

Press release

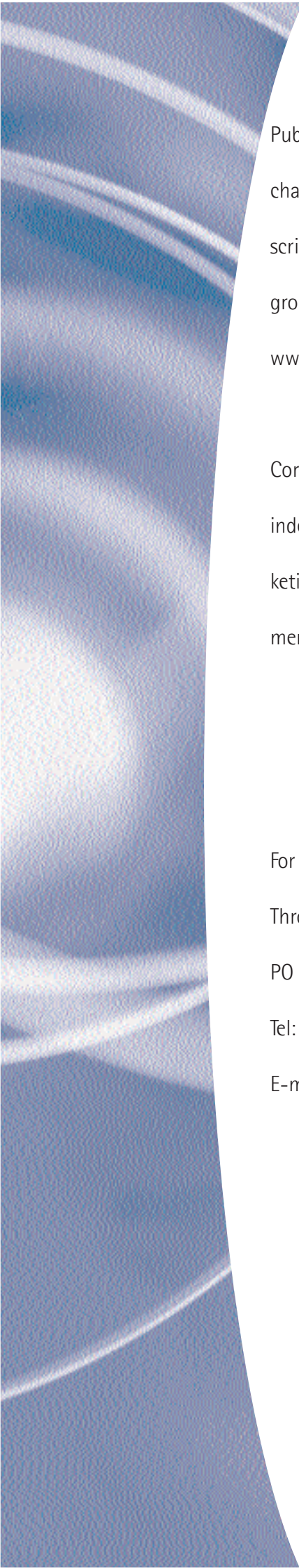
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Corporate Focus: Unilever poised for strong growth

While Unilever has been widely criticised for not delivering its turnover growth targets, the Path to Growth programme has made the company leaner and far more focused in terms of its branding. The impact of this is that it has already become far more profitable and has raised its operating margin significantly. Following this major restructuring, Unilever is now in a much stronger position to develop its core brands on a global platform.

This is one of the key conclusions of the latest Annual from Corporate Focus. The report is a detailed analysis of Unilever's foods operation up to the end of 2003. It details the company strategy, structure and analyses the different product groups in terms of marketing, new product launches around the world.

Corporate Focus is designed for companies in the industry as well as for packaging suppliers, ingredients suppliers and communications agencies. The Annual provides a detailed snapshot of the company that is valuable as a competitive monitor but also to understand Unilever as a customer or partner.



Published in August 2004, the Unilever Annual 2002 is 189 pages with 18 tables and 9 charts. Corporate Focus is also available as a quarterly newsletter which enables subscribers to keep up-to-date with developments at Unilever on a strategic and product group level. A detailed Table of Contents can be downloaded at www.throughtheloop.com/focus.

Corporate Focus is a service of Through the Loop Consulting. Through the Loop is an independent research-based marketing consultancy. Through the Loop analyses key marketing and branding issues that affect companies today in a chaotic business environment.

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