

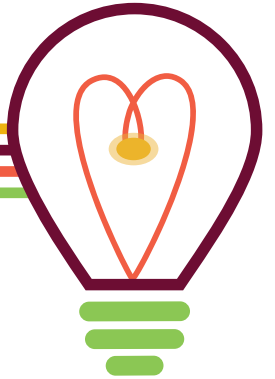


Consul

KitchenAid



2012 Sustainability Report



LEAD SUSTAINABLE
INNOVATION,
TRANSFORMING
CONSUMERS INTO FANS



About the report

The 2012 Sustainability Report is the fifth consecutive Whirlpool Latin America publication using Global Reporting Initiative (GRI) guidelines. Since 2009, the Report has been published annually. **GRI 3.3**

Whirlpool's main highlights and challenges are presented in relation to the economic, social and environmental aspects of its business, for the period of January 1 to December 31, 2012. The report covers the company's performance, through its industrial and business units in Brazil, Argentina, Chile and Peru. **GRI 3.1 GRI 3.6 GRI 3.7 GRI 3.8**

The content of this publication was geared towards relevant topics of materiality and their connection with the GRI indicators, Global Compact and Natural Step, presented in the Index chapter of this report which starts on page 36. **GRI 3.12**

The 2012 report was produced in two versions – the full version, available

online at www.whirlpool.com.br/sustentabilidade; and this summarized version, also available at this same address for download in PDF format. Information contained in the report was audited by KPMG Risk Advisory Services Ltda. For the third year in a row, the content meets the B+ application level of the GRI. **GRI 3.13**

For more information or if there are any questions about the content of this report, contact the company online at www.whirlpool.com.br/sustentabilidade2012 or by e-mail at sustentabilidade@whirlpool.com. **GRI 3.4**

Process of reporting information has matured with each passing year and through collective collaboration

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The 2012 materiality process GRI 3.5

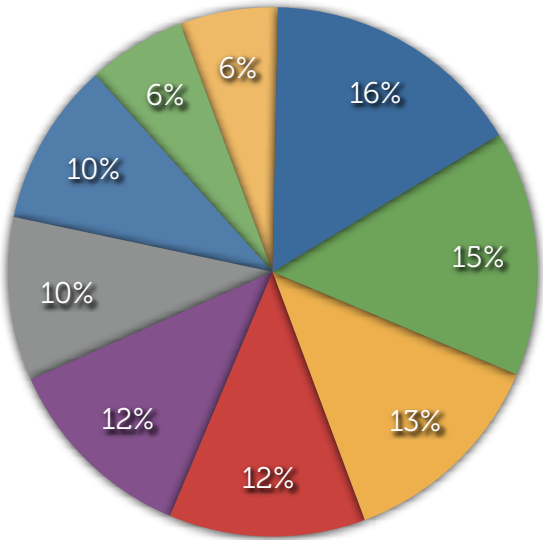
Whirlpool executed its first materiality process, with a view to publishing the sustainability report, in 2011. For the next year's report, the company expanded the methodology to identify relevant topics and included the Dialogue with Specialists as one of the five stages of the process.

With a weight of 1 in consolidation of materiality, the first and second stages of the process identified the topics and commitments presented in the 2011 report and in Whirlpool's communication and strategic planning material.

In the third phase of the process, the company expanded the methodology to identify relevant topics and included a Dialogue with Specialists, a meeting where sustainability challenges and opportunities for Whirlpool's business and management were discussed. The Dialogue included participation of six specialists, representing organizations from the electricity, electronics, academic, press and consulting sectors. This stage had a weight of 2 in final consolidation.

In the fourth stage, interviews with the CEO and other Whirlpool Latin America leaders highlighted topics, which had a weight of 3 in the process.

Consolidation of the materiality matrix for this 2012 report identified nine relevant topics (see below). All were covered and received priority treatment in this report.



Materiality 2012

GRI 4.17

- Waste management
- Energy efficiency
- Water management
- Sustainable products
- Consulado da Mulher
- Occupational health and safety
- Climate change
- Strategic management of sustainability
- Sustainable innovation

Message from the CEO

Further and beyond **GRI 1.1** **GRI 1.2**

When we look at the sustainability reports that Whirlpool Latin America has published in recent years, we see that the company has kept to a coherent path and has been showing excellent results. A few years ago, we established that our sustainability strategy would be characterized by concentrating on some priorities. Instead of looking to realize all of our ambitions at once, we understood that it would be more productive to choose a maximum of three or four topics to focus our attention. Today, when looking to the recent past and seeing how far we have advanced, I feel that we made the correct strategic choice.

We have made substantial progress in the occupational health and workplace safety aspect, while at the same time becoming more and more water and energy efficient, whether in our manufacturing operations or in supplying home appliances with

excellent performance. Moreover, we have achieved our goal of totally eliminating industrial waste sent to landfills at our Manaus and Rio Claro factories, and we are ready to do the same at the Joinville factory, an unprecedented feat in the history of Brazilian industry.

Alongside these achievements of which we are so proud, we have also made significant advancements on the economic front. As the leader can see in this report, Whirlpool ended 2012 with record results in production volume, revenue and return for shareholders. This performance is even more significant for us when considering that the consolidation of our brands as leaders is done with greater efficiency in managing resources. We are producing more and increasing our earnings; yet, at the same time, we are opening up more job opportunities, increasing distribution of added value, making

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our production cleaner and safer, and further improving the quality of the social investment made by the Women's Consulate, all of which is being done ethically and responsibly. With this, we are satisfactorily sustaining our commitment to the Global Compact, of which we are a signatory

We are proud to see that every day our employees are helping to continue to make Whirlpool one of the best companies to work at, and that they are engaged in striving towards what we call our strategic

journey, summed up in the phrase: "Lead sustainable innovation, transforming consumers into fans." This idea synthesizes the message guiding our path for the coming years. When we look at our performance in 2012, we

see that we are already working with this spirit, which has positioned us as a company that is both highly competitive and contemporary. We understand that we need innovation in order to gain the admiration of our consumers; and we understand that innovation and sustainability are ideas that should always go hand in hand, because they create a virtuous cycle that involves,

motivates and engages all of our stakeholders.

Innovation and sustainability are also ideas that hark back to a continual

and endless process that is made of evolution and transformation. This therefore places us in a challenging position, because when we look to the past, we recognize and celebrate all that has been accomplished so far; yet,

when we look ahead, we see ourselves surrounded by opportunities for improvement.

That is why we are learning with each passing day and we know that leadership is not a permanent and unchangeable condition, but rather an exercise in learning. For this reason, while we celebrate 2012 as our best year ever, we should look to the coming years, aware of where we are headed, until new challenges and goals lead us even further and beyond where we are able to see today.

Enrico Zito

CEO Whirlpool Latin America
Home Appliances Unit

"Innovation and sustainability are ideas that should always go hand in hand"

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Whirlpool Latin America GRI 2.1 GRI 2.2 GRI 2.3 GRI 2.4 GRI 2.5 GRI 2.7 GRI 2.8



As a leader in the home appliances market in Latin America, Whirlpool Latin America (which will be referred to simply as Whirlpool in this report) relies on around 15.3 thousand employees, manufacturing refrigerators, freezers, ovens, washers and dryers, dishwashers, microwaves, air conditioners and water purifiers; it sells electric ovens, climate control systems, air filters, kitchen accessories, vacuum cleaners and portable devices such as mixers and blenders.

- **Administrative headquarters:** two in São Paulo (SP) and one in Miami (USA)
- **Factories:** Joinville (SC), Manaus (AM) and Rio Claro (SP)
- **Distribution Centers:** São Paulo (SP), Jaboatão dos Guararapes (PE), Argentina, Colombia, Guatemala and Panama
- **Technology Centers:** Air Conditioning, Cooking, Motors and Refrigeration in Joinville (SC) and Washing in Rio Claro (SP)
- **Latin America Offices:** Argentina, Chile and Peru

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Product brands GRI 2.2

• In Brazil



• In Latin America

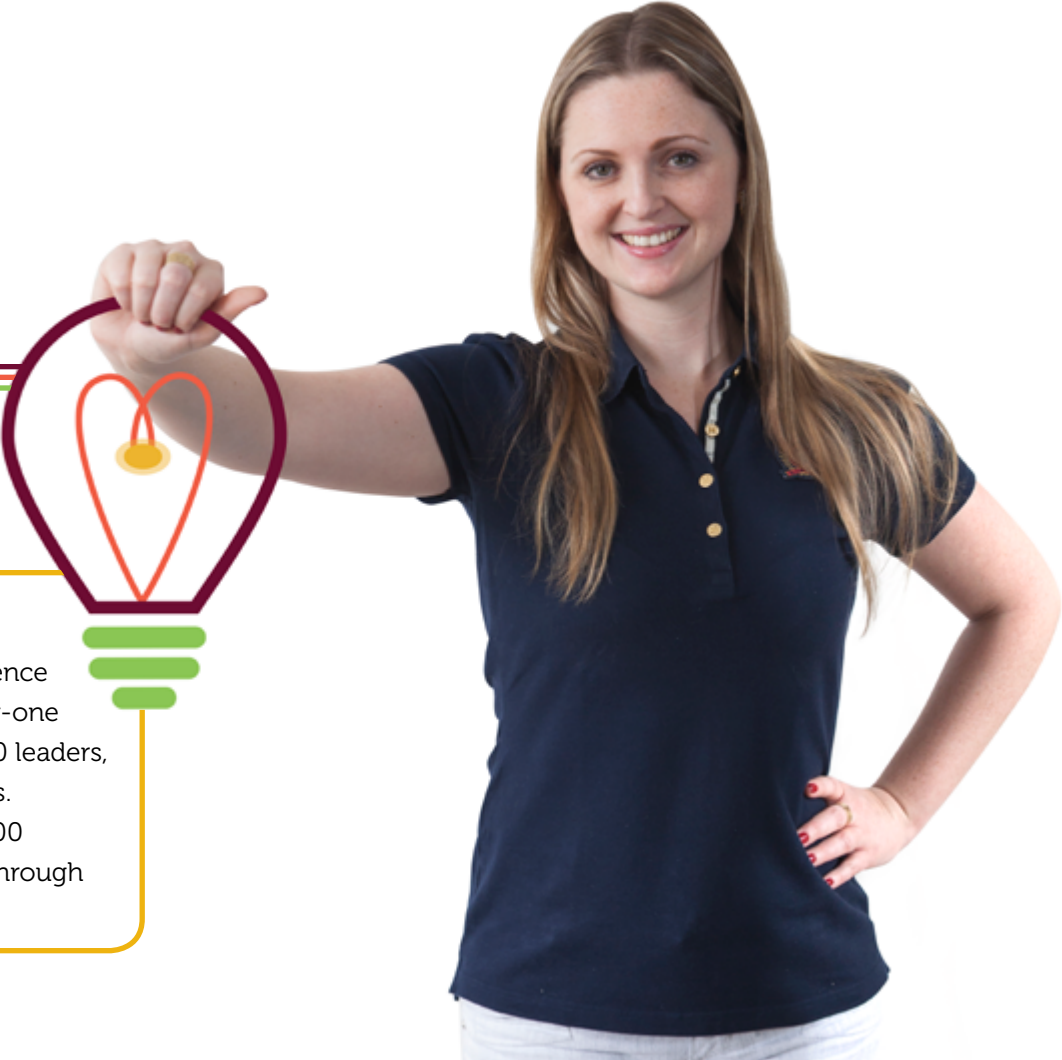


Mission, vision and values **GRI 4.8**

- **Mission**
Everyone, Passionately
Creating Loyal Customers for Life
- **Vision**
Every Home... Everywhere... with Pride,
Passion and Performance
- **Values**
Respect, Integrity, Diversity and Inclusion,
Teamwork, Spirit of Winning

Culture and Values Project **GRI HR3**

To promote recycling of concepts and further reinforce the day to day presence of values, the company launched the Whirlpool Culture and Values project. Thirty-one workshops were held throughout Latin America, including in Brazil, gathering 600 leaders, among supervisors, bosses, specialists, managers, general managers and directors. At the same time, activities were carried out in the units that involved around 1,500 factory employees, who learned about the concepts and practices of the values through conceptual and dynamic classes. The project continues in 2013.



Corporate governance

Whirlpool Latin America is the business unit of Whirlpool S.A. for the home appliances market. Its area of operation covers Brazil, Argentina, Chile and Peru. A Brazilian company headquartered in São Paulo, Whirlpool S.A. is a listed company that is traded on the BMF&Bovespa, which therefore subjects it to the regulations and standards of transparency of Brazil's Security and Exchange Commission (Comissão de Valores Mobiliários – CVM). [GRI 2.1](#) [GRI 2.4](#) [GRI 2.6](#) [GRI 2.7](#)

As a subsidiary of the Whirlpool Corporation, the largest manufacturer of home appliances in the world, Whirlpool S.A. also works with the manufacture of compressors for refrigeration systems through Embraco, another business unit.

Whirlpool Latin America is headed by Enrico Zito, who reports to the Whirlpool S.A. Board of Directors. The Board of Directors is comprised of three executives serving three-year terms: José Drummond Jr., Armando Valle Jr. and Antônio Mendes (the latter is an independent board member). [GRI 4.1](#)

Whirlpool is constantly assessing internal controls for its process in an effort to adapt them to the requirements of the Sarbanes-Oxley Act, to which the Whirlpool Corporation is subject.



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Internal controls and audits ensure transparency and credibility

Ethics and compliance

Governance of ethics and compliance is done through two ethics committees connected to Whirlpool S.A. One of them is responsible for happenings in Brazil, while the other is dedicated to the rest of the markets in the region. The Brazil Ethics Committee meets on a quarterly basis to deliberate on the most delicate and controversial occurrences. More routine occurrences are dealt with by a management committee, which advises the first committee and meets monthly. **GRI 4.6**

Management leadership of ethics and compliance is under the direct responsibility of the Legal Department, based on the company's Code of Ethics, which employees are given upon admittance to the company, at which time they are also asked to sign a term of agreement with its clauses. In addition to the Code of Ethics, Whirlpool also uses a more wide-ranging document for guidance, the Global Compliance Policies issued by the Whirlpool Corporation,

containing policies on various matters.

GRI 4.8

In 2012, 681 leaders from Brazil and Latin American countries received training on the Conflict of Interests Policy. **GRI HR3**

The company provides its employees with channels that take questions or reports (anonymously or not anonymously) regarding ethical misconduct, which can also be submitted directly to the Legal Department.

Every employee knows the Code of Ethics, one of the company's governance mechanisms

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Sustainability

Whirlpool works with the premise that sustainability is a transversal topic, which means that it should be present in business practices in every area. Sustainability at the company relies on a governance structure based on a Sustainability Committee that is responsible for strategic definitions. At every unit, there are Sustainability Multipliers, whose mission is to ensure penetration of this topic and work to reach annual sustainability targets.

GRI 1.2 GRI 4.9

Of the six strategic pillars of sustainability management at Whirlpool (see the diagram at left), four were defined as priorities up to the end of 2013: energy



efficiency, minimization of waste, social development and (since late 2012) reduction of restricted substances. Management is done through projects that include work groups, leaders and established budgets, with annual targets found using strategic priorities. Last year, 17 macro-targets were set, 65% of which were fully met and 35% of which were partially met. GRI 4.10

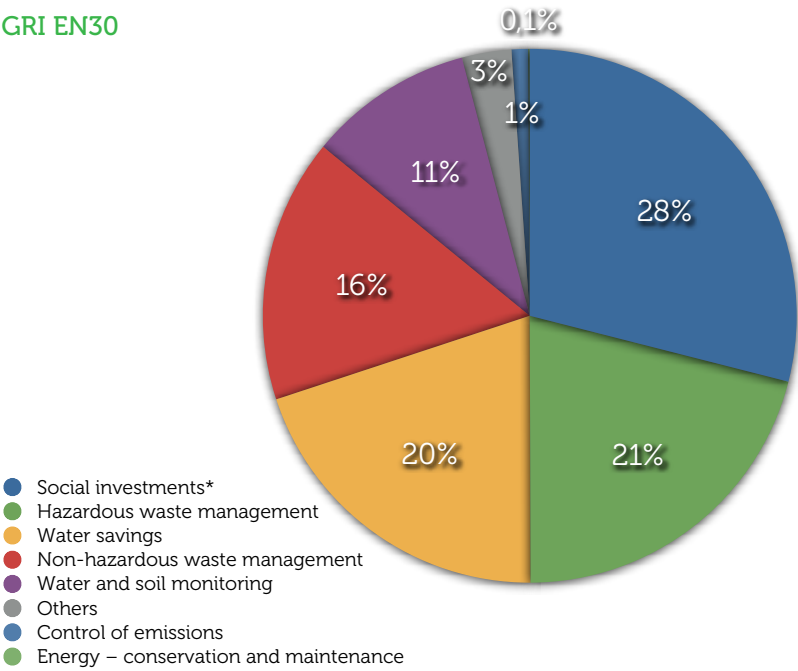
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Investments in sustainability

2012 budget: BRL 12.9 million

GRI EN30



* Amounts disbursed to the Instituto Consulado da Mulher

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Voluntary commitments GRI 4.12 GRI 4.13



• **In the Right Lane (Na Mão Certa) Program**, a corporate compact against sexual exploitation of children and adolescents on Brazilian highways, proposed by Childhood Brasil (the Brazilian arm of the World Childhood Foundation) and Instituto Ethos.



• **Global Compact** – An initiative developed by the UN aimed at mobilizing organizations to adopt fundamental and internationally accepted values in the areas of human rights, labor relations, the environment and combating corruption, reflected in 10 principles.



• **Brazilian GHG Protocol Program** – Initiative maintained by the Center for Studies in Sustainability at Fundação Getúlio Vargas Business Administration School of São Paulo, the Brazilian GHG Protocol Program fosters a corporate culture for publishing inventories of greenhouse gas emissions. Whirlpool publishes its inventory annually, through the Public Record of Greenhouse Gas Emissions, using the GHG Protocol International methodology (more information on page 22).

Economic dimension

Record sales

Although performance for 2012 fell short of expectations, the Brazilian economy continued to grow in some sectors, since the federal government expanded the list of temporary measures aimed at stimulating economic activity. Lower taxes were one of the main vectors of this policy. Thanks to this, the home appliances sector grew markedly in 2012, driven by fiscal incentives granted to the major appliances industry.

Whirlpool launched approximately 140 new models of home appliances in the Brastemp and Consul brands during the year, selling a record volume of products in Brazil, 8% more than in 2011. The company stayed on top of the Brazilian home appliances market and maintained the same level of sales in other markets in Latin America. With this, Brazil remained Whirlpool's 2nd largest country market in the world, while in the regional ranking, Latin America

(excluding Mexico) accounts for 27% of Whirlpool's net revenue worldwide.

GRI 2.7

As a result of sales driven by lower taxes, the company hired 2,200 new employees in 2012, ending the year with a total of 15,261 permanent employees (this figure reaches 16 thousand when temporary employees are included). At the Joinville unit alone – the world's largest manufacturer of refrigerators – Whirlpool hired 850 people. This means that job growth (18%) was higher than the sales growth (8%) on record for the company.



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EHS dimension



A high priority topic

Management of the environment, occupational health and workplace safety is done in a joint and corporate manner at Whirlpool, by the so-called EHS (Environment, Health and Safety) area. Responsibility for local actions is shared with the leaders and technical teams at each unit.

EHS indicators are submitted to the company’s upper management on a monthly basis along with financial indicators. Whenever progress does not meet expectations, those responsible are called on immediately. In addition, EHS performance is included in the salary bonus paid to executives. When performance does not reach the targets, pay is also lower.

In 2012, the biggest highlights were in the occupational health, workplace safety, ergonomics, waste and water savings areas.

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Occupational health and safety

The number of occupational accidents at Whirlpool continues to consistently fall. Frequency of accidents with and without time off (a measurement standardized by the OSHA* standard) was 45% lower in 2012 compared to the previous year. This indicator was 57% lower compared to 2010. Of the 75 accidents on record for 2012, only 12 required time off as the result of more serious injury. The frequency of accidents with time off fell from 0.17 in 2011 to 0.08 in 2012 (the

target was 0.15). Another positive piece of data was found in periodic employee health exams, which found no hearing problems as the result of exposure to noise. This is mostly due to constant work that is done to raise awareness of the importance of using personal protective equipment, including ear protection.

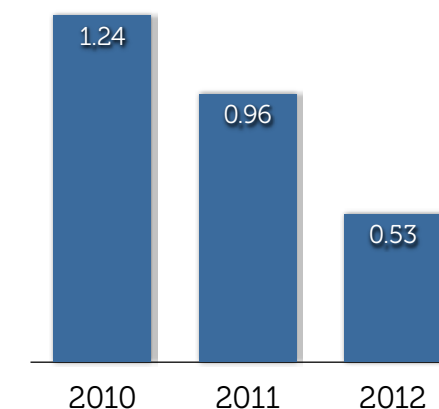
The only occupational safety indicator that did not surpass 2012 targets was the accident seriousness rate, measured by days lost per suspension per 200 thousand hours of exposure to risk. As the result of two accidents in Joinville, when workers were given time off that exceeded the maximum established limit, the rate for the entire company of days lost due to suspension went from 3.88 to 5.44.

* Acronym in English for Occupational Safety and Health Administration. This standard is focused on occupational health and safety.

An absolute priority at the operation, occupational health and safety indicators show progressive improvement

Frequency of accidents with and without suspension

Total accidents for every 200 thousand hours worked



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Motorcyclists

In 2012, Whirlpool created and began to implement a program to prevent accidents that is geared towards employees who use motorcycles to get to work. This program was created after an employee at the Rio Claro unit died in a traffic accident on a regional highway when he was on his way home from the factory. Motorcyclists are registered through the program and 100% of

those registered are trained in safe driving. The company also carries out vehicle inspections, requiring vehicles to have up to date documentation and mechanical repairs in order to use the factory parking lots. Whirlpool also reinforced communications on the use of chartered buses as a safer transportation option in Joinville and Manaus.



*Rates of injury, occupational diseases, lost days, absenteeism, and fatalities GRI LA7			
	2010	2011	2012
Rate of injury (RI)	1,24	0,96	0,53
Rate of occupational diseases (ROD)	0	0	0
Rate of days lost (RDL)	5,25	3,88	5,44
Rate of absenteeism (RA)%**	3,03	3,61	3,31
Absolute number of fatalities	0	0	0

* Uses the OSHA-Occupational Safety and Health Administration – Injury and Illness Recordkeeping measurement.

** Rate of absenteeism only considers units in Brazil where manufacturing activities take place. Data are estimated and do not consider temporary employee hours

Waste GRI EN26



The challenge of sending zero industrial waste to landfills by December 2014 was achieved over two years ahead of time at two out of three Whirlpool factories: Manaus and Rio Claro, in April and July 2012, respectively. In the case of the Manaus unit, early achievement of the goal, set to be met

in December 2016, also included waste sent to landfills. In Joinville, at the company's largest factory, industrial waste sent to landfills fell by 13% during the year. There was an 18% drop at the São Paulo unit. With all of these advancements, the company spared landfills from 227 tons of waste in 2012.

The importance of this achievement can be better understood when looking at the size of these factories' operations. In December of last year, the São Paulo, Manaus, Joinville and Rio Claro units employed a total of nearly 14 thousand people. More than 163 thousand trucks, carrying over 1.5 million tons of products, materials and raw materials, were driven around these facilities. In order to process these materials without creating landfill waste, Whirlpool has been working hard since 2011, with leaders striving to raise awareness and change employee behavior, engage suppliers, and develop business opportunities with outside partners, in addition to investing in new processes, technologies and materials.

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**Two factories
 already send zero
 waste to landfills,
 meeting the 2014
 target early**



Polyurethane foam

In 2013, the Joinville factory will not dispose of any of the polyurethane foam used to cover the insides of refrigerators and freezers. The nearly 400 tons/year of foam are now totally reused by other industries in processes to produce chairs, desks for schools, window frames and trim for windows and doors.

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GRI EN 22	Total weight of waste by type and disposal method (in tons)			
		2012	2011	2010
Landfill waste	Hazardous – Class I	44	112	236
	Non-hazardous – Class II	1.457	1.525	1.465
Waste for co-processing	Hazardous – Class I	517	224	520
	Non-hazardous – Class II	48	No information on class	
Recycled waste	Hazardous – Class I	980	1.081	1.134
	Non-hazardous – Class II	611	224	191
Scrap	Recycled scrap	31.852	34.490	29.319
Incineration	Hazardous – Class I	13	321	26
	Non-hazardous – Class II	323	119	86
TOTAL	Hazardous – Class I	1.554	1.739	1.916
	Non-hazardous – Class II	34.292	36.358	31.061

Recovery of packages

The Brastemp Viva! Program, a Whirlpool initiative that collects packaging from products sold through the door to door system in the Greater São Paulo Metro and Baixada Santista (SP) regions, collected over 254 tons of waste, such as styrofoam, cardboard and plastic, in 2012. This represents an 89% return of the materials that package products sold through direct sales in the region during the year, a 15% better result than in 2011.



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Water **GRI EN26**

Initiatives to cut back on water consumption at Whirlpool resulted in savings of over 8.5 thousand m³ in 2012. Various projects were implemented, with an emphasis on the capture and use of rainwater and on reuse of treated water. At all units, water consumption per product produced was below the targets established for the year, with the exception of the São Paulo unit, whose performance was 11% over target, the result of a new process of testing water purifiers.

The Wastewater Treatment Station at the Washing Technology Center, at the Rio Claro unit, was inaugurated in July and made a huge contribution to the water savings that the company saw in 2012. This is relevant because of the large amount of water at this technology center, which has over 300 testing stations for washing products.

The project – which received an Honorable Mention at the *8th Fiesp Award for Water Conservation and Reuse –

provided for a 60% reduction in the volume of water taken from artesian wells, saving 3.96 million liters/month, or over 90% of the load, from becoming wastewater; an estimated 2.6 million liters are reused in lab testing and 1.4 million are used in other activities, such as in toilets and for washing floors. In 2012, 2.6 million liters of water were saved each month. The target for 2013 is to reduce consumption by 40 million liters. **GRI EN10**

Another important award gained was the ANA 2012 Award, from the National Water Agency (Agência Nacional das Águas), in recognition of the efficacy of the system implemented in Joinville. At the Manaus unit, a rainwater collection system was inaugurated in July, designed to collect an average of 30 m³ per week, cutting down on the amount of groundwater used. The system allowed for collection of 1.2 thousand m³ last year.

* The Fiesp Award ceremony took place in 2013, but the project began in 2012.

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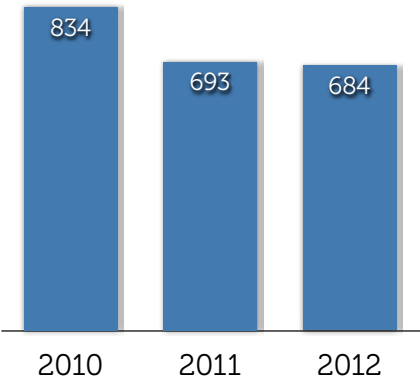
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Lower consumption

Evolution in water consumption at Whirlpool – In thousands of m³



* Brasil and Lar International

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Energy efficiency GRI EN6 GRI EN26



With increased production in 2012, the company's gross consumption of electricity was up by 3.82%; yet, consumption per product produced was lower, which means that management was better (see table at right). Improvements, such as those made in

2012, have been made since 2010 at Whirlpool factories through projects focused on new technologies, changing of motors, changing of light bulbs, optimization and intelligence of processes. Only at the São Paulo unit was the annual goal for the units not

reached, since it is solely dedicated to administrative activities and does not consider gains in efficiency obtained in the manufacture of products. Whirlpool also invests in new technologies that ensure greater energy efficiency for home appliance products in

Lower electricity consumption	
Rate of reduction by product manufactured*	
Rio Claro	9,1%
Joinville	7,7%
Manaus	0,5%

* The percentage reduced regards consumption per product in relation to the target set for the year

consumer homes. This is not only done to achieve savings in energy, but also because, according to the company's own calculations, approximately 80% of carbon emissions during product lifecycles occur during a product's useful life while in consumer homes.

Climate change GRI EC2 GRI EN18

The topic of climate change is one of the pillars of sustainability management at Whirlpool, even though the company does not generate relevant impacts as a result of carbon emissions, as shown by data published on the website of the Brazilian Program of the GHG Protocol (www.registropublicodeemissoes.com.br). Historically, more than 40% of total emissions were classified under Scope 3, which regards supplier and service provider activities.

Around 10% of emissions generated by Whirlpool in its manufacturing activities are related to the use of energy to power machines and create heat. That is why the intensification of efforts to gain greater energy efficiency has also resulted in lower emissions. Likewise, the continual search for home appliances that perform better in energy consumption also creates significant impacts in reducing emissions that occur throughout the product lifecycle.



Use of environmental gasses prevented 44 thousand tons of CO₂ emissions into the atmosphere

Increased energy efficiency in Whirlpool's manufacturing operations is clear when noting that total Scope 1 emissions divided by gross revenue fell by 10% per year on average for the last two years; this figure was also down to 9% per year for the last two years when dividing total Scope 1 emissions by the number of products manufactured.

In 2012, Whirlpool maintained implementation of gas conversion projects for products, adopting options that do not harm the ozone layer. With this, an average of 44 thousand tons of CO₂ equivalent emissions were prevented.

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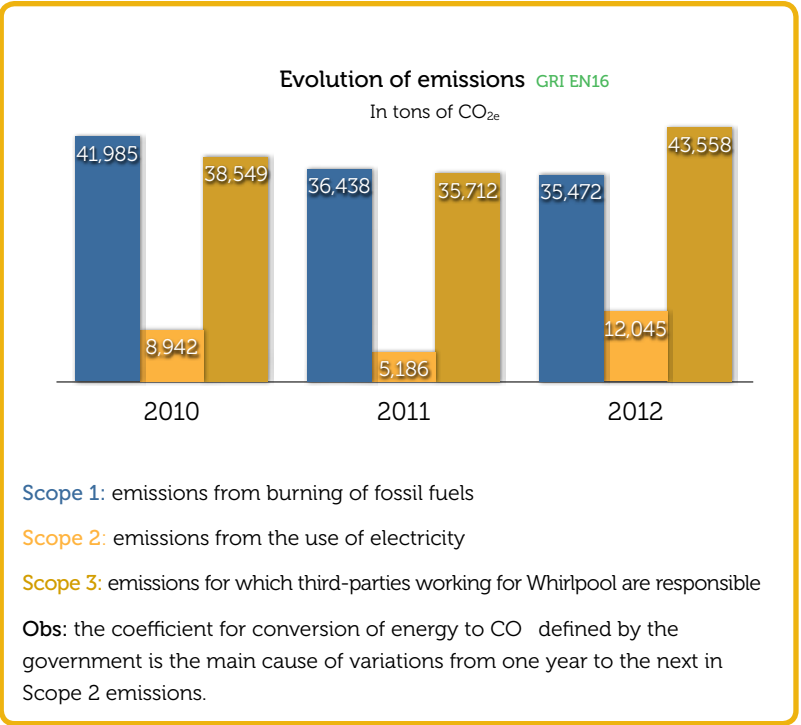
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Restricted substances **GRI EN26**

In 2012, the Whirlpool Sustainability Committee decided to prioritize actions to control restricted substances, as a result of increased requirements regarding this matter in Brazil and other countries. For instance, in the revised European RoHS (Restriction of Hazardous Substances) Guideline, adding to the amount of substances monitored and controlled. Products manufactured in Brazil that are exported to Europe need to have proven compliance with this guideline. In the United States, regulatory demands were expanded, covering mining in the conflict zones of the Congo, in Africa, where human rights are being violated. **GRI 4.9**

Another example from 2012 was a decision by the Ministry of the Environment to execute a national

inventory on use of new persistent organic pollutants (POPs), in compliance with the Stockholm Convention of 2004. This same Ministry also established new rules last year to control hydrochlorofluorocarbon (HCFC) imports, in line with the Montreal Protocol of 1987. HCFCs are used in thermal insulation for refrigerators and air conditioner refrigeration circuits. These gasses are not produced in Brazil and based on this decision, importing done throughout the coming years will go on to be controlled by new rules for calculating quotas for importing each gas.

The company should use its Integrated Management System (IMS) to monitor and track compliance with these legal requirements in the manufacturing area. In the process of developing

products and innovation, the Design for Environment (DfE) methodology will be used, which measures the categories of environmental impacts of new products. Control will be done in the supply chain using the Integrated Management System for Suppliers (IMSS). **GRI 4.10**

Management systems
increase control over the
use of restricted substances
in manufacturing

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Employees

The company ended 2012 with 15,261 workers. This number was higher as a result of increased production, which in turn was mostly driven by the lowering of taxes. **GRI LA2**

Periodic internal and external surveys show a high degree of employee engagement and satisfaction. Two surveys are done internally: an Engagement Survey and an Organizational Climate Survey. In both cases, the response rate is high and results are considered to be competitive in relation to the market. **GRI 4.14 GRI 4.16**

Research indicates that professionals are happy and engaged



One of the most credible references regarding personnel management is the Best Companies for You to Work At (Melhores Empresas para Você Trabalhar) guide, published by Editora Abril's Você S/A magazine. In 2012, the company was once again included in the ranking, where it has been listed since the first ranking in 2010, in which it was ranked first. **GRI 2.10**

Another important reference is the Best Places to Work (Melhores Empresas para Trabalhar) survey done by the Great Place to Work consulting firm and published by Época magazine. The first time it was included, the company was in the top 25 and was highlighted in the Socio-Environmental Responsibility category.

Transforming consumers into fans

Surveys that assess employee satisfaction		
	Engagement	Organizational Climate
Frequency	Annual	Biannual
Coverage	International	Brazil
Public	Administrative professionals and global leaders	Factory workers (hourly wage earners)
Response	90% of around 3 thousand given the survey	89% of the 12 thousand given the survey
2012 Results	82% favorability	80% favorability
Evolution	2% higher than the previous year	4% below the previous year*

* Drop is the result of the opening of a third shift at the Joinville factory, needed to meet high demand; this created days off on varying days, impacting satisfaction. On-going measures, such as new equipment, should reverse this situation.

Transforming consumers into fans

Training and development

Programs to manage competencies and promote continued employee learning permeate every level of the organization. In the operational area, career plans are outlined through a program called Carreira Horista (hourly wage earner career planning). Hourly wage employees rely on the Super 100 to improve in their jobs and grow in their careers, in addition to undergoing the required training for their positions. **GRI LA11**

Whirlpool also maintains a Youth and Adult Education (Educação de Jovens e Adultos – EJA) program, which in 2012 offered formal education to 6% of operators who had less than a high school education.

In 2013, this group will include over 40%.

In turn, the Leadership School (Escola de Líderes) contributes to aligning leaders regarding the company’s strategy and values. In 2012, topics prioritized by the global Engagement survey as priorities were developed, an initiative which 77% of participants assessed as “excellent.”

The year was also notable for the structuring of Whirlpool University, which will serve as a large umbrella for the company’s professional development initiatives starting in 2013. It will operate on four fronts: Whirlpool Academy, Business Academy, Functional Academy and Leadership Academy.

Training and development initiatives GRI LA11			
Program	Target Public	Locations	Participants in 2012
Leadership School	Directors, general managers, managers, chiefs/specialists, manufacturing supervisors, trainees and former trainee analysts	Administrative Center and São Paulo, Rio Claro, Joinville, Manaus (in Brazil), Miami (in the USA), Argentina and Colombia Units.	895 (83 more than in 2011)
Mentoring	Directors, general managers, managers, chiefs, specialists and trainees, within criteria defined by HR and executive board	Same as above	258*
HMM	Managers, chiefs, specialists, former trainee analysts, within criteria established by HR and executive board	Administrative Center, São Paulo, Rio Claro, Joinville and Manaus Units	258*
Super 100	Factory workers (hourly wage earners) and facilitators	Manaus, Rio Claro and Joinville	2.646
Training on the Integrated Management System (IMS)	Factory workers (hourly wage earners)	Manaus, Rio Claro and Joinville	5.603

* Also participate in Leadership School

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Suppliers **GRI 4.14** **GRI 4.16** **GRI HR1**

Whirlpool seeks to spread the topic of sustainability throughout its supply chain. The main instrument to do this is the Supplier Excellence program, which led the Exame Sustentabilidade 2012 (Guia Exame de Sustentabilidade 2012), published by Editora Abril, to give Whirlpool an 8.5 (the average for companies listed was 5.5). Another important initiative is the Supplier Code of Conduct, which these partners formally adhere to, renewing their commitment to its clauses every year. In 2012, the Supplier Code of Conduct was revised and enhanced to reinforce certain aspects, such as human rights. **GRI HR6** **GRI HR7**

In 2012, Whirlpool learned about its partners' sustainability practices and recognized those that are in line with its priorities. Twenty-eight suppliers sent in their case studies and were visited by technical inspectors; eight of them were chosen to present their initiatives at Supplier's Day, an annual meeting that takes place at the factories. This process

will be the basis for holding the annual Whirlpool Sustainability Award, starting in 2013. **GRI 4.17**

In Brazil, Whirlpool has around 500 direct suppliers and around three thousand indirect suppliers of services and materials. To assess their performance in relation to quality, safety, health, environment and social responsibility standards, the company has adopted the Integrated Supplier Management System (or SGIF, its acronym in Portuguese),

using the SGIF-MSI for indirect suppliers of materials and services. Both programs establish auditing of 100% of critical suppliers - those that have the potential to highly impact Whirlpool in terms of its finances, image safety and quality. Audits also encompass various aspects related to sustainability - including verifying matters such as aspects of child and forced labor - and their results are used to outline training and plans for improvement. **GRI HR2** **HR6** **HR7**



Constant assessment and dialogue have fostered improvement in deliveries

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Government GRI 4.14 GRI 4.16 GRI 4.17

The company's relationship with the government at the municipal, state and federal levels is based on the Whirlpool Leadership Model, according to which, it is just as important to comply with the law as it is to follow the Whirlpool Code of Ethics and values; in other words, the three aspects should go hand in hand and be in balance.

Whirlpool is part of the National Association of the Electronics Manufacturers Industry (Associação Nacional da Indústria de Fabricantes de Eletroeletrônicos – Eletros), through which it advocates for public policies valuing competitiveness of Brazilian companies. In 2012, the main topics in which the company engaged were: **GRI SOS**

- **Lower payroll taxes** for companies with large workforces, since employment is a direct indicator of corporate contribution to the country's economic and social development;
- **Reassessment of how tax on manufactured products is charged (Imposto sobre Produtos Industrializados - IPI)** to the sector, in order to raise the value of domestic products versus imported products, as well as their energy efficiency, through lower rates;
- **Brazilian Tagging Program (Programa Brasileiro de Etiquetagem - PBE)** – Along with the National Institute of Metrology, Quality and Technology (Instituto Nacional de Metrologia, Qualidade e Tecnologia – Inmetro), Whirlpool argues that the greater a product's energy efficiency, the lower its taxes should be, in addition to supporting different criteria for classification according to the market the product is aimed at (that is, giving more consideration to the best possible performance for affordably priced products):
- **National Solid Waste Policy** – The industry has prepared to comply with the Policy, through creation of the Brazilian Electronics and Home Appliances Recycling Association (Associação Brasileira de Reciclagem de Eletroeletrônicos e Eletrodomésticos - Abree), which will be responsible for reverse logistics. In 2012, the creation of Abree was approved by the Administrative Council on Economic Defense (Conselho Administrativo de Defesa Econômica – Cade).



The electronics sector is ready to comply with Brazil's National Solid Waste Policy

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Society GRI 4.14 GRI 4.15 GRI 4.16 GRI 4.17 GRI SO1 GRI EC8



Whirlpool focuses its social investments on entrepreneurship among women, through Instituto Consulado da Mulher, a social organization in the public's interest sponsored by the company and associated with the Consul brand. In eleven years, work at the Institute has involved over 32 thousand people, with better and better results. The organization was given BRL 3.6 million in investments in 2012, with 160 undertakings assisted during this same period, generating total revenue of BRL 6.5 million. This means that for each BRL 1 invested, BRL 1.70 is created in wealth for those participating in ventures, their families and communities.

Each venture receives assistance for an average of two years, which is the time needed to gain financial independence and autonomy. During this period, entrepreneurs acquire essential know-how to manage their activities consistently and sustainably, based on the principles of the solidarity economy,

gender equality and fair trade.

The social ventures assisted are located in 71 cities, in 20 states in Brazil. The Institute works directly in regions where there are Whirlpool factories through the Woman Entrepreneur (Mulher Empreendedora) program; in other locations, the same methodology is replicated by partner social organizations, which provide assistance for low-income ventures through the Work Plants (Usinas do Trabalho) program.

The methodology developed by the Institute is recognized as a "social technology" by Fundação Banco do Brasil and Unesco, and was systematized in 2012 in a basic guide on assisting low-income and supportive ventures.

Consulado da Mulher figures				
Year	Number of ventures	Joint revenue (BRL)	People creating income	Direct and indirect beneficiaries*
2010	174	3.6 million	1.344	5.3 thousand
2011	169	5.9 million	2.306	6.9 thousand
2012	160	6.5 million	1.851	8 thousand

* Dependent on income from venture. To serve women who are heads of household, the benefit covers all of their dependents.

Transforming consumers into fans

Rio + 20

One of the most relevant events for the company in reporting on good practices and discussing environmental and social challenges was the Rio +20 conference, an event organized by the UN in Rio de Janeiro. Whirlpool was one of the sponsors of the "Innovation and collaboration for the future we want" Corporate Sustainability Forum and promoted debates, one of which was on ways to promote consumer education for sustainability. Consulado da Mulher also took part in a debate on gender equality. In an effort to publicize its work, which could be copied by anyone interested in entrepreneurship for women, Consulado da Mulher also took part in ONG Brasil, another major event in the year, with a talk on the Solidarity Economy.

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Consumers GRI 4.14 GRI 4.15 GRI 4.16 GRI 4.17

For Whirlpool, consumer satisfaction is a competitive edge and the company knows that to gain this edge, it needs more than good products. Among other requirements, good post-sales service is a must. Ensuring the efficiency of the Authorized Service Network and Call Center is fundamental to “make consumers fans,” as proposed in the slogan for the company’s strategic path for the coming years. Important investments have been made to enhance these services, and the results are more and more encouraging.

In 2012, there were 25% fewer complaints, even with sales up by 8%.

GRI PR5

The company is encouraging the Authorized Network to operate with a new customer relationship management or CRM system through the Transformation project, in order to guarantee standardization of operations and ensure greater agility and efficiency. At the end of

2012, 65% of Service Orders were already done under the new system. As they adhere to the Transformation, Authorized Network members can also take part in the Excellence Program, which provides guidelines on the best management practices in the market, with the support of company consultants. **GRI PR6**

To increase the chances of repairing a product right away on the first consumer visit, new spaces were created in 2012 for testing and training. At Service Schools, authorized professionals undergo technical and behavioral training. Around 150 technicians attended the Rio Claro and Rio de Janeiro Schools. Four more cities will be given Schools in 2013. The Services Lab in Rio Claro brings the factory closer to the reality of the market. There, engineers simulate the problems found by technicians during product repair, proposing new procedures. Their tests take into account ease of repair, time spent, ergonomics and technician safety, for example. One-

hundred and sixty-two activities have already been executed at the site, 30% of which were related to reoccurring outages and 53% to outages requiring a product exchange. The next lab will be installed in 2013, in Joinville.



Products GRI 1.2 GRI EN6 GRI EN26



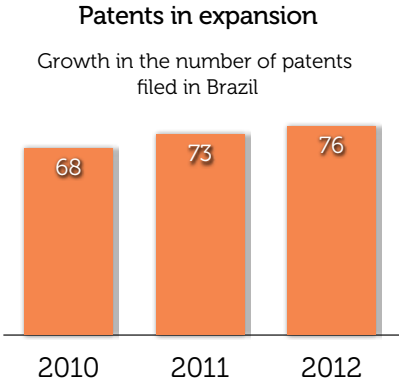
Transforming consumers into fans

In addition to being innovative, products should incorporate the dimension of sustainability throughout their lifecycle, while still fascinating consumers with unique design, simplicity, practicality, durability and excellence in post-sales service. That is how Whirlpool manages its portfolio within the strategy to “Lead sustainable innovation, transforming consumers into fans.”

In 2012, the company launched 140 products, which equals more than two launches per week. Its brands have remained favorites among Brazilian and Latin American consumers.

To reinforce its attunement with the public, the Consul brand now highlights the features of creativity, Brazilian-ness and partnership in its new visual and verbal identity. The new positioning, logo, slogan and institutional campaign were launched in January 2013.

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Transforming consumers into fans

Find out about some of the main products presented to the market in 2012 in the summary below.



Consul Line of built-in products – First built-in Consul line, consisting of a cooktop, oven and exhaust hood. Products contain educational solutions and facilitate cooking. Free installation of the exhaust hood and oven.

Consul Facilite microwave – Has an exclusive Easy Use function, simplifying preparation of foods with the help of the Easy Use pot, which comes with the product.



Consul Bem-Estar Inverter Split-System Air Conditioner – Inverter technology causes the compressor to work more constantly, providing for a significant reduction in energy consumption and a more stable temperature. R22 refrigerant gas was replaced using R410a, which does not harm the ozone layer if it leaks.

Brastemp Ative water purifier – Includes the Smart Panel, inspired by the accessibility principles of universal design, using Braille buttons and issuing different sound signals for the keys. Automates and dispenses water in minimum, average or maximum amounts. It also serves water at room temperature, chilled or mixed.



Brastemp You – Line of personalized products. The possibilities for personalizing the refrigerator and cooktop are now at 25 thousand and range from finishings to unique functions and technologies. For example, you can choose between the conventional or a bottom-freezer refrigerator. Products can be purchased online at www.you.brastemp.com.br.



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Brastemp Inverse Maxi – A refrigerator notable for its space and intelligence. It has separate compartments for fruit and vegetables and functions that speed up chilling of beverages and ice making. Eight-point internal LED lighting lasts longer and lights better. One model has a touch screen panel that allows for management of food expiration dates, makes a shopping list and shares it with mobile devices, notes delivery service data and displays photos, among other functions. Furthermore, it uses cyclo isopentane and isobutane gasses, which do not damage the ozone layer and have little potential for global warming.



Lavadora Brastemp Active – An 11 kg washing machine comes with the exclusive Smart&Fast System, combining the intelligence of a precise dose of detergent, softener and the amount of water, with the fastest cycle in the market. It prevents waste of supplies and of water used with each wash, in addition to guaranteeing the best performance in caring for clothes. One model includes the Bdrive motor, which is quieter and uses hot water to remove stains.



Brastemp Laundry Center – Together, the Active washer and dryer form a smart laundry station, with unique performance and design. Sensors on the washing machine automatically adjust the water level and duration of the wash according to the volume of clothes, dosing the detergent and distributing the load for a uniform spin cycle. It has the Bdrive motor, which is quieter and prevents odors, and the Eco Inteligente function, which reduces energy consumption, maintaining operating performance. The dryer also includes smart sensors that allow for uniform drying and prevent the high temperature from harming clothes. Another convenience is the Anti-wrinkle function, preventing wrinkles.

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Innovation GRI 1.2 GRI 4.9 GRI 4.10 GRI EN26



Since 1999, the company has had structured tools to develop products and optimize processes. The use of these instruments allows the company to stay on the cutting edge of innovation in home appliances, launching products that simultaneously meet three prerequisites: they have unique features, they stimulate consumers, and they have the potential to create value for shareholders.

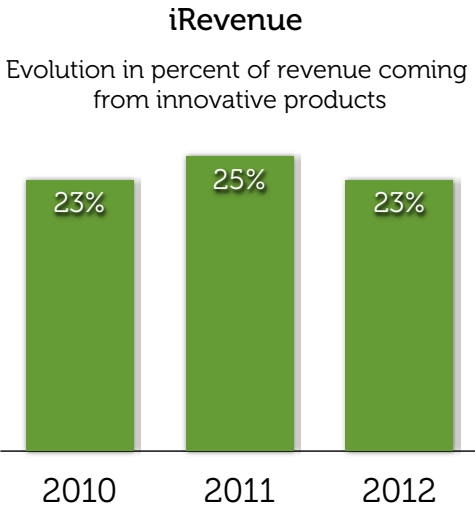
Whirlpool assesses its performance in innovation by using a set of methodologies known as Design for Excellence, whose focus is geared towards every aspect of product development, such as costs, ease of manufacturing, and simplicity in diagnosing errors and corrections. In 2010, the company began to implement an additional methodology to measure the environmental performance of new products. Developed that same year in partnership with the University of São Paulo and applied as a test to some products the following year, Design for Environment (DfE) assesses the environmental impacts in the entire product lifecycle, from production of raw material to final post-consumer disposal, to water and energy consumption and recyclability. All projects begun in 2012 already incorporate this methodology.

GRI PR1

Transforming consumers into fans

Since 2012, environmental performance is measured for all new products

Nearly one-fourth of Whirlpool's revenue in 2012 came from the sale of innovative products. This figure was found by iRevenue, a company indicator that measures revenue coming from its innovative solutions. In 2012, the company changed the criteria for classification of new product launches in the innovation category, increasing requirements. With this, the percentage of products that meet the new requirements has fallen slightly (see graph at right), which caused a drop in the year's performance indicator for the year.



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Awards and recognition in 2012 GRI 2.10



GUIA 2012
VOCÊ S/A
AS MELHORES
EMPRESAS PARA
VOCÊ TRABALHAR

- **Melhores Empresas para Você Trabalhar** – Whirlpool has been a fixture in every issue of the guide published by Você S/A magazine, for 16 straight years.
- **Great Place to Work** – Outstanding in “Social Responsibility” in the ranking published by Época magazine.
- **Mejores Empleadores 2012** – Once again, Whirlpool is recognized in the ranking published by Argentina’s Apertura magazine.

- **As Empresas Mais Admiradas do Brasil** – In the ranking of the most admired companies in Brazil for the 15th time, published by Carta Capital magazine.
- **As Empresas de Maior Prestígio do Brasil** – An award for the most prestigious businesses in Brazil, given by Época Negócios magazine to Brastemp, in the “Major Appliances” category.
- **Campeões da Inovação** – An innovation award from Amanhã magazine which Whirlpool won for the 3rd time.
- **Empresas mais inovadoras na Prestação de Serviços ao Cliente** – Whirlpool was recognized in the “Industry” category of this award given to the most innovative companies in customer service by Consumidor Moderno magazine.
- **Marcas Mais Amadas do Brasil** – Brastemp was the most recalled brand by consumers in the “Home Appliances” category, in this ranking

of Brazil’s most beloved brands by Consumidor Moderno magazine.

- **Marcas de Confiança** – In the ranking by Seleções magazine of reliable brands, the Brastemp and Consul brands came in 1st and 2nd place, respectively, for the 11th time in the “Durable Goods” category.
- **Reputation Index** – Award given by DOM Strategy and Consumidor Moderno magazine, winning in the “Company with the best reputation in the industry” category for the 2nd time.
- **Reclame Aqui** – Given by the website of the same name to the Brastemp and Consul (champions) and Compra Certa (finalist) brands, in recognition of excellence in service and relations with the so-called “new consumer” (who uses the internet).



- **Guia Exame de Sustentabilidade** – Among the 20 model companies in the sustainability guide published by Exame magazine.
- **Prêmios Intangíveis Brasil** – Outstanding in the durable consumer goods sector of the ranking put together by Consumidor Moderno magazine and DOM Strategy Partners.
- **Top of Mind** – Brastemp won in the “Oven” and “Washing Machine” categories (for the 6th consecutive time in the latter), with Consul winning the “Refrigerator” category for the 22nd year in the ranking published by Folha de S. Paulo.
- **Top of Mind** – For the 3rd time in the “Home Appliances” category, Brastemp was the most recalled brand by consumers in Rio de

Janeiro interviewed by the Marca dos Cariocas magazine, published by Editora Globo.

- **Top of Mind** – For the 8th time, Brastemp was the most recalled brand in the award given by Casa & Mercado magazine. This year, the brand won in the “Portable Electronic,” “Range Hood,” “Major Appliance” and “Water Filter” categories, in addition to being named “Corporate Citizen.”
- **International Design Excellence Award** – Bronze medal given by the Industrial Design Society of America to the Brastemp Retro line in the “Kitchens” category.
- **Best Innovator** – Ranked for the 3rd time among Brazil’s most innovative companies, according to Época Negócios magazine, highlighted in the “Process” and “Results of Innovation” categories.
- **Prêmio Planeta Casa** – Brastemp was the winner in the Décor Products category with its Brastemp “Ative!” dishwasher, for the award given by Casa Cláudia magazine.
- **Melhores e Maiores 2012** – The company was included for the 3rd time in Exame magazine’s annual biggest and best ranking.
- **Valor 1000** – Placed in the ranking by Valor Econômico newspaper for the 8th time.



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GRI 3.12

Company Statement

Whirlpool Latin America states that its 2012 Sustainability Report follows the criteria of the Global Reporting Initiative (GRI) and is aligned with the G3 standard. It furthermore states that it complies with the B+ standard and that the relevance and organization was defined through a materiality process, discussed at the start of this publication. All final topics found in materiality were included

throughout this report.

The publication presents 39 indicators related to the Profile, Governance, Commitments and Engagement Items. Of the performance indicators, the company published 39 essential indicators (seven published partially) and 11 additional indicators, one of which was partially responded.

The index presented below also

contains GRI indicators with the Global Compact Principles and the systemic conditions of The Natural Step.

The document was submitted to outside verification by KPMG. The document with external verification is available on page 45.

GLOBAL COMPACT PRINCIPLES

Principles of Human Rights

- 1. Respect and protect human rights;
- 2. Prevent human rights violations;

Principles of Labor Rights

- 3. Support freedom of association at work;
- 4. Abolish forced labor;
- 5. Abolish child labor;
- 6. Eliminate discrimination in the workplace;

Principles of Environmental Protection

- 7. Support a preventive approach to environmental challenges;
- 8. Promote environmental responsibility;
- 9. Encourage technologies that do not harm the environment;

Anti-Corruption Principle

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

	GRI	Reported	Global Compact Principle	TNS	Página
1	STRATEGY AND ANALYSIS				
1.1	Statement of the holder of the most decision-making power at the organization regarding the relevance of sustainability to the organization and its strategy	Fully	8 and 9	----	04
1.2	Description of key impacts, risks, and opportunities	Partially	----	----	04, 11, 30, 33
2	CORPORATE PROFILE				
2.1	Name of the organization	Fully	----	----	06, 09
2.2	Primary brands, products and/or services	Fully	----	----	06, 07
2.3	Operational structure of the organization, including main divisions, operational units, subsidiaries, and joint ventures	Fully	----	----	06
2.4	Location of organization's headquarters	Fully	----	----	06, 09
2.5	Number of countries in which the organization operates and name of countries where its main operations are located or are especially relevant to the issues of sustainability covered by the report	Fully	----	----	06
2.6	Nature of ownership and legal form	Fully	----	----	09
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries)	Fully	----	----	06, 09, 13
2.8	Scale of the reporting organization	Fully	----	----	06 Large scale
2.9	Significant changes during the reporting period regarding size, structure, or ownership	Fully	----	----	There were no changes to the structure of the organization, size, ownership or the manner in which economic, social and environmental performance is reported in 2012. The only significant change was to the position of CEO.
2.10	Awards received in the reporting period	Fully	----	----	24, 34
3	REPORT PARAMETERS				
3.1	Reporting period for information provided	Fully	----	----	02
3.2	Date of the most recent last report (if applicable)	Fully	----	----	2011
3.3	Reporting cycle (annual, biennial, etc.)	Fully	----	----	02 Annual
3.4	Contact point for questions regarding the report or its contents	Fully	----	----	02
Report scope and limits					
3.5	Process for defining report content	Fully	----	----	03 Online report

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3.6	Boundary of the report (countries, divisions, subsidiaries, joint ventures, suppliers)	Fully	----	----	02
3.7	State any specific limitations on the scope or boundary of the report	Fully	----	----	02
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, out-sourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations	Fully	----	----	02
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the indicators and other information in the report	Fully	----	----	Techniques for measuring data and bases for calculations, including assumptions and techniques underlying estimates applied to compiling indicators are shown in the footnotes for these indicators
3.10	Explanation of the effect of any re-statements of information provided in earlier reports and the reasons for such re-statements	Not reported	----	----	There was no re-statement of information provided in earlier reports
3.11	Significant changes compared to previous years regarding scope, limit, or methods of measurement applied in the report	Fully	----	----	The main change was the results of the materiality process carried out the year before. Holding a Dialogue with Specialists allowed for a new approach to relevant topics for company management and sustainability.
3.12	Table identifying the location of the information in the report	Fully	----	----	02, 35
Verification					
3.13	Policy and current practice with regard to seeking external assurance for the report	Fully	----	----	02, 45
4	GOVERNANCE, COMMITMENTS AND ENGAGEMENT				
4.1	Governance structure of the organization, including committees under the highest governance body responsible for	Partially	----	----	09
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	Fully	----	----	The Chair of the highest governance body (the Board of Directors) is not also an executive officer at the company.
4.3	Members of the highest governance body that are independent and/or non-executive members	Fully	----	----	One of the three members of the Board of Directors (33.3%) is independent
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided	Fully	----	----	10
4.8	Statements of mission and values, codes of conduct, and internal principles relevant to economic, environmental, and social performance, as well as their stage of implementation	Fully	1, 2, 3, 4, 5, 6, 7, 8, 9 and 10	----	08, 10
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles	Fully	-----	----	11, 23, 33

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4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance	Fully	-----	----	11, 23, 33	
Commitment to external initiatives						
4.11	Explanation of whether and how the precautionary principle is approached by the organization.	Fully		----	Online report - Index	
4.12	Letters, principles or other initiatives developed externally that are of an economic, environmental, and social nature and which the organization undersign or endorses	Fully	1, 2, 3, 4, 5, 6, 7, 8, 9 and 10	----	12	
4.13	Memberships in associations and/or national/international organizations	Fully	1, 2	----	12	
Stakeholder engagement						
4.14	List of stakeholder groups engaged by the organization	Fully	02, 31	----	24, 26, 27, 28, 29	
4.15	Basis for identification and selection of stakeholders with whom to engage	Fully	02, 31	----	28, 29	
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group	Fully	02, 31, 33	----	24, 26, 27, 28, 29	
4.17	Main themes and concerns that were raised through engagement of stakeholders and measures that the organization has adopted to deal with them	Fully	03, 31	----	03, 26, 27, 28, 29	
ECONOMIC PERFORMANCE						
Description of Economic Performance		Reported	Global Compact Principle	TNS	Page	
Economic performance						
ES	EC1	Direct economic value (DEV) generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments	Partially	-----	1, 2, 3, 4	Online report - Index
ES	EC2	Financial implications, risks and opportunities for the organization due to climate change	Partially	7, 8 and 9	1	Online report – Index, 22
ES	EC3	Coverage of the organization's defined benefit plan obligations	Fully	1	-----	Online report - Index
ES	EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement	Partially	1, 2, 7, 8, 9		28

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ENVIRONMENTAL PERFORMANCE						
Management						
Materials						
ES	EN1	Materials used by weight or volume	Fully	8	3	Online report - Index
ES	EN2	Percentage of materials used that are recycled	Fully	8, 9	3	Online report - Index
Energy						
ES	EN3	Direct energy consumption by primary energy source	Fully	8	1	Online report - Index
ES	EN4	Direct energy consumption by primary energy source	Fully	8	1	Online report - Index
AD	EN6	Direct energy consumption by primary energy source	Fully	8 and 9	----	21, 30
Water						
ES	EN8	Total water used, by source	Fully	8	3	Online report - Index
ES	EN9	Water sources significantly affected by withdrawal of water	Fully	8	3	Online report - Index
ES	EN10	Percentage and total volume of water recycled and reused	Fully	8	----	Online report - Index, 20
Emissions, effluents and waste						
ES	EN16	Total direct and indirect greenhouse gas emissions by weight	Fully	8 e 9	2	22
ES	EN17	Other relevant indirect greenhouse gas emissions by weight	Fully	8 e 9	2	
Accounting: 1) Air transport of employees in Brazil on work trips (methodology: Brazilian GHG Protocol Program) and 2) distribution of products in Brazil, from factories to distribution centers (methodology: The Greenhouse Gas Protocol Initiative).						
			in tons of CO2			
			2012	2011	2010	
			43,558	35,712	38,549	
AD	EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	Fully	7, 8, 9		Online report – Index, 22
ES	EN20	NOx, SOx, and other significant air emissions by type and weight	Fully	8	----	Online report - Index
ES	EN21	Total water discharge by quality and destination	Fully	8	3	Online report - Index
ES	EN22	Total weight of waste, by type and method of disposal	Fully	8	3	18

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ES	EN23	Total number and volume of significant spills	Fully	8	3	There were no significant spills on record for 2012
Products and services						
ES	EN26	Initiatives to mitigate environmental impacts of products and services	Fully	7, 8, 9	1, 2, 3	17, 20, 21, 23, 30, 33
ES	EN27	Percentage of products sold and their packaging materials that are reclaimed	Partially	8, 9	----	Online report - Index
Overall						
AD	EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce	Partially	8	1, 2, 3	Online report - Index
AD	EN30	Total environmental protection expenditures and investments by type	Fully	7, 8, 9	----	Online report - Index
LABOR PRACTICES AND DECENT WORK						
Management approach						
Employment						
ES	LA1	Total workforce by employment type, employment contract, and region	Fully	----	4	Online report - Index

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Total workforce by employment type, employment contract, and region GRI LA1			
Job level	2010	2011	2012
Executive Board	16	14	19
Management	198	192	217
Administrative	2490	2341	2571
Production	12,112	11,534	12,313
Trainees	36	44	37
Interns	157	64	92
Third Parties	-	-	78*
Apprentices	32	18	12
Total	15,041	14,207	15,339
Type of contract			
Fixed term	394	-	-
Indefinite term	14,647	-	-
Total	15,041	14,207	15,261
Type of employment			
Full time	-	-	-
Part time	-	-	-
Total	15,041	14,207	15,261
Employees by region			
South Region - Joinville	7,733	7,361	7,417
Southeast Region – São Paulo	655	635	600
Southeast Region - Administrative Center	535	467	533
Southeast Region – Rio Claro	4,056	4,235	4,201
Southeast Region – Compra Certa	83	79	78
North Region - Manaus	1,979	1,430	2,098
Argentina			168
Chile			33
Peru			21
Colombia			64
Ecuador			3
Miami			10
Guatemala			35
Total	15,041	14,207	15,261

* Number of third parties only corresponds to LAR International

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ES	LA2	Total number and rate of employee turnover by age group, gender, and region	Fully	6	4	24 Online report - Index
AD	LA3	Benefits offered to full time employees that are not offered to temporary or part time employees, listed by main operations	Fully	----	4	Online report - Index
Labor/management relations						
ES	LA4	Percentage of employees covered by collective bargaining agreements	Fully	1, 3	4	In Brazil, 100% of employees are covered by collective bargaining agreements and accords. Online report - Index
Occupational health and safety						
AD	LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	Fully	3	----	Online report - Index
ES	LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and work-related fatalities by region	Fully	----	4	16
ES	LA8	Education, training, counseling, prevention, and risk-control programs in place to assist work-force members, their families, or community members regarding serious diseases	Fully	1	----	Online report - Index
AD	LA9	Health and safety topics covered in formal agreements with trade unions	Fully	----	----	Online report - Index
Training and education						
AD	LA11	Programs for skills management and lifelong learning and management of career endings	Fully	----	4	25 Online report - Index
AD	LA12	Percentage of employees receiving regular performance reviews	Fully	----	4	All employees are reviewed annually and receive periodical feedback (100%). Online report - Index
Diversity and equal opportunity						
ES	LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity	Fully	1, 6	----	Online report - Index

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HUMAN RIGHTS						
Management approach						
Investment and procurement process practices						
ES	HR1	Percentage and total number of significant investment contracts that include clauses regarding human rights or that underwent assessment regarding human rights	Fully	1, 2, 4, 5	----	26 Online report - Index
ES	HR2	Percentage of companies contracted and critical suppliers who underwent assessments regarding human rights and measures taken	Fully	1, 2, 4, 5	4	26 Online report - Index
ES	HR3	Total training time for employees on policies and procedures related to aspects of human rights that are relevant to operations, including percentage of employees who received training	Partially	10		08
Child labor						
ES	HR6	Operations with significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor	Partially	1, 2, 5	4	26
Forced or compulsory labor						
ES	HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor	Partially	1, 2, 4	4	26
Indigenous rights						
AD	HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	Fully	1 and 2	----	Organization activities do not involve indigenous people
SOCIETY						
Management approach						
Community						
ES	SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting	Fully	----	4	28

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Corruption						
ES	SO2	Percentage and total number of business units analyzed for risks related to corruption	Fully	10	----	Online report - Index
ES	SO3	Percentage of employees trained in organization's anti-corruption policies and procedures	Partially	10	4	Online report - Index
Public policies						
ES	SO5	Public policy positions and participation in public policy development and lobbying	Fully	----	----	27
PRODUCT RESPONSIBILITY						
Management approach						
Customer health and safety						
ES	PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	Fully	1, 8	4	33 Online report - Index
Product and service labeling						
ES	PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning impacts of products and services during their life cycle, by type of outcomes	Fully	----	----	Online report - Index
	PR3	Type of product and service information required by labeling procedures				Online report - Index
AD	PR5	Practices related to customer satisfaction, including results of surveys	Fully	----	----	29
	PR6	Programs to comply with laws, standards, and voluntary codes related to marketing communications, including publicity, promotion, and sponsorship by type of outcomes	Fully			29
Compliance						
ES	PR9	Fines for non-compliance concerning the provision and use of products and services.	Fully	----	----	Whirlpool had a total of 128 fines applied by the Brazilian Consumer Protection Agency (PROCON), totaling BRL 381,149.16

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Independent assurance report

To the Board Members and Directors of Whirlpool S.A. São Paulo – SP

Introduction

We were contracted by Whirlpool S.A. to submit our limited assurance report on the Information compiled for the Whirlpool S.A. Sustainability and Social Responsibility report, relative to the fiscal year ending on December 31, 2012.

Company management's responsibilities

The management at Whirlpool S.A. is responsible for appropriate drafting and submission of the Information contained in the Sustainability Report pursuant to the Global Reporting Initiative – GRI (GRI-G3) Guidelines and for internal controls that management determines necessary to enable preparation of this information free from material misstatement, whether due to fraud or error.

Independent auditors' responsibility

Our responsibility is to express an opinion on the information in the Sustainability Report based on the limited assurance work conducted according to Technical Notice (Comunicado Técnico or CT) 07/2012, approved by Brazil's Federal Accounting Board (Conselho Federal de Contabilidade) and prepared based on NBC TO 3000 (Assurance Engagements Other Than Audits and Reviews), issued by Brazil's Federal Accounting Board – CFC, which is equivalent to internal standard ISAE 3000, issued by the International Federation of Accountants, applicable to non-historical information. These standards require compliance with ethical demands, including requirements of independence

and that work be executed with the goal of gaining limited assurance that the information contained in the Sustainability Report, taken as a whole, is free of material misstatements.

A limited assurance engagement conducted according to NBC TO 3000 (ISAE 3000) consists mostly of questioning the Company's management and other Company professionals involved in preparing the information contained in the Sustainability Report, as well as for application of analytic procedures for finding evidence that allows us to make limited assurance conclusions regarding the information considered as a whole. A limited assurance engagement also requires the execution of additional procedures, when the independent auditor is made aware of matters that lead him to believe that the information contained in the Sustainability Report, considered as a whole, may present material misstatements.

The procedures selected are based on our understanding of aspects related to compilation and submission of the information contained in the Sustainability Report and on other circumstances of the engagement and our consideration regarding the areas where material misstatements may exist. Procedures included:

- (a) planning of work, considering the relevance, coherence, volume of quantitative and qualitative information and operational and internal control systems that served as the basis for drafting the information contained in the Whirlpool S.A. Sustainability Report;
- (b) understanding of the methodology for calculations and procedures for compiling indicators through interviews with the managers responsible for preparing information;

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(c) application of analytical procedures concerning quantitative information with questioning regarding the qualitative information and its correlation with the indicators reported in the information contained in the Sustainability Report; and

(d) cross-checking of indicators of a financial nature with accounting statements and/or accounting records.

The limited assurance engagement also included adherence to the Global Reporting Initiative – GRI (GRI-G3) Guidelines applicable to preparing the information contained in the Sustainability Report.

We believe that the evidence found in our engagement is sufficient and appropriate to base our conclusion in a limited manner.

Scope and limitations

The procedures applied in a limited assurance engagement are substantially less detailed than those applied in an assurance engagement aimed at issuing an opinion on the information contained in the Sustainability Report. Therefore, we were unable to obtain assurance that we would become aware of all matters that would be identified in an assurance engagement where the objective is to issue an opinion. If we had performed an engagement with the objective of issuing an opinion, we might have identified other matters and possible misstatements that may exist in the information contained in the Sustainability Report. Accordingly, we have expressed no opinion on this information.

Non-financial data are subject to more inherent limitations than financial data, given the nature and diversity of the methods used to determine, calculate or estimate these data. Qualitative interpretations of materiality, relevance and

accuracy of the data are subject to individual assumptions and judgments. Furthermore, our engagement covered neither data reported in prior periods nor future projections and targets.

Conclusion

Based on the procedures performed, described in this report, nothing has come to our attention that causes us to believe that the information contained in the Whirlpool S.A. Sustainability Report has not been compiled, in all material respects, according to the Reporting Guidelines of the Global Reporting Initiative – GRI (GRI-G3).

São Paulo, July 23, 2013

KPMG Risk Advisory Services Ltda.

Brazilian Regional Accounting Board (CRC) 2SP023233/O-4

Eduardo V. Cipullo

Accountant CRC 1SP135597/O-6

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