



2013 Sustainability Report

INTRODUCTION

Whirlpool Corporation is the global leader in the home appliance industry, with more than \$18 billion in revenue in 2013. Our winning portfolio includes some of the most preferred appliance brands in the world, and we sell products in more than 170 countries around the world.

For 102 years, we have been doing well by doing good. In 1911, when our company began on the shores of Lake Michigan, household chores would take up most of a family's day. Now, because of our home appliance innovation, millions of families around the globe have more time to do what matters most—spend time with their family and friends.

Our line of smart appliances with 6th Sense Live™ technology from the company's flagship Whirlpool brand makes intelligent home management a reality. The four new connected appliances, including a smart refrigerator, smart dishwasher and smart washer and dryer each have the ability to be controlled using an app and communicate with the emerging Smart Grid—the next generation electrical grid.

With more than 860 million appliances in the U.S., we recognize that this is a huge industry with a huge impact. It's why Whirlpool incorporates energy efficiency into everything we do. Appliances we make today are more energy efficient than the appliances we made five years ago and 10 years ago.

For instance:

- A new washer today is 77 percent more efficient than one from the year 2000 and only costs about \$66 a year to run, on average.
- Consumers who replace older models would save, on average, \$117 a year.
- Modern refrigerators are bigger and have better features, yet they cost less to buy and operate. They are also more efficient, using less energy than a 60-watt light bulb.

These are just a few examples showing how we are leading the industry in developing high-performance appliances that help conserve the earth's resources. In the pages that follow, you will read more about how we are providing the best products and services that meet

consumer needs, managing our global operating platform in the best way possible, and partnering with our communities to improve the quality of life.

For example, we are involved in philanthropic activities in every region in which we operate. Our social responsibility strategy is to nurture a positive, sustaining and thriving community where employees want to work and live. Our people give back by donating their time and money. As a company we encourage volunteerism and in turn we support many local worthwhile organizations in the communities in which we operate while supporting charities such as United Way®, Boys & Girls Clubs of America®, Cook for the Cure®, Trees for the Future and Instituto Consulado da Mulher® in communities where we sell our products.

At Whirlpool Corporation, we have made significant progress in the last century, but we are constantly challenging ourselves to broaden our impact and achieve stronger results.

The area of resource efficiency is no different. We look forward to bringing more consumer-relevant, innovative, resource-efficient appliances to every home, every family and every consumer around the world.

Performance Scorecard: economic (\$ millions)

2011	2012	2013	
\$18,666	\$18,143	\$18,769	Net sales
(\$28)	\$558	\$917	Net earnings before taxes and other
\$1.93	\$2.00	\$2.38	Dividends paid
68,000	68,000	69,000	Number of employees
(\$608)	(\$476)	(\$578)	Capital expenditures

Environmental: consumed during manufacturing

per major appliance produced (*2013 data being automated - data in 2014-2015 may reflect differences due to better accuracy and monitoring)

2010	2011	2012	2013*	
203.2	215.7	208.93	178.53	Energy intensity (megajoules)
0.177	0.164	0.152	0.139	Water intensity (cubic meters)
0.018	0.020	0.020	0.017	Greenhouse gas emissions intensity—Scope 1 and 2 (metric tons)
9.64	8.68	9.34	9.08	Waste intensity (kilograms)

Community Relations: including Whirlpool Foundation

2013

49%	Employee volunteerism (% of salaried population)
423,729	Employee volunteerism (hours volunteered by salaried population)
300+	Nonprofit organizations impacted globally through volunteerism and donations
100+	Whirlpool Sons & Daughters Scholarships and award recipients currently attending colleges and universities across the U.S.

Signature Charities

United Way®

\$3.4 million

Employee and retiree United Way® campaign totals in the United States and Canada (including dollar-for-dollar match by Whirlpool Foundation)

Habitat for Humanity®

84,000

Families helped across the globe since 1999

45

Number of countries in which Whirlpool Corporation employees have helped provide affordable housing

160,000

Number of donated ranges and ENERGY STAR® qualified refrigerators

Cook for the Cure®

13

Years of direct program support through the KitchenAid brand

Boys & Girls Clubs of America®

15,000

Number of Club youth served through the Maytag Dependable Club Awards 2013

25

Total Maytag Dependable Awards given 2013

Instituto Consulado da Mulher®

1,780	Number of people advised on small business management in 2013
1,596	People in the program who are generating income through small businesses
6,550	People who, directly and indirectly, benefit by income generated through the program
122	Small businesses being advised by Consulado da Mulher
17	States in Brazil where small businesses are being advised by the program

TIMELINE

Continuing Our Commitment

We were focused on sustainability long before it became the norm, and we continue to drive and integrate sustainability into our everyday work. From the 1970 establishment of our Corporate Office for Environmental Control to today, Whirlpool Corporation is known for being a thought leader in resource management and for building bridges among diverse groups to achieve common goals.

Whirlpool Corporation continues to set the standard in sustainability leadership ... and raise the bar. After developing the appliance industry's first ever sustainability standards, Whirlpool was the first and has the most products certified to the standards.

To strengthen our commitment, Whirlpool Corporation announced in 2013 that a new dedicated sustainability team had been established to provide updated goals, metrics, and product innovations that deliver superior core performance and create positive improvements to their environmental performance. The goal of the team will be to create a direct accountability for value generation and create objective measures of sustainability delivery throughout the organization based on Whirlpool's core materiality issues. The team will have a

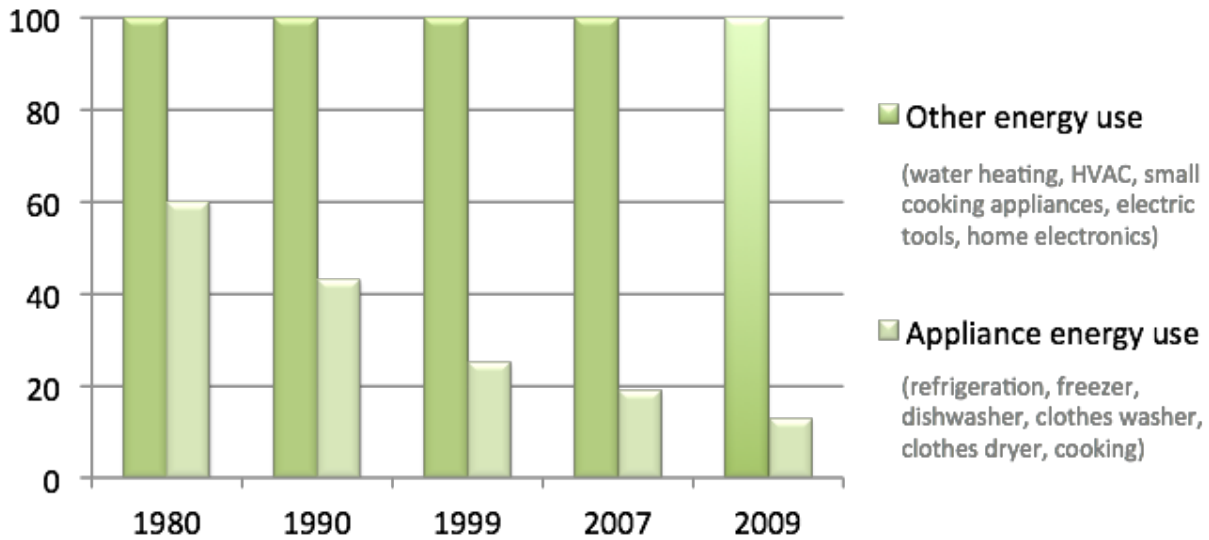
dual role to create marketplace transformation, while putting into place subject matter experts in the areas of materiality to drive product leadership. The purpose of our work is to continue to understand the impacts of our products and to enhance our positive footprint.

Continuous improvement applies to sustainability much as it does to product design and manufacturing at Whirlpool. From reducing our water and energy use, to cutting our emissions and waste, to designing highly efficient products, our belief is that one should take a systems approach. We will begin to bring that focus by creating the right partnerships and collaborations to bring system efficiencies to all homes, both new and existing. One example of that collaboration is Whirlpool Corporation's work with Ford Motor Company through its MyEnergi Lifestyle partnerships, where we studied then completed two home retrofits showing that consumers could cut their costs and footprint by over 50% by using smart appliances, energy-efficient lighting, renewable energy, and electric cars in concert to achieve breakthrough results.

FOCUS ON THE HOME

Whirlpool Corporation has a successful history of improving energy efficiency throughout the home. In the early 1980s, our large home appliances (excluding water heating) represented nearly 60 percent of the energy consumption in an average home. By 2009 these appliances only consumed about 13 percent of the energy in a home (DOE survey). Similar improvements have been made in appliance water usage in clothes washers and dishwashers during the last 10 years. Our goals will continue to reduce the amount of energy and water that each appliance consumes during its lifetime while improving its performance, i.e., cleaning clothes or dishes, or preserving food. As a company, we also aim to consume less resources to produce these new innovative appliances.

Energy Use: Appliances using less and less of the total



Key Sustainability Events

2013	<p>March — Whirlpool brand introduced the first smart-grid enabled appliance suite offered at Abt Appliances .</p> <p>May — AHAM announces new sustainability standards for clothes washers and Whirlpool Corporation has the first front load and top load washer certified to the standard.</p> <p>November — Whirlpool Corporation converted first refrigerator line to use Honeywell Solstice® Liquid Blowing Agent for foam insulation. The Honeywell Solstice® LBA offers a 99.9% decrease in global warming potential based on the GHG Equivalencies Calculator.</p>
2012	<p>January — Whirlpool brand announced it will bring connected appliances to the marketplace.</p> <p>April — Whirlpool Corporation officially opens the LEED Gold-certified Cleveland, Tenn., manufacturing facility that includes some of the most energy-efficient and technologically advanced manufacturing processes</p> <p>June — Whirlpool Canada is named 2012 ENERGY STAR® Manufacturer of the Year for fourth consecutive year</p> <p>June — AHAM announces new sustainability standards for refrigerators, which experts from Whirlpool Corporation played a key role in helping develop</p>

	<p>August — Whirlpool Corporation and Honeywell announce development of the most environmentally responsible and energy-efficient insulation available.</p> <p>December — Whirlpool Corporation officially established a zero waste to landfill goal for all of our global manufacturing facilities.</p>
2011	Began partnering with AHAM, UL and CSA to develop the first industry sustainability standards for appliances
2007	Announced a revised greenhouse gas reduction target of 6.6 percent by 2012
2006	Reached goal where Whirlpool Corporation operations' release of toxic chemicals in the U.S. was nearly 90 percent less than the releases compared to the 1987 baseline year, while at the same time production increased approximately 80 percent
2003	Became the world's first appliance manufacturer to announce a global greenhouse gas reduction target; goal was a 3 percent reduction from 1998 levels by 2008
2001	First high-efficiency front-load washing machine
2000	First high-efficiency top-load washing machine
1998	Collaborated with European authorities to draft the Waste Electrical and Electronic Equipment (WEEE) Directive, which requires the proper recycling of appliances according to European and national requirements. Whirlpool products already widely meet the 2008 recycling and recovery targets required by the WEEE Directive
1996	Honored as a founding member of the Business Environment Leadership Council, an advisory group to the Pew Center on Global Climate Change; helped develop the Green Lights Program, a U.S. Environmental Protection Agency (EPA) precursor to the ENERGY STAR® program
1979	Helped craft U.S. Federal Trade Commission Energy Labeling Rules and every appliance efficiency standard and test procedure in the U.S. since the late 1970s
1975	Led efforts to craft the Energy Policy and Conservation Act and every subsequent appliance energy efficiency legislation
1970	Established the corporate Office for Environmental Control

LOOKING FORWARD

Whirlpool Corporation has always been committed to delivering on our financial commitments while creating a positive impact on people's lives through our sustainable products. As topics such as resiliency, resource scarcity, access to clean water, and urbanization and population growth continue to be a growing concern, our company continues to embrace innovation to be responsible stewards of the environment. We pride ourselves in delivering on our commitments to improving lives and making a positive impact while we reduce our footprint.

To address these issues, Whirlpool has continued to develop even more efficient products, while delivering superior performance that enables our consumers to live more sustainably. We are also aggressively addressing our own footprint as well, using LEED certification in our offices and plants and driving down our usage and waste of materials, energy and water. We now have more than 10 LEED certified buildings across the US and use innovative practices in Brazil, Europe, and India to harvest rainwater, reuse resources, and eliminate waste. Since we set our target on manufacturing waste, we have made strides in several regions to begin to realize zero manufacturing landfill waste, with our Brazil facilities set to achieve those goals in 2014. We will continue our efforts to reduce or eliminate waste of all types as well as reinforce our recycling efforts for appliances, packaging, and our manufacturing wastes.

Based on our lifecycle analysis, a majority of our impact comes from our products' use in the home and therefore, Whirlpool continues to take an even more active role in educating consumers on the value of replacing their old appliances and creating value for our global consumers to access and buy resource efficient products. As just one example, our new AquaSense™ dishwasher in the United States and the Whirlpool brand 6th Sense Power Clean™ in Europe use as little as 6 liters of water to do a full load of dishes, saving over 30% water than our previous models and more than 50% less than a 10-year-old dishwasher, making them the most water efficient dishwashers in Whirlpool Corporation's history. The potential impact of purchasing or removing old appliances from the water and electrical grids can have significant impact on a community's resource, but also at a national level.

In the end, we are bringing products into consumers' homes today that exceed their expectations and create a more positive tomorrow.

STRATEGY

OVERVIEW

“Doing the right things the right way,” because there is “No right way to do a wrong thing.”

Whirlpool Corporation’s strategic goal is to enable families and their homes to become more independent and self sufficient, enhancing our customers’ convenience, while continuing to do the same in our products, plants, and operations. By truly delivering the triple bottom line for us and our customers without compromise, we can generate value for our owners, the environment, and for us and our employees.

In 2013, Whirlpool Corporation strengthened its sustainability governance by announcing a dedicated team to delivering updated goals, metrics, and product innovations that deliver superior core performance and create positive improvements to their environmental performance. The team will bring critical expertise to our key materiality drivers: efficient operations, material alternatives, recycling and reuse, voluntary standards and labeling, compliance, and governance.

Our strategy continues to strive for high-performing products that exceed our consumers expectations. We successfully optimize across our materiality issues. As the examples throughout this report highlight, we translate needs into innovative solutions that minimize the effect on the environment while transforming the lives of our consumers and communities.

MISSION AND AREAS OF FOCUS

Our purpose is to improve lives, one home, one family at a time through innovative, world-class products and services. Our sustainability mission is to satisfy our consumers, protect the environment, nurture our communities and embed sustainability into our products and processes while driving extraordinary value and enhancing our reputation. Our areas of focus are:

Efficient Materials and Operations

1. Use materials that minimize total lifecycle costs
2. By 2022, send no manufacturing or packaging waste to landfill
3. Improve factory and facility efficiency using technology and improvements (LEED, etc.)
4. Explore and develop new green material alternatives and substitutions in products and packaging

Uncompromised Performance

1. Deliver consumer driven innovation that exceed consumer expectations for performance while meeting expectations on energy and water efficiency
2. Participation in voluntary standards that drive consumer value and improved environmental performance
3. Develop lifecycle data and measures to define sustainable products

Recycle and Reuse – Closed Loops

1. Facilitate the responsible recycling of appliances at the end of life around the globe
2. Develop new business models to capture value at the end of life of our products, packaging, and consumables, especially finding secondary usage for wastes

Governance

1. Deploy automated data management systems to support sustainability metrics in our business operations
2. Ensure transparent communication on key metrics and progress

AWARDS

Corporate Recognition

DJSI	Whirlpool awarded DJSI, North America
A perfect 100	Whirlpool Corporation received a perfect score from the Human Rights Campaign on the 2013 U.S. Corporate Equality Index—this is the 10th consecutive year that we attained a perfect score on the index, the first and only appliance company to do so
Excellence Award	Straight for Equality Workplace Excellence Award from PFLAG (Parents, Families & Friends of Lesbians & Gays)
24 awards	Whirlpool Corporation has won 24 overall ENERGY STAR® awards, more than any other appliance manufacturer; Whirlpool Canada won the Manufacturer of the Year award in Canada for the fourth year in a row
Top 20	Whirlpool Latin America was named first in the Electro/Electronic sector and in the top 61 companies in sustainability in the Guia Exame de Sustentabilidade, by <i>Exame</i> magazine

18 top finishes	Whirlpool Corporation has led or tied for first place among all major appliance companies for customer satisfaction in the annual American Customer Satisfaction Index (ACSI); we placed first in the 2013 survey
13 straight	We have been recognized in the FTSE4Good Index Series since 2001; FTSE4Good recognizes companies around the world for distinction in their environmental, social and governance practices
11 consecutive	We were named one of <i>Corporate Responsibility</i> magazine's 100 Best Corporate Citizens for the 11th consecutive year
8 successive	Whirlpool Corporation has been named to Ocean Tomo 300 Patent Index for seven successive years; the equity index is the first based on the value of corporate intellectual property
6 in a row	From 2008 to 2013, we have been named one of the Most Respected U.S. Companies by <i>Forbes</i> magazine and the Reputation Institute
#1 three times	For the third year in a row, Whirlpool Corporation has finished first in the Home Equipment, Furnishings industry sector of <i>Fortune</i> magazine's World's Most Admired Companies
1 of only 10	2013 Harvard Business Review/McKinsey MPrize Innovating Innovation Challenge Winner

ENERGY EFFICIENCY

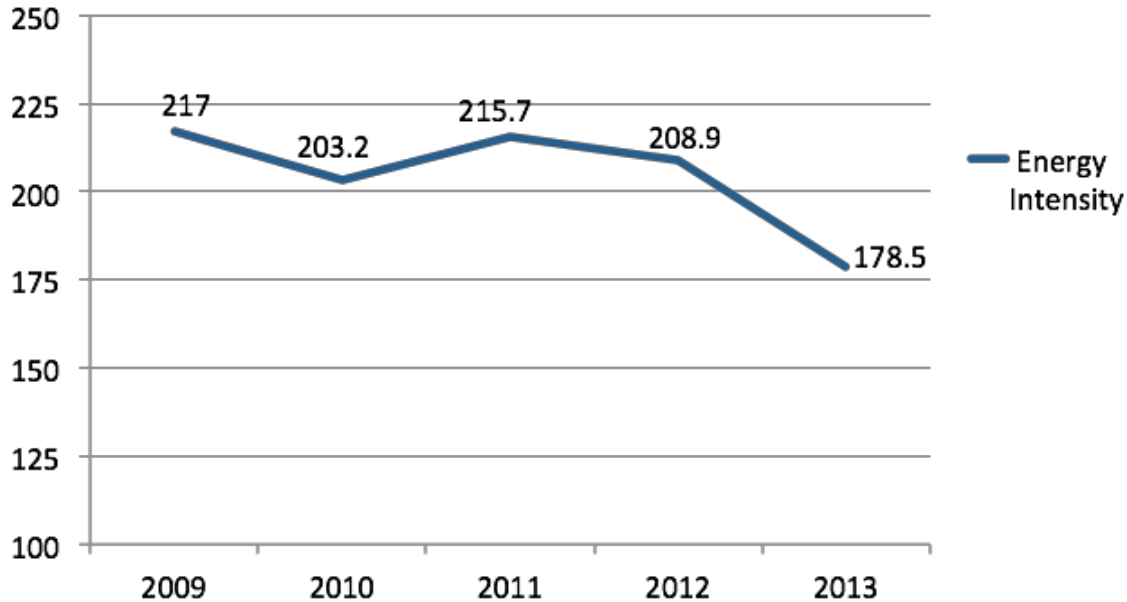
OUR COMMITMENT

We will deliver solutions with consumer-relevant performance while meeting expectations on energy efficiency.

Total Global Energy Consumption: Manufacturing (gigajoules)

2009	2010	2011	2012	2013
9,072,454	9,279,283	9,173,683	8,733,477	7,727,650

Energy Intensity: energy—electrical, natural gas, propane, steam, diesel, etc.—consumed in the manufacturing process per major appliance produced (megajoules)



OUR PRODUCTS

ENERGY STAR® Awards

Whirlpool Corporation has a long history in environmental stewardship including helping to draft the first ENERGY STAR® appliance standards, which are just one element of the company's broad-based sustainability strategy. The company currently sells more than 400 ENERGY STAR® appliance models—more ENERGY STAR® qualified products than any other manufacturer. The company has been honored with 24 ENERGY STAR® awards overall, more than any other appliance manufacturer, including Whirlpool Canada's ENERGY STAR® Manufacturer of the Year for the past five years.

Amana Brand

Amana brand is beginning a journey to reduce its carbon footprint little by little. From adding energy and resource-efficient models, to exploring more environmentally-friendly manufacturing practices, the brand is looking toward the future by creating appliances whose values stretch beyond saving money. In 2013, for every major appliance it sold in the U.S., the

brand donated the cost of planting a new tree through Trees for the Future—a non-profit organization that helps communities across the globe plant trees.

Around the World

Whirlpool Asia — In India, the refrigerant used in the production of the Frost Free refrigerator in the Pune factory was replaced with R600a, a refrigerant with zero ozone-depleting potential and a significantly lower global-warming potential. The change enabled the upgrade of the frost free refrigerator's compressor to a high efficiency one that uses 20 percent less energy.

Whirlpool Europe, Middle East and Africa — In the cooking category, Europe launched the innovative and highly efficient *Whirlpool* brand 6th Sense™ induction oven, which can save consumers up to 50 percent in energy and time compared to a regular *Whirlpool* brand oven. This model's induction technology transfers energy directly into the magnetic tray, for faster, more energy-efficient cooking. Thanks to the 6th Sense™ technology and the new powerful convection system, cooking can start without having to preheat the oven, saving consumers energy and time.

Whirlpool Latin America — Whirlpool Latin America *Consul* brand launched the **Consul** Split Facilitate air conditioner, with the best energy efficiency of its kind. In addition to improved energy efficiency, this unit uses refrigerants that have a zero ozone-depletion potential. The model also includes a filter that removes up to 99.9% of bacteria in the air, coupled with a high-efficiency filter that retains up to two times more dust than conventional filters.

Whirlpool North America — In 2013, *Whirlpool* brand unveiled the company's first smart-grid enabled appliances—a smart refrigerator, smart dishwasher and smart laundry pair. Each appliance is incredibly efficient and can communicate with the emerging Smart Grid. Incorporating 6th Sense Live™ technology, the appliances can be controlled remotely via a computer, smartphone or tablet. The appliances also offer notifications and alerts to consumers to deliver real-time information, such as energy rates and consumption.

The improved Load & Go™ system, offered in select washing machines, holds enough detergent for 12 loads,** releasing them in the correct amount and at the correct time during the cycle. The result for homeowners is both optimal fabric care and detergent savings of nearly 10 percent compared to manual fill.

**Based on 2X concentrated detergent.

Whirlpool brand introduced their Whirlpool® 6.7 total cu. ft. double oven electric range

with induction cooktop (WGI925C0BS) in 2013. The industry's first induction double oven freestanding range*** offers a new level of consistency and control with efficient cooking technology and easy cleaning. This double oven offers a smaller baking cavity, perfectly suitable for most baking needs, requiring less energy to reach set temperatures. The induction cooktop also transfers energy directly to the cookware, increasing efficiency.

***Among conventional double oven ranges with dual bake and broil elements.

OUR OPERATIONS

LEED Certification

In 2012, Whirlpool North America opened three new facilities—an office building for North America operations in Benton Harbor, Michigan; a state-of-the-art premium cooking products and manufacturing plant in Cleveland, Tennessee; and a distribution center in Wilmer, Texas. In 2013, both the manufacturing plant and distribution center—1,000,000 square feet each—received LEED Gold certification in recognition of the facilities' energy efficient and technologically advanced processes. The new office in Benton Harbor received LEED's highest rank, Platinum Certified, delivering on the company's goals of improvements in productivity, operations, energy efficiency and overall employee experience, all in an eco-friendly manner.

Metering

In an effort to operate facilities in a more sustainable manner as a whole, our Ohio and Iowa manufacturing plants are hosting a program to evaluate facilities with real-time metering. Metering will show our usage in energy, waste, and water to evaluate potential energy efficiencies. The objectives of the metering program are to complete site assessments to identify ways to incorporate real-time data collection and to compile energy and sustainability options as well as any applicable incentive programs. The goal is to reduce energy and water consumption through simple changes, such as lighting controls, mechanical programming, rainwater capture, or reusing process heat. Eventually, all facilities will be metered to create global benefits and cross-functional opportunities from facility to facility and region to region.

Alternative Energy

An astounding example of how Whirlpool Corporation works with electrical utilities and other partners is the solar roof installation at our distribution center in Perris, California. At almost 1.7 million square feet (about 30 football fields), it is the largest in the United States. It provides enough electricity to power 7,500 residential homes annually. The newly opened office building for Whirlpool Corporation's North American operations in Benton Harbor, Michigan, will save more than 16,000 million BTUs of energy annually with an open design that allows for maximum optimization of natural daylight and access to views not only of the campus outside but also a nearby river. Additionally, the campus was designed to encourage use of alternative

transportation methods, and 10 low-emitting and/or fuel efficient vehicles can be charged at electric charging stations onsite.

Around the World

Our plants in India achieved new energy efficiency gains in the manufacturing process. All facilities switched from conventional lighting to LED, saving significant amounts in energy annually. Additionally, compressors and coolers used in the manufacturing process were replaced with more energy efficient models.

WATER EFFICIENCY

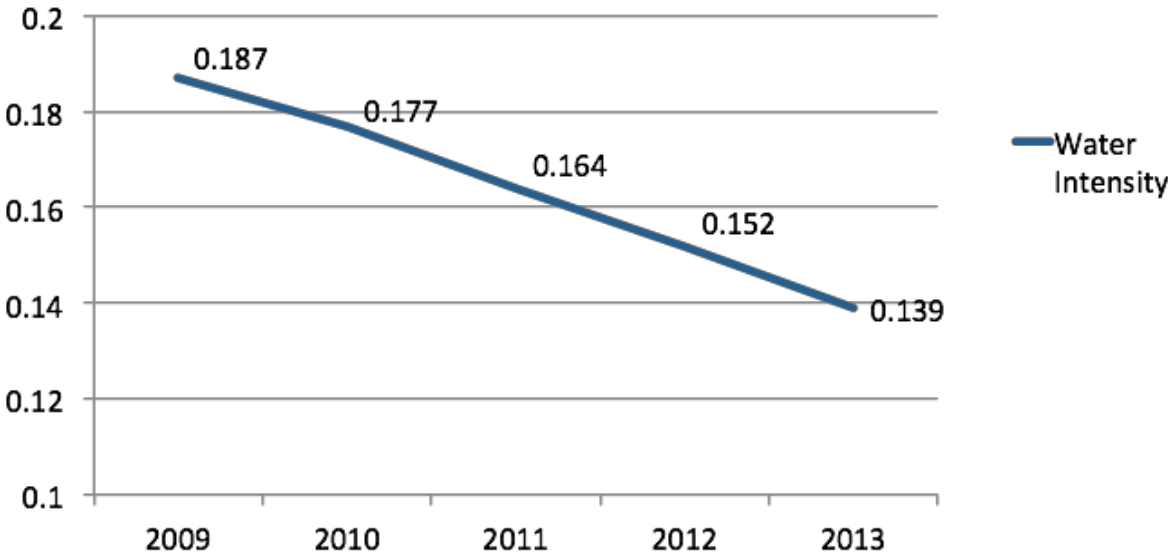
OUR COMMITMENT

We will reduce the total amount of water we consume (entire lifecycle) as the business grows.

Total Global Water Use: (million cubic meters)

2009	2010	2011	2012	2013
7.804	8.066	6.961	6.355	6.036

Water Intensity: Water consumer in the manufacturing process per major appliance (cubic meters)



OUR PRODUCTS

Around the World

Whirlpool Europe, Middle East and Africa — Saving water without compromising on cleaning results, the *Whirlpool* brand 6th Sense Power Clean™ Dishwasher offers performance with the lowest water consumption in the market. Using a special reservoir that allows water used in the final rinse to be reused for the prewash in the next cycle, this dishwasher uses only 6 liters of water per cycle.

Whirlpool Latin America — Whirlpool Latin America launched the *Brastemp* brand Ative! 12 Serviços dishwasher to consumers in Brazil, equipped with a Smart Sensor that minimizes water waste by calculating the exact amount of water needed for every load depending on how dirty the dishes are. The product is also able to wash dishes for up to 12 people and has the exclusive Aquaspray technology—a quick rinse system that allows for dishes to accumulate between meals, eliminating possible odors, until the product is fully loaded.

Brastemp brand's water purifier features 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.

Whirlpool North America — The KitchenAid® 24" Architect® Series II dishwasher uses the AquaSense™ Recycling System, which uses up to 33% less water without sacrificing cleaning and drying performance, making it one of the most efficient dishwashers in Whirlpool Corporation's history. Water from the last rinse is used to pre-rinse the next load.

OUR OPERATIONS

Around the World

Whirlpool Latin America — Initiatives to cut back on water consumption in facilities across Latin America have enabled a savings of 69,000 cubic meters in 2013. This means a significant 10 percent reduction in water consumption. Several projects were implemented at Latin America Region locations—the capture and use of rainwater is increasing year after year, as is the reuse of treated water and investments are being made on its water quality so more processes can receive and utilize such type of water. Last but not the least, processes substitutions contributed to this lower water consumption, as the enameling painting system

for ovens at the Rio Claro Plant transitioned from a one-liquid enameling to a one-powder enameling process.

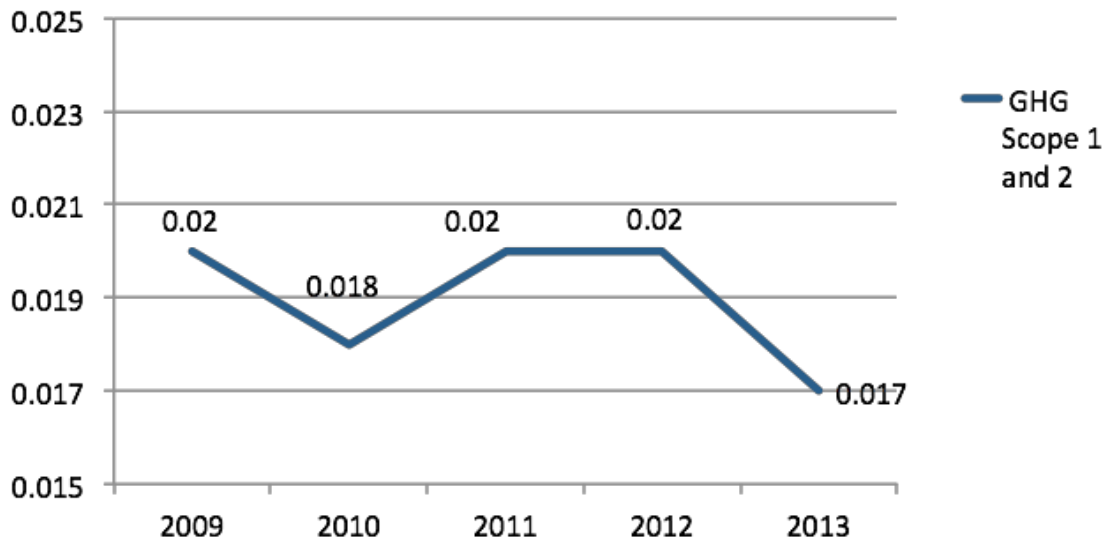
Whirlpool Asia — In India, initiatives to reduce water consumption in our manufacturing facilities enabled savings of more than 88,000 kilolitres in 2013. Several projects were implemented at our plants with an emphasis on reuse of treated water. The Faridabad Plant installed an Ultra Filter to reduce the level of BOD (Biochemical Oxygen Demand) in water, allowing for the reuse of treated water as input for the RO plant (need to check with India team on meaning of RO plant). The output from the RO plant is then reused for paint processes in the same facility.

AIR QUALITY

OUR COMMITMENT

We are committed to continue to reduce carbon intensity (greenhouse gases).

Greenhouse Gas Emissions Global Intensity: Metric tons of carbon dioxide emissions in the manufacturing process (scope 1 and scope 2) per major appliance produced



Scope 1 (direct) emissions are produced as a result of onsite combustion of fossil fuels, such as natural gas, propane, fuel, oil, etc.

Scope 2 (indirect) emissions are produced as a result of energy generated off site but consumed onsite by Whirlpool Corporation facilities, such as electricity produced from the burning of coal by a private firm that is then transmitted to Whirlpool Corporation.

OUR PRODUCTS

AHAM

Whirlpool Corporation partnered with the Association of Home Appliance Manufacturers (AHAM) and other industry players to define the new 2014 and 2015 appliance energy standards. When the new refrigerator standards come into effect, our products will save more than 115 million metric tons of carbon dioxide during a 30-year period—equivalent to the annual release from 20 million cars or the annual release from more than 24 coal power plants. In addition, those products will save electricity equivalent to the annual electrical use in 1 million homes.

Around the World

Whirlpool North America — Once again leading the way with the most advanced materials that offer the greatest benefits to consumers, Whirlpool Corporation has partnered with Honeywell as the first refrigerator manufacturer in the United States to begin using the most environmentally responsible blowing agent available in all U.S.-made refrigerators. Honeywell's Solstice™ Liquid Blowing Agent (LBA) outperforms commonly used hydrocarbons such as C-Pentane, providing better low-temperature insulation performance and higher energy savings. Whirlpool Corporation delivered the first refrigerators with the new blowing agent on products in our Amana facility in November of 2013 and is on track to deliver to all our U.S. manufacturing divisions in 2014.

OUR OPERATIONS

Intermodal transportation

SmartWay Transport is the U.S. Environmental Protection Agency's (EPA) program for improving fuel efficiency and reducing greenhouse gases and air pollution from the transportation supply chain industry. Whirlpool Corporation's partnership with the EPA and SmartWay Transport is part of a collaboration among the shipping community to voluntarily achieve improved fuel efficiency and reduce environmental impacts from freight transport. Participants use performance-based qualifications and reporting tools that benchmark and inform the industry and the marketplace on freight operations, energy and environmental efficiency.

Over the past seven years, Whirlpool Corporation increased the use of railcars, which are more fuel efficient than trucks, and converted to more intermodal transportation, which uses shipping containers that transfer smoothly from railcar to truck. By doing so, Whirlpool North America has saved more than 7.5 million gallons of diesel fuel and reduced CO2 emissions by more than 78,000 metric tons through these changes.

END OF LIFE RECYCLING

OUR COMMITMENT

We are committed to facilitate the responsible recycling of appliances at the end of life across the globe.

OUR PRODUCTS

Around the World

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

Whirlpool North America — Whirlpool Canada is a member of British Columbia's Canadian Electrical Stewardship Association (CESA), which operates a small appliance recycling stewardship program. We also participate in the Major Appliance Recycling Roundtable (MARR), which oversees the market recovery systems for major appliances in British Columbia.

OUR OPERATIONS

Whirlpool Canada is actively diverting packaging materials at its warehouse operations, launching a parts and water filter recovery and recycling program with select parts distributors. It has also operated two voluntary collection programs for small appliances in the greater Toronto region.

MATERIALS AND WASTE

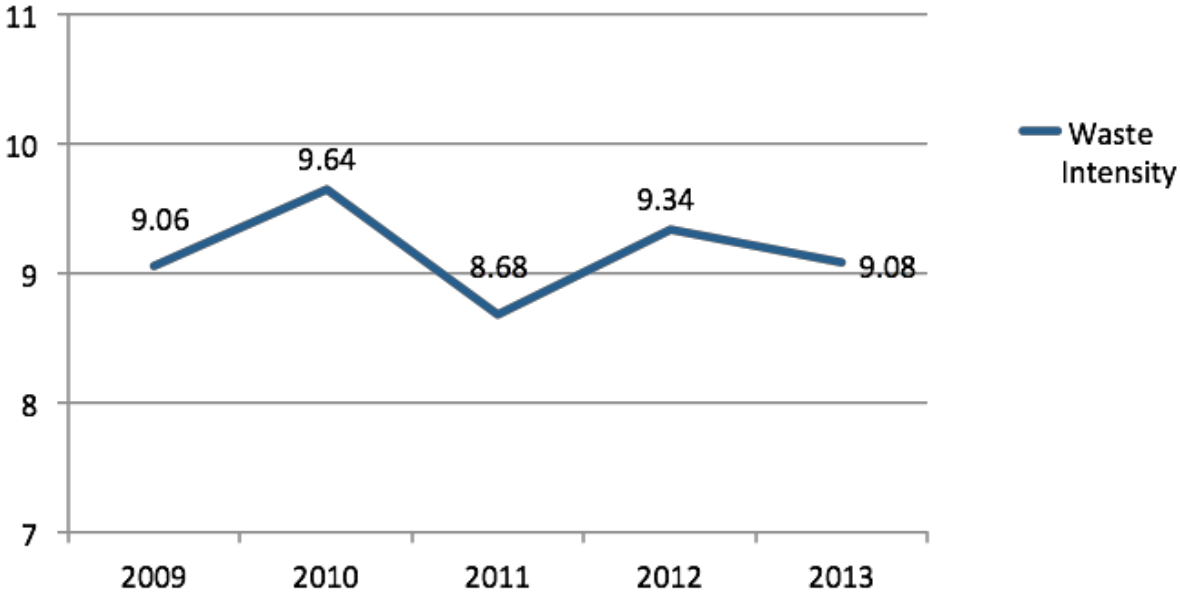
OUR COMMITMENT

By 2022, our goal is to minimize or eliminate all waste across our business and send no manufacturing or packaging waste to landfill.

Total Waste Generated: Metric tons

2009	2010	2011	2012	2013
378,629	440,375	369,256	390,311	392,834

Waste Intensity: Total waste generated—hazardous, non-hazardous and general refuse—in the manufacturing process per major appliance produced (kilograms)



OUR PRODUCTS

Whirlpool Latin America implemented the Design for Environment process, which looks at materials used in projects, not only considering quality, cost and efficiency, but also the

product's environmental performance. The impact on environment is considered from raw materials used, production and useful life.

OUR OPERATIONS

Around the World

Whirlpool Latin America — While Whirlpool Corporation has set its zero waste goals, Whirlpool Latin America has committed to zero waste to landfills for industrial waste by 2014. This challenge was achieved more than two years ahead of time at two out of three Whirlpool factories—Manaus and Rio Claro, in April and July 2012, respectively. In the case of the Manaus plant, early achievement of the goal also included non-industrial waste, like waste from cantinas and offices, set to be met in December 2016. In Joinville, at the company's largest factory, industrial waste sent to landfills fell by 32 percent during the year 2013. There was an 21 percent drop at the Rio Claro unit and a 38 percent drop at the São Paulo unit.

With all of these advancements, the company spared landfills from 443 tons of waste in 2013. This is being accomplished by first adapting existing infrastructure to waste segregation and by raising employees' awareness of the issue. Additionally, manufacturing processes are being changed, improvement actions are being conducted with suppliers, and recyclers are developing new technologies and helping other industries to incorporate scrap into their production processes.

COMMUNITY RELATIONS

OUR COMMITMENT

Through partnership with community organizations, our employees and brands, we will support good causes that will create collective community impact where our employees and consumers live.

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.

In 2013, Whirlpool Corporation donated to more than 300 nonprofit and community organizations. The Whirlpool Foundation, which focuses on supporting outstanding programs that are centered on quality family life, cultural diversity and lifelong learning, has provided more than \$195 million to hundreds of nonprofit organizations since its founding in 1951.

VOLUNTEERISM

In 2013, nearly 50 percent of Whirlpool Corporation salaried employees worldwide donated 423,729 hours of volunteer work. In 2013, Whirlpool expanded its Ambassador program to connect Whirlpool employees throughout all of its Signature Charities at a local level, including Habitat for Humanity®, Boys & Girls Clubs of America®, Trees for the Future, Cook for the Cure® and United Way® organizations.

In Europe, 66 families in Romania, Hungary, Bulgaria, Poland and Ireland benefited from the volunteer work of Whirlpool employees. In Shanghai, China, volunteers painted walls for senior citizens.

SIGNATURE CHARITIES

United Way®

In 2013, more than 6,500 Whirlpool Corporation employees and retirees at 15 sites across the United States and Canada gave to United Way. The Whirlpool Foundation matched these donations, providing a total of \$3.4 million to support United Way. Whirlpool is a member of the United Way Global Corporate Leadership program, which provides expert advice and resources to support corporate involvement and increase companies' capacity to improve lives and strengthen communities around the world. Whirlpool Corporation's employees and retirees in the United States and Canada participate in annual fundraisers for local United Way campaigns in their respective locations. In turn, United Way funds hundreds of organizations and causes within Whirlpool communities that focus on education, income, health, and basic needs.

Habitat for Humanity®

In more than 14 years of partnership with Habitat for Humanity, Whirlpool Corporation has developed active partnerships in 45 countries with a commitment nearing \$85 million. Whirlpool supports the work of Habitat around the world through product donations, financial contribution and/or volunteerism.

In partnership with our *Whirlpool* brand in North America, more than 160,000 ranges and ENERGY STAR® qualified refrigerators have been donated to new Habitat homes throughout the U.S. and Canada, serving 81,000 Habitat families. Additionally, Whirlpool Corporation has donated more than 40,000 products to Habitat ReStore retail outlets, helping raise more than \$5.5 million.

Since 1999, Whirlpool Corporation has engaged thousands of employee volunteers and served more than 75,000 families in Europe. Whirlpool Corporation also donated ranges, washers, hoods and a hob, with a total value exceeding 8,000 Euros.

In Shanghai, China, Whirlpool Corporation donated 26 water heaters and an air conditioner.

Cook for the Cure®

Launched in 2001, *KitchenAid* brand created Cook for the Cure to give those with a passion for cooking a way to support the breast cancer movement. In the U.S., Cook for the Cure raises funds for Susan G. Komen for the cure through donations, special fundraising events and auctions, and grassroots programs.

Boys & Girls Clubs of America®

Whirlpool Corporation is a longtime corporate supporter of the Boys & Girls Club of America (BGCA) locally and regionally. In 2010 *Maytag* brand partnered with BGCA to recognize exemplary Clubs from across the U.S. with the Maytag Dependable Club Award. In 2013, *Maytag* brand and BGCA jointly selected 11 Clubs to be awarded the honor and a related grant for their demonstrated commitment to dependability and dedication to keeping youth on a path to achieve great futures. These Clubs join 27 other Boys & Girls Clubs selected in 2010 and 2011 with the distinction of being a Maytag Dependable Club. The Clubs were evaluated during a rigorous judging process and selected to receive this distinctive award and one-time grant from *Maytag* brand to help deepen their impact in the communities they serve.

Instituto Consulado da Mulher®

Since 2002, Whirlpool Latin America's *Consul* brand has supported the Instituto Consulado da Mulher (ICM) program in Brazil, dedicated to developing opportunities for income for low-income women with entrepreneurial potential. Consulado da Mulher promotes the

development and social inclusion of families and communities almost throughout the entire country. Since inception, ICM has positively impacted the lives of nearly 30,000 women through workshops, classes and other education and support activities. In 2013, ICM directly helped over 1,800 people and indirectly helped over 8,500 people, including the family members of those directly assisted.

EMPLOYEES

OUR COMMITMENT

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 10 consecutive years. We are the first and only appliance company to do so. The perfect score on the Index is a result of our dedication to workplace equality. In 2002, we instituted domestic partner benefits, and we recently introduced benefits to support transgender employees. We created our own "It Gets Better" video in honor of National Coming Out Day, and we were the first appliance brand to feature same-sex couple families in national appliance ads. Through our Office of Diversity and PRIDE Network, we have also brought lesbian, gay, bisexual and transgender (LGBT) equality diversity training to employees at several locations.

Together, our employees 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 who we are and how we work. That's Whirlpool.

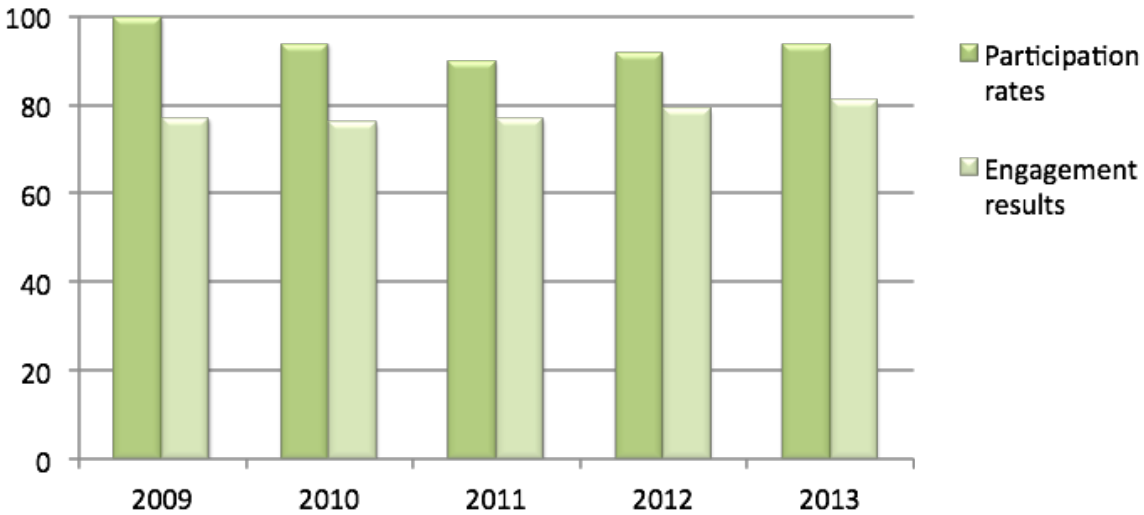
ENGAGEMENT

Engagement at Whirlpool Corporation climbed two points in 2013 to a score of 81—an all-time high for the 11 years the company has surveyed employees. Scores in all six regions were either equal to or higher than those from 2012.

More than 16,000 employees—95 percent of those who received an email invitation to complete the survey—provided their feedback in the categories of Strategy, Leadership, Extraordinary Performance & Results, Social Responsibility, Respect & Recognition,

Development, Quality of Work and Managerial Effectiveness. The top category increases were in the areas of Strategy and Leadership.

Employees: Participation & Engagement



MANAGEMENT

Whirlpool Corporation’s Management Skills Survey (MSS) is conducted annually and is administered globally to all people leaders with three or more direct reports. It provides an opportunity for direct report to provide anonymous and relevant feedback to their managers.

The survey, which has been conducted since 2005, enables us to increase our individual and organizational standards for managerial performance and development.

DEVELOPMENT

Whirlpool University, our training framework, is unique among corporate universities. Working with our executive committee and senior leaders, we ensure that all organizational and learning products are aligned to Whirlpool Corporation’s strategy. This aligned approach, supported by systems, allows us to sustain strategic focus and scale individual competency in strategically relevant areas. There are 748 courses offered within Whirlpool University. In 2013, there were 12,353 employees formally trained on 66,705 courses.

Global Operational Competencies

Whirlpool Corporation's global operational competencies are used to execute the company's business strategy. Whirlpool University provides training related to these competencies to ensure employees have the knowledge and skills to achieve our company's objectives.

Foundations of Whirlpool

The Foundations of Whirlpool curriculum is a CEO-led initiative that was designed to create an all-inclusive set of courses that could be accessed by employees around the world to better generate a greater understanding of the company's foundation, strategy, leadership philosophy and values. There are 13 online courses offered. Since the series launched in 2010, more than 11,000 salaried employees from around the world have completed a Whirlpool Foundation course.

Functional Skills

Whirlpool University offers a wide range of functional skills training to ensure employees have the skills required to meet our basic objectives. Programs help build basic, proficient and mastery skills within specific functions, including finance, freight and warehousing, human resources, information systems, manufacturing, marketing, procurement, product development and sales.

Leadership Development

Our leadership development strategy is to grow our next generation of leaders through a variety of programs and initiatives. Whirlpool offers more than 10 leadership development courses within our four leadership categories for employees at different levels within the organization—Leading Myself, Leading Others, Leading Platforms and Businesses, and Leading the Whirlpool Enterprise. Leading Myself is a training program for individual contributors and people new to leading others. Leading Others is designed for those who lead others and project teams. Leading Platforms and Businesses was created for leaders with profit loss accountability or other significant Whirlpool Corporation assets. Leading the Whirlpool Enterprise is for senior leaders who are responsible for enterprise-wide decisions.

REWARD AND RECOGNITION

Whirlpool Corporation is a high-performing company that succeeds through our talented and engaged workforce. To support our business strategy, we employ progressive compensation, benefits and rewards practices designed to attract, motivate and retain top performers.

Our compensation structure is designed to include competitive base pay and performance-based incentive pay, with the goal of providing more opportunities for

above-average market compensation and career development to employees who consistently deliver very strong or extraordinary results.

The six programs of our recognition framework can be used to recognize employees throughout the year in different ways, such as informal day-to-day, career achievement, above and beyond performance, spot awards and Chairman's W Awards. Each program is designed to encourage and reward behaviors, contributions and achievements that support our core values and business objectives.

The Chairman's W Award is the company's highest employee honor. It annually recognizes employees and teams for excellence in areas such as customer quality, innovation, leadership, social responsibility and value creation.

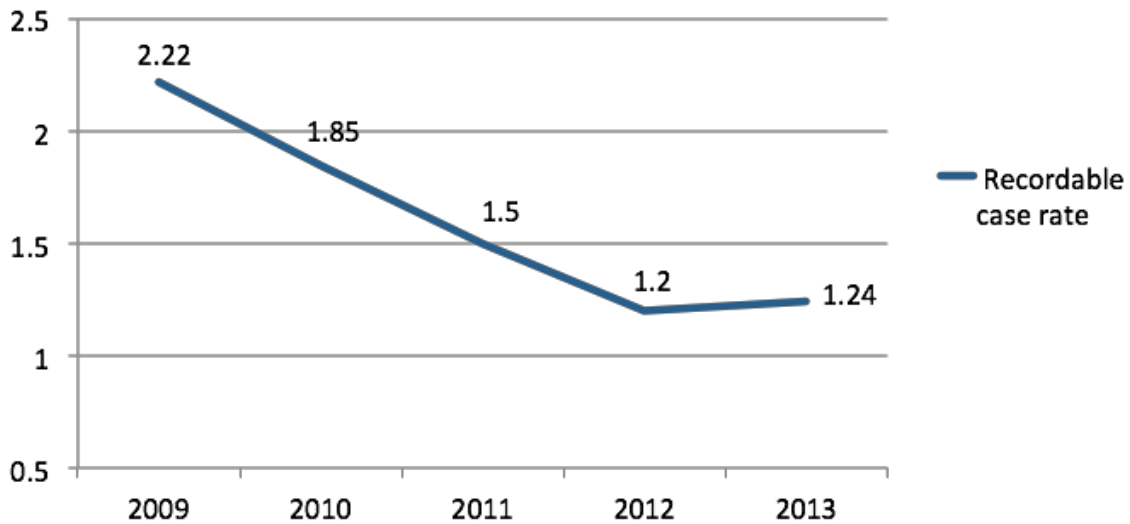
HEALTH AND SAFETY

At Whirlpool Corporation, the health of our employees and their families is crucial to our success. Our mission is to engage employees and their family members in their own health, wealth and well-being; to keep employees healthy; and, in the event they become injured or ill, return them to good health.

Based on our global population, we offer a range of competitive benefit programs unique to the countries in which we operate that are aligned with all state and local regulations. Some examples include:

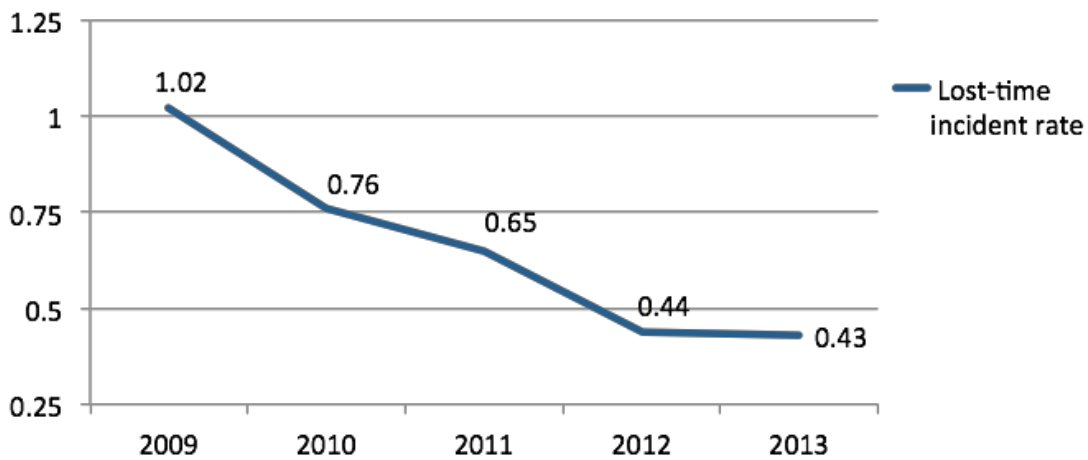
- Onsite health coaches, pharmacists and counselors to meet one-on-one with employees to help them meet their health goals
- Worksite wellness initiatives (onsite biometric screenings, flu shots, walking programs, cooking demonstrations and workshops on health topics, etc.)
- Annual health assessments
- Lifestyle and disease management programs
- Fitness incentives
- Financial security benefits, including a 401(k) plan with company match for U.S. employees
- Flexible working arrangements
- Paid personal days, vacation days and holidays

Recordable Case Rate: Recordable incidents



(U.S. Occupational Safety and Health Administration) x 200,000 hours/total hours worked

Lost-Time Incident Rate: Lost-Time incidents



(U.S. Occupational Safety and Health Administration) x 200,000 hours/total hours worked