



Plastics Footprint

- Forest Footprint
- Carbon Footprint
- Water Footprint

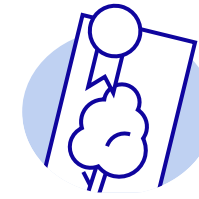
2019 Performance

Throughout 2019 we focused on refining and establishing our new waste ambition and 2030 goals, while making progress against our existing commitments.

The year also marked our first full-year participation in the UK Plastics Pact, a trailblazing, collaborative effort between industry, NGOs and the UK government to tackle the problem of plastic waste and create a circular economy. Our involvement helped inspire our 2025 commitments to utilize an average of 20% recycled content across all our plastic packaging and to make 100% of our packaging reusable, recyclable or compostable.

We made progress on our 2022 goal of sourcing only recycled fiber or virgin fiber from certified suppliers for our fiber-based packaging, achieving a 99% rate in 2019.

We were also able to divert 26,300 MT of product and packaging waste to value-adding alternatives. While we are not currently on pace to achieve our target of 150,000 MT by 2022, we believe that our new goals focused on reducing plastic and packaging waste will help us to drive more meaningful change.



99%
fiber-based packaging from virgin fiber certified suppliers or recycled fiber



26,300 MT
of product and packaging waste diverted to value-adding alternatives



Operational Waste and Zero Waste to Landfill

In 2019 we continued our strong focus on eliminating waste from our day-to-day operations and were able to divert 96% of operational waste from landfills to higher value alternatives.

By 2022, we intend to achieve zero waste to landfill across all of our operations, including manufacturing facilities, offices, warehouses and distribution centers.

We're focusing on the top ten largest waste streams we currently send to landfill each year and are supporting regional and mill teams in diverting smaller streams. At our facilities, we're creating waste inventories that document the quantities, consistency, location and visual management of each waste stream, a process that helps identify opportunities and prepare a glidepath for hard-to-divert waste streams.



* We calculate landfill diversion using the most recent three months of data.





Plastics Footprint

- Forest Footprint
- Carbon Footprint
- Water Footprint

Brand-Driven Waste Reduction Initiatives

Some of Kimberly-Clark's most inventive and impactful waste-reduction efforts in 2019 were launched by our brands around the world.

- **Huggies Tiniest Footprint campaign:** In the United Kingdom, our Huggies brand conducted an LCA to assess the environmental impact of baby wipes. The brand announced plans to completely phase out plastic from its baby wipes line by 2025 and to make its packaging recyclable in home recycling bins. In 2019 alone, the brand removed 15 tons of plastic from Huggies Extra Care wipes and curtailed the use of inner plastic bags in its 12- and 18-pack

boxes, which saves 43 tons of plastic annually. The brand also began labeling all baby wipes with their natural fiber and plastic content ahead of regulatory requirements.

- **Huggies explores plant-based plastics:** Huggies North America introduced Huggies Special Delivery, the first diaper that incorporates plant-based materials (23% by weight) in its liner and waistband.
- **Materials reuse in Latin America:** In Latin America, Kimberly-Clark launched a partnership between its professional and consumer businesses to divert used stretch wrap film waste from our Tocancipa, Colombia mill to one of our packaging suppliers. The material is now reused as plastic film packaging for our products, replacing 30% of virgin plastic film packaging with post-consumer recycled content.
- **Inclusive recycling in Sao Paulo:** Kimberly-Clark began working with the Inclusive Waste Recycling Consortium (iWrc) to develop a socially responsible program focused on improving the lives of waste-picker cooperatives in Sao Paulo, Brazil – teaching management, networking, and technology skills to improve personal outcomes while connecting us with the socially responsible materials they're producing.
- **Renewable polyethylene packaging in Brazil:** Our Neve Tissue brand in Brazil expanded its program to replace fossil fuel-based plastic content with renewable polyethylene packaging produced from sugarcane.

