



HEALTH • HYGIENE • HOME

RB Acquires Brazilian condom and lubricant business

Slough, England – 29 January, 2016 – Reckitt Benckiser Group PLC (“RB”) today announces that it has signed a definitive agreement to acquire Hypermarcas’ Brazilian condom and lubricants business. Hypermarcas is the leading Brazilian condom manufacturer, through its three brands – Jontex, Olla and Lovetex.

The addition of these brands will transform RB’s sexual wellbeing category in Brazil, which will benefit from RB’s strong innovation, brand equity investment and go-to-market capabilities. It will also materially improve RB’s presence in healthcare channels within Brazil. The transaction is subject to customary regulatory approvals and closing conditions and is expected to close during 2016. Net sales of Jontex, Olla and Lovetex in 2014 were R\$100m (approximately £17m). The agreement will also see the transfer of approximately 400 employees to RB.

About RB:

RB* is the world’s leading consumer health and hygiene company. The company has operations in over 60 countries, with headquarters in London, Dubai and Amsterdam, and sales in most countries across the globe. The company employs approximately c. 37,000 people worldwide. Inspired by a purpose to deliver innovative solutions for healthier lives and happier homes, RB is in the top 20 companies listed on the London Stock Exchange. We are the global No 1 or No 2 in the majority of our fast-growing categories, driven by an exceptional focus on innovation. Our health, hygiene and home portfolio is led by our global Powerbrands including Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Air Wick, Woolite and French’s. Our Powerbrands represent 80% of net revenue.

RB is redefining the world of consumer health and hygiene. Our people and unique culture are at the heart of our success. We have a drive for achievement and a passion to outperform wherever we focus, including sustainability where we are targeting a 1/3 reduction in water impact, 1/3 reduction in carbon and 1/3 of net revenue from more sustainable products. We are proud to be *Save the Children’s* largest global partner, with a new vision to radically reduce one of the world’s largest killer of under 5s, diarrhoea.

For more information visit www.rb.com *RB is the trading name of Reckitt Benckiser group of companies.

For further information, please contact:

Brunswick (Financial PR)

David Litterick

+44 (0)20 7404 5959

