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4. PERSONAL & HOUSEHOLD GOODS SECTOR ANALYSIS

COVALENCE ETHICAL RANKING

The table below presents Covalence Ethical Ranking for 32 companies in the Personal & Household Goods sector, with data spanning the 2002-2009 period. The ranking combines the EthicalQuote (measure of popularity) and the scores calculated in each criteria group (measure of diversified performance). The ranking is calculated using Covalence's complete universe (541 companies within 18 sectors).

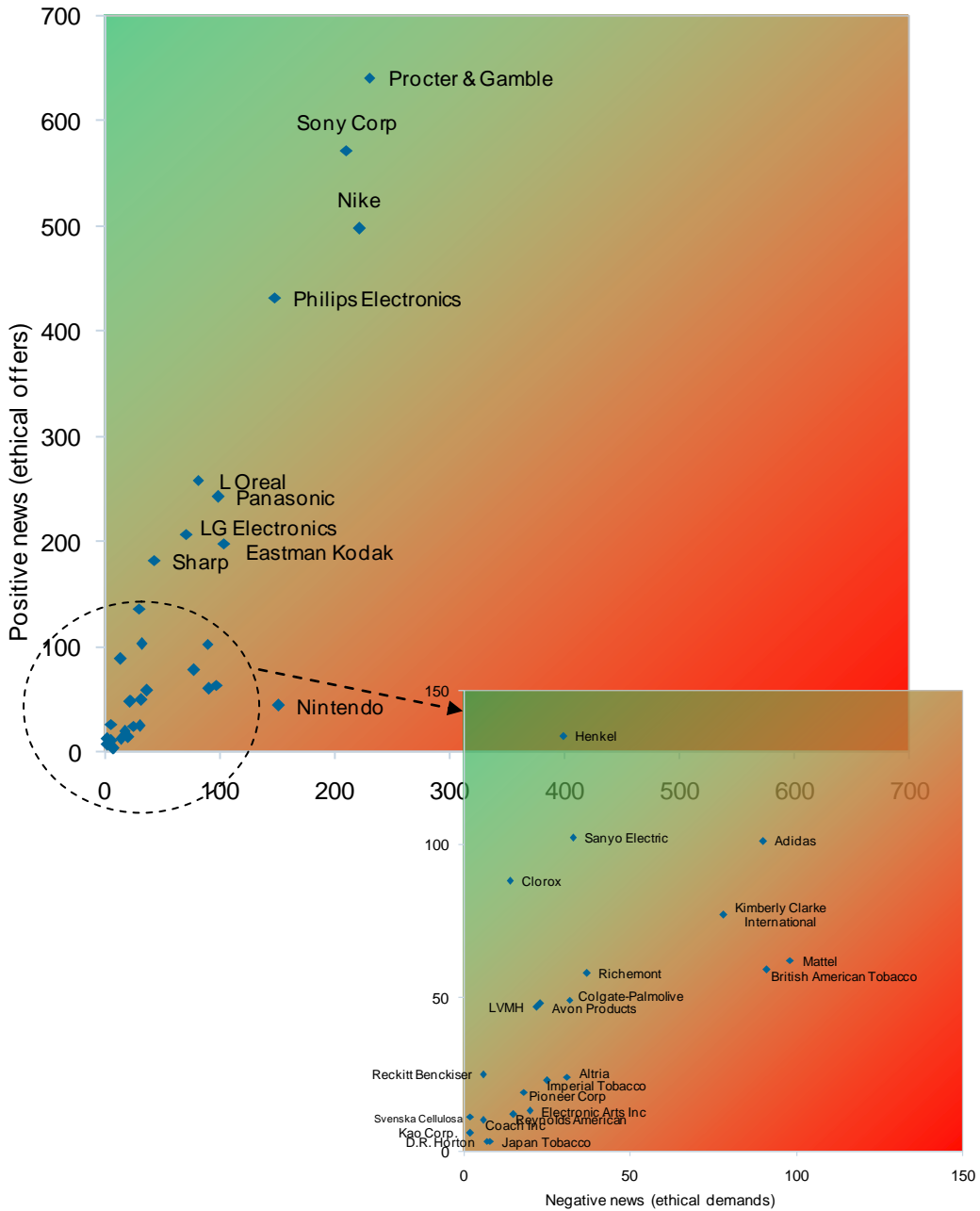
On 28.02.2009 Procter & Gamble is leading (#14 across 18 sectors and 541 companies), ahead of Sony Corp (#16) and Philips Electronics (#37), while Mattel (#511), D.R. Horton (#513), and Japan Tobacco (#522) occupy the last positions.

Covalence Ethical Ranking across sectors	Covalence Ethical Ranking in Sector	Company
14	1	Procter & Gamble
16	2	Sony Corp
37	3	Philips Electronics
60	4	Nike
61	5	Henkel
79	6	L Oreal
99	7	Panasonic
100	8	LG Electronics
104	9	Sharp
106	10	Clorox
118	11	Eastman Kodak
175	12	Sanyo Electric
224	13	Avon Products
255	14	LVMH
263	15	Colgate-Palmolive
280	16	Reckitt Benckiser
291	17	Richemont
322	18	Adidas
348	19	Kimberly Clarke International
362	20	Svenska Cellulosa
375	21	Kao Corp.
390	22	Imperial Tobacco
419	23	Electronic Arts Inc
457	24	Coach Inc
468	25	Pioneer Corp
502	26	Reynolds American
504	27	Nintendo
507	28	British American Tobacco
510	29	Altria
511	30	Mattel
513	31	D.R. Horton
522	32	Japan Tobacco

COMPANIES IN BI-DIMENSIONAL SPACE – HISTORY

Below, companies have been placed in a bi-dimensional space according to the quantity of positive news (offers), on the vertical axis and to the quantity of negative news (demands) on the horizontal axis. The chart represents raw quantity of news items without applying the erosion factor and ethical rate. This chart covers full history: 2002-2009.

Personal & Household Goods sector: positive and negative news, 2002-2009



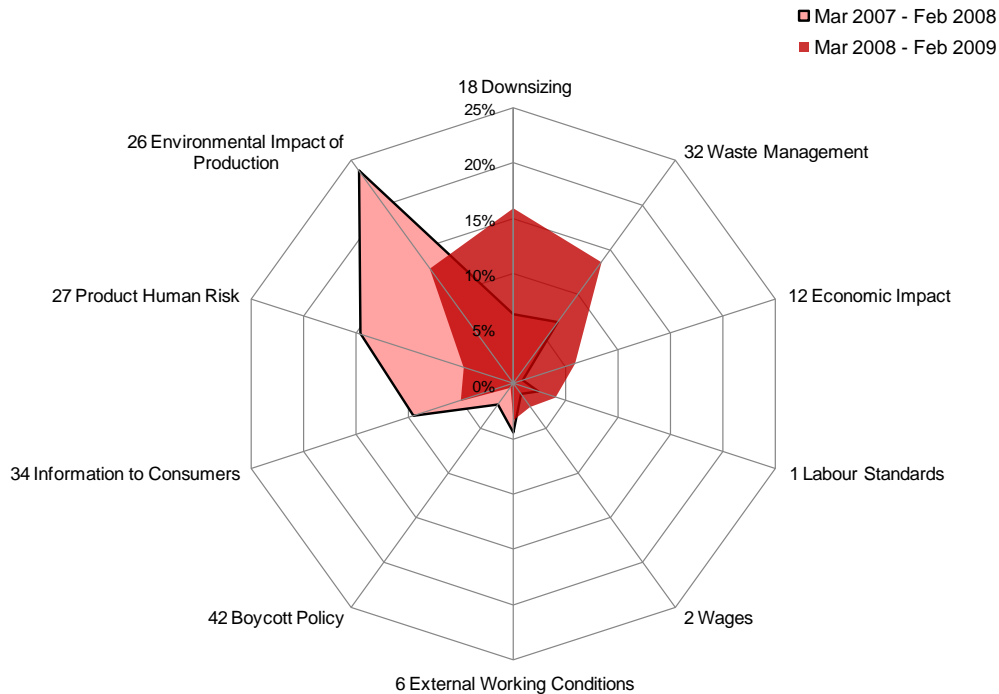
A positive correlation can be observed between the two dimensions of the chart: positive and negative news (see comment page 10).

Richemont, Kimberly Clarke and Adidas, showing balanced amounts of news, perfectly illustrate this frequently observed correlation. Procter & Gamble, Sony Corp., Nike and Philips Electronic manage to show a strong majority of positives, while Mattel, British American Tobacco and Nintendo evolve in the red zone.

EVOLUTION OF CRITERIA WEIGHT WITHIN NEGATIVE NEWS

The following chart highlights criteria that have gained or lost importance during last year for the Personal & Household Goods sector within negative news.

Personal & Household Goods sector: changes within negative news last year (Mar 2008 - Feb 2009)



Criteria gaining weight within negative news in 2008 were: 18. *Downsizing*, 32. *Waste Management*, 12. *Economic Impact*, 1. *Labour Standards* and 2. *Wages*. The current economic and job context explains the weight shift in favor of 'socially' oriented criteria.

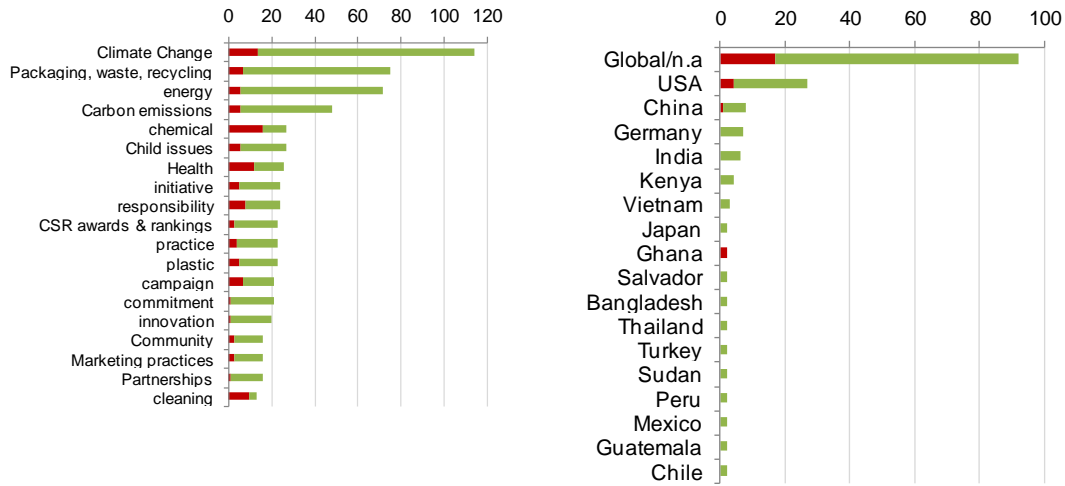
Major negative issues & keywords registered for the Personal & Household Goods sector in the Mar 2008 - Feb 2009 period were: Climate Change; Greenpeace; product; Packaging, waste, recycling; electronics; chemical; CSR awards & rankings; Job cuts/creations; Legal issues; energy.

id	Criteria	Change	Mar 2007 - Feb 2008	Mar 2008 - Feb 2009
18	Down sizing	10%	6%	16%
32	Waste Management	7%	7%	14%
12	Economic Impact	5%	1%	6%
1	Labour Standards	2%	2%	4%
2	Wages	1%	1%	3%
6	External Working Conditions	-1%	4%	3%
42	Boycott Policy	-2%	2%	0%
34	Information to Consumers	-5%	10%	5%
27	Product Human Risk	-10%	15%	5%
26	Environmental Impact of Pro	-11%	24%	13%

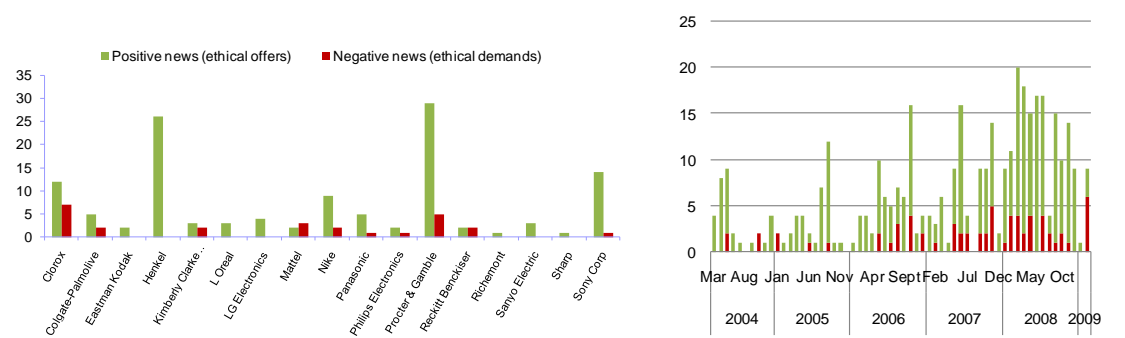
WATER

The charts below express the frequency of sub-issues and keywords registered regarding Water, as well as quantities of news items by Countries of action, by Companies, and a historical perspective.

Water: sub-issues & keywords **Countries of action**



Water: Companies, Mar 2008 - Feb 2009 **History 2004-2009**



The water issue has continued to gain importance ('history 2004-2009' chart) in 2008 as an important topic of environment and resources conservation.

Waste and recycling were central to the issue in both product and production impacts.

The most active companies on the issue were Henkel and Procter & Gamble. Henkel with a well echoed 2007 sustainability report and water usage reduction achieved an impressive performance here.

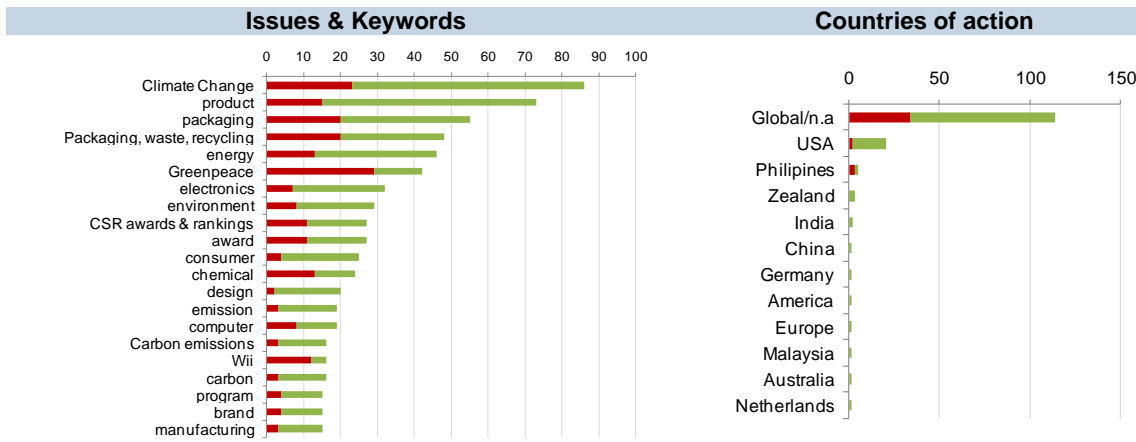
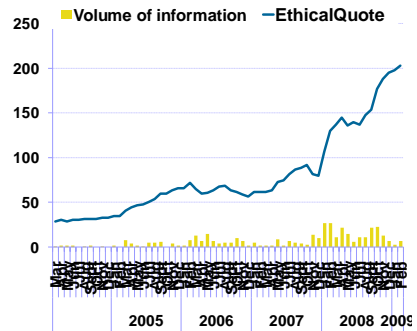
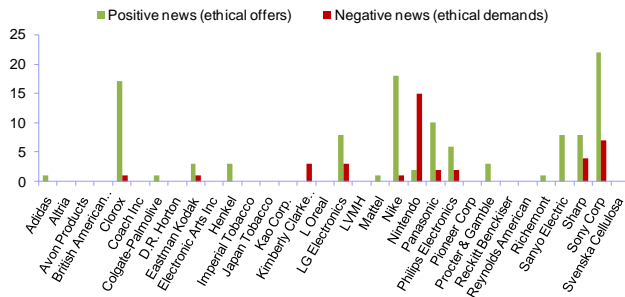
Procter & Gamble received good coverage thanks to its drinking water program and cool water laundry product.

31. Product Environmental Risk

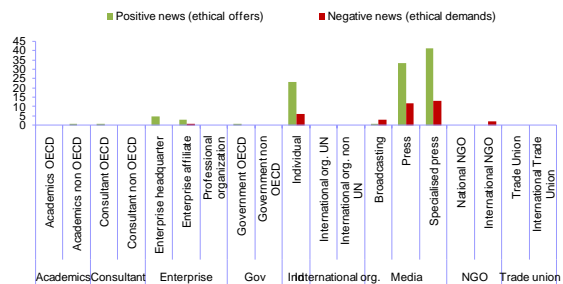
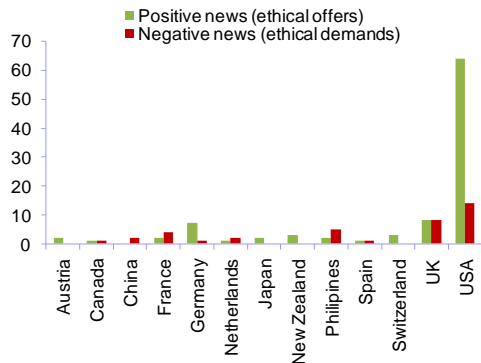
Criteria	Issues & Keywords	Scores	% total	Trend	
31. Product Environmental Risk	Climate Change, product, packaging, Packaging, waste, recycling, energy, Greenpeace, electronics, environment, CSR awards & rankings, award	Positives	112	9%	Future ↑
		Negatives	39	6%	Present ↑
		EQuote/vol	73/151 (48%)	Past ↑	

Criteria 31. Product Environmental Risk reflects communications found about a product or service described to be risky to nature, the environment and biodiversity by itself or by its implications. It also reflects measures taken by companies to minimize such risks.

Companies	History
Personal & Household Goods sector: criteria 31. Product Environmental Risk, Mar 2008 - Feb 2009	Personal & Household Goods: EQuote and vol. on criteria 31, 2004-2009



Source countries	Source groups
Personal & Household Goods: criteria 31. by source countries, Mar 2008 - Feb 2009	Personal & Household Goods sector: criteria 31. Product Environmental Risk, Mar 2008 - Feb 2009



Media echo (Media / Other sources Ratio): 2

5. ANNEXES

Covalence Company and Methodology

Company

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Methodology

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Covalence Sector Reports are produced on a yearly basis. Price will be indicated upon request.

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Original data

Data used for producing this report is available upon request. Price depends on the quantity of information used.