,560 employees attended the training programs. Only in 2011, 812 leaders took part in 169 organized classes.

The improvement of technical and behavioral techniques of operators is carried out by the Hourly Career Plan, with the support of the Manufacturing School. The Super 100 Program, which covers courses related to the operational routine, was implemented in Rio Claro in 2009, in Manaus in 2011, and in 2012 in Joinville. GRI | LA11

Number of class-hours in Corporate Education (GRI | LA10)

	Brazil		Latin America and the Caribbean	
	Total hours ⁽¹⁾	Average per employee	Total hours	Average per employee
2009	228,362	16,80	834	8,70
2010	256,009	16,94	7,400	9,29
2011	152,223.32⁽²⁾	11,60⁽³⁾	1,760	13,64

⁽¹⁾ The total number of hours was revised for the years 2008 and 2009, according to the 2010 methodology. It considers the average number of hours per employee x the average number of employees (individual results may vary). ⁽²⁾ The number of training hours in 2011 was reduced versus the 2010 number, by reason of the program review and methodology changes. The training programs considered in 2011 figures are the technical, behavioral, the compulsory and leadership programs. ⁽³⁾ The average training per employee does not include expatriates, impatriates, retirees, absentees on leave and directors.

APPRECIATION OF DIVERSITY

PG Princ | 1 PG Princ | 6

Appreciation of diversity in the personnel is one of the values at Whirlpool Latin America. The differences of ideas, cultures, profiles, s and age range, inter alia, are key for the construction of more comprehensive, creative and receptive environments. For this reason, the company's recruitment policy resorts to diversity as an ultimate selection parameter when deciding between candidates with similar professional qualifications.

An example of this method is the composition of employees by gender.

IN BRAZILIAN OPERATIONS, THE NUMBER OF WOMEN HAS BEEN GROWING AND APPROACHING THE NUMBER OF MEN. BY THE END OF 2011, WOMEN ACCOUNTED FOR 46% OF THE TOTAL NUMBER OF EMPLOYEES.

Most women (39% of the total number), as is also the case of most men (42%) are concentrated in manufacturing activities.



CHILD DAYCARE IN RIO CLARO

The company inaugurated, in 2011, the child daycare facility in Rio Claro plant, a space designed to receive 28 children each shift in the age bracket from four to 18 months. The initiative of building and installing a childcare facility is in line with the company's values of providing more comfort and well-being to the employees during the breastfeeding period, so that they can benefit from the construction of healthier bonds with their children since the early days of their lives. Similarly to what happens in the child daycare facility of Joinville plant, opened in 1994, babies are accommodated in two different rooms: one for those in the age bracket between four and 12 months and another for those between 12 and 18 months.

SOCIAL EQUALITY, STRATEGIC PRIORITY

CONSULADO DA MULHER TURNS 10 YEARS OLD AND CELEBRATES THE STABILITY AND CONSISTENCY OF RESULTS

GRI | SO1 PG Princ | 1 PG Princ | 2



The social investments of Whirlpool Latin America are made only through the Consulado da Mulher Institute, a public interest social welfare organization that will be 10 years old in 2012. Its mission is to provide advice in popular undertakings led by women, by contributing the know-how and the resources that will enable the generation of income and the improvement of the quality of life. Consulado da Mulher promotes the development and social inclusion of families and communities almost throughout the entire country.

IN 2011, THE
CONSULADO DA
MULHER BENEFITED
UNDERTAKINGS **77**
LOCATED IN
MUNICIPALITIES OF
20 BRAZILIAN
STATES.

Return on investment:

Each real invested by the company yields **R\$ 1.60** of social returns

The company's social investment in 2011: **R\$ 3.7 million**

The investment benefitted **169** social undertakings, in which **2,688** people work



The work generated a turnover of **R\$ 5.9** million, which benefitted almost **10 thousand** people



Consulado da Mulher develops all its activities based on two integrated programs — Mulher Empreendedora and Usinas do Trabalho, which follow the same methodology and are inspired by social sharing economy. The difference between both is that Mulher Empreendedora is implemented by educators and advisors of Consulado da Mulher where the company's plants are installed,

whereas Usinas do Trabalho Program is developed by educators and advisors of qualified partners in other regions of the country.

In its 10th anniversary, Consulado da Mulher will also celebrate its consistent and stable actions. The return on investment of Whirlpool Latin America to finance its operations is an indicator of the successful outcome of these efforts.

Direct benefits

Program	Number of initiatives assisted	Number of people generating income
Mulher Empreendedora	60	447
Usinas do Trabalho	109	1,859
Total	169	2,306

Source: Consulado da Mulher. Consolidated figures in December 2011.



SUPPLIERS

BRAZILIAN EXPERIENCE IS GLOBALIZED

SUPPLIER MANAGEMENT SYSTEM IS CONSIDERED A REFERENCE MODEL FOR WHIRLPOOL ALL OVER THE WORLD

In 2011, the Brazilian experience with the Integrated Supplier Management System (SGIF) was globalized, in a process of adjustments that adapted the platform to international use. Known as Whirlpool Supply Quality Excellence, the new system is being implemented in all the companies' plants throughout the world, with the same business relations, supplier audit and assessment standards, and with due regard for the local distinctive features.

LAUNCHED IN 2004, THE **SGIF** HAS THE PURPOSE OF RATING THE PERFORMANCE OF DIRECT MATERIAL SUPPLIERS IN RELATION TO THE QUALITY, SAFETY, HEALTH, ENVIRONMENT AND SOCIAL RESPONSIBILITY STANDARDS.

In 2011, 54 direct material suppliers were submitted to assessment audits for the purpose of grading the technological development and management system conditions.

GRI | HR2

CHAIN OF STEEL

GRI | HR6 GRI | HR7 GRI | HR8 PG Princ | 1
PG Princ | 2 PG Princ | 4 PG Princ | 5

The company also conducted supplier and sub-supplier audits of the chain of steel, the primary raw material for its products, including coal and iron ore manufacturers. The purpose was to assess the conditions to meet the environmental and social responsibility requirements, including the respect for human rights and minorities such as indigenous peoples, in addition to the repudiation of slave-like and child work, among other issues. The process commenced in 2009, when a risk analysis model for suppliers of this segment was created. Based on that methodology, 13 companies of this industry were visited in 2011, in audits that did not spot severe irregularities, but found opportunities of improvement in the compliance of legal requirements that should be solved by the end of 2012.





Indirect materials

In 2011, the company also introduced the Integrated Management System for Indirect Material and Service Suppliers (SGIF-MSI), the purpose of which is the same as for direct material supplier version. This system also contemplates an assessment of suppliers according to their supply track and to the quality and management standards identified in audits.

The quality audits for indirect material and service suppliers were initiated in 2011 to ensure that suppliers achieve the minimum supply and conduct requirements specified by the company. The expectation is to qualify 100% of the indirect material and service suppliers rated as average and high risk by 2013.

CONSUMERS

ENDORSEMENT OF PRODUCT QUALITY

POST-SALE INDICATORS REVEAL CONSUMERS' SATISFACTION ON HIGH LEVELS

Brastemp and Consul products have reached one of the best quality levels of recent years. This is what the company's post-sale service indicators show as the reflection of consumers' behavior vis-à-vis the performance of the manufacturer's products. The levels of complaints have never been so low since they began to be monitored, and so is the product defect rate in the warranty period. GRI | PR5



THE NUMBER OF CONSUMERS'
COMPLAINTS WAS
REDUCED BY **10.4%**
IN RELATION TO 2010.

THE COMPANY ESTIMATES
THAT THERE ARE **100**
MILLION PRODUCTS OF ITS
BRAND IN USE IN BRAZILIAN
HOUSEHOLDS, WHICH IS
EQUIVALENT TO SAYING
THAT APPROXIMATELY
ONE OUT OF **TWO**
EVERY
INHABITANTS OWNS A BRASTEMP
OR CONSUL PRODUCT AT HOME.

Whirlpool Latin America takes pride in having reached that index and, in return for the consumers' confidence, invests continuously in the improvement of its post-sale services.

GOVERNMENTS

ACTION IN BROAD DAYLIGHT

THE RELATIONSHIP WITH THE GOVERNMENTAL AUTHORITIES IS CONDUCTED WITH ETHICS AND TRANSPARENCY

GRI | SOS PG Princ | 10



The company maintains its relationship with the public authorities, in the federal, state and municipal realms through the trade association of the industry, the National Association for Electrical and Electronic Products (Eletros). In interaction plans based on ethics, transparency and spirit of leadership, the company concentrated its contributions, along 2011, on three major subjects: the National Policy on Solid Waste (PNRS), the competitiveness of Brazilian industry vis-à-vis imported products and advancements in the search for higher energy efficiency. In the scope of the discussions surrounding the PNRS, the company submitted a proposal, approved by Eletros, for the creation of the Brazilian Association for Recycling of Electrical and Electronic Products (Abree), which will engage in joint actions with the federal, state and municipal governments, as well as with the retail and consumer representation entities.

ABREE WILL LEAD THE DEVELOPMENT AND HIRING OF REVERSE LOGISTICS AND RECYCLING SERVICES FOR THE PRODUCTS MANUFACTURED BY ALL THE COMPANIES OF THE SECTOR.

Energy efficiency

The search for higher energy efficiency of the products is a response of Whirlpool Latin America and of the electric and electronic industry to the National Institute of Metrology, Quality and Technology (Inmetro), which runs the Brazilian Labeling Program (PBE). Under leadership and coordination of Eletros, there is a permanent concern to point out to the relevant authorities the possibilities of technological evolution and to size properly their economic impact on the cost of the products. Within this context, the company participated in 2011 of a review of the PBE and of the indices relating thereto, jointly with Inmetro, the Ministry of Environment and the Ministry of Development, Industry and Foreign Trade. It was an integrated effort to think over the challenges of and paths to evolution. The results of this work are expected to be released yet this year.

SELF-STATEMENT

Whirlpool Latin America states that its Sustainability Report 2011 follows the Global Reporting Initiative (GRI) directives and is in line with the G3 standard. It also declares that it meets the B+ level of application and that the relevance and organization of its content were established based on a process for materiality definition.

The publication includes 39 indicators referring to the Profile, Governance, Commitments and Engagement issues. Of the performance indicators, the company disclosed 35 primary and 14 additional results.

The cross index submitted below shows the correlation of GRI indicators with the Global Compact Principles and the Systemic Conditions of The Natural Step.

The document has been submitted to independent review by KPMG Auditores Independientes. The independent verification report is available on page 44.

GLOBAL COMPACT PRINCIPLES

Human Rights Principles

1. Respect and protect human rights;
2. Prevent human rights abuses;

Labor Rights Principles

3. Uphold the freedom of association at work;
4. Eliminate forced labor;
5. Abolish child labor;
6. Eliminate discrimination in employment and occupation;

Environmental Protection Principles

7. Support a precautionary approach of environmental challenges;
8. Promote environmental responsibility;
9. Encourage environmentally-friendly technologies;

Principle Against corruption

10. Work against corruption in all forms, including extortion and bribery.

	GRI	Reported	Global Compact Principle	TNS	Page
1	STRATEGY AND ANALYSIS				
1.1	Statement of the holder of highest discretionary powers in the organization about the relevance of sustainability for the organization and its strategy	In full	8 and 9	----	5
1.2	Description of the main impacts, risks and opportunities	Partial	----	----	10, 15, 16, 23, 26
2	ORGANIZATIONAL PROFILE				
2.1	Organization's name	In full	----	----	7
2.2	Main brands, products and/or services	In full	----	----	7
2.3	Operating structure of the organization, including the main divisions, operating units, subsidiaries and joint ventures	In full	----	----	8
2.4	Location of the organization's headquarters	In full	----	----	8
2.5	Number of countries where the organization operates and name of the countries where its main operations are located or are specially relevant to the sustainability issues covered by the report	In full	----	----	8
2.6	Type and legal nature of the property	In full	----	----	9
2.7	Markets served (including geographic description, sectors served and types of customers/beneficiaries)	In full	----	----	7, 9
2.8	Organization's size	In full	----	----	7 Large-sized
2.9	Main changes during the period covered by the report, referring to the size, structure or share ownership structure	In full	----	----	There were no changes in the organization or in the form of disclosing the economic, social and environmental performance in 2011.
2.10	Awards received in the period covered by the report	In full	----	----	12
3	REPORTING PARAMETERS				
3.1	Period covered by the report for the information disclosed	In full	----	----	3, 4
3.2	Date of the most recent previous report (if any)	In full	----	----	3
3.3	Reporting frequency (annual, bi-annual, etc.)	In full	----	----	3
3.4	Contact details in case of questions referring to the report or its content	In full	----	----	3
Scope and limits of the report					
3.5	Process for content definition	In full	----	----	3, 4
3.6	Report limits (countries, divisions, subsidiaries, joint ventures, suppliers)	In full	----	----	3
3.7	Disclosure of any specific constraints regarding the scope or limit of the report	In full	----	----	3
3.8	Base for the report preparation regarding joint ventures, subsidiaries, leased premises, subcontracted operations and other facilities likely to have a considerable impact between timeframes and/or organizations	In full	----	----	3

	GRI	Reported	Global Compact Principle	TNS	Page
3.9	Data measurement techniques and the calculation bases, including the hypotheses and techniques underlying the estimates applied to the compilation of indicators and other information of this report	In full	----	----	The information and data submitted in this report are in compliance with the calculation rules of the new Brazilian accounting standards, having been audited by KPMG Auditores Independentes
3.10	Explanation on the consequences of any restatement of the information disclosed in previous reports and the reasons for restatement	Not reported	----	----	There has been no restatement of information provided in previous reports
3.11	Significant changes in comparison to the previous years as far as the scope, limit or measurement methods adopted in the report are concerned	In full	----	----	4
3.12	Table indicating where to find the information in the report	In full	----	----	37
Verification					
3.13	Current policy and practices referring to the search of independent verification for the report	In full	----	----	3, 36, 44
4	GOVERNANCE, COMMITMENTS AND ENGAGEMENT				
4.1	Governance structure of the organization, including committees under the highest body responsible for governance	In full	----	----	9
4.2	Indication whether the chairman of the highest governance body is also an officer or not	In full	----	----	9
4.3	Independent or non-executive members of the highest governance body	In full	----	----	9
4.4	Mechanisms for shareholders and employees to make recommendations	Not reported	----	----	N.A.
4.5	Ratio between the remuneration and performance of specific tasks, such as the establishment of strategies or supervision of the organization	Not reported	----	----	N.A.
4.6	Processes in place to prevent conflicts of interest	In full	----	----	9
4.7	Process for determining the qualifications and knowledge of directors	Not reported	----	----	N.A.
4.8	Statements of missions and values, codes of conduct and internal principles relevant to the economic, environmental and social performance, as well as the current stage of their implementation	In full	1, 2, 3, 4, 5, 6, 7, 8, 9 e 10	----	9
4.9	Procedures adopted by the highest governance body to supervise the identification and management by the organization of the economic, environmental and social performance, including relevant risks and opportunities, as well as the adherence to or compliance with the internationally agreed standards, codes of conduct and principles	In full	----	----	9, 10
4.10	Processes for self-assessment of the highest governance body, in particular as far as the economic, environmental and social performance are concerned	In full	----	----	10, 25

	GRI	Reported	Global Compact Principle	TNS	Page
Commitments to external initiatives					
4.11	Explanation on whether and how the organization applies the principle of precaution	In full		----	Strategic planning and risk management of the activities at Whirlpool Latin America are guided by the Precaution Principle present in the attention and care in the development of environmentally efficient products, in the conduct of the environmental management of the operations, in professional development and benefits to employees, in the research and innovation area, in the relations <u>with the communities, which are all described throughout the report</u>
4.12	Charters, principles or other initiatives developed externally of an economic, environmental and social nature that the organization subscribes to or endorses	In full	1, 2, 3, 4, 5, 6, 7, 8, 9 e 10	----	Signatory to the Global Compact pages 5, 10, 11
4.13	Participation in national/international associations and/or organisms	In full	1, 2	----	11
Stakeholders' engagement					
4.14	List of stakeholder groups engaged by the organization.	In full	1, 2	----	4
4.15	Basis for the identification and selection of the stakeholders with which to engage.	In full	1, 2	----	4
4.16	Approaches for the engagement of stakeholders, including the frequency of engagement by type and groups of stakeholders	In full	1, 2	----	4
4.17	Main issues and concerns raised through the engagement of stakeholders and actions the organization has undertaken to address them	In full	1, 2, 7, 8 e 9	----	4

ECONOMIC PERFORMANCE

Economic Performance

ES	EC1	Direct economic value generated and distributed (DVA) including revenue, operating costs, employees' remuneration, donations and other investments in the community, undistributed profits and payments to capital providers and governments	Partial	-----	1, 2, 3, 4	13
ES	EC2	Financial implications, risks and opportunities for the organization as a result of climatic change	Partial	7,8 e 9	1	17, 19, 23 Online version
ES	EC3	Coverage of the pension benefit plan obligations specified as the plan provided by the organization	In full	1	----	Employees are responsible for contributing up to 5.5.% of their salary (depending on the salary). Whirlpool Latin America, in turn, complements the contribution made by employees (according to their age). Affiliation is voluntary and the plan has a nationwide coverage. All employees are eligible.

	GRI		Reported	Global Compact Principle	TNS	Page
ENVIRONMENTAL PERFORMANCE						
Management form						
Materials						
ES	EN1	Materials used by weight or volume	In full	8		Online version
ES	EN2	Percentage of materials used originating from recycling processes.	Partial	8, 9	3	15, 19, 23
Energy						
ES	EN3	Direct power consumption described according to the primary energy source	In full	8	1	Online version
ES	EN4	Indirect power consumption described according to the primary energy source	In full	8	1	Online version
AD	EN5	Energy savings thanks to improvements in conservation and efficiency	Partial	7, 8, 9	----	26 Online version
AD	EN6	Initiatives to supply products and services with a low energy consumption or that use energy generated by renewable resources, as well as the reduction of the energy demand resulting from these initiatives	In full	8 e 9	----	19, 23, 24, 26 Online version
Water						
ES	EN8	Total water extraction by source	In full	8	3	16
ES	EN9	Water resources significantly affected by water extraction	In full	8	3	Online version
ES	EN10	Total rate and volume of recycled and reused water	In full	8	----	16, 19
Emissions, wastewater and solid waste						
ES	EN16	Total direct and indirect greenhouse gas effect emissions by weight	In full	8 e 9	2	17
ES	EN17	Other relevant indirect greenhouse gas effect emissions, by weight	In full	8 e 9	2	Online version
AD	EN18	Initiatives to reduce greenhouse gas effect emissions and reductions obtained	In full	7, 8, 9	2	19, 23, 27 Online version
ES	EN20	Nox, Sox and other significant atmospheric emissions, by type and weight	In full	8	----	Online version
ES	EN21	Total water disposal, by quality and type of disposal	In full	8	3	Online version
ES	EN22	Total waste weight, by type and disposal method	In full	8	3	15, 19
ES	EN23	Number and total volume of significant spills	In full	8	3	There was no record of any significant spillage in 2011
Products and Services						
ES	EN26	Initiatives to mitigate the environmental impact of products and services	In full	7, 8, 9	1, 2, 3	15, 23, 24
ES	EN27	Rate of recovered products and their packaging	Partial	8, 9	----	Online version
General						
AD	EN29	Significant environmental impact in the transportation of products and other items and materials used in the organization's operations, as well as the transportation of employees	In full	8	1, 2, 3	Online version
AD	EN30	Total investments and expenses in environmental protection, by type	Not reported	7, 8, 9	----	Online version

	GRI		Reported	Global Compact Principle	TNS	Page
WORK AND DECENT LABOR PRACTICES						
Management form						
Employment						
ES	LA1	Employees by type of employment contract and region	In full	----	4	29 Online version
ES	LA2	Total number and turnover rate of employees by age, sex and region	In full	6	4	29 Online version
AD	LA3	Benefits offered to full-time employees that are not provided to temporary or half-time employees, broken down according to the main operations	In full	----	4	Online version
Relations between employees and governance						
ES	LA4	Percentage of employees covered by collective bargaining agreements	In full	1, 3	4	In Brazil, 100% of the employees, and in LAR International, Whirlpool enters into collective agreements where the country's law so requires
Work health and safety						
AD	LA6	Percentage of employees represented in formal work health and safety committees, consisting of managers and workers, which help monitoring and advising on occupational health and safety programs	In full	3	----	Online version
ES	LA7	Rates of work-related injuries, occupational diseases, time loss, absenteeism and deaths, by region	In full	----	4	18 Online version
ES	LA8	Education, training, counseling, risk prevention and control programs in place to provide assistance to employees, their families or members of the community in relation to severe illnesses.	In full	1	----	Online version
AD	LA9	Safety and health-related topics covered by formal agreements with workers' unions.	In full	----	----	Online version
Training and Education						
ES	LA10	Average number of training hours per year, by employee job category	Partial	----	4	30
AD	LA11	Competency, continuous education and end of career management programs	Partial	----	4	30
AD	LA12	Percentage of employees who receive performance evaluation results regularly	In full	----	4	All employees (100%) are evaluated annually and receive periodical feedbacks. Evaluation is made systematically under the Performance Management Program (PMP), which is run by a Committee
Diversity and equality of opportunities						
ES	LA13	Composition of the groups responsible for corporate governance and description of employees by category, according to the sex, age, minorities and other diversity indicators	In full	1, 6	----	Online version

	GRI		Reported	Global Compact Principle	TNS	Page
HUMAN RIGHTS						
Management form						
Investment and purchasing practices						
ES	HR1	Percentage and number of significant investment contracts that include clauses referring to human rights or that have been submitted to assessments referring to human rights	In full	1, 2, 4, 5	----	All Whirlpool (100%) suppliers, anywhere in the world, must read and accept formally the Suppliers' Code of Conduct conditions – which encompass human rights rules – in order to be able to provide services to the Company
ES	HR2	Percentage of companies hired and critical suppliers that were submitted to audits referring to human rights and the actions undertaken	In full	1, 2, 4, 5	4	33
Child labor						
ES	HR6	Operations with a considerable risk of child labor occurrence and measures taken to contribute to the abolishment of child labor	In full	1, 2, 5	4	33
Forced or slave-like labor						
ES	HR7	Operations where a risk of forced or slave-like labor has been identified and the actions taken to contribute to the elimination of forced or slave-like labor	In full	1, 2, 4	4	33
Safety practices						
AD	HR8	Percentage of the safety personnel submitted to training in the organizational policies and procedures referring to human rights aspects that are relevant to the operations	In full	1 e 2	----	33
Indigenous rights						
AD	HR9	Total number of abuse of rights of indigenous peoples and actions taken	In full	1 e 2	----	The organization's activities do not involve indigenous peoples
SOCIETY						
Management form						
Community						
ES	SO1	Nature, scope and efficacy of any programs and practices to assess and manage the impact of operations on the communities, including the entry, operation and departure.	In full	----	4	32
Corruption						
ES	SO2	Percentage and total number of business units submitted to risk grading as far as corruption risks are concerned	In full	10	----	Online version

	GRI		Reported	Global Compact Principle	TNS	Page
ES	SO3	Percentage of employees trained in anticorruption policies and procedures in the organization	In full	10	4	In 2011, no training programs in anticorruption policies and procedures were carried out (0%). This training is scheduled to take place in the second half-year of 2012.
Public policies						
ES	SO5	Positions regarding public policies and participation in the preparation of public policies and lobbies	In full	----	----	35 Online version
PRODUCT LIABILITY						
Management form						
Customers' health and safety						
ES	PR1	Useful life cycles of products and services in which the impact on health and safety are assessed with an eye to improving them, and the rate of products and services subject to these procedures	In full	1, 8	4	27
Labeling of products and services						
ES	PR3	Type of information on products and services required according to the labeling procedures	In full	----	----	In the manual that accompanies each product, there is information referring to consumer's safety, with warning about the risks and describing the adequate use of the each product. Furthermore, it also includes the requirements from the region's standards such as the use of flammable gas in the refrigeration circuit (isobutane) and other warning messages required from risk analysis. 100% of the products receive this label.
AD	PR4	Total number of non-conformities in voluntary regulations and codes referring to labeling regulations of products and services, broken down by type of result.	Partial	----	----	Total of R\$ 32,774.25 referring to 7 penalties
AD	PR5	Customer-satisfaction related practices, including the results of surveys	In full	----	----	34 Online version
Compliance						
ES	PR9	Penalties for non-compliance with the supply and use of products and services	Partial	----	----	The company was assessed penalties of R\$ 322,868.82 in aggregate, referring to 171 violations (Procon' and Inmetro). Of this total, R\$ 290,094.57 referred to 164 Procon penalties and R\$ 32,774.25 to 7 Inmetro penalties. The information referring to Procon penalties encompasses the entire period from June 2011, when the specific control of these penalties started, to December 2011.

AUDITORS' REPORT



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Independent auditors' limited assurance report

To
The Board of Directors
Whirlpool S.A.
São Paulo - SP

Introduction

We have been engaged for the purpose of applying limited assurance procedures on the sustainability information contained in the Annual Sustainability Report of Whirlpool S.A., related to the year-end December 31 2011, which was prepared under the responsibility of the company's management. Our responsibility is to issue a limited assurance report on this information.

Procedures of limited assurance

The limited assurance procedures were performed in accordance with Rule NBC TO 3000, issued by the Brazilian Federal Accounting Council (CFC) and with the International Standard on Assurance Engagements (ISAE 3000), issued by the International Auditing and Assurance Standards Board, both related to Assurance Engagements other than Audits or Reviews of Historical Financial Information.

The procedures of limited assurance comprised: (a) the planning of the work, considering the importance, coherence, amount of quantitative and qualitative information and the operational and internal control systems that served as a base for the preparation of the Annual Sustainability Report of Whirlpool S.A.; (b) the understanding of the calculation methodology and the consolidation procedures of the performance indicators through interviews with the personnel responsible for the preparation of information; (c) the comparison, on a sample basis, of the quantitative and qualitative information with the information disclosed at the Annual Sustainability Report; and (d) the comparison of the financial indicators with the financial statements and/or accounting records.

Reporting criteria

The information contained in Whirlpool S.A. Annual Sustainability Report, base year 2011, was prepared according to the Global Reporting Initiative guidelines (GRI-G3) for sustainability reporting.

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Communication and Sustainability Teams of Whirlpool Latin America: Adriana Cattelani, Luana Suzina, Adriana R. Cattelani, Luana A. Suzina, Milton Mondardo Filho, Sayonara H. Moreira, Vanderlei Niehues.

Support

Sustainability Multipliers of Whirlpool Latin America*:

Adriana R. Cattelani, Alexandre S. Hara, Ana V. Cardoso, Andreia G. Oliveira, Anna C. Araripe, Anny O. Nascimento, Bruna S. Vieira, Carlos Eduardo V. Prestes, Cristiane B. Salomão, Enzo C. Cruz, Evelyn S. Montarroyos, Flavio Santos Jr., Geraldo L. Thomaz, Guilherme Nehring, Henrique C. Gaspari, Hepaminondas R. Rigo, Jaqueline M. Batista, João K. Cardoso, José S. Almeida, Juvino S. Rodrigues, Leda S. Böger, Luana A. Suzina, Luciana Aguiar, Marco A. Liberatori, Maria Elisa Curcio, Marta N. Cerqueira, Mauro R. Mello, Otávia B. Pereira, Pablo Daniel Borghi, Paulino T. Hashimoto, Rodrigues Stähel, Sheila C. Amaral, Sullivan S. Silva, Torquato L. Santos, Yasmin A. Medeiros

* Some of the names above refer to employees who acted as multipliers only during the year 2011.

Editorial Project, Content Drafting, GRI Consulting and Materiality Definition

Scriba Comunicação Corporativa: Cilene Marcondes, Claudio Paiva, Leno F. Silva

Graphic Design and Art Direction

107artedesign: Fernanda Leonardo and Silvina Gattone

Translation

Rachel Arnoldi

Photography

Ricardo Teles and Whirlpool Latin America Documentation Center

Our Cover

Illustration by Andrea Ebert on photos for Studio Objectivo

