Making great products even better.
This is a brief overview of Microban.

- **Microban Overview**: Who we are and what we do.

- **Microban Value Proposition**: How Microban creates value for its partners.

- **Microban Support**: How we help our partners.
MICROBAN OVERVIEW
Microban is the world’s leading provider of safe, durable and effective built-in antimicrobial solutions.

**Microban Americas**
- Charlotte, USA
- Montreal, Canada
- Sao Paulo, Brazil

**Microban Europe**
- Cannock, U.K.
- Frankfurt, Germany
- Milan, Italy
- Barcelona, Spain

**Microban Asia Pacific**
- Bangkok, Thailand
- Shenzhen, China
Microban supports customers on a regional level with local manufacturing and export of its additive systems, and is expanding its manufacturing base to Asia.

**North America**
- Charlotte, USA (Polymers & Formulations)
- Export to EU, Central & South America, and Asia (Polymers & Formulations)

**Europe**
- Midlands, U.K. (Polymers)

**Asia Pacific**
- Hong Kong – Warehouse (Polymers & Formulations)
- Shenzhen, China (Polymers)
Consumer concern remains high with over 65% concerned with their daily exposure to microbes, such as stain and odor causing bacteria.

Question: How concerned are you about the day-to-day risks you face from exposure to microbes?
Consumers Want More Antimicrobial Products

Demand for antimicrobial products continues to grow with over 70% using over 6+ products and 40% of those consumers using 11+, versus only 24% in 2006.

Source: Gallup 2008
Microban Value Proposition

We help our partners strengthen their businesses by creating a valuable point-of-differentiation for their products through a compelling ingredient brand.

For companies trying to strengthen their businesses and address core business challenges.

Microban represents an alternative business strategy that brings value by providing a compelling and enduring point of product differentiation …

And we do this by providing a complete ingredient brand solution including:

- The leading antimicrobial brand
- Innovative technical solutions
- Patent protection (when available)
- Regulatory support
- Ingredient branding marketing expertise
Microban is privileged to help these and other industry-leading companies around the world improve and differentiate their products.
MICROBAN VALUE PROPOSITION
Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.

Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.
Microban Protection Benefits

Microban antimicrobial protection helps prevent the growth of odor causing bacteria providing three key consumer benefits.

- **Cleaner** - Works continuously for an added level of cleanliness protection.

- **Fresher** - 24/7 odor control for added peace of mind.

- **Longer** - Reduces energy consumption by keeping textiles fresher for longer and decreasing the need for frequent launderings.
Microban Value Creation

Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.

The Microban® brand is a recognized and trusted brand that provides an enduring point of differentiation.

Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.
Brand Awareness – Gallup Poll

Source: Gallup 2008
Microban offers a relatively inexpensive alternative business strategy to companies seeking to grow and defend their businesses in a competitive marketplace.

- **Microban** antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.

  - An ingredient branding strategy is an alternative to traditional market strategy tools.
  - The Microban® brand is a recognized and trusted brand that provides an enduring point of differentiation.
  - Microban antimicrobial technology provides a compelling consumer benefit; inhibiting the growth of damaging microbes.
Market Share Strategy

Companies can pursue various strategies within each improvement area, of which one is to utilize an ingredient brand.

<table>
<thead>
<tr>
<th>Core Business Improvement Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimize Pricing</td>
</tr>
</tbody>
</table>

Gain Market Share Strategies
- Lower price
- Launch line extensions
- Increase advertising / awareness
- Improve product
- Etc.

- Leverage an ingredient brand
Leveraging an ingredient brand can be a very low cost, low risk, high impact strategy.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Typical Challenges</th>
</tr>
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<tbody>
<tr>
<td>Lower Price</td>
<td>- Reduced profit</td>
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<tr>
<td></td>
<td>- Easy to copy</td>
</tr>
<tr>
<td>Line Extension</td>
<td>- Development costs</td>
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<tr>
<td></td>
<td>- Intro costs - slotting</td>
</tr>
<tr>
<td>Increase Advertising</td>
<td>- Very expensive</td>
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<tr>
<td></td>
<td>- Usually temporary</td>
</tr>
<tr>
<td>Improve Product</td>
<td>- Development costs</td>
</tr>
<tr>
<td></td>
<td>- Market risks</td>
</tr>
</tbody>
</table>

- **Leverage Ingredient brand**

- **Cost / Risk**
- **Benefit**
  - Lower Price
  - Improve Product
  - Launch Line Extension
  - Increase Advertising

- **Illustrative**
When aligned with the host brand’s market position, the Microban brand can help partners achieve core market strategies for growth.

<table>
<thead>
<tr>
<th>Market Position</th>
<th>Pricing Leverage</th>
<th>Market Share</th>
<th>Product Mix</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category Leader</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#2 or #3 Brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>#4 ≥ or New Entrant</td>
<td></td>
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</table>
Case Study: Koala Kare

Launched Koala Kare baby changing stations with Microban antimicrobial protection as a point of difference to defend market share.

Primary Objective
• Defend market share leadership position and address a key patron concern.

Action
• Launched Koala baby changing stations with Microban antimicrobial protection

Results
• Extremely well received by customers.
• Addressed key patron concern.
• Maintained market leadership position.
Case Study: Rubbermaid Commercial

Rubbermaid Commercial high chairs with Microban antimicrobial protection provided a unique and compelling point of difference from primary competitors in wooden high chairs.

Primary Objective
• Obtain more support from distribution network in market dominated by wooden high chairs.

Action
• Launched Rubbermaid Commercial Sturdy Chair™ with Microban antimicrobial protection to address patron concerns about microbes when using restaurant high chairs.

Results
• Gained more distribution for Sturdy Chair™.
• Stole market share from wooden chair manufacturers.
MICROBAN SUPPORT
Microban provides a turnkey, ingredient branding solution, that ranges from a technical solution through the use of the Microban brand.
Technical Support

Microban provides industry-leading technical services to ensure that partners get a customized technical solution that best meets their unique product.

- Expert research and development – dedicated staff of engineers, microbiologists and analytical chemists.
- The only antimicrobial solutions provider that offers over 20 different antimicrobial technologies under a single umbrella brand.
- One of the most advanced antimicrobial laboratories in the world.
  - Bacterial and fungal microbiology laboratories on-site.
  - Capacity to manage all of our partners’ testing needs. Microban micro lab completes over 20,000 tests annually.
  - Privileged to be conducting cutting edge antimicrobial product development for the Department of Defense.
Patent Protection

With one of the strongest antimicrobial patent positions in the world, Microban helps its partners create competitive barriers where possible.

- 163 patent applications and 42 issued patents protecting the use of Microban® antimicrobials in various end products help provide effective barriers to entry by your competitors.
- In-house patent attorney surveys patent landscape at the outset of the project to determine areas of opportunity for patent protection.
  - Protects our partners from infringing on 3rd party’s rights as well.
- Proactive patent stance enables us to preserve our partner’s exclusivity and provide market leverage.
Regulatory Support

Microban regulatory helps partners quickly secure the necessary approvals to hasten product launches, and ensures aggressive claim compliance.

- In-house VP, Regulatory Affairs with over 20 years of regulatory and toxicology experience provides partners with unmatched expertise.
- Former EPA Director is a member of the Microban Board who provides on-going advice.
- Washington & Brussels – based regulatory consulting / law firms support Microban and its partners on a regular basis.
- Experience working with international regulatory authorities to ensure compliance on a global basis.
  - US - EPA, FDA - EU - ECB
  - Canada – PMRA - Australia - AVMPA
  - Mexico – Cicoplafest - UK – HSE
- Facilitate third part approvals with agencies such as NSF and UL.
Partner Marketing

Microban Marketing team works closely with partners to help them effectively communicate and leverage the Microban® brand.

- Regularly complete and share market research to help partners make informed marketing decisions.
- Provide claim development support to ensure compliant and compelling product claims.
- Share partner “Best Marketing Practices” using the Microban brand and syndicate non-proprietary learning to partners.
- Assist partners in:
  - Development of packaging, promotion materials, collateral and advertising materials.
  - Preparation for trade shows, sales conference, press conferences, retailer presentations, etc.
The Microban® brand is a consumer trustmark delivering safe, durable and effective built-in antimicrobial protection that consumers recognize and trust.

- Microban is the brand leader in built-in antimicrobial product protection.
  - 41% aided awareness in the U.S., compared with 15% for the next highest brand.

- One of the leading “ingredient brands” in the U.S.: Microban 41%, Lycra 39%, Nutrasweet 85%.

- The Microban brand is featured on over 750 products around the world.

- Our ongoing quality assurance program ensures that your products are consistently delivering the antimicrobial efficacy we together promise to the consumer.
MICROBAN PARTNERSHIP PROCESS
Microban Partnership Process

Our process allows partners to quickly evaluate whether a partnership with Microban is right for their business.

<table>
<thead>
<tr>
<th>Step 1: Establish Program Requirements</th>
<th>Step 2: Cost Analysis</th>
<th>Step 3: Term Sheet</th>
<th>Step 4: Product Trials</th>
<th>Step 5: Final Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>We define performance parameters</td>
<td>We work with you</td>
<td>We agree to terms</td>
<td>We provide samples</td>
<td>We conclude a</td>
</tr>
<tr>
<td>(efficacy and durability required)</td>
<td>to determine what</td>
<td>of our business</td>
<td>and treatment</td>
<td>partnership agreement</td>
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<tr>
<td>and collect information about product</td>
<td>products/parts to</td>
<td>relationship early</td>
<td>instructions to</td>
<td>that reflects the</td>
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<tr>
<td>usage and processing conditions.</td>
<td>treat, provide</td>
<td>in the process to</td>
<td>your vendors and</td>
<td>business terms</td>
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<td>treatment</td>
<td>ensure expectations</td>
<td>test their resultant</td>
<td>agreed to in the</td>
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<td>recommendations,</td>
<td>are aligned</td>
<td>trial products</td>
<td>Term Sheet and</td>
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<td>and calculate a</td>
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<td>against the pre-</td>
<td>affords equitable</td>
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<td></td>
<td>ballpark per unit</td>
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<td>established</td>
<td>protections to both</td>
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<tr>
<td></td>
<td>cost for your</td>
<td></td>
<td>program requirements</td>
<td>parties</td>
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<td></td>
<td>consideration.</td>
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Marketing and Regulatory Support

Throughout the process, Microban provides marketing and regulatory insight to ensure that partners are maximizing the value of the benefits we provide while staying well within regulatory guidelines.
MARKETING SUPPORT
Microban Marketing Support

- Claims Development
- Packaging Development
- Point of Sale Development
- Market Research
- Press Releases
- Sales Training
- Microban Website
- Microban Collateral
- Customer Specific Programs
- Website Development
Microban Partner Support – Packaging Development
Microban Partner Support – Point of Sale Development
Build every home ON A CLEAN FOUNDATION.

When you choose building materials with Microban® antimicrobial protection, you’re building your homes on a clean foundation.

Did you know? On an uncoated surface, microbes can double every 20 minutes.

BACTERIA IN THE HOME

Microbes and an ample food source make the kitchen and bathrooms in a home hotspots for the growth of bacteria. Immediate antimicrobial protection keeps products cleaner between cleanings by helping prevent the growth of bacteria that can cause odors, stains, and product deterioration. And because Microban® protection is built-in during the manufacturing process, it provides maximum protection that won’t wear off or wash away.

TODAY’S HOMEOWNERS are increasingly concerned about the presence of bacteria, such as bacteria, mold and mildew in their homes. Builders and architects are well positioned to help homeowners address these concerns by recommending materials that are resistant to the growth of microorganisms. Microban® antimicrobial protection is built into the building materials of many leading manufacturers to help prevent the growth of damaging bacteria, mold and mildew that can lead to product deterioration.
Microban Partner Support – Website Development
Microban Partner Support – Collateral Development

Get Microban® antimicrobial protection.
Keep clean.

Don't put microbes on display.

Bacteria and mold can thrive even in refrigerated environments. Several independent studies reported similar conclusions, despite proper refrigeration temperatures and regular cleaning. Over 65% of surfaces were contaminated with bacteria and fungal microorganisms.

Microban® antimicrobial protection is infused into Hussmann refrigeration units to inhibit the growth of bacteria, mold and mildew that can cause stains and odors on the surface of the unit. Microban technology is not designed to protect the contents of the refrigeration unit from foodborne pathogens or replace normal cleaning practices. Microban antimicrobial protection works 24/7 to keep your Hussmann refrigeration unit cleaner between cleanings for the lifetime of the unit.

Reduction in Total Bacterial Loading

Before Microban Antimicrobial Protection

After Microban Antimicrobial Protection

IN AN INDEPENDENT STUDY CONDUCTED BY LAW LABORATORIES
INDUSTRIAL SURFACES WITH MICROBAN®-ANTIMICROBIAL PROTECTION
SHOWED SIGNIFICANT LOG REDUCTIONS IN BACTERIAL GROWTH.

Hussmann®

NSF

All Microban® antimicrobial additives infused into Hussmann refrigeration units are approved for food and water contact surfaces and are NSF Listed.
Microban Partner Support – Customer Specific Programs

Developed a communication strategy for launch of Microban protection in Kenmore refrigerators.

- **Did you Know?**
  - Validated credible presence of microbes in refrigerators with a swab study conducted by recognized expert, Dr. Charles Gerba Ph.D, University of Arizona.

- **Make it personal**
  - Average American cleans their refrigerator how often? Conducted omnibus study to measure cleaning habits.

- **Sell the solution**
  - Look for Kenmore refrigerators with Microban antimicrobial protection.
Microban Partner Support – Training

Sales Force Training

- PowerPoint Presentations
- On-line Training
- Classroom Presentations
Microban Partner Advertising

Heavy spending by partners on print & broadcast media is also driving increased awareness of the Microban® brand.

- **BISSELL®** Healthy Home™ Vacuum
- **BISSELL®** PROHeat® 2X Deep Cleaner
- **Silestone Home Depot**