

Presentation

This is the second sustainability report from Whirlpool Latin America, which tells of the company's performance in the social, environmental and financial areas in 2009. From this edition, this document should be published annually, as we reported in previous report. (Profile 3.1 and 3.3)

As in the 2007/2008 version, this second edition of the report from the Latin American operations of Whirlpool has been prepared based on the Global Reporting Initiative (GRI) guidelines, the most advanced standards in sustainability reporting. The GRI standard is the most accepted internationally, as it provides comparability between companies that respond to its indicators and contribute to the sustainability management in organizations. (Profile 3.2)

The contents of this publication, which shows the growth of the practices described in the previous report and the projected outlook for 2010 was generated from interviews with company collaborators. The main topics were ranked by means of an internal workshop and research with the Management of Sustainability Group. Formed by collaborators from all areas of the company, this group is dedicated to embed the practices and concepts of sustainability in the Whirlpool operations.

As in the 2007/2008 report, the topics of greatest interest were:

Economic

Economic Performance

Social

Health and safety
Corporate education
Diversity and equal opportunities

Environmental

Energy
Materials

Innovate evolve transform

SUSTAINABILITY REPORT 2009 WHIRLPOOL LATIN AMERICA



Perfil

Business Name: Whirlpool Latin America (Perfil 2.1)

• **Direct Employees, contractors and interns in December 2009:** 14,057 (Perfil 2.8)

• **Operating Units: (see map)**
Administrative center: São Paulo (SP) **(01)**

Distribution centers: São Paulo (SP) **(01)**,
Jaboatão dos Guararapes (PE) **(02)** and Argentina **(06)**

Factories: Manaus (AM) **(03)**, Rio Claro (SP) **(04)**
and Joinville (SC) **(05)**

Technology centers: Manaus (AM) **(03)**, Rio Claro (SP) **(04)** and
Joinville (SC) **(05)** (Profile 2.4)

• **Offices in Latin America (LAR International):** Argentina **(06)**,
Chile **(07)**, Colômbia **(08)**, Equador **(09)**, Guatemala **(10)**, Peru **(11)**
and Porto Rico **(12)**. The administrative headquarters of LAR Inter-
national is in Miami **(13)**. (Profile 2.5)

• **Organization of company:** Whirlpool Latin America is the
appliances business controlled by Whirlpool SA, a publicly tra-
ded company with shares traded on the BM & FBovespa. Its
operations include activities in Brazil (factories, offices, tech-
nology centers, and authorized distribution network) and LAR
International, which includes the countries of Latin America
and the Caribbean (except Mexico). Whirlpool SA is a subsi-
diary of Whirlpool Corporation, the world’s largest maker of
household appliances.

Whirlpool SA was created in May 2006 when the Empresa
Brasileira de Compressores SA (Embraco) and Multibras SA
Eletrodomésticos joined their operations into a single company,
becoming one of the largest exporters in Brazil.
The scope of this report does not include the operations of
Embraco. (Profile 2.3, 2.6, 3.6, 3.7 and 3.8)

• **Start of operations in Brazil:** 1945

• **Products and brand names:** Whirlpool Latin America manu-
factures refrigerators, freezers, stoves, washing machines and

clothes dryers, dishwashers, microwaves, air conditioners and
water purifiers and sells electric ovens, air conditioners, air pu-
rifiers and vacuum powder. The company’s brands sold in Brazil
are Brastemp, Consul and KitchenAid.

In those countries served by LAR International the following
brands are marketing: Jenn-Air, Consul, KitchenAid, Eslabones
de Lujo, Whirlpool, Maytag and Acros (Profile 2.2)



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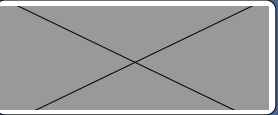
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Message from the President

Innovation in all homes, leadership everywhere

As the market leader, Whirlpool Latin America feels compelled to be a part of the search for sustainability. And the results obtained in 2009, despite the economic turmoil, give us a certainty for 2010: we must - and will - continue to invest.

We can say with satisfaction: we overcame the challenges of 2009 with quality. Despite the backdrop of uncertainty caused by global economic crisis, the year was the best of our history in Brazil, the largest Whirlpool Latin America market. We obtained records in many of our performance indicators such as sales, production and market share. Despite the 5.3% decline in employment in Brazilian industry, the number of employees in the appliances sector closed 2009 with about 1500 employees more than in 2008 (which represented a 10.7% increase in headcount). It is a fact that the reduction in the Tax on Industrialized Products (IPI) for white goods - which includes refrigerators, stoves, automatic and semiautomatic washing machines - by the Federal government of Brazil in April 2009, has helped keep our industrial sector heated.

Furthermore, our operations in other Latin American countries, represented by the International offices of LAR, had a challenging and difficult year due to the market retraction. But fortunately, our leaders read the situation well and reorganized the company's performance in a fast, efficient and sustainable way. With the end of the worst moment of crisis, Whirlpool was well placed in the Latin American market to face 2010 and future years. (Profile 1.1 and 1.2)

We also advanced in the integration of sustainability to drive our business. Besides being signatory to the UN Global Compact and of constantly reinforcing its 10 principles on our strategies - reflected on our people engagement and on the practices presented along this report, we have dedicated ourselves to expand, week by week, month to month, the rigor with which we deal our metrics of social and environmental performance, placing the issue on the same level of importance as the financial aspects of the business. And that is an ambition which is realized more and more through our practices: the impact of sustainability targets in the variable remuneration of executives is proof of that firmness of purpose.

Another reflection of this commitment was the decision, despite the size of the financial crisis and the fall in sales volume that was recorded in the first quarter of 2009 - approximately 4% over the same period of 2008 - will not cause the pulling back of any of our social projects. We maintain them, because it is at these times that they are needed most. For example, investments in the Women's Consulate Institution - a social action of the Consul brand - totaled R \$ 3.4 million. We also increased our investment in environmental protection, which jumped from \$ 3 million in 2008 to \$ 5.1 million in 2009.



In 2009, we achieved the best results in the history of company in Brazil

In 2010, we will continue investing. This represents an allocation of resources to areas of research, development, innovation, sustainability, brands and engineering. These investments will foster growth in our core areas and also allow the pursuit of advancement and leadership in other segments.

As the market leader, Whirlpool Latin America feels compelled to be a leader in the quest for sustainability, which includes a concern to include consumers from all social strata. In recent years, the economic rise of 30 million Brazilians was a turning point in relation to the conquest of citizenship also access to the consumer market. At Whirlpool, innovation is part of the business and our challenge has been to innovate to reach an increasing number of people, providing solutions for the more efficient use of natural resources. We seek to reach a stage where the sustainability is not a focus attention, but is fully integrated into the way we think and run the company. We would like, after all, that our consumers perceive in our products the values that contribute to a more sustainable life. (Profile 4.5, 4.9 and 4.10)

Vision of sustainability

08 Vision, mission and values

Our References to the TNS, Global Compact and the Earth Charter

09 Management of Sustainability

Innovation - Strategic Competence

To meet its customers with ethics, innovation and respect for the environment, Whirlpool has a policy of sustainability that permeates both the manufacture of its appliances and the company's relations with its stakeholders.



To innovate *is* to change old habits

To produce the first Gas stove* in the world
with the option of steaming,

which, besides facilitating
facilitating the preparation of healthy dishes,
has a timer that helps reduce gas consumption.

* Brastemp Gourmand Cooker with Steam



Sustainability vision



Whirlpool's Latin America office in Sao Paulo

The performance of Whirlpool Latin America is guided by meeting the needs of their consumers with ethics, transparency and innovation, offering products and dealing with a low environmental impact. The decrease in consumption of electrical energy, gas, water and even the inputs, in addition to the mitigation of the impacts on the environment, are characteristics taken into account when developing the company's products – from the preparation phase of the project until the product launch.

Since developing its vision of sustainability in 2004, Whirlpool faces the daily challenge of making the topic permeate into the routine of their employees, so he becomes an inseparable part of the management company.

One of the company's responses to that challenge was the establishment of sustainability targets for its executives. The performance of leaders toward these targets gets the spotlight, being one of the items that are assessed monthly.

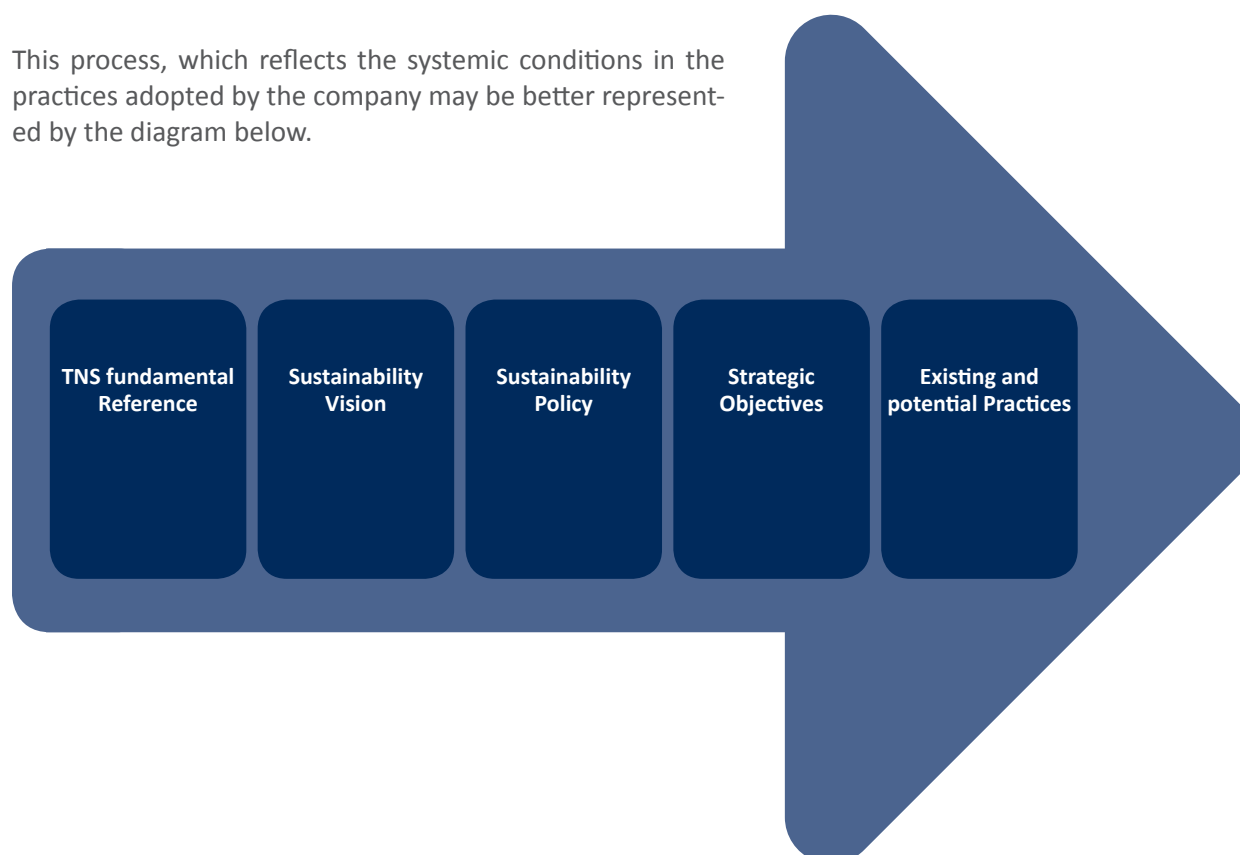
Since 2008, the degree of compliance of sustainability also impacts on the value of the variable remuneration of executives. From 2010, these evaluations will be monthly.

As the work is aimed at meeting targets for performance, evolving from year to year, is part of the internal culture of Whirlpool Latin America, for the efforts related to sustainability are absorbed more easily, becoming another item on the agenda of the company. The company's next challenge is to educate employees of all levels about the importance of the topic. (Profile 1.2) Whirlpool has worked in the search for sustainability in an ever more focused and planned way, using commitments and other external initiatives as a reference, such as: The Natural Step (TNS), the Global Compact and the Earth Charter and from 2008, the company has also started to adopt the methodology of the Global Reporting Initiative (GRI) for reporting its performance in sustainability (read more in Chapter About the Report). The four systematic conditions of The Natural Step (see Box on page 7) form a solid conceptual basis for the elaboration of the of the sustainability vision at Whirlpool Latin America. This view, in turn, supports the construction of the company's sustainability policies, guiding five strategic objectives. Profile (4:12) From these targets the company sets out practices to be adopted, as shown in the following table:

STRATEGIC OBJECTIVES	EXAMPLES OF EXISTING AND POTENTIAL PRACTICES
Carbon Neutral	Promoting reduced energy consumption and focus on renewable energy in operations, products and any other activity.
Absence of harmful substances	Control, reduce and eliminate harmful substances in the operations and products.
Sustainable use of water throughout the life cycle of products,	Consume less water, especially from sources subject to greater environmental impact, including this topic not only the operations but also the products introduced in the market.
Social equity	Promoting ethics and human rights in the value chain, in community relations and the development of clean technologies and accessible to the population belonging to "the base of the pyramid."
Zero Waste	Use of recyclable raw material in the products manufacture of the products and gathering of packages in order to reduce the volume of post-consumer waste.

The Systemic conditions of The Natural Step (TNS that justifies the Whirlpool sustainability policy).

This process, which reflects the systemic conditions in the practices adopted by the company may be better represented by the diagram below.



Sustainability vision

Employees and suppliers aligned to the ideals of the company

For Whirlpool, it is not enough to focus its efforts only on product development. The company is looking for - taking advantage of its position as market leader - to begin movements of a wider social and environmental responsibility, influencing other companies in the sector in which it operates and those bodies that are responsible for establishing public policy.

Vision, Mission and Values

It is part of the mission and the vision of Whirlpool Latin America to establish a sustainable relationship with the consumer based on trust and quality of the products offered by the company. To transform these concepts into practice, the company considers it is fundamental to identify its employees and suppliers with such ideals and with the five corporate values - Respect, Integrity, Diversity and Inclusion, Teamwork and the Spirit of Victory.

To reinforce this process of identification with its values, Whirlpool conducts an awareness and orientation project for all employees through the Living Values program. The next stage of the initiative, scheduled to be implemented in 2010, will expand the approach to values and include the sustainability issue in the scope. Whirlpool's performance in the sustainability area is already a benchmark in the market, but there is still a lot of room to enhance this topic with the internal audience. (Profile 4.8)

VISION

In all homes ... Everywhere, with pride, passion and performance.

MISSION

We all, are passionately creating loyal consumers for the rest of our lives.

Our references

The Natural Step (TNS), the Global Compact Earth Charter (Profile 4.12)

The Natural Step (TNS)

The Natural Step is a non-governmental organization headquartered in Sweden and dedicated to helping businesses devise strategies for sustainable development. The basis of this work are the four principles guiding the policy of sustainability of Whirlpool.

These principles state that in a sustainable society, nature is not subject to a systematic increase in:

- Concentrations of substances extracted from the earth's crust;
- Concentrations of substances produced by society;
- Degradation by physical means.

The fourth principle states that:

- People are not subjected to conditions that systematically undermine their capacity to meet their needs.

Global Compact

An initiative of the United Nations (UN) aimed at the business sector. It is also structured in principles derived from the Universal Declaration of Human Rights, the Declaration of the International Labor Organization (ILO) Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development and the UN Convention Against Corruption. There are ten items related to labor and human rights, environmental protection and anti-corruption measures.

Human Rights Principles

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 precautionary approach to environmental challenges;
8. Promote environmental responsibility;
9. Encourage technologies that do not harm the environment;

Principle against Corruption

10. Fight corruption in all its forms, including extortion and bribery.

Earth Charter

Document designed by the World Commission on Environment and the UN Development in 1987, is supported by thousands of organizations worldwide, including Whirlpool. The Earth Charter has 16 ethical principles, grouped into four broad groups:

- Respect and care for the community of life;
- Ecological integrity
- Social and Economic Justice;
- Democracy, nonviolence and peace.

Management of sustainability based on a schedule of annual targets

VALUES

Respect

Integrity

Diversity & Inclusion

Teamwork

Spirit of Victory

Sustainability management

As with all its management practices, sustainability management at Whirlpool Latin America follows the pattern of annual targets. In 2009, Whirlpool set an agenda of sustainability targets for 2010 and 2011. The targets were agreed between the area of corporate sustainability and other areas of the company after the meetings that identified the ongoing projects and outlooks for advancement. The result of these meetings was a survey of about 37 macro initiatives subsequently split into 100 departmental targets.

The agenda of Whirlpool sustainability targets is divided into five groups of activity:

- Waste Reduction;
- Social equity;
- Sustainable use of water;



Whirlpool works to ensure the proper disposal of waste and scrap.

- Reduction of carbon emissions;
- Reduction of harmful substances in the production process and the products.

The details for each of these groups are in Chapter Table-Summary of Results and Targets, on Page 28.

Internally, the data relating to advances in sustainability targets are sent to the sustainability area of the company, which consolidates the information. Although sustainability targets have a weight in the performance evaluation of executives - a measure that was applied in 2008 - the Whirlpool knows that this requirement is not the main factor for the actual incorporation of the sustainability values. It is becoming increasingly clear need for a continuous activity of internal awareness, including all levels in order to assist all employees and business partners to further understand the importance of this issue for the company. (Profile 1.2)

Innovation - Strategic Competence

Whirlpool defines a product as innovative after analysis of its Committee on Innovation, known as I-Board. The committee comprises representatives of the internal areas marketing, product development, design and new businesses. In their evaluations, the I-Board considers innovation as a product or business that delivers a unique and exciting solution for consumers and generates value for shareholders.

Sustainability vision



Whirlpool participates in the refrigerator exchange program sponsored by the National Energy Agency (Aneel)



To have 25% of revenues from sales of innovative products is one of Whirlpool's targets

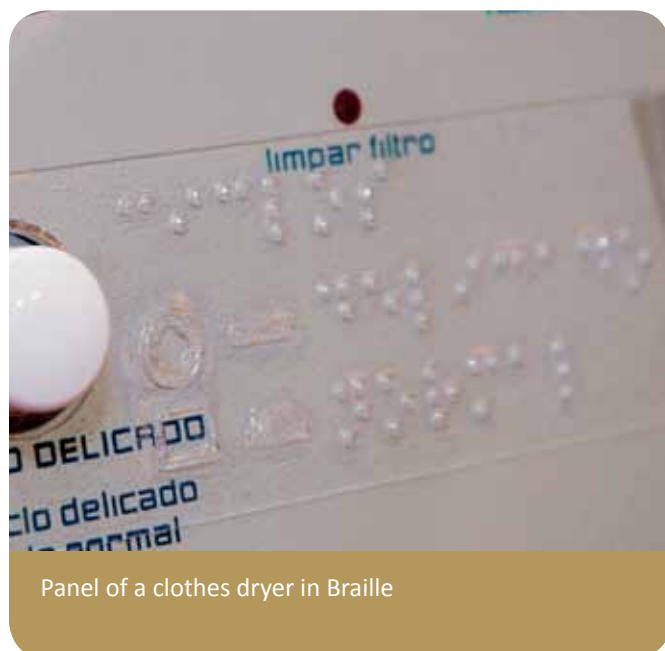
For Whirlpool, innovation is embedded in their products is not only synonymous with cutting edge technology. The humanistic approach is also highly prized: it is important that consumers feel comfortable using the company's products and appliances that have, in turn, minimal impacts on the environment. It was this humanistic point of view that led to the creation of the Brastemp Independent line, a pioneering initiative in the world and whose products undergo constant updates to ensure accessibility (more on the Brastemp Independent line on Page 21).

Innovation focused on reducing impacts on the environment and the well being of consumers

The idea of this line came from the discovery that 12% of the population has some restriction or disability (source: Ibope). The company's involvement with the difficulties of these people took developers of the design and innovation area to follow the routine of some wheelchair users and the visually and hearing impaired in their homes to verify the obstacles faced by these people in handling household appliances. (Profile 1.2)

The relevance of this issue is such that in 2009, Whirlpool began a research and development project with a focus on universal design. The aim of this study is to develop theories, principles and solutions to allow everyone to use, to the point that they can, the same physical solutions for a certain product or environments. Universal Design opposes, ideologically and politically, any specialized solutions, unnecessary and stigmatizing, whether they are intended for people that have disabilities or other people. Status, treatment and equal merits are key concepts of this vision. The universal design program, called Project Freedom, was made possible by means of a partnership with Finep (Financier of Studies and Projects, a public agency bound to the Ministry of Science and Technology) and it aims to develop technologies that enhance the interaction of the disabled user with the products. (EC4)

The two initiatives are examples of how Whirlpool develops innovative aspects for their products, considering, besides the criteria mentioned above, the gain of knowledge, intelligence and the relationship with consumers. The Brastemp You line - whose customizable appliances are sold through the site http://www.brastemp.com.br/brastempyou/brastemp_you.aspx - can also be included in this category, since the accumulation of knowledge about consumer preferences (where they can choose the internal layout, structure and color of their product) is considered for the development of new products and



Panel of a clothes dryer in Braille

new ways of relating to them. Refrigerators in the Facilite line, from the Consul brand, are the first frost free single door refrigerators in Brazil and they also are designed to meet the needs of low income earners. Whereas the “Easy level”, functions implemented in washing machines, helps consumers determine the right amount of soap and water that should be used for each wash.

Despite the crisis, Whirlpool maintained its schedule of new products: 160 new products in 2009

Despite the difficulties faced by the world economy in 2009, the company, besides keeping the jobs in the most acute moment of crisis, did not alter its new products schedule, maintaining the average recorded in 2008, of about three new products per week.

For 2010, Whirlpool has set a target to have 25% of its revenues from sales of new products that may fall into that category because of the solutions adopted in their own appliances or way of doing business. In 2009, the goal was to get 20% of the company’s net revenues come from new products. This goal was exceeded by 3%, closing 2009 with 23% of Whirlpool’s revenue coming from products or businesses deemed as innovative.

Whirlpool S.A. was the largest applicant for patents in Brazil in 2009, with 31 applications. And in the world, it was the only Brazilian Company in the list of the top thousand largest applicators

Governance

14 Organization Chart

16 Ethics

17 Code of Conduct for Suppliers

Involve employees and suppliers, seeking alignment with the Mission, Vision and Values of the Company, is a fundamental need for the integration of sustainability into the Company's routine.

Inox CRM45

<h2>Energia (Elétrica)</h2> <p>Fabricante Marca Tipo de degelo Modelo/tensão (V)</p>		<p>REFRIGERADOR COMBINADO</p> <p>Whirlpool S.A. CONSUL</p> <p>Automático CRM45 / 127</p>	
<p>Mais eficiente</p> <p>Menos eficiente</p>			
<p>CONSUMO DE ENERGIA (kWh/mês) (Adotado no teste clima tropical)</p>		<p>55,0</p>	
<p>Volumens: compartimento refrigerador (ℓ) compartimento do congelador (ℓ) total do refrigerador (ℓ)</p>		<p>317,0 85,0 402,0</p>	
<p>Temperatura do congelador (°C)</p>		<p> -18</p>	
<p>Capacidade de congelamento (kg/24h)</p>		<p>6,0</p>	
<p>Tempo máximo de conservação s/energia (h)</p>		<p>13</p>	
<p>Regulamento Específico Para Uso da Classe Nacional de Conservação de Energia Linha de Refrigeradores e Freezers Residenciais - NBR1001-432</p> <p>Instruções de instalação e recomendações de uso, veja o Manual do aparelho.</p>			
<p> PROCEL</p>		<p> INMETRO</p>	
<p>PROGRAMA NACIONAL DE CONSERVAÇÃO DE ENERGIA ELÉTRICA</p>			
<p>IMPORTANTE: A REMOÇÃO DESTA ETIQUETA ANTES DA VENDA, ESTÁ EM DESACORDO COM O CÓDIGO DE DEFESA DO CONSUMIDOR</p>			

To lead is *to have*
100%
commitment.

36 kw/h/per month.

All refrigerators* * in the *Consul* line have a
classe A
energy consumption.

* Consul Refrigerator * Stainless CRM45



Governance

Whirlpool Latin America is part of the Whirlpool Corporation, the world's largest maker of household appliances. The company's management structure consists of a presidency- occupied by Jose Drummond, Jr. since 2008 - and eleven directors, whose performance is reviewed annually. Since 2007, the LAR International, responsible for marketing in Latin America and the Caribbean, is under the management of the president of Whirlpool Latin America. The supreme organ of governance is the Board of Directors, composed of three executives with a mandate of three years, one of whom is independent. Among the duties of this council is the approval of annual budgets, financial statements and election of directors and auditors, besides plans related to Whirlpool's social actions. (Profile 4.1 and 4.2)

Whirlpool Latin America constantly evaluates internal controls in its processes to comply with the requirements of the Sarbanes-Oxley act, to which the Whirlpool Corporation is subject to.

This act stipulates that companies with stocks listed on the NYSE - such as Whirlpool Corporation - should ensure transparency and credibility of its administration by means of internal regulations and auditing mechanisms. (Profile 4.6)

Whirlpool has the advice of a group responsible for monitoring their sustainability targets, composed of managers from various departments. At the end of 2009, the Sustainability Focus Group had 29 members elaborating performance reports from their areas and submitting them for analysis of the Presidency. In 2009, this team has underwent training on principles of sustainability and TNS (The Natural Step), a non-governmental organization dedicated to helping businesses devise strategies for sustainable development.

Organizational chart

The Whirlpool Latin America Sustainability area is subject to the Department of Institutional Relations, headed by Armando E. Valle Jr.

Organizational chart



Staff Group that monitor the progress of the sustainability targets.

Sustainability Focus Group

AREA	FOCAL POINT
Communication	Luana Suzina
Institutional Relations	Mariana L. Martins
Sustainability	Ademir Brescansin
Supplies	Simone Silva
TI	Fernando Galucci Flavio Santos Jr.
Travel	Marcelo Rodrigues
Finance	Thomas Hawickhorst
Legal	Monique L. Leite
Laundry technology	Denilson Fernandes
Cooking technology	Henrique Gaspari
Refrigeration technology	Geraldo Thomaz
Air conditioners and microwave Technology	Richard A. Steindorff
Industrial design	Rodrigo G. Dias
Marketing - Strategy	Juliana H. Fujisawa
Marketing - Brastemp & Consul Brands	Ana Cecília P. Silva
Business Water LAR	Sabrina S. Zanker
Human Resources	Uly C. Guimarães
Manufacture - Joinville	Edemilson L. Silva
Manufacture - Rio Claro	Flavio T. Santos
Manufacture - Manaus	Juvino S. Rodrigues
Safety	Luiz C. Bonilla
Services	Gerson Koezuka
Sales	Cauê C. Nascimento
Logistics	Elisângela C. Souza
LAR International	Pablo D. Borghi
CCOPEX	Sullivan S. Silva
Change Management & Knowledge Management	Paulino T. Hashimoto
Women's Consulate	Marina Stern

Governance



Approximately 10 000 employees at Whirlpool have attended training related to issues of: ethics, corruption and money laundering in 2009

Ethics

The line of conduct adopted by Whirlpool Latin America in its operations, business and partnerships is governed by its Code of Ethics, used to emphasize, among all employees, the importance of alignment to the company values.

The code was developed by Whirlpool Corporation and applies to all the company's subsidiaries in the world. This code guides the personal, commercial and legal conduct of the employees, providing clear guidelines on doing business, promoting diversity, developing materials for dissemination and relations with customers and suppliers, and the involvement in political acts and the treatment to be given to privileged information, among other topics. (Profile 4.8)

Around 10 000 people have participated in training related to ethics, corruption and money laundering issues in Latin America, conducted face to face or online, through the Whirlpool Virtual University. All new employees also receive training and a copy of the Code of Ethics during their integration meetings held in the units. Classes include topics such as compliance with antitrust regulations, prevention of money laundering, code of conduct for suppliers, events related to conflicts of interest and trademarks, among others. (HR2) (SO2) (SO3)

The booklet containing the Company's code of ethics has a chapter on how the employee should support compliance with ethical principles. If the employee becomes aware of any violation of this code, he/she

should contact his/her superiors and immediately report the occurrence – or if he/she prefers, he/she can perform this procedure via Hotline, a free telephone service in Portuguese, English and Spanish. The complaints forwarded by the employees to this channel are anonymous and verified secretly. In 2009, through this Hotline complaints were received from 26 informants, and none were rated as serious or related to cases of corruption. These complaints were analyzed according to their nature by the Ethics Committee - formed by the president, and made up of board members and by the managements of corporate security and internal controls - and are dealt with measures ranging from warnings to termination of employment. In 2010, Whirlpool will strengthen the dissemination of this channel, to ensure that if there are cases of ethical differences, all are reported. (SO4) The company has ways to identify deviations in practice of their values, as an annual survey, by which each leader with at least three subordinates is evaluated by their team.

Whirlpool SA, as part of Whirlpool Corporation, meets the requirements of the Sarbanes-Oxley Act (SOX) and maintains documentation of all significant internal controls relating to its financial reports. The company instituted an audit to monitor internal controls and annually train those responsible for the SOX process. In 2009, the Internal Audit worked with the heads of each control to ensure their importance and impact on the organization. In all, 23 cases in four units (USP, Rio Claro, Joinville and CA) are subject to review - which is the documenta-

(SO3)	Training on ethics		Training on money laundering	
LOCATION	NUMBER OF PEOPLE TRAINED	%*	NUMBER OF PEOPLE TRAINED	%*
Chile	41	79%	38	73%
Argentina	35	100%	Planned for 2010	-
Brazil	10.500	88%	Planned for 2010	-
Colombia	29	100%	30	100%
Peru	11	100%	13	100%
Miami/Porto Rico	19	100%	41	100%
Guatemala	12	100%	30	100%
TOTAL	10.647	88%	152	96%
* Note: The percentage is related to the goal regarding the number of employees who should go through the training and not the total number of employees of the unit.				

Embraco and Cade announce as agreement in relation to the compressor market in Brazil

On September 30, 2009, Embraco, the Whirlpool SA, compressor operation announced agreement in a deal with the Administrative Council for Economic Defense (Cade) to terminate an investigation into alleged violations of antitrust law that regulates the Brazilian market of compressors. The company will make a contribution of R\$100 million to the Diffuse Interests Defense Fund, in semiannual installments during a period five and a half years.

Whirlpool S.A. and its subsidiaries maintain a good reputation in relation to the integrity with which do business and the ethical behavior. The company is committed to practices fair and transparent competition, and violations policies or local laws are not acceptable and will not be tolerated in any circumstances. Although the compressors business is not within the scope of this report, a position on the case is important because the news reports in the press mentioned the name of the Whirlpool and its brands.

tion of each case and the test the controls - and the tests of the audit. These procedures cover all issues that impact financial reporting (such as accounts payable and purchase of fixed assets).

Code of Conduct for Suppliers

The Code of Conduct for suppliers was relaunched in 2008 as a precondition for the execution of supply contracts. Through this, the partner companies agree to develop its business and operations without ethical deviations (more on suppliers on Page 22).

In 2009, Whirlpool increased from 70% to 91% the formal adherence to the code of conduct for their suppliers of indirect materials and services i.e. that are not present in the company's products. In the case of the suppliers of direct materials, used directly in the products, adherence was 100%. The process for the evaluating the chain of steel, for example, is part of the Code of Conduct for Suppliers (read more on Page 42).

Whirlpool will take positive measures, such as the announced and unannounced inspections of suppliers to ensure compliance with this code. If a breach of contract is found from the agreed standards, Whirlpool will, depending on the offense, cease the business relationship with the company involved. (Profile 4.8) (HR2) The complaints related to this topic are received through the Hotline, a free helpline. In 2009, this channel did not receive any complaints about irregularities in partner companies (see Ethics of Governance chapter). (SO4)

Engagement of stakeholders

23 Shared value in the production chain

Women's Consulate Institute

25 Whirlpool Innovation Award

26 Supplier's Day

Business for the Climate

Public Policies

Whirlpool's relationship with its stakeholders prioritizes respect and dialogue, providing the company to have closer relations and the possibility to constantly improve their products, practices and services



Transform *is* to break barriers.

Today, families from the classes

B, C and D can already acquire

Refrigerators with Frost Free technology at

accessible prices.



Engagement of stakeholders



Exhibition of Brastemp Independent line products, designed to serve consumers with disabilities

Whirlpool Latin America has as its priority the development of a transparent relationship with its stakeholders, based on respect and dialogue. This relationship is beneficial to all parties, as the company can improve its management based on the suggestions received, and the interested public can learn more about the products, services and practices of Whirlpool.

The company also sees in these contacts an opportunity to influence its stakeholders with regard to the disclosure of its values and the adoption of an ethical and responsibly conduct, based on principles of sustainability.

To realize this vision, the company developed a range of tools and projects that will be shown in this chapter. (Profile 4.14, 4.15, 4.16 and 4.17) For Whirlpool, the main interested publics are:

Employees

Whirlpool professionals have access to training programs (such as the School of Leaders, the School of Manufacturing, the Hourly Paid Career Plan and corporate education programs) and professional assessment tools (Talent Pool – The Evaluation of Potential and Monitoring Program Performance - PMP). Whirlpool also conducts research and commitment into the corporate climate, and promotes diversity in its workforce and offers professional development opportunities to all its employees. For graduates, the company maintains the Trainee Program, which in 2009 had 14 participants. (LA11) (Way of social performance management - labor practices)

Climate Survey and Engagement Survey (Profile 4.17)

To measure the consequences of their policies in commitment and the well-being of their workforce, Whirlpool conducts two complementary surveys. The Climate Survey covers 100% of employees and is held every two years in the Latin American region. The last survey occurred in 2008 and the Company's goal is to open the 2010 version in August, covering the entire salaried population and hourly paid in Whirlpool. The Engagement Survey, in turn, is held annually in all countries where Whirlpool Corporation maintains its operations and assess the engagement of all monthly paid workers in respect of the company's worldwide values. In 2009, Latin America recorded 80% of engagement, surpassing the previous year's results, 75%. For Whirlpool, the results of these surveys provide essential information for further improvement of processes and people management. The latest research showed opportunities for improvement in the processes of communication and feedback, and due to the strategic importance of the issues, these competences have been formatted to compose the matrix of the Leaders School.

Consumers

Consumers In addition to continually seeking the launch of more economical appliances, ecological and energy efficient, the company sells a special line of products, dubbed as the Brastemp Independent to meet consumers with hearing, visual or physical deficiencies. The initiative includes a set of solutions, information and adaptations so that these consumers can use this line of products and services with independence and safety.

Another Whirlpool initiative related to consumers is launching products that are accessible to all sections of the population. Good examples of this policy are the Facilite range of refrigerators, from the Consul brand, the first frost free single door refrigerators in Brazil - that have reduced prices - and the Brastemp water purifier - which brought a new marketing model, as it is rented by the consumers and provides technical assistance responsible for its disposal.

Consumer satisfaction (PR5)

The customer service is an issue that has obtained increasing importance on the Whirlpool Latin America priority list. The proof of this was the creation in 2009 of the new Service and Parts Directorate, which encompasses the areas of greater interface with the consumer, thus broadening the focus to all that relates to that interested party. Currently, the Services area of Whirlpool Latin America has approximately 4,500 direct and indirect professionals - including technicians and attendants of the authorized SAC network and a call center. The goal of the company's services network is to help consumers whenever necessary and understand their desires and expectations, fundamental points to maintain the credibility of the brands. Among the results achieved by this work is a reduction in the rate of complaints in the SAC over the last four years. In addition to the authorized service personnel, contact with the consumer is made mainly by the call center, which has a staff of 350 operators and attends an average of 180,000 calls per month of different reasons, such as product information, scheduling visits, questions and complaints.

To measure consumer's perceptions about the quality of services from Whirlpool, the company uses the Customer Value Added (CVA) indicator, which includes assessments related to - such as customer service, manufacturing, technology and marketing - and also partners from the service sector. This challenge cuts across all business and some stakeholders in the chain. The goal is to reduce the volume of complaints to less than 1.8% of all opened service orders regardless of the input channel of the occurrence of the consumer. These references change a little in the case of LAR International. In the CVA surveys conducted in countries where the LAR International operates, the classification was considered "High". The goal is that all countries reach the level "World Class" by 2015. Recently, Whirlpool launched a pilot experiment with virtual social media, using this medium as another channel of communication with the consumer. It created a profile

on the microblog service in Twitter (Brastemp_update), which posts information of interest to consumers of the Brastemp brand. Daily, a team tracks the business-related content posted on the blogs and on Twitter itself. When it detects the possibility of doing some type of service, the team enters into contact with the person responsible for the content to enter the solution through our service area.

In addition to various research and analyses, the service areas are also an important source of company information on the consumer. While areas of Whirlpool that work directly in developing products - such as marketing, industrial design and engineering - are concerned about identifying opportunities to offer more efficient products with the use of water and electricity to consumers at an affordable price, the team responsible for customer service contact obtains this valuable information that will provide feedback from the product design process to the production flow, resulting in improvements throughout the chain.

In total the service area has more than 600 professionals who are dedicated to consumers and Water Purifier Compra Certa, which complements the overall structure of customer service at Whirlpool Latin America.

The experience of repairing products. The result of this classification is divided into a growing range of satisfaction levels, which counts with the assessments as: "Low" "Medium," High "and "World Class". In recent surveys conducted in Brazil, the index obtained in this regard was "World Class." In 2009, we interviewed 3000 people in Brazil and also in Colombia, Argentina, Ecuador, Guatemala, Chile, Puerto Rico and Venezuela. Besides seeking a reduction in the percentage and time to solve the problems and decrease the reoccurrence of cases, the service area has been undergoing a process of review of the other indicators to fit its current needs. The goal for 2010 is to keep the "World Class" level and reduce the rate and time to solve the problems and recurrence. For this reason several employees from areas of the company are involved

Engagement of stakeholders



Engagement of stakeholders Products Packaging from products sold by Whirlpool collected through the Brastemp Viva! program.

Whirlpool seeks to involve its interested stakeholders through the sharing of values

Whirlpool has a Global Product Safety Policy, applicable to all areas and operations, which describes the responsibilities of each organizational unit as compliance with policy and requirements prescribed in Corporate Product Safety Standards (read more in the online report).

Suppliers

Whirlpool has contracts with about 3,000 suppliers: about 500 are of direct materials and about 2,500 are indirect materials and services. To these public, the company conducts training and events such as the Supplier's Day, and develops specific programs, such as that performs the verification requirements of Sustainability and Social Responsibility of the Steel Supply Chain

In 2009, Whirlpool Latin America upgraded the Integrated Management System for Suppliers (SGIF) by structuring its extension to also manage the materials and indirect service providers. The SGIF, which was created in 2004, allows for the systematization and evaluation of the growth of suppliers throughout the partnership. The version for indirect suppliers has entered into the testing phase in 2010. (Management Form of social performance - human rights) The company also made progress in Audit Assessment of Supplier Qualification: there were 99 audits in total, including 24 in foreign suppliers. This audit analyzes the requirements for health and safety, environment, management of noxious substances and social responsibility. This audit model contains mandatory requirements and when an irregularity in some of these aspects is established, Whirlpool reserves the right to sever the commercial relationship. In 2009, 76% of companies audited in Brazil obtained Excellent or Special classifications, the best for this type of audit. (HR6) (HR7) (HR9)

Society

The Women's Consulate Institution – a social action of the Consul brand and the main social responsibility initiative maintained by Whirlpool Latin America – was restructured in 2009. Before the priority was to the enhancement of self-esteem of women, its approach evolved to be focused on advising and development skills for the creation of small ventures (see Women's Consulate Institute in Engagement of stakeholders Chapter). (Form of management of social performance – human rights)

Business partners

The Program for Social Responsibility in the Retail Area, from the Foundation Getulio Vargas (FGV), is the principal initiative sponsored by Whirlpool aimed towards its trading partners. The action has existed for five years and involves lectures, presentations and workshops by experts from FGV for retailers, representatives of class organizations and the company's employees. In 2009, the 3rd workshop on the program was held, with Theme: "Social Responsibility: either you're in, or you're out". The event was attended by around 30 representatives of large retailers in Brazil. The program is an initiative of the Center for Retail Excellence (GVcev), the Fundação Getulio Vargas (FGV-Eaes) and was developed to assist retail companies and organizations throughout the country to adopt sustainable practices on the day to day of their business. Whirlpool also seeks to engage its retail partners to expand the scope of the initiative Brastemp Viva!, a program that promotes the collection of packages that accompany the company's products sold by a door-to-door system in regions of the state of Sao Paulo. (EN27) (SO5)

Shareholders/Stockholders

The current sustainability report from Whirlpool Latin America – the second aligned to the indicators of the Global Reporting Initiative (GRI) – adds to the company's efforts to offer a transparent accountability to investors who hold stocks of Whirlpool SA, listed on the BM & FBovespa (see Organization of the company in the **Profile** Chapter).

Government

Part of ongoing dialogue with the interested party (Stakeholder) support for programs focused on the economy of energy - such as the Procel and Conpet seals - and the National Solid Waste Policy (PNRS). In 2009, Whirlpool Latin America was also backed up with facts and data on the value chain of household appliances (from suppliers to final consumers) discussions that resulted in the reduction of the IPI Tax for white goods. (EN6) (EN26)

Whirlpool is also participating in the program promoted by FINEP (Financing Agency for Studies and Projects, linked the Ministry of Science and Technology) to promote the innovation and generating, directly and indirectly, of creating new jobs. The project development partnerships with universities and the creation of new methodologies and technologies solutions are a part of this project. The participation of the company comes through grants and economic cooperation with universities, as well as tax incentives for research and development through law 11.196/2005. One of the main results of the work undertaken by Whirlpool is its recognition by the National Institute of Industrial Property (INPI), as the Company is the fourth largest applicant for patents in Brazil. (EC4)

Shared value in the production chain

Whirlpool Latin America involves suppliers in its quest for a sustainable performance, encouraging the sharing of its values through the approximation between the two parties. An example of this attitude was observed in 2009 with the development of new performance indicators for suppliers, designed to highlight and attract partners who added more innovative features to its products and services. This evaluation criterion is added to other metrics previously employed by the company to evaluate its suppliers such as cost and investment capacity. The indicators were developed based on the sustainability targets of the company and will be initially applied only to the suppliers of direct materials (raw materials). Whirlpool uses its channels of communication with sup-

pliers to keep them informed about the assessment and classification criteria of each partner in this aspect. The objective is to show to suppliers their suitability the expectations of Whirlpool and transparently indicate the potential for the formation of partnerships and new business. Another contribution to the positioning of the company was the five Prospecting for Innovation Workshops, held in 2009 with the participation of suppliers. Beyond this, the suppliers can also inform the Whirlpool about their innovative solutions through the "Shelf Solution", a channel of online communication.

Consulado da Mulher Institute

By creating the Consulado da Mulher Institute in 2002, Whirlpool Latin America wanted to offer a further effective contribution to the communities of the municipalities where the company has its operating units in Brazil: Joinville (SC) Manaus (AM), Rio Claro (SP) and São Paulo (SP). In addition to expanding the relationship with the population of its surroundings, the Consulado da Mulher Institute generates a direct positive impact on the life of women and their families benefited from it, through a transforming work that provides improved quality of life and generation of income.

The social action of the Consul brand and the main social responsibility initiative maintained by Whirlpool Latin America – with investments of R\$ 3.4 million and 908 direct beneficiaries in 2009 - the Consulado da Mulher revised its strategy in 2009 and started to work directly in communities with high rates of social vulnerability, focusing on the generation of income to improve the quality of life for the families where the head of the family are women.



Consulado da Mulher Institute: Transforming Work

Engagement of stakeholders

Consulado da Mulher priorities for 2010

- Strengthen the methodological principles;
- Invest in developing the team;
- Disseminate more extensively the actions for the Whirlpool Latin America internal public, boosting the involvement of corporate volunteers;
- Develop concepts to enable the empowerment of income generation projects, which will be maintained on their own account;
- Develop concepts for the presentation of results and reports.

Originally aimed primarily for the recovery of the self-esteem of women, the approach of the workshops evolved and began to be aimed at the advisory and development skills of women to create small ventures: the pricing, business plan, market research and other items that are part of the world of entrepreneurship.

All the knowledge acquired and built on over the seven years of operation of the Consulado da Mulher Institute was organized and methodological organized in solid principles, allowing for a more effective measurement of results and knowledge sharing with the agencies that also work with the income generation issue. With this strategic restructuring, the Consulado da Mulher Institute is also betting on partnerships with social and specialized organizations. Because of these changes, the institutes has not only increased the efficiency of their actions as well as optimize the administration costs, which went from 70% to 50% of its budget in 2009. The goal in 2010 will be to lower administrative spending to 40% of the budget – expected to reach R\$3.5 million – the remainder focusing on actions and projects.

In 2010, the Consulado da Mulher Institute also want to expand its performance through multipliers – within the Labor Plants program – and lessen its dependence on Whirlpool, the sole funding source. The intention is to obtain external resources from organizations that promote social projects, besides participating in public tenders.

The Labor Plants of encourages popular enterprises formed by at least 80% of women around the country.

By participating in the program, the supported groups receive home appliances from company – on loan – to assist in the development of the business. Consulado da Mulher also provides the methodology of the indicators for monitoring the results of the enterprise. (SO1) (Form of performance management – the society)

REVIEW OF ACTIVITIES

In 2009, the Consulado da Mulher Institute supported 1,080 people – 908 generating income and another 172 still undergoing training and the structuring of the deal. The initial target for 2009 was to have 1030 people generating income, but the initiative did not managed to achieve that goal, having attended 88% of this amount. This was due to an adjustment in the operating strategy of social action, which mainly impacted the units in Joinville and Rio Claro.

Despite not reaching the goal, the Consulado da Mulher Institute had 114 people generating income in 2009 and 45 people receiving help with income generation and/or entrepreneurial activity (read more in the table Page 25 and the – Summary Table of Results and Targets).

For 2010, the organization plans to help and promote the generation income for 1138 people (which includes the total 908 people already attended and 230 new members), which represents an increase of just over 25% compared to the real number people generating income in 2009, which totaled 908. Since its inception, the Consulado da Mulher Institute has conducted over 150,000 attendances, benefiting more than 30,000 women with income.

GOVERNANCE

The governance structure of the Consulado da Mulher Institute is formed by a Management Council and by an Audit Committee – composed of seven representatives from different areas of Whirlpool Latin America – and by managers of the Office itself. These two groups meet regularly to assess the results of the initiative and make strategic decisions.

The leadership of the Consulado da Mulher Institute is formed by an executive director and by local managers and social program coordinators, allotted at the four phys-

ical facilities of the entity (Joinville, Manaus, Rio Claro and São Paulo). This team is responsible for the management of the practices of the Consulado da Mulher Institute. Reporting to this management team is the social workers team, responsible for the direct contact with the communities and people served by the initiative.

Besides the team responsible for practical activities, the Consulado da Mulher Institute also has an administrative core located in São Paulo (SP) and is made up from professionals in administration, communication, Institutional Relations and Human Resources. The function of the administrative core is to offer support for the achievement and management of activities of the Consulado da Mulher Institute.

Whirlpool *Inova* Award

In 2009, the Whirlpool *Inova* Award – which was created to encourage the development of innovative projects to facilitate the life of consumers in the domestic environment - has reached its third version.

The prize, is awarded every two years or so, is directed towards college students that are studying design and engineering throughout the country and have gained increasing visibility in the academic way of life and university.

The 2009/2010 version featured 218 entries from students, and 35 higher educational institutions and 108 projects. The entries were judged by a technical committee formed by professionals from the Whirlpool areas of Innovation, Design, Engineering and Marketing,

People generating income (SO1)

	ACHIEVED IN 2007	ACHIEVED IN 2008	EXPECTED IN 2009	RESULT ACHIEVED IN 2009	PEOPLE INDIRECTLY BENEFITED IN 2009	TARGET FOR 2010
Joinville	83	146	120	114	237	150
Manaus	0	124	110	220	963	264
Rio Claro	91	135	120	106	261	150
São Paulo	0	158	110	117	363	146
Total face to face	-	-	460	557	1,824	710
Labor Plants	112	328	550	351	1,034	428
Total	286	891	1,010	908	2,858	1,138

Neighborhoods or communities in the four Brazilian cities where the Women's Consulate operates (Joinville, Manaus, Rio Claro and São Paulo)

JOINVILLE	MANAUS	RIO CLARO	SÃO PAULO
Dona Francisca	Novo Israel	Jardim Arco-Íris	Campo Limpo
Jardim Sofia	Nova Vitória	Jardim Bandeirantes	Ermelino Matarazzo
Paranaguamirim	Parque Riachuelo	Jardim Cervezão	Itaim Paulista
Parque Guarani	Parque São Pedro	Jardim Independência	Itaquera
Pirabeiraba	Santa Etelvina	Jardim Novo	Jardim Ângela
		Jardim Progresso	Jardim São Luis
		Wenzel/Bonsucesso	Jardim Silvina (São Bernardo do Campo)
			Parque Guarapiranga
			Riviera
			São Miguel

Engagement of stakeholders

and an external jury, composed of recognized professionals from the market and representatives of public bodies and entities that support the initiative, such as FINEP (Financier of Studies and Projects, a public agency reporting to the Ministry of Science and Technology), the Anpei (National Association for Research of Innovative Companies) and the Government of the State of Minas Gerais. The Awards ceremony will be held in April 2010. (EC4)

Supplier's Day

In 2009, Whirlpool Latin America promoted another Supplier's Day event, an annual meeting with the Company's suppliers.

The event is held to strengthen the ties between the company and its suppliers and encourage the sharing of results, priorities and challenges for Whirlpool's supply, manufacturing, quality, environment, sustainability and social responsibility.

In Brazil, the event took place in Sao Paulo, Manaus and Joinville. For the first time, Whirlpool Latin America also held a meeting in China with local suppliers where institutional issues addressed, such as values, targets and issues related to excellence in quality and sustainability.

Business by Climate

In the action line towards a low carbon economy, Whirlpool Latin America has joined the Companies for the Climate (EPC) Platform, launched in 2009 by the Center for Sustainability Studies at the Getulio Vargas Foundation (GVCes). The initiative's goal is to establish, through discussions among the participating companies, a regulatory framework for the issues of a carbon-based economy, and influence, through trade associations, public policy - including suggestions from government in international negotiations - to attract the attention of society to the climate change issue. EPC also offers guidance to companies on the development of a management system for greenhouse gases (GHG's) emissions. As a signatory of the Companies for the Climate Platform, Whirlpool is committed to publishing its carbon emissions inventory annually. The first version of the document will be released in June 2010.

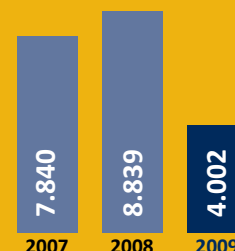
Direct emissions of greenhouse gases (Tons CO₂ eq.)(EN16)



Note: This study was based on the methodology from the GHG Protocol and refers to the burning of fuels.

For 2007 and 2008, we used the Brazil GHG Protocol dated 15 August, 2009. For 2009, the Brazil GHG Protocol was used, the 2009 final tool.

Indirect emissions of greenhouse gases (Tons CO₂ eq.)(EN17)



For 2007 and 2008, we used the Brazil GHG Protocol dated 15 August 2009. For 2009, we used the GHG Protocol Brazil, 2009 final tool.

Note: The study was based on the GHG Protocol methodology and refers to the purchase of electricity for its own consumption. The change in the calculation methodology was primarily responsible for the reduction of indirect emissions of greenhouse gases in 2009. In 2008, the conversion factor used was 0.0484 tCO₂ / MWh, while in 2009 the factor used amounted to almost half that amount: 0.0246 tCO₂ / MWh (according factors provided by the Ministry of Science and Technology).

Environmental impacts related to the transportation of products and workers ** (EN29)

	2008	2009
Emissions (e.g. emissions of greenhouse gases, ozone-depleting substances, NO _x , SO _x and other atmospheric emissions)	27,301	20,965 *

Note: The tool used was the GHG International Protocol. The emission data refer only to the activities in Brazil because the tool used to applies to the Brazilian reality.

*The reduction of these emissions occurred despite an increase of approximately 24% in net sales of the white goods sector.

** As this is a new indicator, there are no results for 2007.

In 2008, GHG International Protocol Transport Tool (Nov 20 - 09). In 2009, International GHG Protocol WRI Transport (v 2.0 - 30 Apr 10). There was no data available for the transport of product and travel for 2007.

Public Policies

Public policies are a key vector for the acceleration of changes in society, and Whirlpool Latin America takes active part in them by means of class associations. For this reason, the company maintains an Institutional Relations Dept., which has among its duties, the relationships with government agencies. The company, often through entities, such as the National Association of Manufacturers consumer electronics (electric), seeks to stimulate and contribute for the development of government policies, and actively participate in government programs aimed for sustainable development. Profile (4.13) (SO5)

NATIONAL SOLID WASTE POLICY (PNRS)

The bill establishing The Solid Waste National Policy (PNRS), that Whirlpool Latin America is complying with through the National Manufacturers Association of Electronics (electric) products, is based on the sharing of responsibilities between industry, retailers and consumers. This policy sets out the appropriate measures for the disposal of waste or scrap, avoiding its disposal in rivers or in the open air, for example.

This bill has been in the National Congress since 1991, and objects that are harmful to the environment, such as batteries, fluorescent lamps, tires, oils and electronics products should be removed from circulation through reverse logistics - a process that assumes that those responsible for the manufacture or delivery of the product are also liable for its due collection.

The proposed shared responsibility defended by the business sector and Whirlpool establishes that in practice, when consumers discard their old refrigerator, they should do so through the reseller where they are purchasing the new equipment. Retailers, therefore, would be responsible for the removal of the appliance using the same vehicle that delivery's the new refrigerator - which will cheapen the logistics cost of the operation. Likewise, while delivering new products to resellers, the industry would remove the equipment previously collected by the retail outlets from the consumers' homes.

The liability of Whirlpool would also include the dismantling of the product, which would be brought to recycling centers or the companies providing these services.

Another topic discussed by Whirlpool at Eletros concerns

the adoption period of four years for the adequacy of the industry to the PNRS, following the same model defined by the European Union (EU) for entry into force of the Waste Electrical and Electronic Equipment Directive (WEEE) which deals with Electrical and Electronic Waste Equipment. In 2010, discussions regarding this policy should become more widespread via Eletros. (Profile 4.13) (SO5)

ENERGY EFFICIENCY LABELING PROGRAMS - PROCEL AND CONPET

Whirlpool supports, ever since its creation, the national programs for the labeling of energy-efficient products, such as the National Program for the Rational Use of Petroleum Derivatives and Natural Gas (Conpet) and the National Electricity Conservation Program (Procel).

In 2009, the company had 253 certified products in Procel and 57 in Conpet (against 212 and 57, respectively, in 2008). (EN6) (EN26)



Whirlpool is actively participated in labeling programs for energy efficiency.

Procel (Programa Nacional de Conservação de Energia Elétrica) e Conpet (Programa Nacional de Racionalização do Uso dos Derivados do Petróleo e do Gás Natural)

Procel is a federal government program that is aimed at the rational use of electricity. The seal program - linked to the Ministry of Mines and Energy (MME) - is awarded to fridges, freezers and air conditioners, among others. The Conpet is also linked to the MME is an initiative to stimulate rational use of petroleum and natural gas. The seal is awarded to stoves, ovens and heaters water with a low gas consumption.

Summary of Results and Targets

AREA	GOAL / INDICATOR	TARGET FOR 2009
All	Frequency rate of lost time accidents (according to OSHA - Occupational Safety and Health Administration).	Not applicable
	Severity Rate of lost time accidents (according to OSHA - Occupational Safety and Health Administration).	Not applicable
Sustainability	Greenhouse gas emissions Inventory.	Prepare report
Business Management & Operational Excellence	Includes aspects of sustainability in the projects supported by Operational Excellence Lean 6 Sigma Methodology.	Not applicable
Institutional Relations	Report on requests from interested parties (stakeholders) from other countries and action plan.	Prepare report and plan
Sales	Involve retailers in the workshop held in partnership with FGV (number of participating retailers).	25 retailers involved
Logistics	Increase the percentage of containers returned in relation to all products delivered by <i>Entrega Certa</i> (SP / Capital, Inside the State, South Coast), in %age of returned packaging.	50%
Services	Avoid CO ₂ equivalent in the services operations with the recovery of greenhouse emissions (kg)	6433.60 kg
Laundry Technology	System for the reuse Water in the Development Laboratory and Approval of Products at the Laundry Technology Center in Rio Claro.	Implement system
IT	Replace CRT of computer monitors to LCD, to save energy by 50%.	Switch 500 monitors
Marketing - Consul Brand	Number of people generating income – Women’s Consulate - Joinville.	120 people
	Number of people generating income - Women’s Consulate - Manaus.	110 people
	Number of people generating income - Women’s Consulate - Rio Claro.	120 people
	Number of people generating income - Women’s Consulate - Sao Paulo.	110 people
	Number of people generating income – Labor Plant Program.	550 people
LAR International	Water consumption in the units in m ³ per unit sold.	Reduce by 5%

COMPLIANCE IN 2009	JUSTIFICATION	TARGET 2010
Not applicable		Reduce by 27%
Not applicable		Reduce by 45%
Preliminary Report prepared		Prepare report
Not applicable		100% of projects evaluated and identified aspects sustainability
Report and plan prepared	The report was produced in 2009, and in the future should the need arise, will be reviewed.	Not applicable
12 resellers	Even without taking into account the target of 25 retailers, there was a significant increase: from 2 to 12 participants in 2008 to the participants in 2009.	18 retailers involved
58%	* For 2010, this will include products sold in Recife	59% *
5,009.00 kg	Failure to meet the target was due to the fact that the number of products that needed maintenance was lower than expected.	5,140.00 kg
System not implemented	The system was not implemented according to the redirection of investment in 2009. But it was defined a monitoring plan and, since 2010, will took monthly samples of effluent to confirm compliance to the <i>in natura</i> discharge standards. Further studies will take place in 2010 to facilitate the implementation system.	New studies for system implementation
400 Monitors exchanged	The shortage was due to limited investments in 2009	Not applicable
114 people	In 2009 there was a change in the performance of the Women's Consulate of in Joinville. The work, which was previously accomplished through ad hoc workshops, was redirected to an more effective advisory process, in order to ensure income generation among the benefited people. However, the goal for 2009 was not achieved. Even so the 114 people who reported income in 2009, another 45 ended the year undergoing the training and advisory process services, totaling 159 benefited people.	
220 people		
106 people	Just as in Joinville, the Women's Consulate in Rio Claro also underwent changes in its performance format. Although the goal of generating income people has not been reached, 127 people were benefited through skills and advice. A strong process awareness of partner organizations was started with the objective of broadening the public benefit and the number of people generating income for 2010.	
117 people		
351 people	The Labor Plant program was restructured so that there is better monitoring of the development of the enterprises that have received donations of appliances. From 2010, the Women's Consulate will receive reports every four months to monitor the activities that are undertaken.	
3% reduction	The goal was not reached due to the reduction of sales volumes in 2009 because of the global economic crisis. Argentina has implemented a new washing procedure to disinfect water storage tanks, increasing the consumption. Due to influenza A, there was a higher consumption of water for cleaning the offices in the buildings and the washing of hands. The impact in Argentina is very important because we have 50% of the employees of LAR International in this unit.	Reduce by 5%

Summary Table of Results and Targets

AREA	TARGET/INDICATOR	TARGET 2009
LAR International	Consumption of energy units in kWh per unit sold.	Reduce by 7%
	Reciclagem de resíduos/ <i>scrap</i> , em % reciclada do total de <i>scrap</i> .	Recycle 60%
	Maintain and optimize a program focused on the community including volunteers each unit.	Not applicable
Supplies	Number of suppliers audited by Audit Supplier Evaluation.	60 suppliers
Human Resources	Percentage of people with special needs.	5% of employees
Manufacture	Systematize a program to supply drinking water to the surrounding community, stimulating and educating of conscious consumption - Manaus.	Quarterly Training
	Disseminate knowledge and sustainability practices, such as 3R, selective collection, recycling materials, and enhancing the good Whirlpool relationship with the community - Manaus	Not applicable
	Disseminate the principles of selective collection in the community, leveraging generation program income with the Women's Consulate of - Rio Claro.	100 families
	Selective collection - disseminate the concepts of acculturation and the community, focusing on education and income generation - Rio Claro.	Not applicable
	Citizenship - conduct a traffic education program focusing on defensive driving and Carbon emissions - Rio Claro.	Not applicable
	Create workshops for digital inclusion in the Whirlpool Social Club, reaching the community and employees, empowering people - Joinville.	80 people
	Energy consumption in kWh per product manufactured - Joinville manufacturing unit.	Maintain 0%
	Energy consumption in kWh per product manufactured - Rio Claro manufacturing unit.	Maintain 0%
	Energy consumption in kWh per product manufactured - Manaus manufacturing unit.	Reduce by 9%
	Water consumption in cubic meters per product manufactured - Joinville manufacturing unit.	Reduce by 4%
	Water consumption in cubic meters per product manufactured - manufacturing unit Rio Claro.	Increase by 14%
	Water consumption in cubic meters per product manufactured - manufacturing unit Manaus.	Maintain 0%
	Waste generation in kg of waste sent to landfills per product produced - Joinville plant.	Reduce by 5%
	Waste generation in kg of waste sent to landfills per product produced - Rio Claro Plant.	Increase by 25%
	Waste generation in kg of waste sent to landfills per product produced - Manaus plant.	Maintain 0%

COMPLIANCE IN 2009	BACKGROUND	TARGET 2010
7% reduction		Reduce by 8%
Recycled 72%		Recycle 75%
Not applicable		Optimize program
75 suppliers	The 2010 target, although lower than that of 2009, encompasses the most important suppliers, mainly when considering their criticality and the criticality of their items and what they represent commercially to Whirlpool.	67 suppliers
4.89% of officials	The non-attendance was due to the large contracting of manpower at the end of 2009 due to high production demand. Moreover, the recruitment of people with disabilities, because of being a lengthy process, did not evolved accordingly.	5% of employees
Trainings made	Target successfully completed and following a new target with a different focus.	Not applicable
Not applicable		6 training during the year
100 families	"Errata: in the previous report the target of 100 households should have been 100 families. Target successfully completed and following new targets with a different approach"	Not applicable
Not applicable		Four events of the year
Not applicable		Two events of the year
120 people		200 people
Reduction of 8.8%		Reduce by 4% compared to 2009
Reduction of 8.76%		Keep at 0% in compared to 2009
Reduction of 31.43%		Reduce by 16% compared to 2009
Reduction of 10.36%		Reduce by 17% compared to 2009
Reduction of 12.5%		Reduce by 23% compared to 2009
20% reduction		Reduce by 28% compared to 2009
Reduction of 11.11%		Reduce by 22% compared to 2009
14% reduction		Reduce by 20% compared to 2009
Reduction of 33.3 %		Reduce by 23% compared to 2009

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The economic crisis of 2009 did not slow economic, environmental and social performances in Whirlpool: in the year, the company obtained its best financial results and maintained its investments in social projects and innovation.



Evolve *is* to recycle.

*The Brastemp water purifier has a recyclability
rate which varies between*

97% to 99%



Our sustainability progress



The hourly paid employees have training sessions sponsored by Whirlpool through the Manufacturing School

Whirlpool Latin America continually seeks to elevate sustainability targets to the levels of specific financial targets.

In 2009, the company has maintained this policy and obtained results that were quite positive in the social, environmental and financial areas.

In the context of climate change, Whirlpool began the preparation of its greenhouse gas (GHG) emissions inventory. This is an important measure, which will certainly redefine the action and form the basis for new projects from 2010.

The constant attempts to translate the sustainability vision of Whirlpool's actions into practices have led the company to another level of understanding about its role as an agent of change.

Whirlpool follows the discussions on climate change and the renovation and expansion of commitments to countries to control greenhouse gases under the Convention Framework of the United Nations (UN), crucial for the cost of adaptation and mitigation relating to climate change of the planet is economically viable. An estimate of the financial implications for the industry will be possible only at a point further on in the process of global understanding. (EC2)

In 2009, despite the retraction of 5.3% in the level of employment of the Brazilian industry, Whirlpool had a record number of jobs generated. From the socio-en-

vironmental standpoint the company maintained programs with a proven positive effect, Women's Consultative Institute and the packaging recycling processes of (Brastemp Viva!) parts and appliances (Dopp - Compulsory Return of Product and Parts)

The company also introduced new technologies to their factories, ensuring energy savings and a reduction in the volume of waste harmful to the environment. (EN27)

In the case of LAR International, 2009 was fundamental to consolidate the changes initiated in the previous year. If, before this, the Latin American offices owned social responsibility actions without a defined policy, with the alignment between LAR and International Whirlpool Latin America, the actions obtained a broader focus. The perspective is to move further in this direction in 2010. LAR International began to adopt targets to reduce water consumption and energy generation from waste in 2008 with a plan for evaluating the performance in this area. The company kept the volunteering stimulus between the internal public and the supporting local organizations such as the Minuto de Dios, in Colombia (an NGO committed to the development of marginalized communities), the Habitat for Humanity International, in Miami and Argentina, and Habitat for Humanity Brazil (an ecumenical Christian organization that builds affordable housing in partnership with needy people).

Among the goals set for 2009, LAR achieved its target relating to the 7% reduction in energy consumption and

Distributed Economic value (EC1) *

	2008	2009
Suppliers	49%	52%
Collaborators	9%	10%
Shareholders	10%	7%
Government	26%	24%
Reinvestment	6%	7%

*Note: Wealth generated and distributed exclusively by operations of household appliances Latin America, the scope of this report.

60% cut in waste generation, thanks to internal campaigns on awareness. In the case of energy, it also contributed to achieving the goal of installing more efficient light bulbs and motion sensors, which turns off the light when the area is empty.

The LAR target was to overcome by the training of its employees in two modules related to sustainability, social responsibility and human rights that applied to 100% of the staff, before a minimum target of 70%. (Form of for environmental performance managing)

Economic Performance

The beginning of 2009 was marked by uncertainties over the direction of the economy in a period of tight credit and recession that was virtually worldwide. The main concern in the business sector, and particularly in Whirlpool Latin America, was to maintain the level of output and employment. This challenge been exceeded. (Form of managing the economic performance) In terms of sales, the year was also positive, with a growth of 13% compared to 2008. The position of leadership in the home appliances segment has been expanded, according to the company's internal studies.

Today there is no established standard that accounts for the market share for white goods. Regarding the Brazilian operation, two main factors explain the good performance: the tax reduction (IPI) for appliances, a government measure to encourage sales in the sector, and focus on management and operational excellence in all areas of the company. The increase in consumer credit in recent years also helped to keep the market heated. Despite the industry closing the year with a 5.3% decline in the level of employment, Whirlpool Latin America has increased its level of employees by about 1,500 professionals. (Profile 2.8)

PERSPECTIVES

Following the great expectations of the macroeconomic scenario in 2010, Whirlpool SA works with sales growth projections for this and future years. The inclusion the lower classes in the consumer market, a movement that has been boosted in recent years by increased credit and employment, brings opportunities for increased production and sales. Estimates report that, except for stove and refrigerator, the rate of penetration of most appliances is still below 45%.

Health and safety

In 2009, Whirlpool Latin America registered 0.41 in the frequency of lost time accidents, which corresponds the number of accidents with lost time for each 200 000 man-hours of exposure to risk. The rate represents a 42% reduction in the 2008 number.

In addition to complying to the Brazilian legislation, it is noteworthy that Whirlpool uses the OSHA criterion (*Occupational Health & Safety Assessment Series*) to monitor its *performance* and compare these results with other companies around the world.

To disseminate the values of the new management, the company also addressed, as a mandatory measure, the results from the area in all leadership meetings – that include the President and the board of the company.

Despite this significant reduction, the Rio Claro plant had one death in 2009, which occurred with an employee from an outsourced company. This occurrence led Whirlpool to develop and significantly increase the level of rigor in the Health, Safety and Environment Program for contracted companies and service providers. Still in the implementation phase, this more rigorous program

Our sustainability progress

began in December 2009 and involves all areas of the company related to the recruitment of suppliers. The program regulates the hiring process from the initial quotation of the services from the market and includes provisions relating to health and safety. The contractor goes through a pre-qualification to evaluate its compliance with the Whirlpool requirements and later the service provider receives training and has its operations subject to monitoring.

Investments of R \$ 16.5 million in occupational health and safety

In 2009, Whirlpool invested \$ 16.5 million in occupational health and safety, a total that benefited all business units and was applied to improve machinery guards and awareness campaigns, personal protective equipment, training, security and firefighting equipment, among others.

Whirlpool's goal is increase the standards of health and safety to a world-class level following the guidelines of the Occupational Health and Safety Certification Management System of the OHSAS 18001, which is adopted by all Whirlpool Latin America factories

To achieve this extremely challenging goal, Whirlpool must ensure that the accident frequency rates do not exceed 0.2 - the expectation is to achieve this goal by 2011. For 2010, the rate of accident frequency cannot exceed 0.28, which represents a 29% reduction compared to 2009. Preventive actions of Whirlpool Latin America meet the legal requirements and are part of the Risk Prevention of Health, Safety and Environment Program, the scope of which includes 41 procedures to eliminate or control specific risks, such as ergonomics, respiratory and hearing protection.

To reduce and eliminate accidents in the company, each area has identified deviations and defined the measures to be implemented, such as improving signs and the organization and The cleaning of work environments. In a second step, Whirlpool has developed the Strategic

OHSAS 18001

OHSAS 18001 (*Occupational Health & Safety Assessment Series*, or in Portuguese, *Series Evaluation of Health and Safety*) is a tool that supports the systematic and control of internal processes of occupational health and safety business. When deploying the system, recognized Internationally, the company shows interest in improving the working conditions of their employees, as OHSAS 18001 has targets and objective indicators that enable measurement and developments in respect of health and safety occupational.

Health and Safety Plan and environment, which determines the quarterly sequence of ten adequate and safe procedures - from a total of 41 - in the workplace. The implementation of the items in this plan will be fully completed by October 2010. Besides the deployment and dissemination of such information, Whirlpool will also put into practice in all its factories in 2010, a behavioral program to monitor and encourage the adoption of the 41 procedures for health, safety and environment. One of the steps in this Behavioral program is the dissemination of best practices for each unit in order to build a 'Whirlpool model' in health and safety. This measure aims to standardize operations at all the company's plants, correcting any discrepancies between the units in such matters.

An example of this spirit of sharing practices is the "security alert". Currently, any occurrence reported in any of the company's factories generates a "Security Alert", which is issued to all other production units and includes information about the reasons for the accident and "lessons to be learnt" from this occurrence.

Also in 2009, Whirlpool began a process of reviewing and improving of methodology of the Medical Control and Occupational Health Program, which promotes the monitoring of mental health of employees through medical and psychological examinations. These assessments are applied regularly to all employees.

Corporate education

The commitment of the Whirlpool Latin America employees with the mission, vision, values and Code of Ethics is an indispensable condition to ensure a transparent and sustainable relationship with the company. Throughout the process of attracting, retaining and developing employees by the company, these factors are evaluated and developed.

Whirlpool offers opportunities for growth and wager on the development of its employees through programs like the School of Manufacturing and the Career Plan, that is directed to the hourly workers, partial scholarships with In Company MBA, in partnership with the Getulio Vargas Foundation (FGV), tools for evaluating performance and potential (Talent Pool and Performance Monitoring Program - PMP, covering 100% of employees) in addition to conducting research in climate and engagement. (LA12)

To further propel the area of Corporate Education, in 2009 the School of Leaders was created, which will have its inception in 2010. The program is designed for all employees that occupy leadership positions and it offers modules whose content covers everything from business strategy to sustainability concepts and people management applied to Whirlpool's operations.

There was a reduction in the number of training hours in 2009 due to the fact that Whirlpool was committed to make sure that the majority of employees were certified in their respective roles in 2008. Consequently, this effort has reduced the total training hours in 2009 as a smaller number of employees had to pass the certification. (LA11)

Rates of injury, occupational diseases, lost days, absenteeism and deaths * (LA7)

	JOINVILLE	USP – SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
Injury rate (TL), accidents with and without seclusion	1.27	0.12	1.81	0.67	2.02	1.71	1.59	1.27
Rate of occupational diseases (TDO)	0.14	0	0.87	0	0	0.04	0.33	0.26
Lost days rate (TDP)	10.77	0	6.83	6.58	12.91	17.43	17.17	8.71
Absenteeism rate (TA) (%)	2.52	0	3.6	1.88	0.53	2.60	2.5	2.55
Absolute number of deaths	0	0	1 (third)	0	0	0	0	1

*Data based on OSHA – Occupational Safety and Health Administration (200,000 man-hours of exposure to risk).

Education programs, training and advice (LA8)

PROGRAMS	EXTENSION
Education / Training	Workers
Advice	Workers
Prevention / Risk Control	Workers and community
Treatment	Workers and family

Our progress with sustainability

Corporate Education (LA10)

	BRAZIL		LAR INTERNATIONAL	
	TOTAL HOURS	AVERAGE HOURS *	TOTAL HOURS	AVERAGE OF HOURS *
2007	15 697	12.56	Not disclosed	Not disclosed
2008	28 565	13.95	2478	6
2009	15 066	16.80	834	8.70

Note: in the LAR International countries the registration of training hours in 2008 began with the launch of Corporate Education.

* Refers to average hours of training per employee, per year.



Trainees develop a social project in support of the Women's Consulate Institute



Whirlpool counted on in 2009, with the work of 850 employees with special needs

Diversity and equal opportunities

For Whirlpool, to aggregate reviews and profiles related to its workforce is a challenge, but also constitutes a major factor in generating value for the business. Through its Human Resources department, the company seeks to foster diversity in teams, using it as a tie-breaking factor in choosing between candidates with equivalent skills. In the case of a predominantly male team, for example, the Whirlpool tendency is to seek a female professionals to fill the frame of contributors to this team.

In the case of female presence in the enterprise, there is still a gap: until December 2009, they filled only 38% of positions in a universe of 14,057 employees. This difference is explained by the profile of the industrial sector, which typically employs a large majority of men. From 2008 to 2009 a large decrease was recorded in the number of women who filled trainee vacancies at Whirlpool:

this indicator rose from 71% of the total to 20% of the total. With respect to this element, the discrepancy was created only to the profile of candidates who presented themselves to participate in the selection process. A drop was also felt in the number of women occupying management positions (from 21% to 15%).

The decrease was generated by the departure of a director and the promotion of a general manager to director. Moreover, the presence of women has increased significantly in the production area, going from 28% to 40% between 2008 and 2009, a study conducted at the factory showed that they had a lower turnover rate. The remuneration policy of the Whirlpool is the same for men and women. Whirlpool has advanced in this aspect. The case of Rio Claro unit illustrates this trend: in 2008, the company had 42% women on staff. By the end of 2009 women have already totaled 50% of the employees in the unit.



Total workforce by region (LA1)

BRAZIL	SOUTH CONE *	REGION ANDEAN *	AMERICA AND THE CARIBBEAN CENTRAL *	GRAND TOTAL
13,670	254	57	76	14,057

*Figures comprise the total headcount of LAR International

The number of people with disabilities that are employed by the company increased from 815 in 2008 to 850 in 2009—a total representing 4.89% of the Whirlpool SA staff (see table for the number of people with special needs). Despite this jump, the company has not yet reached the legal target of 5% of disabled employees established by the federal government. Failure to meet the target was due to the large employment of manpower in late 2009 due to high production demand. The recruitment of people with special needs is a lengthy process, and did not evolved in the same proportion.(LA13)

One of the achievements of the HR area in 2009 was the implementation Career Plan for hourly workers, directed towards the plant operators, which form 85% of all the Whirlpool employees. Through this program, the company points out the skills required for functions performed by hourly paid employees, as well as the degree of assiduity and the length of time required for the career development of these workers. The main benefit of this tool is to provide the developer with an overview of growth within the company. For Whirlpool, the new career plan represents a way to retain their talent.

Turnover rate of employees by region (LA2)

	BRAZIL	LAR INT.
2007	2.15%	Not available
2008	2.64%	Not available
2009	2.31%	4.7%

BRASTEMP INDEPENDENT

Social inclusion is also one of the pillars of the sustainability vision of Whirlpool Latin America. The Brastemp brand has a pioneering initiative to ensure the independence and safety in the use of appliances for disabled customers physical, visual or hearing.

Within the scope of the program, that has been dubbed Brastemp Independent, the company has developed a kit consisting of disabled control panels and embossed in Braille and a CD with the narration of the instructions, and it also provides instructions for installing appliances in order to fit the needs of wheelchair users. The kit can be obtained by the Consumer Assistance Service Free through the Whirlpool phones (capitals and metropolitan areas: 3003-0099 and other locations: 0800 970-0999).

Our progress with sustainability

The solutions are available for eight models of products that were developed by brand: two refrigerators, one freezer, two dryers, one washer and two stoves. The Service Customer Service was also adapted and provide a phone system equipped to serve people with impaired hearing.

For an improved efficiency in the solutions that are provided, Brastemp carried out the work with the support of institutions specializing in serving people with disabilities such as the Dorina Nowill Foundation for the Blind, the Brazilian Association

Employees by gender - 2008 *

	MALE	FEMALE
Board of Directors	79%	21%
Management	77%	23%
Administrative	62%	38%
Production	72%	28%
Trainees	29%	71%
Interns	54%	46%
GRAND TOTAL	67%	33%

* The survey includes contributors from Brazil and LAR International. 2007 data, not available.

Employees by gender - 2009 *

	MALE	FEMALE
Board of Directors	85%	15%
Management	77%	23%
Administrative	61%	39%
Production	60%	40%
Trainees	80%	20%
Interns	61%	39%
GRAND TOTAL	63%	37%

* The survey includes contributors from Brazil and LAR International. 2007 data, not available.

Number of people with special needs

	JOINVILLE	RIO CLARO	USP – SÃO PAULO	EMBRACO*	CENTRO ADM.	MANAUS**	GRAND TOTAL
2007	218	77	5	160	7	23	490
2008	346	167	28	247	2	25	815
2009	378	170	20	246	1	35	850

*Embraco Data, which manufactures compressors and that is outside the scope of this report, are included in the numbers sent To the Ministry, as the company is part of Whirlpool SA, with the same CNPJ. The Whirlpool SA TAC also includes employees of Embraco.

**Figures for Manaus are not counted in the percentage of disabled employees of Whirlpool SA, because this is another legal entity.

Energy

The development of products that are more energy efficient is a current point in the Whirlpool Latin America operations. And the company has been constantly engaged in the reduction of energy consumption - such as gas in stoves, and electricity, in other products – during the life of the home appliances that it manufactures, as this is the most important factor when one takes into account the sustainability of a product. In addition, another major concern is to lower the final price the appliances labeled as energy- efficient, facilitating the access of the low income earners to appliances that consume less energy.

Through the National Association of Manufacturers of Electronics (electric) Products, the company actively participates in a program to replace old refrigerators with new one, which is supported by the federal government. The proposal, baptized as the National Exchange of Refrigerators for Energy Efficiency, is under development at the Ministry of Mines and Energy (MME). Whirlpool also participated for about 15 years ago, the refrigerator exchange program sponsored by the National Energy Agency (Aneel). In this case, the energy distributor propose to replace electric appliances to low-income consumers and Whirlpool is in charge of marketing new refrigerators to the distributors and collecting the old ones which are which are then disassembled for recycling. Profile (4.13) (SO5)

CLASS A PRODUCTS

Whirlpool aims to include 100% of the products its portfolio in the categories of energy efficient Seals of Procel and Conpet (read more about these programs and labeled Whirlpool products on page 27). This goal has not yet been achieved due to the negative impact

Direct energy consumption per primary energy source (EN3)

	JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
Natural Gas (m³)	5869811	0	1,544,907	0	52 323	8649976	7676797	7467041
LPG (kg)	523 010	73 726	343 681	181 072	0	1343356	1275568	1121489
Diesel fuel (liters)	5016	306	0	0	400	18 562	6072	5722

Indirect energy consumption per primary source (in kWh) (EN4)

	JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
	106 407 400	2,514,645.30	47,685,442	5930600	653 510	158 809 590	159 709 683	163,191,597.30

of the competition on some products. According to the National Institute of Metrology, Standardization and Industrial Quality (Inmetro) at the end of 2009, 97% of the company's portfolio was included in the Class A category, which certifies low rates of energy consumption.

Whirlpool imposes very challenging targets in respect energy consumption over the life of their products. Therefore, each cycle of ten years, has developed products that save between 40% to 50% of energy - including gas and electricity – compared to the previous generation of devices. (EN6) (EN26)

Materials

One of the pillars of Whirlpool Latin America sustainability management is the pursuit of reducing the volume and the impact of the inputs used to manufacture the appliances - Mainly steel, aluminum, copper, cardboard and plastics. Such efforts enable the company to develop Washing machines consisting of 80% polypropylene, a plastic with a high rate of recyclability. Whereas refrigerators are produced with 90% of recyclable materials.

In 2009, Whirlpool launched a pilot audit project that, like the program for the Verification of the Steel Chain, will inspect their suppliers of paper (used in offices) and aluminum (used in factories as a raw material). The choice

of these two chains are given because they present little industrialization steps, they are more prone to informality and the risk of noncompliance with labor laws. Whirlpool Latin America was the first appliances company in the region to meet the requirements of the European RoHS Directive 2002/95/EC, which establishes the most stringent safety standards for harmful substances.

The certification, granted by Bureau Veritas Certification (BVC) requires that 100% of component suppliers also go through the same sieve. Since July 2006, the policy determines checks for exported goods that do not contain components harmful to human health, such as Lead, mercury, cadmium, hexavalent chromium, *bromophenols* (PBB) and ether *bromophenols* (PBDE).

NANOCERÂMICO – PRÉ-TRATAMENTO

In an attempt to cut costs and reduce the environmental impact, Whirlpool included in 2007 nanotechnology into their processes of painting pretreatment. The nano-ceramic was the alternative was a more ecologically correct method found by the company to replace the phosphate used in the pre-treatment process of steel sheets, used in manufacturing the white goods.

This technology allows for the pre-treatment of metals uses – which reduces the energy consumption by approximately 10% and 40% of water. The alternatives

Our progress with sustainability



Terpene, a biodegradable organic cold compound

Materials used by weight or volume (EN1)

Plastics in general, polyurethane, steel, aluminum, copper and cardboard (in tons)

JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
205.258	0	220.232	2.362	-	186.314	183.527	427.852

Percentage of materials used that are recycled (EN2)

Plastics in general (in tons)

JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
1085	0	1987	0	0	1144	1494	3072
6.9%	0	7.2%	0	0	4.2%	6%	7.1%

that employ phosphate need high temperatures to perform the same procedure. Another advantage of nano-ceramics is that it does not produce sludge, a residue, which in the case of phosphate, contains heavy metals in its composition.

TERPENE

Terpene is a substance used for cleaning the steel sheets that form the structure of the stoves manufactured by Whirlpool Latin America, in the pre-treatment process of parts. This substance has the advantage of being an organic compound (oil is extracted from the pine and citrus fruit) and it is biodegradable, it can also be used as a degreaser and as a bactericide.

In addition to not harming the environment and the health of the professionals who use terpene enables a reduction of energy consumption (a 20% reduction), because the cleaning of sheets is done at room temperature - just as the process that uses the nano-ceramic technology. The terpene has been used since 2008 in Rio Claro (SP). In 2010, its application will be expanded to manufacture other company products, as a result of the good results obtained. The use of terpene in processes in Rio Claro allowed for a reduction of 76% in the water consumption used in the degreasing of tanks and 92% of water used in rinse tanks. Also because of the use of terpene, the monthly productivity of the sheet cleaning process became approximately 99.3%.

CHECKING THE STEEL CHAIN

The Integrated Management System of Whirlpool Suppliers performs the audit of suppliers as part of the of social accountability, health and safety and environmental management requirements. The main innovation of this system in 2009 was its complementation by the Whirlpool Assessment Steel Chain Supply Program. The design criteria were discussed and defined by the company in conjunction with the major mills that supply steel to Whirlpool and the Vanzolini Foundation – an independent partner of the project and responsible for the development and implementation of the program.

Because of this initiative, the steel raw materials suppliers of the major steel plants suppliers are being audited during the first quarter of 2010 for verification of their degree of maturity in matters relating to child labor, forced labor or slavery, the rights of indigenous peoples and forest management. After the audit, the approved suppliers in the verification will be certified by Vanzolini. The suppliers who submit any nonconformity should implement a plan of action with a deadline for the correction of the irregularities. (HR2) (HR6) (HR7) (HR9)

Emissions, effluents and waste

The control of industrial waste that the company generates is also a focus of attention for the company. An important measure in this regard was the use of modern technologies and better environments, such as nanoc-

eramic and terpene. The control of industrial waste that the company generates is also a focus of attention for the company. An measure important in this regard was the use of modern and environmentally friendly technologies, such as nano-ceramic and terpene.

In 2009, due to increased demand, the company recorded increases in the volume of solid waste generated by their industrial units. 29,609.52 tons of waste were generated in 2009, up from 26,972 tons in 2008. (EN12)

GHG PROTOCOL

An important step taken by Whirlpool Latin America with regard to controlling their emissions started in 2009, with production of its first inventory of carbon emissions based on the methodology of the Brazilian GHG Program Protocol. The acronym GHG, means *greenhouse gas* or greenhouse gases.

The Brazilian version of the GHG Protocol Initiative, which is the methodology most commonly used worldwide to calculate greenhouse gas (GHG) emissions, was brought into the country by 27 companies, including Whirlpool. The goal of the program is to provide business expertise to create a management system for its greenhouse gas emissions, starting by making an inventory of its own. (EN12)

Water

The reduction of water consumption in Whirlpool's operations is a permanent goal of the company. All appliances manufactured by the company, especially in the laundry area, are designed and produced towards this goal.

Proof of this is that 100% of the washers portfolio released by Whirlpool is labeled as Class A by Procel, and besides the energy consumption, also measures efficiency washing and water consumption. (EN6)

For over five years the company reuses the water consumed in final tests of the operation of the laundry in Rio Claro, which is equivalent to 10,000 cubic meters, in a closed circuit. With this recirculation in 2009 it was possible to save 64,000 m³ of water. This represents approximately 30% of total consumption unit (read more in the table on Page 44). (EN10)

WATER PURIFIER

The business model for the Brastemp water purifier is an example of a very successful search of Whirlpool Latin America for solutions related to the rational water resources. In 2009, Whirlpool sent to Recycling, 98 tons of metal and plastic from the parts of the Brastemp water purifiers.

According to the marketing system for the purifier, the consumer rents the product and pays a monthly fee for its use. In return, the company is responsible the maintenance of the equipment, providing technician for the cleaning and any repairs or replacement parts in the residence of the subscriber.

When there is a replacement, the technicians return the faulty parts - usually made of metal or plastic - to the companies specialized in recycling. With this, Whirlpool also ensures that the appliance parts are reused, avoiding exploitation of additional natural resources. The purifier has a recyclability rate ranging from 97% to 99%.

Total weight of waste and hazardous waste by type and disposal method (tons) (EN22) (EN24)

	JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
Waste for landfill class I	304	0	0	0	0	270.11	199.02	304
Waste for landfill class II	817	46.27	136	87.5	48	1,723.68	1,420.80	1,134.77
Waste for coprocessor class I	222	0	488	0	0	859.48	955.39	710
Waste recycling class I	126	0	445	0	0	496.59	617.43	571
Waste recycling class II	9.4	21.97	157	0	0	0	159.56	188.37
Scrap Recycling	11,568	199.22	9,792	4,964.5	124	20,371.63	23,613.81	2,6647.72
Waste for incineration class I	0	1.6	0.05	11.5	0	21.56	5.99	12.7
Waste for incineration class II	0	0	0	41	0	0	0	41

Our progress with sustainability

Water consumption per water source (EN8 - EN9)

	JOINVILLE	SÃO PAULO	RIO CLARO	MANAUS	LAR INT.	TOTAL 2007	TOTAL 2008	TOTAL 2009
Water consumption (m³)	29,088	203,201	54,055	8,401	8.401			
Source	151,628 m³ of rivers, 137,648 wells, 155,317 m³ public	Public	7,835 m³ of public 195,366 of wells m³	Wells	Public	864,916 m³	777,312 m³	739,338 m³

Disposal of water in 2009 * in m³ (EN21)

EFFLUENT BY TYPE	JOINVILLE	RIO CLARO	MANAUS
Biological effluent – treated	63,661	118,800	18,170
Physical-chemical – treated wastewater	188,783	8,800	2,757
Untreated sewage	-	75,600	-
Disposal site	Amazon River	Municipal	Rio Igarapé Meireles

Note: In the São Paulo unit (USP) all effluent is intended for the sewage disposal system (public).

* Data from 2007 and 2008 is available in the report online.



Brastemp Water purifier, whose rate of recyclability reaches 99%

Impact of products and services

For Whirlpool Latin America, the reduction of the environmental impacts of the products it manufactures has been a firm commitment from the beginning its activities. The company is going in this direction with the development of innovative approaches in their line appliances. The performance of the company is complemented by the constant dialogue with the government and class entities, with the aim of stimulating the movement of the reduction of the impacts on a broader level.

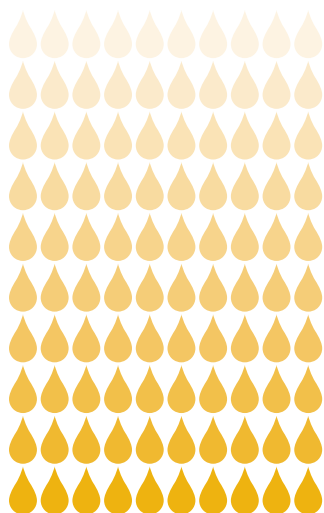
The imposition of targets is also a stimulus: the area of Marketing, for example, aims to launch five refrigerators with lower environmental impact characteristics in 2010. The measures implemented in the Whirlpool operations make it possible to minimize these impacts are controlled by Environmental Management System of the Company, certified by the standard ISO 14001. (SO5)

In 2009, new products maintained the environmental qualifications that were previously obtained, with no significant improvement in this regard. However, the innovation area led the initiative of launching a sustainable product line for future years. In addition, employees working with innovation participate in the Group Referential Com-

panies in Sustainability (Gres), coordinated by the Institute Ethos, with the objective of working together with other businesses in the development of products and services that are more sustainable and efficient. (EN26)

Constant dialogue with government and class representative entities

In the development of stoves, a constant concern of the company is the efficiency and reduction of gas consumption – an item represented by the products labeled as “Class A” for the Concept seal. Air conditioners also are produced in accordance with this objective, following the guidelines of the Procel Seal - which includes all Brastemp models with the energy rated as “A” and the Split Consul models rated “A” and “B”. Still in development of the stoves, the company invests in the reduction of gas consumption in the in house testing laboratory, and, in 2009, there was a 60% reduction in the gas consumption with these combustion tests.



Reduction of water consumption

All appliances manufactured by the company, especially the laundry area, are projected and made with this as a goal. Proof of this is that 100% of the portfolio of washers launched by Whirlpool is labeled as Class A by Procel.



The investments for improving the efficiency of the products carried out with Consul vertical freezers sized at 180 and 200 liters, which evolved from class D to class A, and the 200 liters, which migrated from Class B to Class A. The company also launched a new model of washing machine with a significant reduction in water consumption. This front load product, has a water consumption that is 30% less than when compared to traditional washers, with Top loading. (EN6)

For the line of air conditioners, the improvement in the products focuses on the reuse of materials. Currently, over 70% of the materials used in window type air conditioners are recyclable. The methodology used to assess the recyclability index is standardized by Whirlpool Europe, based on the methodology of the Fraunhofer Institute (see more details on the institute at: www.fraunhofer.de). (EN26)

Whirlpool also invests in the development of the Consul brand single door refrigerator (260 liters) – that uses a Gas refrigerant isobutane (R600a) and cyclopentane as the blowing agent for the foam insulation. These gases not damage the ozone layer and have a limited effect on greenhouse gases. This change contributed to the reduction in the potential emission of carbon dioxide (CO₂) by approximately 440 kg CO₂ equivalent per product.

In the development of the low consumption frost free two-door refrigerator by Consul (250 liters), the isobutane refrigerant (R600a) and the cyclopentane blowing agent for foam insulation are now used as well. This change contributed to the reduction in the potential of carbon dioxide emission by

approximately 660 kg CO₂ equivalent per product.

To reduce the use and emissions from solvents, the company started to use the powder coating for refrigerator cabinets and freezers, replacing liquid paint. The solvents used in the painting process consisted of a mixture of aromatic hydrocarbons with the potential emission of VOC's (volatile organic compounds) that can damage health and the environment. With the implementation of the powder coating process, the consumption of these solvent was reduced by approximately 17,000 liters per month. The new method also helped reduce the generation of paint sludge by 6 tons per month.

Solvents are also being reduced - even eliminated - in other production processes. In the process of degreasing of the pipes in refrigerators with the absorption system with the by example, the company managed to eliminate the use of chlorinated trichloroethene solvent, which was replaced by water-based chemicals. The result also reduces the risk of impacts on the health of operators.

As for eliminating harmful substances in the production process and products, the company has a certification in accordance with the international standard QC 080000 IECQ HSPM, integrated to the management system with following certifications: ISO 9001, ISO 14001 and OHSAS 18001 in the unit Joinville. Currently, 88% of components and raw materials used in the Joinville unit meet the requirements of the European Directive RoHS 2002/95/EC, which establishes the maximum standards in relation to harmful substances. (EN18) (EN26)

Our progress with sustainability

BRASTEMP VIVA!

The Brastemp Viva! is a Whirlpool Latin America program which consists of the collection of packages that accompany the company's products sold by the household delivery system in the state of São Paulo (Greater São Paulo and Santos). The aim of the initiative is to reduce the volume of waste that is disposed of and not recycled – such as Styrofoam (EPS), cardboard and plastic – and forwards them to firms or entities for recycling.

In 2009, the company recorded a return of 58% of the packaging from its products sold in the direct sales system (representing 2% of everything that is sold), hitting the goal set for 2008 by 50%. Since the launch of program seven years ago, Whirlpool has destined for recycling more than 167 tons of material (25 tons of cardboard, 114 tons of EPS and 28 tons of plastic). There were 57 tons only in 2009. In 2008, 48.32% of packaging from the products sold in Greater São Paulo and Santos was collected. Of this amount, 32 tons was recycled, the equivalent to 98% of packages returned. (EN27)

Whirlpool seeks to engage its partners in retail area to expand the scope of the initiative. In the case of Walmart, which replicated in Brazil its experience with respect to the Whirlpool packaging of appliances, the rate of collection and the territorial coverage are even greater. The goal of Whirlpool is to continue spreading the idea among its trade partners - in 2009, two new partners have joined the packages recycling program: the furniture and appliance stores, Cybelar and Lojas Colombo.

For these new partnerships, the employees of participating companies – such as drivers, employees from the logistics area and sales people - have received training and information on the concept of sustainability. Thus, approximately 60% of the packaging of white goods has to be collected after the delivery of appliances, finding the correct destination.

In late 2009, the Brastemp Viva! program was expanded to include Recife (PE).

PROCESS OF REVERSE LOGISTICS AND RECYCLING OF HOUSEHOLD APPLIANCES

The process of reverse logistics and the recycling of household appliances determines the collection and dismantling of the appliances used and manufactured by Whirlpool, from exchange programs undertaken by electricity distrib-



100% of Whirlpool's employees have access to training programs and professional evaluation.

utors. In 2005 the company set up a disassembly cell in the Joinville (SC) unit to avoid the risks relating to the allocation and inadequate treatment of this waste. In 2009, the unit managed to recycle 90% of materials making up refrigerators and freezers, an index that is above the legal limit in the European Union, one of the world's most demanding. The remainder was discarded in an environmentally friendly way, in accordance with Brazilian legislation.

In 2009, the Joinville unit was responsible for recycling approximately 838 tons of after consumption waste. We collected 779 kg of CFCs and HCFC's.

Flowchart

How the reverse logistics process of functions.



1) Sale of products to partners in the project (In the case of the reverse logistics process refrigerators, the project is carried out through of electric power utility companies).



2) When the product is delivered to consumer, the same truck that makes the delivery, collects the new product packaging and used appliance.



3) The cardboard packaging is intended for a paper collectors NGO and styrofoam is sent to a recycler. The used appliance goes to a Whirlpool warehouse.



4) In the disassembly cell at the Joinville unit (SC), CFC and HFC gases are removed, stored and sent to the companies that will reuse them.



5) Also in Joinville, the refrigerator is dismantled and the parts are separated by the category of material (steel, aluminum and plastic). Subsequently, this material is sold to companies who will use it as raw material. Only 10% of the resulting product recycling is aimed at certified industrial landfills.

Awards and Recognition

Below is a list of the major awards and recognitions received by Whirlpool Latin America, for the Whirlpool SA and the Brastemp, Consul and KitchenAid brands: Profile (2.10)

Whirlpool Latin America

- Listed for the 13th consecutive year as one of the Top 100 Companies to Work, according to *Guia Você S/A Exame* magazine. In the ranking of the best companies with over 1,500 employees, Whirlpool was in the top 10 places.
- It was appointed by *Época Negócios* magazine, in partnership with the Great Place to Work Institute as one of the “25 more Innovative Companies in Brazil.”
- It was the only company in the appliance sector to receive the Prize “Company of the Decade,” sponsored by the magazine *Consumidor Moderno* and aimed at corporations that stood out during the ten editions of the Consumidor Moderno de Excelência (Modern Consumer Award for Excellence) to the Client.
- Chosen for the 12th consecutive time, as the Most Admired Company in the Durable Goods and Semidurable sector in the Appliances category, in the *Carta Capital* magazine (Award “Most Admired 2009).
- The National Survey “The 50 Best Psychologically Healthy Companies (EPS), ranked Whirlpool - according to the OHSAS 18001 certification - in three of the seven areas of analysis if the OHSAS which were: Safety Standards and Occupational Health, Corporate Citizenship and Best Businesses in the Organizational Development Indicator (IDHO).
- Elected by the *Valor 1000* magazine as the largest company in the electronics sector, taking the 57th place in the general ranking. In consumer electro-electronic sector, the company occupies the third place overall, being 1st in Net Revenue, 4th in Value Creation, 4th in Profitability and 5th in activity margin.
- It is amongst the 500 Maiores S.A in FGV Business Excellence Award, prepared by the *Conjuntura Econômica* magazine.
- It was acknowledged by the publisher Gestão & RH as one of the ‘150 Best Business Practices in People Management’.
- Elected by the publisher Gestão & RH as one of “150 Best Business Practices in People Management”, highlighting the communication actions aimed at Human Resources.
- Voted one of “40 Best Companies to Train in” in the ranking prepared by the CIEE in partnership with ABRH-SP.
- Whirlpool was awarded in the last three editions of the *Summit Seis Sigma*, promoted by IQPC (*International, Quality & Productivity Center*). The company took the 1st 2nd and 3rd places in 2007, the 4th place in 2008 and 1st and 3rd places in 2009.

Brastemp

- The Brastemp was the most recalled brand in 2009 in the white goods category, according to the awards sponsored by Top of Mind promoted by the magazine *Casa & Mercado*.
- For the third consecutive time, it was the most recalled brand in the category of Refrigerators in the Top of Mind Internet Award, conducted by the Datafolha Institute in partnership with the UOL portal.
- Elected the Brand of Confidence of Brazilian consumers, according

to the *Reader's Digest* magazine in the Appliances category.

- Won the Top of Mind Prize in the *Folha de S. Paulo* in the Washing Machine and Class A categories.
- In 2009, Brastemp received for the first time the E-bit award, which looks for excellence in internet commerce. Over 800 online stores were evaluated and Brastemp was the only company in the household appliances sector to receive the award.
- Was awarded by the Projeto Índice das Marcas de Preferência e Afinidade Regional carries out by the RIC Record group in partnership with Ibope in the home appliances category, with 16% of the vote.
- Awarded the Top of Mind Prize from the *Amanhã*, magazine, granted in partnership with the Bonilha Institute in the Appliances category.

Consul

- For the fourth consecutive year, Consul was among the winners in the Top Brands Awards of the *Projeto Design* magazine.
- Champion in the Refrigerator category Top of Mind Award of the *Folha S. Paulo*.
- A prizewinner in the electronics category by the Projeto Índice das Marcas de Preferência e Afinidade Regional, held by the group RIC Record in partnership with Ibope.
- Awarded the Top of Mind Prize in the *Amanhã* magazine in partnership with the Bonilha Institute in the Air Conditioner category

KitchenAid

- The KitchenAid was honored with two mentions in the “Top Products List” of the best products to have at home, published in the Business Week magazine.

Brastemp, Consul and KitchenAid

- For the eighth consecutive year, the Brastemp, Consul and KitchenAid brands did not appear in the list of the companies that received the most complaints by the Procon Foundation from São Paulo, the country's largest in this segment.
- In the tenth edition of the Consumidor Moderno de Excelência prize, the Brastemp and Consul brands were honored with the trophy in the Consumer Electronics category. KitchenAid was awarded the trophy in the Luxury Retail category.

Whirlpool S.A.

- Whirlpool SA was the largest patent applicant in Brazil in 2009, with 31 requests. Worldwide, the company occupied the 565th position.
- It is among the 1000 “Best and Biggest” companies in Brazil, according to *Exame* magazine. Whirlpool is also one of the 40 largest business groups in the country, occupying the 55th position in sales.
- Voted the “Best Company in Human Resources Management” and the best company in the electro- electronics sector by the “The 500 Best in Brazil” guide, prepared by *IstoÉ Dinheiro* magazine. Among the electro- electronics companies, the company also won # 1 place in the categories of Financial Sustainability, Social Responsibility and Corporate Governance, in addition to being among the three best companies in the Innovation and Quality ranking.

About this report

This is the second sustainability report produced by Whirlpool Latin America based on the indicators from the Global Reporting Initiative (GRI), internationally adopted as a useful tool to compare the economic, social and environmental performance of companies. It shows the company's results in these three spheres, in 2009. According to the indicators materialized and answered, the report may be classified at level B+ in the application of the GRI. To be included in this category, at least 20 performance indicators must be answered and information provided on all profile indicators and on the management approaches to all categories of indicators.

The results presented relate to Whirlpool Latin America, a company controlled by Whirlpool SA and has another operation, Embraco, with operations in the hermetic compressors segment. Embraco is an independent company, the numbers of which are not included in this report.

Because of the large degree of competition in the segment in which Whirlpool Latin America operates, some consolidated information from the region – such as revenue, net sales in the period and some sustainability targets – are strategic and thus might not have their absolute numbers published. (Profile 3.5, 3.6, 3.7 and 3.8).

In addition to this printed version of the report, Whirlpool Latin America, there is also an online report, with additional content, which can be accessed at: www.whirlpool.com.br. If you have questions about the contents of this report, or want to get more details, contact Whirlpool by email cdm@whirlpool.com or sustentabilidade@whirlpool.com. (Profile 3.4).

Transparency and accountability are important to society to maintain the trust that consumers have dedicated to the Whirlpool Latin America brands. Therefore, future Sustainability reports will be published annually, always with the closing analysis of certain targets for each area in previous year. (Profile 3.3).

The following table contains the pages where the answers to the GRI indicators are. Additionally, the correlation between the GRI indicators to the systemic conditions of The Natural Step (see Page 7) was established, a conceptual basis of Whirlpool sustainability management, and the principles of Global Compact, a compromise which the company is a signatory (see Page 8).

GRI Index



PROFILE INDICATORS

ITEM	SUBJECT	PAGE / ANSWER	TNS	GLOBAL COMPACT
1	STRATEGY AND ANALYSIS			
1.1	Statement from the President.	2		
1.2	Key impacts, risks and opportunities.	2, 6, 9 and 10		
2	ORGANIZATIONAL PROFILE			
2.1	Name of the organization.	Back cover		
2.2	Main products, services and brands.	Back cover		
2.3	Operational structure.	Back cover		
2.4	Location of headquarters.	Back cover		
2.5	Countries and regions where the organization operates.	Back cover		
2.6	Type and legal nature of the property.	Back cover		
2.8	Size of the organization.	Cover and 35		
2.9	Changes during the reporting period.	There were no significant changes in the company structure in 2009.		
2.10	Awards and recognitions received.	47		

ITEM	SUBJECT	PAGE / ANSWER	TNS	GLOBAL COMPACT
3	PARAMETERS FOR THE REPORT			
3.1	Reporting period.	Cover		
3.2	Date of previous report.	Cover		
3.3	Report issuing cycle.	Cover and 48		
3.4	Contact information about the report.	48		
3.5	Process for defining report content.	Cover and 48		
3.6	Limit of the report.	Cover and 48		
3.7	Specific limitations on the scope or Limit of the report.	Cover and 48		
3.8	Criteria related to other facilities.	Cover and 48		
3.9	Measurement techniques and data bases of calculations. Explanatory notes to the indicators.	Explanatory notes to the indicators.		
3.10	Restatements of information provided previously.	None.		
3.11	Significant changes in scope or measurements.	None.		
3.13	External assurance for the report.	52		
4	GOVERNANCE, ENGAGEMENT AND COMMITMENT			
4.1	Governance structure of the organization.	14		1 – 10
4.2	Presidency of the group's highest governance.	14		1 – 10
4.4	Mechanisms for shareholders to make recommendations to the Board.	Whirlpool SA, which includes the operation of Embraco, holds annual meeting with shareholders and offers on its website, a telephone channel and an e-mail to receive recommendations.		
4.5	Relationship between pay and performance of the organization.	2		1 – 10
4.6	Processes to avoid conflicts of interest.	14		1 – 10
4.7	Qualifications of Board Members.	14		1 – 10
4.8	Mission Statements and Values, codes of conduct and principles.	8, 16:17		1 – 10
4.9	Management processes of economic, environmental and social.	2		1 – 10
4.10	Procedures for self-assessment of performance.	2		1 – 10
4.11	Explanation of whether and how the organization applies the precautionary principle.	Reply online.		
4.12	Charters, principles, and other external initiatives that the organization subscribes or endorses.	6:08		
	ENGAGEMENT OF STAKEHOLDERS			
4.13	Or participation in associations and organizations.	27 and 40		
4.14	List of stakeholder groups (<i>stakeholders</i>) engaged by the organization.	20		
4.15	Basis for identification and selection of interested parties (<i>stakeholders</i>) with which they engage.	20		
4.16	Approaches to stakeholder engagement (<i>stakeholders</i>).	20		
4.17	Concerns raised through stakeholder engagement (<i>stakeholder</i>).	20		

GRI Index

PERFORMANCE INDICATORS

ITEM	SUBJECT	PAGE / ANSWER	TNS	GLOBAL COMPACT
ECONOMIC PERFORMANCE				
	Approach to management method	35		
EC1	Direct economic value generated and distributed.	35	1, 2, 3 and 4	
EC2	Financial implications and other risks and opportunities arising from climate change.	34	1	7
EC3	Benefits offered by major operations.	Regardless of the type and duration of contract, all employees have access to program benefits and training directed towards education, health and safety. Benefits include health insurance, dental plan, pension plan, nutrition, life insurance, transportation and Christmas gift.	4	
EC4	Significant financial assistance received from government.	10, 23 e 26		
ENVIRONMENTAL PERFORMANCE				
	Approach to management method	35		7,8 and 9
EN1	Materials used by weight or volume.	42	3	8
EN2	Percentage of materials used that are recycled.	42	3	8:09
EN3	Direct energy consumption by primary energy source.	41	1	8
EN4	Indirect energy consumption.	41	1	8
	The information relates to electrical energy.			
EN6	Initiatives to provide goods and services with low energy.	23, 27, 41, 43 e 45	1	8:09
EN8	Total water withdrawal by source.	44	3	8
EN9	Water sources significantly affected by withdrawal of water.	44	3	8
EN10	Use of recycled and reused water	43		
EN13	Protected or restored Habitats.	Reply online.	3	8
EN16	Total direct and indirect emissions of greenhouse gases.	26	2	8
EN17	Other relevant indirect greenhouse gases.	26	2	8
EN18	Initiatives to reduce emissions of greenhouse gases and reductions achieved.	45	2	7,8 and 9
EN19	Emissions of substances that destroy the ozone layer.	Reply online.		
EN20	NOx, SOx and other significant air emissions.	There was no monitoring in 2009, since it is held every two years.	2	8
EN21	Total water discharge by quality and destination.	44	3	8
EN22 and EN24	Total weight of waste by type and methods of disposal and hazardous waste.	43	3	8
EN23	Total number and volume of significant spills.	There is no evidence of the occurrence of significant spills.	3	8
EN26	Initiatives to mitigate environmental impacts of products and services.	23, 27, 41, 44 e 45	1, 2 and 3	7, 8:09
EN27	Reuse of products and packaging	Online response and 46		
EN29	Environmental impacts related to transportation of goods and workers	26	1, 2 and 3	7, 8:09
EN30	Total expenditures and investments in environmental protection.	Reply online.	1, 2 and 3	7, 8:09

ITEM	SUBJECT	PAGE / ANSWER	TNS	GLOBAL COMPACT
SOCIAL PERFORMANCE				
LABOR PRACTICES				
	Approach to management method	20		1, 3 and 6
LA1	Total workforce by employment type and drive.	39		
LA2	Turnover rate.	39	4	6
LA4	Percentage of employees covered by bargaining agreement conference.	In Brazil, 100% of employees are covered by agreements and conventions collective labor agreements signed with labor unions in their region. In LAR International, where the law of the country requires, Whirlpool firm collective bargaining agreements with its employees.	4	1 and 3
LA6	Percentage of total workforce represented in formal committees of safety and health.	Reply online.	4	1
LA7	Rates of injury, occupational diseases, lost days and absenteeism.	37	4	1
LA8	Education programs, prevention and control of risk in relation to serious diseases.	37	4	1
LA9	Topics related to health and safety covered by formal agreements with unions.	Reply online.	4	1
LA10	Average hours of training per year.	38	4	
LA11	Programs for skills management, continuous learning and continued employability.	20:37	4	
LA12	Percentage of employees receiving regular performance reviews.	37	4	
LA13	Monitoring diversity indicators	39		
HUMAN RIGHTS				
	Approach to management method	22		1, 2, 3, 4, 5 and 6
HR2	Contractors subject to assessments on human rights	16, 17 e 42	4	1, 2, 3, 4, 5 and 6
HR6	Measures taken to contribute to the abolition of child labor.	22 e 42	4	1, 2 and 5
HR7	Measures taken to contribute to the eradication of forced labor.	Idem ao HR6.	4	1, 2 and 4
HR9	Cases of violations of indigenous rights.	Idem ao HR6.		1 and 2
SOCIETY				
	Approach to management method	24		10
SO1	Programs and practices to assess and manage the impacts of operations on communities.	00:25	4	
SO2	Units analyzed for risks related to corruption.	16	4	10
SO3	Percentage of employees trained in anti-corruption policies and procedures.	16:17	4	10
SO4	Measures taken in cases of corruption.	16:17	4	10
SO5	Policy positions and public participation in policy development and lobbying.	23,27,38 and 44		
PRODUCT LIABILITY				
	Approach to management method	Answer online PR1 and PR3.		1 and 8
PR1 e PR3	Policy to safeguard the health and safety during product use and product information present on the label.	Reply online.	4	1 and 8
PR5	Practices related to customer satisfaction.	21		
PR6	Programs for adherence to laws, standards and voluntary codes of marketing.	Reply online.		

DNV Opinion

DNV Assurance Statement

WHIRLPOOL SUSTAINABILITY REPORT 2009 – VERSION PRINTED IN PORTUGUESE

• Contexto e responsabilidades

Pelo segundo ano consecutivo, por solicitação da Whirlpool Latin America (Whirlpool), a Det Norske Veritas (DNV) realizou a verificação independente da versão em português do Relatório de Sustentabilidade Whirlpool (“o Relatório”).

Este Relatório destina-se a seus leitores e partes interessadas no desempenho de sustentabilidade da Whirlpool. O Conselho de Administração da Whirlpool é responsável por toda a informação e todos os dados fornecidos no Relatório 2009 assim como por todos os processos envolvidos na coleta, análise e reporte dessa informação. A responsabilidade da DNV consiste na verificação da qualidade da informação e dos dados fornecidos no Relatório 2009, de acordo com os termos e escopo estabelecidos pela Whirlpool, assim como na elaboração de uma declaração de garantia com base nessa verificação. A DNV não se responsabiliza por qualquer decisão de investimento ou de qualquer outra natureza realizada com base nesta declaração de garantia.

• Independência

A DNV não foi envolvida na elaboração de qualquer informação contida no Relatório 2009, além desta declaração de garantia. A DNV afirma também a sua independência em relação a favorecimentos, influências ou conflitos de interesse associados com a Whirlpool ou com suas partes interessadas.

• Escopo e limites da verificação

A verificação abrangeu toda a informação referente ao período de 1 de janeiro ao 31 de dezembro de 2009. Com base no escopo de trabalho definido com a Whirlpool, os objetivos principais da verificação foram avaliar e assegurar:

- O nível de confiabilidade associado aos processos de coleta e agregação dos dados de sustentabilidade;
- Os processos de definição de materialidade, inclusão e resposta às expectativas dos stakeholders realizados pela Whirlpool, tendo em vista informar a preparação do Relatório;
- A descrição da gestão e do desempenho da Whirlpool a respeito de temas de sustentabilidade materiais;
- A adequação do Relatório às diretrizes e aos princípios da Global Reporting Initiative (GRI G3, 2006), verificando também o nível de aplicação declarado pela Whirlpool.

Esta verificação teve como objetivo avaliar e assegurar a informação e os dados referentes à gestão e ao desempenho da Whirlpool contidos no Relatório. O trabalho realizado pela DNV não teve por objetivo avaliar a eficácia ou a eficiência dos processos de gestão adotados ou a qualidade do desempenho de sustentabilidade, tanto por parte da Whirlpool como de quaisquer entidades terceiras mencionadas no

Relatório. Esse parecer não cobre os dados relativos às emissões de Gases do Efeito Estufa (GEE).

• Abordagem e metodologia da verificação

Esta verificação foi realizada entre abril e maio 2010 por profissionais da DNV detentores de qualificações e experiência adequadas, e de acordo com o protocolo de verificação de relatórios de sustentabilidade da DNV. Nosso protocolo fundamenta-se nos princípios e nas diretrizes de reporte da GRI G3 (2006), e de verificação e asseguuração da AA1000AS (2008).

O trabalho de verificação incluiu as seguintes atividades:

- Visita ao centro administrativo da Whirlpool em São Paulo e à fábrica de Joinville;
- Entrevistas com cerca de 40 diretores, gerentes e gestores responsáveis por diversas áreas da empresa, em nível grupo e região (Brasil, LAR International);
- Análise da evolução dos comprometimentos, estruturas e recursos dedicados à gestão da sustentabilidade;
- Análise de políticas, procedimentos e relatórios de desempenho relacionados à sustentabilidade;
- Avaliação dos processos para coleta, agregação, validação e reporte de dados de sustentabilidade, incluindo um teste limitado de rastreabilidade de dados.
- Conclusões e recomendações

Com base no trabalho de verificação realizado, na opinião da DNV:

- A informação fornecida no Relatório sobre temas materiais reflete de forma abrangente e confiável a estratégia, as políticas, as atividades e o desempenho de sustentabilidade da Whirlpool, no período coberto pelo Relatório;
- A informação no Relatório é apresentada de acordo com as diretrizes da GRI G3 (2006), cumprindo os requisitos do nível de aplicação B+, declarado pela Whirlpool.

Com o objetivo de promover a melhoria contínua do Relatório, recomendamos que a Whirlpool:

- Implante um processo estruturado de definição dos temas materiais para a gestão da sustentabilidade da organização e a definição do conteúdo do Relatório, associado a um processo de engajamento de seus stakeholders sobre esses temas;
- Sistematize progressivamente os processos de coleta e agregação de dados de sustentabilidade, junto com processos de controle interno dos dados para aumentar a confiabilidade dos dados reportados;
- Aumente progressivamente a abrangência do reporte de dados de sustentabilidade além da operação Brasil;
- Continue a melhorar a estruturação do Relatório para garantir o equilíbrio de informações reportadas.