



Unilever

Unilever Pakistan Limited
Avari Plaza,
Fatima Jinnah Road,
Karachi - 75530

T: +92 - 21 - 35660062
F: +92 - 21 - 35681705
F: +92 - 21 - 35674968

February 15, 2011

→ The Secretary
Karachi Stock Exchange (Guarantee) Limited
Karachi.

By Hand & Fax
111 573 329

The Secretary
Lahore Stock Exchange (Guarantee) Limited
Lahore.

By Courier & Fax
042 111 441 441

The Secretary
Islamabad Stock Exchange (Guarantee) Limited
Islamabad.

By Courier & Fax
051 111 473 329

Dear Sirs,

UNILEVER PAKISTAN LIMITED
Financial Results for the year ended December 31, 2010

At its meeting held on February 14, 2011 at 14:30 Hrs at Karachi, our Board of Directors has approved the financial statements of the Company for the year 2010.

On top of factors like floods, low GDP growth, double digit inflation, deteriorating security environment and debilitating power cuts which impacted businesses in Pakistan in 2010, Unilever Pakistan also suffered due to rampant smuggling of tea. Despite this challenging environment, the Company registered a robust top-line growth of 17%. Turnover was fuelled by strong volume gains in Home and Personal Care, Ice Cream and Spreads. Impactful innovation, effective communication, bold market place activities and increased advertising contributed to impressive double digit growth.

Growth of the Tea business which represents 29.7% of our sales was affected by smuggling, as only half the 180,000 tons of tea consumed in Pakistan is officially imported. More alarmingly, the incentive to smuggle is growing with the sharp increase in raw tea prices in the international markets. Along with the Pakistan Tea Association, we have proposed to the government to reduce the combined impact of import duty and sales tax to bring smuggled tea into the official net. This will result in lower prices for consumers for whom tea is the drink of choice, assure the government of its current tax revenue, promote transparency and create a level playing field for legitimate operators. Improved controls over the movement of tea in transit to Afghanistan would help the matter to an extent, but is not in its self sufficient to curb smuggling.