

[Innovation, Growth, Leadership]

Quality. Ease. Integrity. It begins with a deep entrepreneurial spirit and a clear sense of purpose — to create high-quality products that fit perfectly within the home. This vision unifies us and challenges us to be agile, smart and to always improve. We are inspired by an acute understanding of what our consumers want and how they use appliances in their daily lives. And we invest time, resources and discipline to infuse that awareness into everything we design.



In Europe, the *Whirlpool* brand *iXelium* Supreme Design cooktop, winner of the 2012 iF Gold Product Design Award

BROAD VISION

PRECISE ACTIONS

Day in and day out, our employees produce leading innovation that meets the needs and fits the lifestyles of our consumers. Our work is recognized with numerous innovation, leadership and sustainability awards, including: No. 1 in *Fortune* magazine's World's Most

Admired Companies list — Home Equipment, Furnishings industry; one of the Most Respected U.S. Companies by *Forbes* magazine and the Reputation Institute; and, one of *Corporate Responsibility Magazine's* 100 Best Corporate Citizens.



[Innovation]



[Growth]



[Leadership]





25% faster*

RAPID PREHEAT SAVES COOKING TIME AND ENERGY

35% better

DISHWASHER USES SENSOR CYCLE, AUTOMATICALLY
SELECTS RIGHT SETTINGS

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Simply Innovation

Whirlpool brand
Black Ice Kitchen Collection

The Whirlpool logo is located in the upper right corner of the refrigerator door. It consists of the word "Whirlpool" in a white, sans-serif font, with a stylized swirl icon to its left.

25% larger**

USABLE SHELF SPACE WITH *MICROEDGE*
SPILL CONTROL SHELVES

*Single-rack baking with Rapid Preheat option versus three-rack without option.
**Compared to Whirlpool brand French door refrigerators without *MicroEdge* shelves.

[Innovation, Growth, Leadership]

Appliances from Whirlpool Corporation do things the way you do them. Your intuition for how to get things done is something we value so much, we've put it into our appliances — making guesswork a thing of the past. Every machine is designed to help you manage your home precisely the way you want — easier, faster and smarter.

Products like the *Whirlpool* brand *Duet* Steam front-load laundry pair use technology to sense and adapt to the needs of each load washed. By adapting to each situation, intuitive sensors make key refinements — precisely adjusting detergent and water levels for the best clean possible — getting great results while using less water and energy. Every detail is attended to.




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Whirlpool brand *Duet*
Steam front-load
laundry with Precision
Dispense Ultra

Sophisticated. Not complicated. At Whirlpool Corporation, we advance technology to the point of simplicity, creating innovation that's forward-thinking for what we choose to put in it — and what we don't. At Whirlpool, making the best appliances through constant innovation is a given. Like you, we never stop seeking smarter ways to help run a home. Great design that fits seamlessly into life ... and is truly a pleasure to live with.

INNOVATION
IS IN THE DETAILS



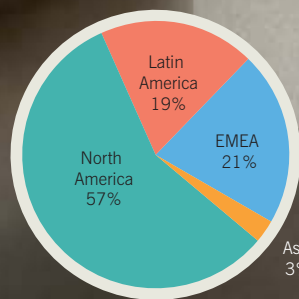
\$18
billion

REVENUE IN 2012

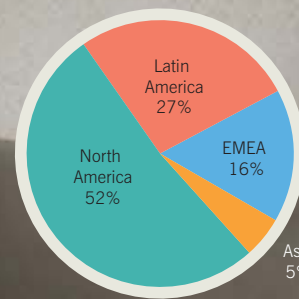


GROWTH THROUGH GEOGRAPHIC EXPANSION

Sales by Region



2008



2012

Jenn-Air brand
Lakefront Kitchen in
Euro-Style stainless and
Custom Panel Overlay
design

[Innovation, Growth, Leadership]

At Whirlpool Corporation, we are extending our portfolio of leading brands across all markets and appliance categories, reaching consumers with new and exciting products in nearly every part of the world. We have experienced tremendous growth as more consumers in emerging markets — like Latin America, China, India and the Middle East — are able to purchase appliances. Through our nimble regional manufacturing and supply chain organizations, along with our restructuring actions, we are ready to meet their needs with products that fit their lifestyles.

GLOBAL STRATEGY

REGIONAL EXECUTION



Brastemp brand *Active!* washer

Inspired by the people who use our products, we anticipate needs and create modern solutions that fit their unique lifestyles. In Brazil, the *Brastemp* brand *Active!* washers offer a Smart & Fast system that washes clothes quickly while providing the leading design and quality our consumers expect. Similarly, the *Whirlpool* brand *ACE* Wash Station meets the needs of consumers in India who have smaller living areas, taking less space and allowing easy movement from location to location within the home. Our deeply embedded consumer-centric innovation capability continuously produces results through strong brands to improve consumers' lives.



Whirlpool brand *Mini ACE* Wash Station, 2012
Silver Edison Award for Best New Product

[Innovation, Growth, Leadership]

We are never satisfied with the status quo, always looking ahead to find solutions for our consumers beyond core appliances. In 2012, we extended our accessories business into Latin America, launching new lines through our *Consul* and *Brastemp* brands. Simple, easy-to-use products that work seamlessly with our major appliances. That is product leadership — innovation that provides lasting value for consumers and shareholders.



Consul brand *Conserva Facil*
vacuum packaging line



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KitchenAid Artisan
Series Stand Mixer
in Green Apple

Expansion into adjacent businesses is a rapidly growing, value-creating part of our global strategy. From our original expand-the-core product segment, the high-quality *KitchenAid* Stand Mixer, to today's blenders, food processors, cookware, textiles, water purifying products and garage organization, our branded consumer product businesses now represent approximately 22 percent of our annual revenues. In the kitchen, laundry room and outside the home, we provide compelling consumer product solutions.

STRATEGIC GROWTH OPPORTUNITIES

SYSTEM

147

A14

A13

A7

Service

X4

CONNECTED

Individual Context

Learning Difficulties

Active Outdoor

CHA

LOCAL

A32

T64

T3

A7

Smart Transport

94.9

Social Context

SOFT

NETWORK

DIALOG

OUTPUT

AND





\$1 billion brands

FIVE OF OUR BRANDS EACH GENERATE MORE THAN \$1 BILLION IN ANNUAL SALES.



[Innovation, Growth, Leadership]

The success of the company's global business is driven by our ability to truly understand and fulfill consumer needs, develop highly innovative branded solutions, effectively serve our trade customers and continuously improve quality and productivity. Our brands are trusted by consumers around the globe. By listening to them and understanding their needs and lifestyles, we provide designs and features that fit easily into the ways everyday life is lived.

CONTINUED BRAND EXPANSION
NOW THAT'S FORWARD THINKING



KitchenAid



Amana



Consul



We are dedicated to creating household appliances that are appealing and easy to use. In Europe, the *Whirlpool* brand Art Gallery hoods remove odors and steam and are available in a large selection of colors and designs. The artistic panels are easily interchangeable; consumers can buy and install them affordably to quickly change the look. Bring a touch of art to the kitchen with these innovative hoods that are a pleasure to look at and a joy to cook with.



Whirlpool brand
Art Gallery hood in
Cocktail design

[Innovation, Growth, Leadership]

In 2012, we launched new cooking products in North America from our new Cleveland, Tenn., manufacturing facility. This state-of-the-art production facility and distribution center is the largest premium cooking plant in the world. We anticipate earning LEED (Leadership in Energy and Environmental Design) Gold certification in recognition of the facility's energy efficient and technologically advanced manufacturing processes. The *Maytag* brand 30-inch electric double wall oven — manufactured in the Cleveland facility — offers Power Preheat and *EvenAir* true convection. It is built to cook everything from dinner for two to large family feasts. Quality, innovation, performance. That's leadership.



Maytag brand 30-inch electric double wall oven

At Whirlpool Corporation, we set the standard for the industry. From a strong foundation of timeless, classic design and unmatched craftsmanship, we strive to be better, stronger and faster. Today's excellence is the basis for tomorrow's even better solutions. This mindset infuses everything we do. From concept to manufacturing to efficiently providing products to consumers, we push ourselves to deliver an unmatched pipeline of new products. In 2013, we are increasing our investments in new innovation and marketing because we believe that the best way to grow, expand margins and win in the marketplace is through product innovation. This is central to our growth, and it's the cornerstone for maintaining our consumers' trust.

PRODUCT LEADERSHIP

AT THE CENTER OF WHAT WE DO



Whirlpool brand Fusion kitchen suite in Europe



68,000 employees

OUR PEOPLE ARE THE FOUNDATION OF OUR SUCCESS.

[Innovation, Growth, Leadership]

The best possible performance requires the best possible talent. In every corner of the company, our 68,000 employees are empowered to be both bold and innovative in a performance-driven environment that rewards results. We bring our different experiences and backgrounds together to unlock new, relevant consumer solutions. Our leadership and diversity are recognized by others. For example, the company has attained a perfect score of 100 from the Human Rights Campaign's U.S. Corporate Equality Index for nine consecutive years. Together, we create the strongest and most innovative brands around the world. We have deep-seated ethical standards — our values of Integrity, Respect, Diversity and Inclusion, Teamwork and the Spirit of Winning are the core of who we are and how we work. That's Whirlpool.

QUALITY, EXCELLENCE, STRENGTH
OUR PEOPLE

At Whirlpool Corporation, we believe that innovation comes from anyone and anywhere within our company. Every room is a draft room. Every person an inventor. And every mind holds the next big idea that will change our company and transform the lives of our consumers.



Manufacturing employee
in Brazil

Every day we strive to craft solutions that minimize the effect on the environment while transforming the lives of our customers and communities. Because of our commitment to water efficiency, we know that water is valuable — a person's water intake is one of the most important factors for health, preventing disease and protecting the body against aging. Therefore, it is important to ensure its quality and purity. We designed the *Brastemp* brand's Water Purifier with a filtration system that ensures 100 percent pure water, free of chlorine and fluorine while retaining minerals essential for health. The purifier also helps reduce the number of plastic bottles in landfills — that's healthier for you and the environment.

[Innovation, Growth, Leadership]

Sustainable products. Sustainable homes. Sustainable communities. We know how to translate those values and needs into products, services and community impact. Delivered effortlessly to fit within everyday life. This commitment runs deep. That is why we continue to develop innovative products that minimize environmental impact; run our factories efficiently; and volunteer in our communities. It is at the heart of what we do and our investment in the future.

THE SMALLEST THINGS
MAKE THE BIGGEST DIFFERENCE



Brastemp brand *Active!*
Water Purifier





[Innovation, Growth, Leadership]

We were focused on sustainability long before it became the norm. Constant improvement is not an option ... it's our imperative. From reducing our water and energy use, cutting our emissions and waste, and crafting highly efficient products, our perspective is holistic. We are helping to develop new standards that look at an appliance across its entire life cycle — from manufacturing to home use to end of life. We also have set vigorous goals for today and the future. We are on track to significantly exceed our 2012 greenhouse gas reduction goal, and we are targeting zero manufacturing landfill waste by 2022. Driving value beyond the expected, we will continue to push to do more with less while leading responsibly.

INNOVATIVE SOLUTIONS
THAT IS OUR RESPONSIBILITY



The *Bauknecht* brand six-litre dishwasher sets new standards in performance and efficiency, combining perfect cleaning results with low resource consumption. It earned the 2012 Kitchen Innovation of the Year Award in Europe.



The new office complex in Benton Harbor, Mich., is LEED Platinum Certified, delivering a positive, eco-friendly work environment.



[Innovation, Growth, Leadership]

Whirlpool Corporation drives economic growth by investing in people who design, engineer and assemble our products, and these same people help build up our communities. We have built a culture of responsibility that is good for our business, the environment and society overall. Our culture of doing the right things, quietly working behind the scenes to strengthen the economic and social fabric of the communities in which we operate, has enabled our consumers to trust us and team up with us. By joining together with others, we nurture positive, sustaining and thriving communities. This allows us to focus our investments back into the very communities that drive our success, creating a culture of collective impact.

People matter. It is for this reason that we maintain strong connections to the communities where our employees live and work. We hold a fundamental belief that there is more we can accomplish by further focusing our talent and resources to help meet community needs. Through our signature charities, volunteerism and Whirlpool Foundation strategic initiatives, we are finding new, creative ways to make lasting community investments.

SOCIAL RESPONSIBILITY
IS RESPONSIBLE BUSINESS
