



Whirlpool Corporate Narrative

Sharing our company vision to be the best kitchen and laundry company, in constant pursuit of improving life at home.



Supporting Our Vision in Storytelling

At Whirlpool Corporation, our vision is to be the best kitchen and laundry company, in constant pursuit of improving life at home.

To share this vision, it is important that we have a consistent and compelling way to talk about who we are and what we stand for. The following narrative offers a storytelling structure to describe how we are pursuing our vision and why we believe we can achieve it.

Thank you for sharing our company's story and bringing this narrative to life.





The Narrative

SHARING OUR STORY

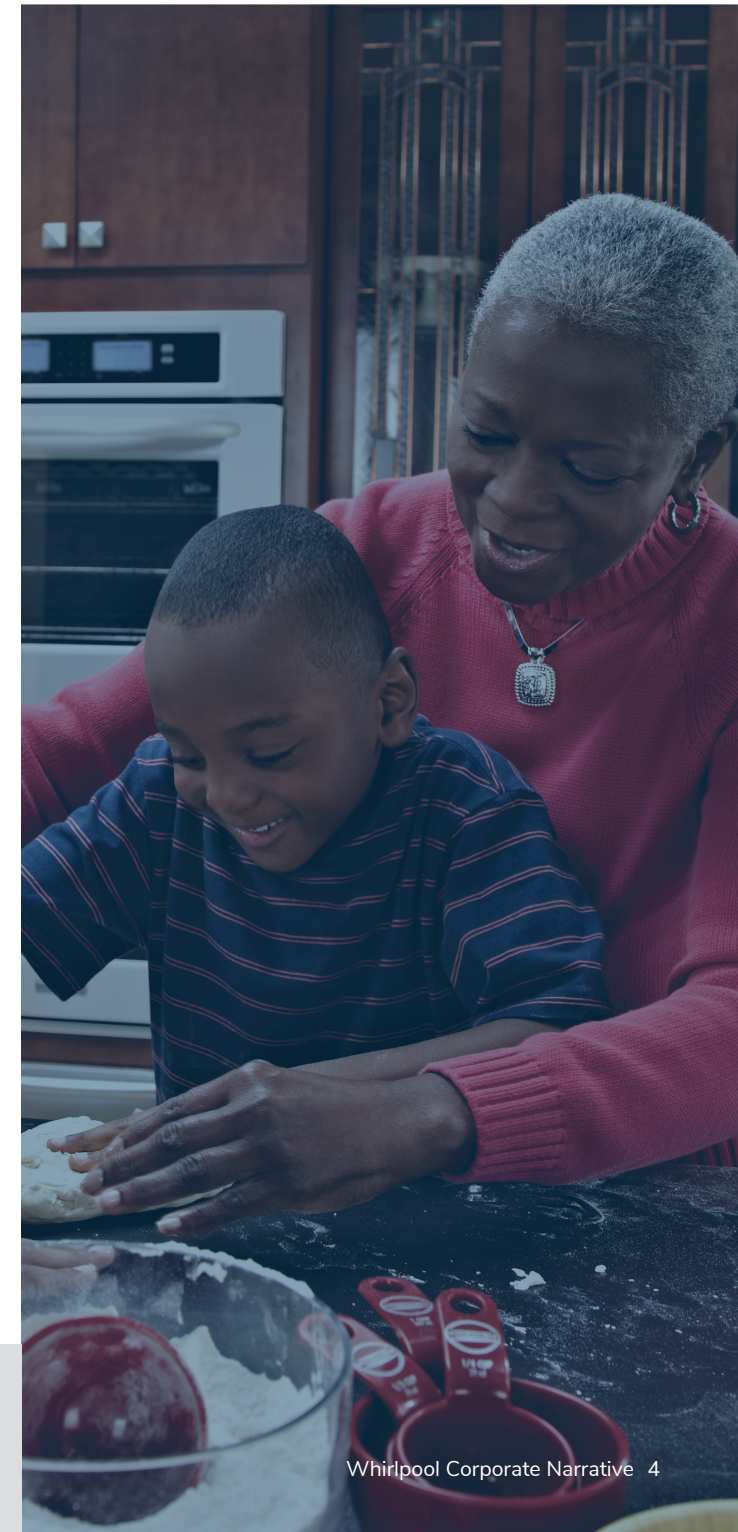
5 Box Structure

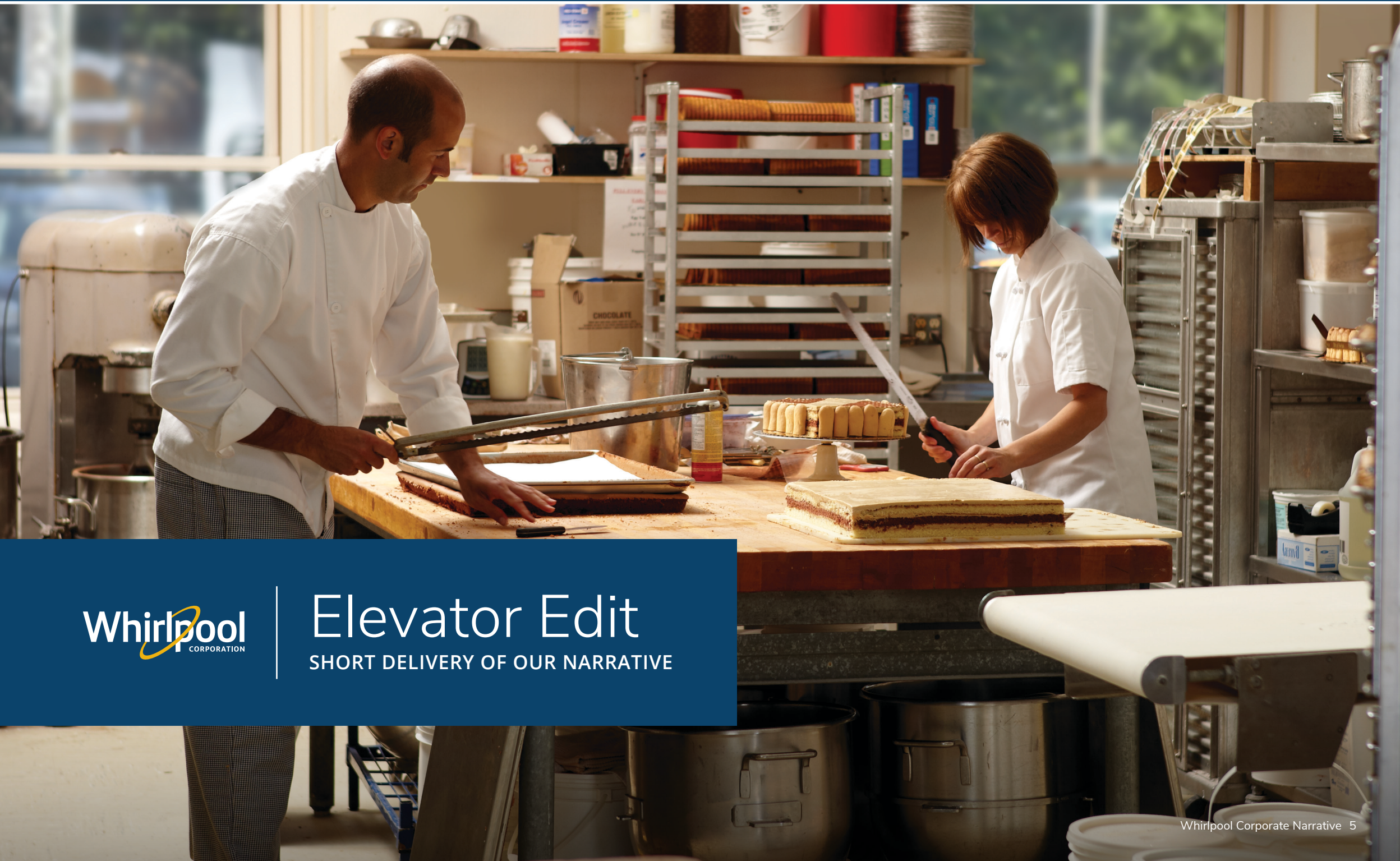
FRAMEWORK FOR SHARING OUR NARRATIVE

- 1 OUR VISION**
What differentiates Whirlpool Corporation and our purpose
- 2 OUR WORLD TODAY**
The social / economic / environmental context Whirlpool Corporation is responding to as the industry leader
- 3 OUR STRATEGIC APPROACH**
The action we're taking today
- 4 OUR VALUES**
How enduring values underpin our strategy
- 5 SUM UP**
A reminder of why Whirlpool Corporation exists and its vision



Though the narrative core should remain consistent, personalizing it to reflect your own experiences is key to bringing it to life.





Elevator Edit

SHORT DELIVERY OF OUR NARRATIVE

Elevator Edit

SHORT, EASY WAY TO ARTICULATE OUR NARRATIVE

1

OUR VISION

At Whirlpool, our vision is to be the world's best kitchen and laundry company, in constant pursuit of improving life at home.

2

OUR WORLD TODAY

Why is this vision important? Because everyone needs a comfortable, nurturing place to live. And it's reliable, quality appliances that keep these homes running.

3

OUR STRATEGIC APPROACH

Life at home has been at the heart of our business for 110 years — it is why we exist and why we are passionate about what we do. That's why consumers trust our brands. We never take that for granted and we work everyday to earn that trust by:

1. Continually evolving and innovating for our consumers
2. Helping our environment and communities thrive
3. Nurturing our talent to bring out the best ideas

4

OUR VALUES

Beginning with our founders to the everyday actions of our people, our values have always kept us grounded: **Integrity, Respect, Inclusion & Diversity, One Whirlpool, Spirit of Winning.**

5

SUM UP

Everything we do at Whirlpool matters as we are committed to being the best kitchen and laundry company, in constant pursuit of improving life at home.





Long Form

OUR DEEPER NARRATIVE IN DETAIL

Our Vision

At Whirlpool Corporation, our vision is to be the world's best kitchen and laundry company, in constant pursuit of improving life at home. This vision has never been more important.

Life at home has been at the heart of our business for 110 years — it is why we exist and why we love what we do. We are experts in helping people achieve a comfortable, nurturing home. It's in our DNA. We create industry-leading products and services that people count on every day and year after year. Products that help families take care of their loved ones. Products that help people cook healthy meals, maintain food freshness, and clean efficiently and effectively. We know the power of an appliance to keep real lives running, give people the time and freedom to play a positive role within their families and communities, and live their best life.

At Whirlpool Corporation, we innovate based on what families and households really want and need. We put exceptional quality, functionality and reliability first.

There's no one like us. We have many brands, each addressing different lifestyles around the globe. We give our consumers the best products and services for what they need to improve their life.

That also means we know how to take care of our consumers' many different needs in the home. And we constantly evolve with our consumers. Plus, we've been doing this for over a century and can take whatever life throws at us — always delivering for our consumers through thick and thin.

We are often the largest employer in the communities in which we operate. We don't take that responsibility lightly. Supporting and helping to improve our local communities is what we have been known for since we were founded in Michigan in 1911. We are a company of family-owned businesses and our communities are our family.

Our long-term commitment to leading the industry as an environmentally sustainable and adaptable enterprise will never waiver — a promise that began over 50 years ago when former Whirlpool Corporation CEO Elisha "Bud" Gray wrote his "Letter of Sustainability" to shareholders.



Our World Today

Why is our vision to improve life at home so important?

It doesn't matter who you are or where you are; a comfortable, nurturing place to live is essential. Our home is often our anchor in everyday life and where we begin to build our lives and a better future. No two homes are the same, but for each of us, our home means a lot.

The outside world can feel challenging and uncertain. When your home is your haven, you want to know that you can count on what's in it — to take care of your needs and help you care for your loved ones.

With that in mind, it's the innovations that provide us this comfort and fit into our everyday lives that truly matter. And it's why we create reliable, quality appliances that keep homes running and why people trust and love our brands.

When we think about a comfortable and nurturing place to live, we not only rely on our homes, but also our communities and our environment. All of us — government, society and businesses — have a crucial role to play in improving life at home.



Our Strategic Approach

IMPROVING LIFE AT HOME IN 3 IMPORTANT WAYS

1

Continually evolving to take care of our consumers:

- Delivering the best, innovative products that matter to our consumers.
- Understanding what our consumers truly need and want. Helping them with services that make the most of our products.
- Reimagining the consumer experience through advanced technology.
- Making every part of our business count for our consumers.

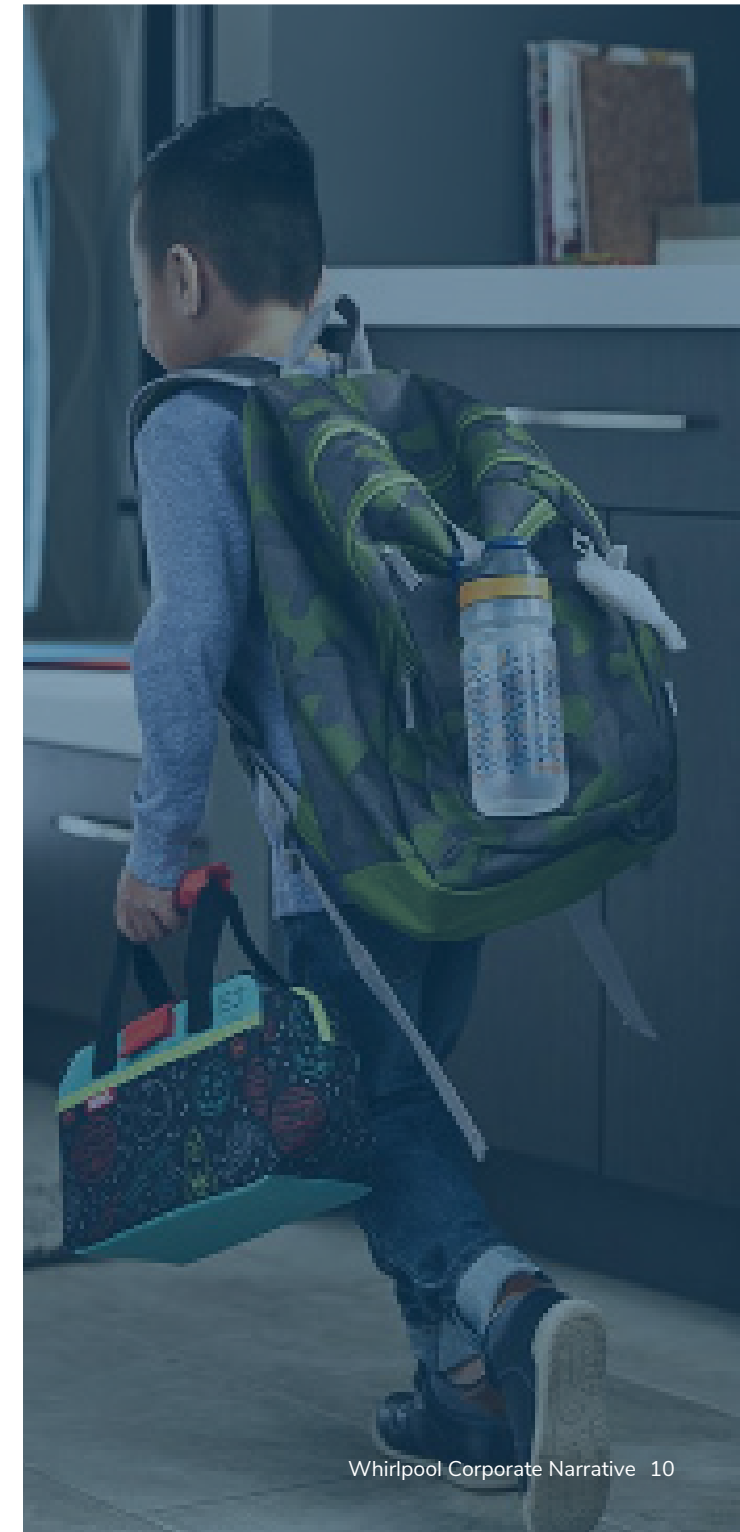
2

Making a real, positive difference in our communities and the environment by building strong foundations and unlocking potential:

- **House:** A comfortable, nurturing place to live where individuals and families can make healthy choices and build their best future.
- **Home:** Resilient, thriving and sustainable communities through education and neighborhood development.

3

Nurturing the unrivaled workforce at Whirlpool. Making sure each individual feels truly at home within the four walls of our business so they can bring out their best.



Our Values

Our values are the driving force behind everything we do and they were with us from the very beginning. They are the heart of our success. They guide how we lead and run our business and keep us grounded as we work to serve and achieve our vision.

1

INTEGRITY

There is no right way to do a wrong thing.

2

RESPECT

We do our best work when we trust one another as individuals, where we welcome and value the contributions of every employee.

3

INCLUSION & DIVERSITY

We value diverse people, thoughts and ideas and these differences help us to create value. Inclusion allows everyone to contribute to their fullest potential.

4

ONE WHIRLPOOL

There is no “they” within Whirlpool Corporation. Teamwork helps solve the biggest problems and makes our business thrive.

5

SPIRIT OF WINNING

We play to win and be the best for our consumers, shareholders, employees and other stakeholders.



Sum Up

For 110 years, life at home has always been at the heart of our business.

It doesn't matter who you are or where you live, a comfortable, nurturing home is essential for everyone.

That's why we innovate for homes and people with real needs — reaching many countries around the world through our unrivaled brands.

It's also why we work every day to achieve our vision — to be the world's leading kitchen and laundry appliance company, in constant pursuit of improving life at home.





Personalization

BRINGING OUR NARRATIVE TO LIFE

Personalizing the Narrative

FLEXIBILITY WITHIN A FRAMEWORK

Though the narrative core should remain consistent, personalization is important for you to effectively own and deliver it. Feel free to inject the narrative with your own personal experience, emotion and anecdotes at the appropriate junctures to bring the narrative to life.



Personalizing the Narrative

1

OUR VISION

Build in relevant market proof points and personal anecdotes offering powerful and persuasive evidence of Whirlpool innovating based on real need — with quality, functionality and reliability in the forefront.

2

OUR WORLD TODAY

Consider the external environment and the context of the world in which we reside and influence. Share your vantage point and how you have seen Whirlpool make an impact.

3

OUR STRATEGIC APPROACH

This should remain broadly consistent but can be strengthened with market relevant proof points and personal anecdotes that bring to life how Whirlpool is working hard to exceed consumer demands, improve life and nurture talent.

4

OUR VALUES

The essence of how our values guide our behaviors and keep our business grounded should remain the same. Bring these to life with relevant anecdotes illustrating how the company lives up to its values.

5

SUM UP

Reinforce Whirlpool's vision, which should remain unchanged.





Proof Points

Whirlpool CORPORATION

Whirlpool®

KitchenAid®

MAYTAG®

i INDESIT

AMANA®

Hotpoint*

Bauknecht

JENN AIR®

*Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas.