### **DISCLAIMER**

This material is provided for information purposes only and is not, in particular, intended to confer any legal rights on you. This does not constitute an invitation to invest in Unilever shares. Any decisions you make in reliance on this information are solely your responsibility.

The information is given as of the dates specified, is not updated and any forward-looking statements are made subject to the reservations specified on page 1.

# UNILEVER CHARTS 2001



The following pages give figures for the years 1991-2001, expressed in graphical form. Figures supporting the charts are given in euros, sterling and US dollars.

### CONTENTS

Total turnover Total operating profit (BEIA) Total operating margins (BEIA) **Profit margins** Research and Development, Advertising and Promotions, Total Shareholder Return Financing ratios and net funds/(debt) Cash flow, acquisitions and disposals Capital expenditure Capital ratios and net operating assets Personnel numbers and staff costs Distribution of shares and market capitalisation

#### **Share information**

NV - Euros NV - US dollars PLC - Pounds sterling

03 Graphs and tables are based on average current exchange rates 04 applicable in each year. Balance sheet information is translated 05 at closing rates for the relevant year. Where applicable, information is stated on a 'Total' basis for the years 1997-2001 06 and on a 'Group' basis for earlier years. The term 'Total' means 07 Group (turnover and operating profit) plus our share of the 80 turnover and operating profit of joint ventures, net of our 09 share of any sales to those joint ventures already included in 10 the Group figures.

11

reporting currency. The sterling information for 2000 and 2001 and the US dollar information for all years is given solely for the convenience of readers and does not form part of the full audited accounts of the Unilever Group. The euro values for earlier years have been derived by converting values previously reported in

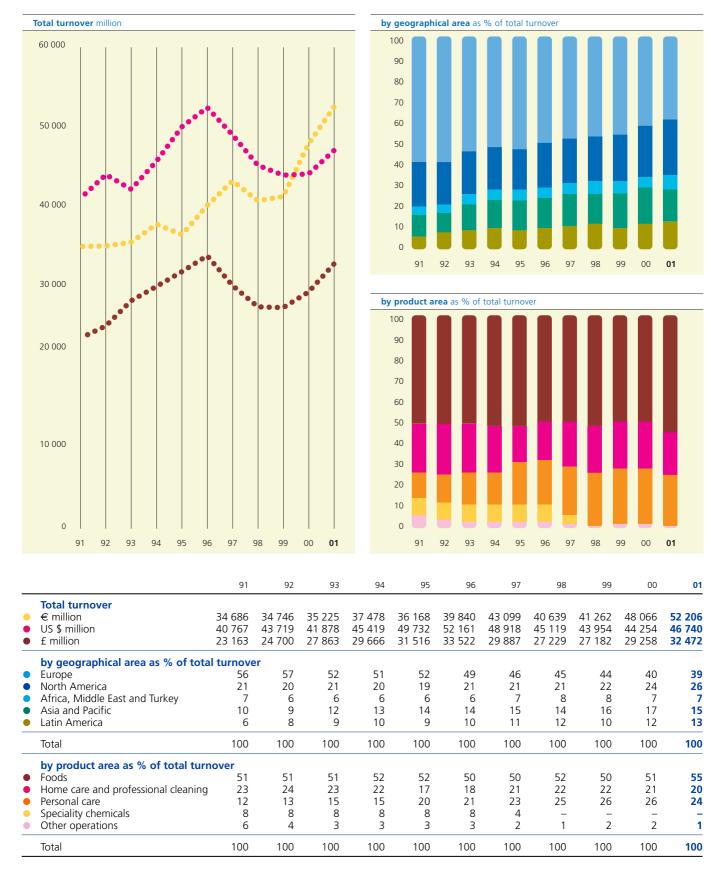
From 1 January 2000, Unilever adopted the euro as its principal

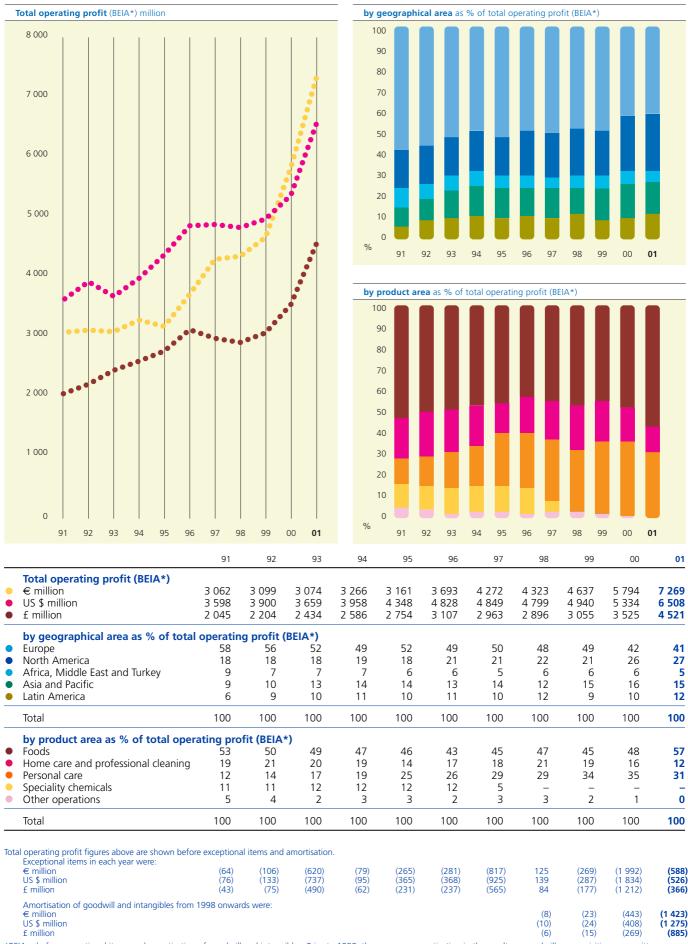
15 guilders using the official conversation rate of €1.00 = Fl. 2.20371. In certain cases this has resulted in a restatement of numbers previously shown in sterling or derived from sterling accounts.

The accounts of the Unilever Group are prepared in accordance with accounting principles generally accepted in the Netherlands and the United Kingdom, which differ in some respects from those generally accepted in the United States.

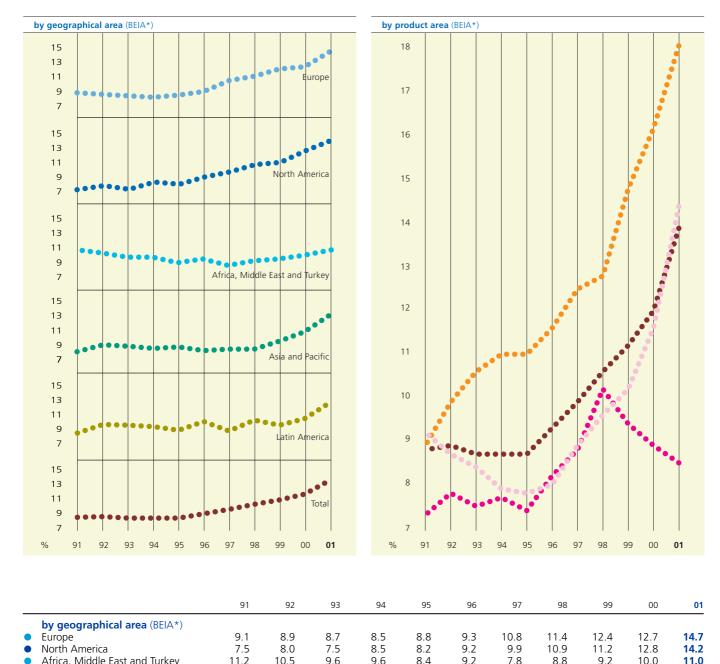
### CAUTIONARY STATEMENT

This Annual Report & Accounts and Form 20-F contains forward-looking statements (within the meaning of the U.S. Private Securities Litigation Reform Act 1995) based on our best current information and what we believe to be reasonable assumptions about anticipated developments. Words such as 'expects', 'anticipates', 'intends' and other similar expressions are intended to identify such forward looking-statements. Because of the risks and uncertainties that always exist in any operating environment or business we cannot give any assurance that the expectations reflected in these statements will prove correct. Actual results and developments may differ materially depending upon, among other factors, currency values, competitive pricing, consumption levels, costs, environmental risks, physical risks, risks related to the integration of acquisitions, legislative, fiscal and regulatory developments and political and social conditions in the economies and environments where Unilever operates. You are cautioned not to place undue reliance on these forward-looking statements.





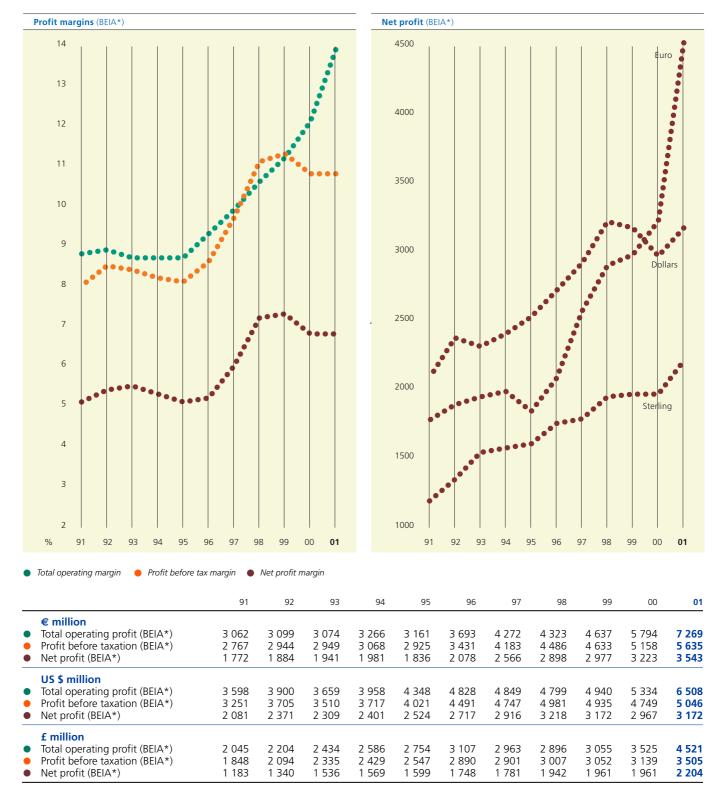
<sup>\*</sup>BEIA = before exceptional items and amortisation of goodwill and intangibles. Prior to 1998, there was no amortisation in the result, as goodwill on acquisition was written off against equity.



	Africa, ivilddie East and Turkey	11.2	10.5	9.6	9.6	8.4	9.2	7.8	8.8	9.2	10.0	11.0
	Asia and Pacific	8.5	9.4	9.2	8.9	9.1	8.6	8.8	8.8	9.9	11.2	13.4
•	Latin America	8.8	10.0	9.9	9.7	9.2	10.4	9.1	10.6	9.9	10.8	13.2
•	Total	8.8	8.9	8.7	8.7	8.7	9.3	9.9	10.6	11.2	12.0	13.9
	by product area (BEIA*)											
	Foods	9.2	8.7	8.4	7.9	7.8	8.0	8.9	9.6	10.2	11.6	14.4
•	Home care and professional cleaning	7.3	7.8	7.5	7.7	7.4	8.2	8.8	10.2	9.4	8.9	8.5
•	Personal care	8.9	9.9	10.6	11.0	11.0	11.6	12.5	12.8	14.8	16.2	18.0
•	Total	8.8	8.9	8.7	8.7	8.7	9.3	9.9	10.6	11.2	12.0	13.9

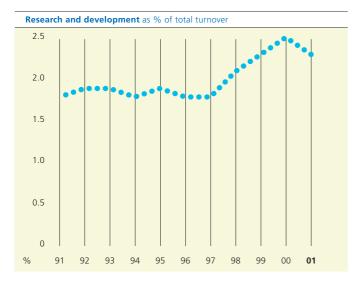
\*BEIA = before exceptional items and amortisation of goodwill and intangibles. Prior to 1998, there was no amortisation in the result, as goodwill on acquisition was

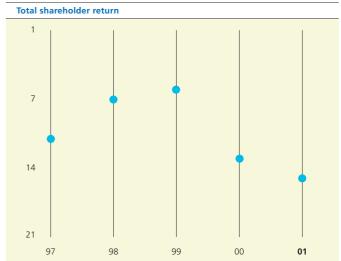
The operating margin for Turkey formerly reported under Europe region is reported within Africa, Middle East and Turkey from 1.1.2001. The operating margin for previous years has been restated on the same basis.

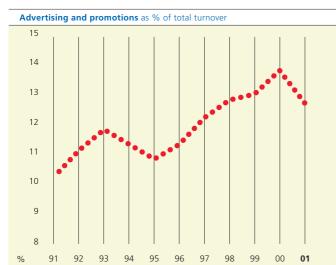


<sup>\*</sup>All profit figures quoted are before exceptional items and amortisation of goodwill and intangibles (BEIA).

### RESEARCH AND DEVELOPMENT, ADVERTISING AND PROMOTIONS, TOTAL SHAREHOLDER RETURN







Total Shareholder Return (TSR) is a concept used to compare the performance of different companies' stocks and shares over time. It combines share price appreciation and dividends paid to show the total return to the shareholder. The absolute size of the TSR will vary with stock markets, but the relative position is a reflection of the market perception of overall performance.

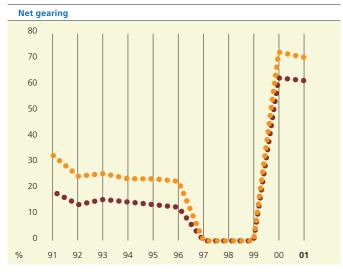
The chart above shows Unilever's position relative to a reference group of 21 companies, including Unilever, over a three-year rolling period. In 2001 the following companies formed the peer group of comparative companies:

Avon Beiersdorf Cadbury Schweppes Clorox Coca Cola Colgate Danone Eridania Gillette Heinz Kao Lion L'Oreal Nestle Pepsico Philip Morris Procter & Gamble Reckitt Benckiser Sara Lee Shiseido

The reduction in the advertising and promotion ratio to sales includes the effect of portfolio change through acquisitions and disposals.

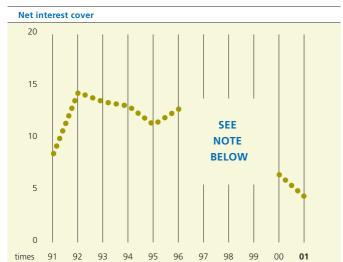
		91	92	93	94	95	96	97	98	99	00	01
•	€ million Research and development	637	649	654	686	671	714	787	830	935	1 187	1 178
•	Advertising and promotions	3 546	3 846	4 151	4 224	3 901	4 499	5 239	5 188	5 345	6 545	6 648
	US \$ million											
	Research and development	750	816	779	831	923	934	894	921	996	1 093	1 055
•	Advertising and promotions	4 168	4 839	4 936	5 120	5 364	5 891	5 939	5 760	5 693	6 027	5 952
	£ million											
	Research and development	426	461	518	543	585	600	546	556	616	723	733
•	Advertising and promotions	2 368	2 734	3 284	3 344	3 399	3 786	3 628	3 476	3 521	3 984	4 135

### FINANCING RATIOS AND NET FUNDS/(DEBT)





Closing net funds/(debt)



	91	92	93	94	95	96	97	98	99	00	01
<ul><li>Net gearing (%) (adjusted)</li></ul>	33	25	26	24	24	23	0	0	0	73	71
<ul><li>Net gearing (US GAAP: %)</li></ul>	19	14	16	15	14	13	0	0	0	63	62
Net interest cover (times)     Net Interest cover EBITDA before	7.2	13.2	12.3	11.9	10.1	11.6	0	0	0	5.3	3.2
exceptional items (times)						16	51	_	412	11	5
Closing net funds/(debt)											
● € million	(2618)	(1 999)	(2257)	(2173)	$(2\ 134)$	(2275)	4 821	5 778	684	(26468)	(23 199)
US \$ million	(3 370)	(2 410)	(2 562)	(2 758)	(2 935)	(2 877)	5 236	6 788	687	(24 623)	(20 540)
<ul><li>£ million</li></ul>	(1 802)	(1 596)	(1 730)	(1 763)	(1 890)	(1 693)	3 183	4 079	425	(16 507)	(14 173)
Funds from operations after interest and tax before exceptional items over											
lease adjusted net debt (%).						80	_	_	251	14	18

91

92 93 94 95 96 97 98

Net gearing is net debt (borrowings less cash and current investments) expressed as a percentage of the sum of capital and reserves, minority interests and net debt. As from 1996, in calculating capital and reserves, the book value of shares and certificates held in connection with share option plans is classified as fixed assets, rather than deducted from reserves as required by Dutch law.

Following the sale of the speciality chemicals businesses in 1997, net interest was at low levels relative to earnings in 1997 and 1999, and was positive in 1998. Net interest cover has not therefore been plotted for these three years.

Net interest cover based on EBITDA (before exceptional items) is earnings on ordinary activities before net interest, taxation, depreciation and amortisation and exceptional items divided by net interest.

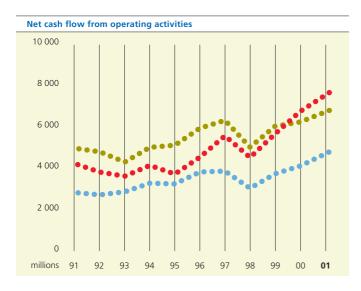
Net interest cover is profit on ordinary activities (after exceptional items) before net interest and taxation, divided by net interest.

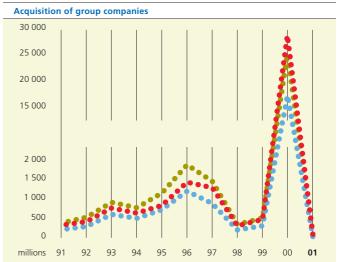
Closing net funds/(debt) is borrowings less cash and current investments at 31 December in each year (at closing rates of exchange).

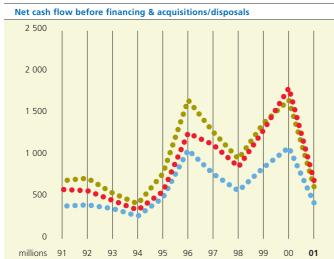
The movement in funds in 1997 includes proceeds from the sale of the speciality chemicals businesses.

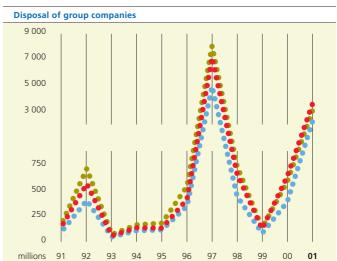
The sharp movement in the 2000 ratios is explained by the financing of the acquisition of Bestfoods.

## CASH FLOW, ACQUISITIONS AND DISPOSALS

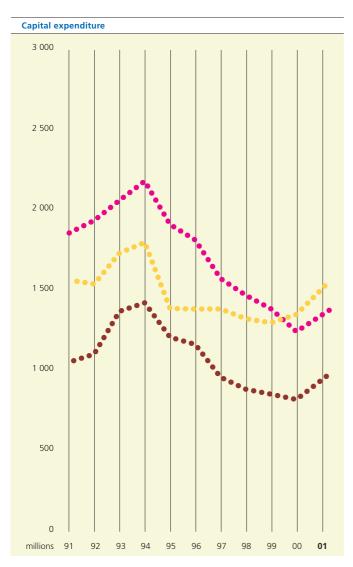


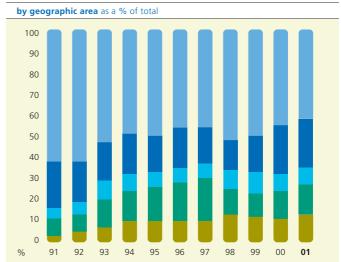


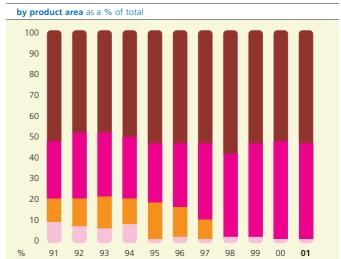




	91	92	93	94	95	96	97	98	99	00	01
Number of acquisitions/disposals	40	43	36	40	55	50	42	44	50	47	34
€ million											
<ul> <li>Net cash flow from operating</li> </ul>											
activities	4 220	3 806	3 609	4 129	3 713	4 530	5 558	4 514	5 654	6 738	7 497
<ul> <li>Net cash flow before financing</li> </ul>											
& acquisitions/disposals	601	586	470	354	577	1 277	1 137	872	1 316	1 818	709
<ul> <li>Acquisition of group companies</li> </ul>	338	432	780	651	849	1 445	1 305	323	488	28 010	134
<ul> <li>Disposal of group companies</li> </ul>	151	566	59	136	132	413	7 544	661	126	637	3 611
US \$ million											
Net cash flow from operating											
activities	4 961	4 788	4 291	5 003	5 106	5 932	6 309	5 012	6 023	6 203	6 713
<ul> <li>Net cash flow before financing</li> </ul>											
& acquisitions/disposals	706	736	558	429	792	1 673	1 289	968	1 400	1 673	634
<ul> <li>Acquisition of group companies</li> </ul>	396	543	927	789	1 168	1 892	1 472	361	522	24 728	120
<ul> <li>Disposal of group companies</li> </ul>	177	713	71	165	181	541	8 419	736	134	586	3 233
£ million											
Net cash flow from operating											
activities	2 819	2 705	2 855	3 269	3 235	3 812	3 854	3 026	3 724	4 100	4 662
<ul> <li>Net cash flow before financing</li> </ul>	20.5	2,00	2 000	5 205	5 255	5 5.2	5 05 .	5 020	3,2.		
& acquisitions/disposals	401	416	372	281	502	1 075	787	584	865	1 105	441
<ul> <li>Acquisition of group companies</li> </ul>	225	307	617	516	740	1 216	898	218	323	16 867	83
<ul> <li>Disposal of group companies</li> </ul>	100	403	47	108	115	348	4 993	444	83	388	2 245

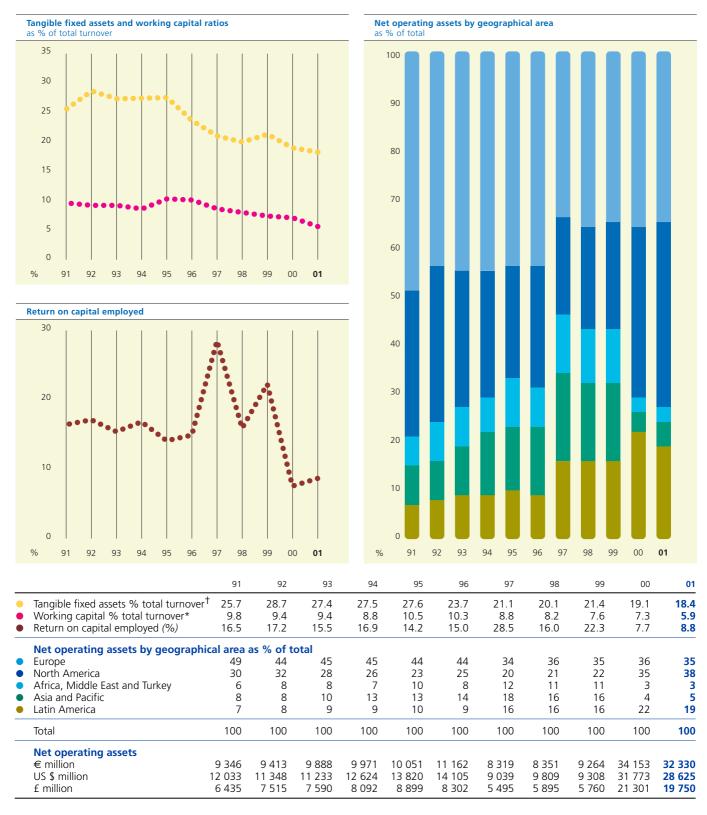






	91	92	93	94	95	96	97	98	99	00	01
Capital expenditure											
<ul><li>€ million</li></ul>	1 584	1 560	1 738	1 804	1 393	1 389	1 390	1 329	1 304	1 356	1 513
<ul><li>US \$ million</li></ul>	1 862	1 941	2 066	2 186	1 916	1 819	1 579	1 475	1 390	1 249	1 354
• £ million	1 058	1 109	1 375	1 428	1 214	1 169	965	890	859	826	941
by geographical area as % of tota	ı										
<ul><li>Europe</li></ul>	62	62	53	49	50	46	46	52	50	45	42
<ul> <li>North America</li> </ul>	22	19	18	19	17	19	17	14	17	23	23
<ul> <li>Africa, Middle East and Turkey</li> </ul>	5	6	9	8	7	7	7	9	10	8	8
<ul> <li>Asia and Pacific</li> </ul>	8	8	13	14	16	18	20	12	11	13	14
Latin America	3	5	7	10	10	10	10	13	12	11	13
Total	100	100	100	100	100	100	100	100	100	100	100
by product area as % of total											
<ul><li>Foods</li></ul>	52	48	48	50	53	53	53	58	53	52	53
<ul><li>Home &amp; Personal Care</li></ul>	27	31	30	29	28	30	36	39	44	46	45
<ul> <li>Speciality chemicals</li> </ul>	11	13	15	12	17	14	9	_	-	_	_
<ul> <li>Trading operations</li> </ul>	10	8	7	9	2	3	2	3	3	2	2
Total	100	100	100	100	100	100	100	100	100	100	100
Capital expenditure											
as % of total turnover	4.6	4.5	4.9	4.8	3.9	3.5	3.2	3.3	3.2	2.8	2.9
divided by current cost depreciation	1.40	1.40	1.49	1.46	1.17	1.07	1.03	1.12	1.08	1.01	1.06

### CAPITAL RATIOS AND NET OPERATING ASSETS



Return on capital employed is the sum of profit on ordinary activities (after exceptional items) after taxation plus interest, after tax, on borrowings due after more than one year, expressed as a percentage of the average capital employed during the year, with the latter excluding goodwill which was purchased before 1 January 1998. From 1 January 1998 purchased goodwill is capitalised and written off over periods of up to 20 years. The movement in 2000 is mainly a reflection of goodwill amortisation and financing related to the acquisition of Bestfoods.

Net operating assets are goodwill, intangible assets, tangible fixed assets, stocks and debtors less trade and other creditors (excluding taxation and dividends) and less provisions for liabilities and charges other than deferred taxation, deferred purchase consideration and certain balances arising as a result of the sale of the chemicals business. 1998 has been restated to include goodwill and intangible assets.

The Net Operating Assets for Turkey formerly reported under Europe region is reported within Africa, Middle East and Turkey from 1.1.2001. The Net Operating Assets for previous years have been restated on the same basis.

 $<sup>^{\</sup>dagger}$ From 2000 onwards this has been calculated as a 5 point average.

<sup>\*</sup>From 1994 onwards this has been calculated as a 5 point average.

### PERSONNEL NUMBERS AND STAFF COSTS

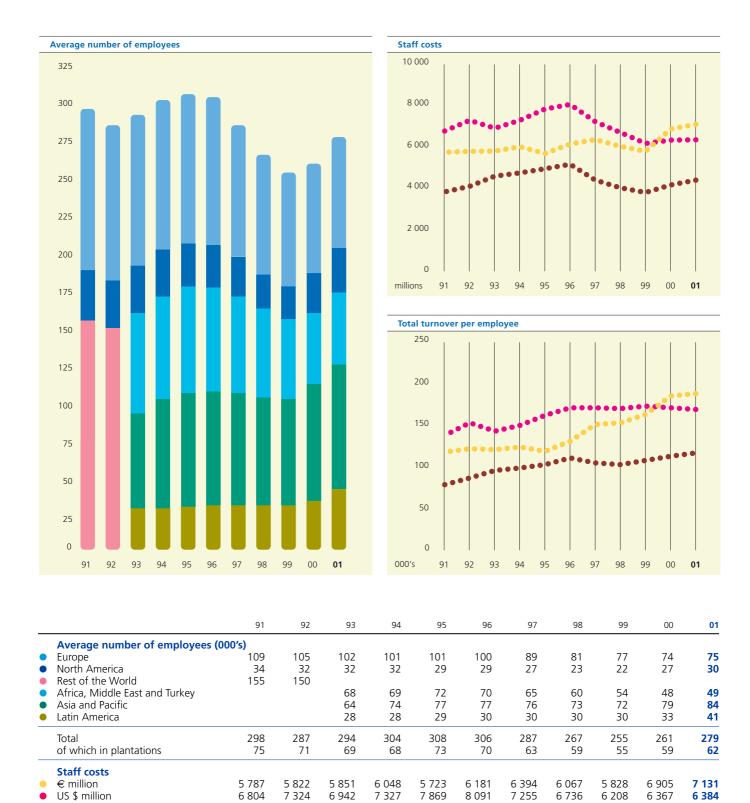
£ million

€ thousand

£ thousand

US \$ thousand

Total turnover per employee



The Employee numbers for Turkey formerly reported under Europe region is reported within Africa, Middle East and Turkey from 1.1.2001. The Employee numbers for previous years has been restated on the same basis.

4 786

4 987

5 200

4 4 3 6

4 065

3 839

4 203

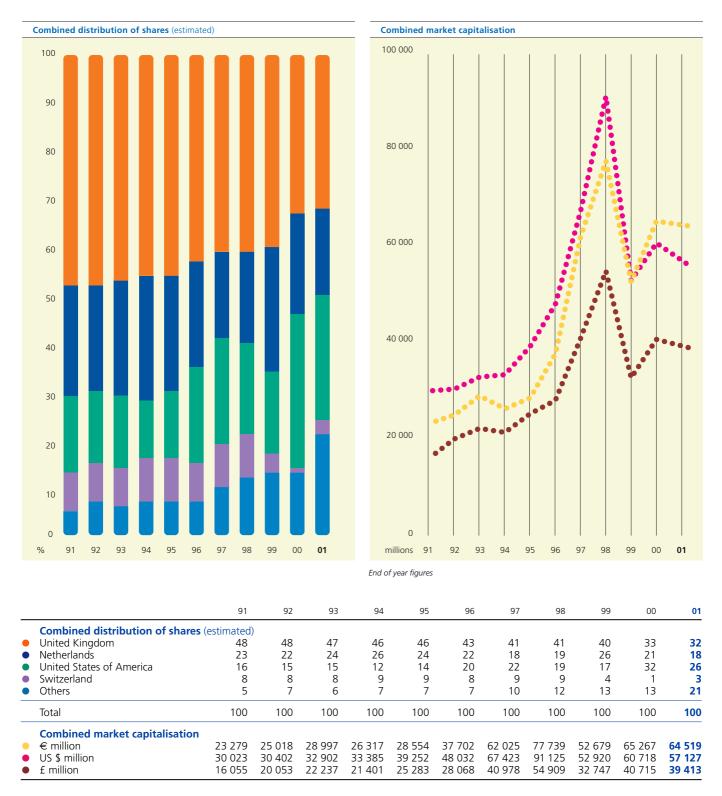
4 435

3 866

4 138

4 628

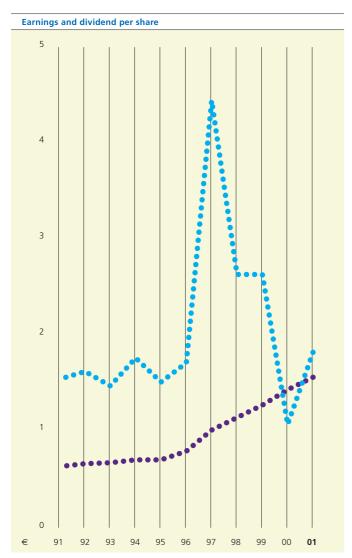
### **DISTRIBUTION OF SHARES AND MARKET CAPITALISATION**



The 1999 combined market capitalisation has been impacted by the payment of the special dividend of  $\leq$ 6 billion; US \$6 billion; US \$6 billion), as well as the issue of preference shares amounting to a value of  $\leq$ 1.4 billion; US \$1.5 billion).

### **SHARE INFORMATION**

### NV - EUROS







End of year figures; 31 December 1991 = 100

	91	92	93	94	95	96	97	98	99	00	01
Earnings per share	1.54	1.62	1.47	1.76	1.51	1.71	4.44	2.63	2.63	1.07	1.82
Dividend per share	0.63	0.66	0.67	0.70	0.70	0.79	1.01	1.14	1.27	1.43	1.56
NV share price in Amsterdam											
(at 31 December)	19.9	21.6	25.5	23.1	25.6	34.7	56.7	72.8	54.9	67.4	65.85
<ul><li>High</li></ul>	20	22	26	27	26	35	57	77	74	71	71
Low	16	20	21	21	22	25	34	49	49	42	55
Dividend pay-out ratio (combined; %)	37	36	42	37	43	43	21	42	45	133	86
Share price versus market index											
(31 December 1991 = 100)											
<ul><li>Share price</li></ul>	100	109	128	116	129	174	285	366	276	339	331
<ul> <li>Market index (CBS All Share)</li> </ul>	100	103	147	145	168	228	323	384	488	469	370

The 2001 NV final dividend is subject to approval at the Annual General Meeting of Unilever N.V. on 8 May 2002.

Figures for earnings per share and dividends have been restated in all years to reflect the four-in-one share split in October 1997.

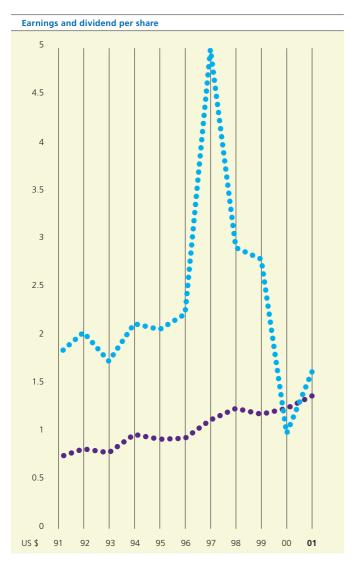
In June 1999 the Fl. 1 ordinary shares of NV were consolidated, so that every 112 Fl. 1 ordinary shares were replaced by 100 Fl. 1.12 ordinary shares. This consolidation was associated with the payment of a special dividend of Fl. 14.50 per Fl. 1 share, so that the economic impact was that of a share buy back at fair value and therefore, in accordance with UK Accounting Standard FRS14, earnings per share for prior periods have not been restated. Dividends per share are also not restated.

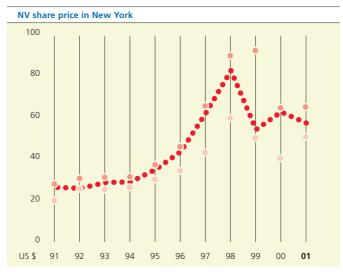
Earnings per share: combined earnings per share after exceptional items, non-diluted

Note: Earnings and dividends per share from 1991-1999 have been restated to euros applying the €1 = Fl. 2.20371 exchange rate.

### **SHARE INFORMATION**

NV – US DOLLARS







End of year figures; 31 December 1991 = 100

		91	92	93	94	95	96	97	98	99	00	01
•	Earnings per share	1.81	2.04	1.74	2.13	2.07	2.23	4.98	2.92	2.80	0.99	1.63
•	Dividend per share	0.74	0.83	0.79	0.98	0.93	0.94	1.13	1.25	1.19	1.25	1.38
	NV share price in New York											
	(at 31 December)	26.56	26.03	28.88	29.13	35.19	43.81	62.44	82.94	54.44	62.94	57.61
	High	27.58	30.20	30.83	31.08	36.83	45.50	65.09	89.17	91.64	64.19	64.56
	Low	19.63	25.25	24.89	25.98	29.86	33.88	42.70	59.25	49.69	39.88	50.26
	Dividend pay-out ratio (combined; %)	37	36	42	37	43	43	21	42	45	133	86
	Share price versus market index											
	(31 December 1991 = 100)											
	Share price	100	98	109	110	132	165	235	312	205	237	217
	Market index (Standard & Poor's)	100	104	112	110	148	178	233	295	352	317	275

The 2001 NV final dividend is subject to approval at the Annual General Meeting of Unilever N.V. on 8 May 2002. In addition, the dividend in US dollars for 2001 is an estimate and will be dependent on the euro/dollar exchange rate on the day of the Annual General Meeting.

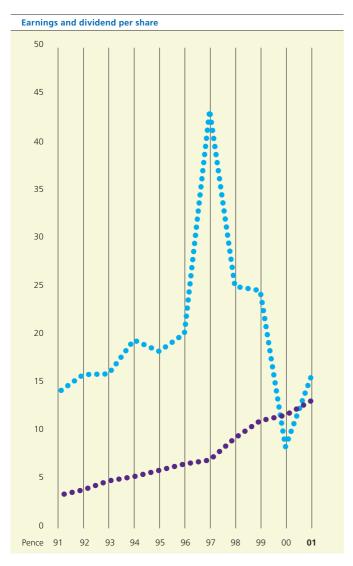
Figures for earnings per share and dividends have been restated in all years to reflect the four-in-one share split in October 1997.

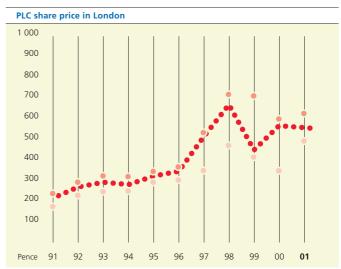
In June 1999 the Fl.1 ordinary shares of N.V. were consolidated, so that every 112 Fl. 1 shares were replaced by 100 Fl. 1.12 ordinary shares. This consolidation was associated with the payment of a special dividend of Fl. 14.50 (US \$6.950769) per Fl.1 share, so that the economic impact was that of a share buy back at fair value and therefore, in accordance with UK Accounting Standard FRS14, earnings per share for prior periods have not been restated. Dividends per share are also not restated.

Earnings per share: combined earnings per share after exceptional items, non-diluted.

### **SHARE INFORMATION**

#### PLC - POUNDS STERLING







End of year figures; 31 December 1991 = 100

		91	92	93	94	95	96	97	98	99	00	01
•	Earnings per share Dividend per share	15.42 4.74	17.29 5.33	17.36 6.26	20.88 6.70	19.70 7.35	21.54 8.01	44.74 8.42	26.45 10.70	26.01 12.50	9.79 13.07	16.96 14.54
•	PLC share price in London (at 31 December) High Low	226 226 163	279 280 217	301 310 235	290 307 238	331 332 280	354 354 291	521 519 336	674 702 457	456 695 401	573 584 335	564 610 478
	Dividend pay-out ratio (combined; %)	37	36	42	37	43	43	22	42	45	133	86
•	Share price versus market index (31 December 1991 = 100) Share price Market index (FTSE 100)	100 100	123 114	133 137	128 123	146 148	157 165	231 206	298 236	202 278	254 250	250 209

The 2001 PLC final dividend is subject to approval at the Annual General Meeting of Unilever PLC on 8 May 2002.

Figures for earnings per share and dividends have been restated in all years to reflect the four-in-one share split in October 1997.

In June 1999 the 1.25p ordinary shares of PLC were consolidated, so that every 112 1.25p ordinary shares were replaced by 100 1.4p ordinary shares. This consolidation was associated with the payment of a special dividend of 66.13p per 1.25p share, so that the economic impact was that of a share buy back at fair value and therefore, in accordance with UK Accounting Standard FRS14, earnings per share for prior periods have not been restated. Dividends per share are also not restated.

Earnings per share: combined earnings per share after exceptional items, non-diluted.

### Unilever N.V.

Weena 455, PO Box 760 3000 DK Rotterdam T +31 (0) 10 217 4000 F +31 (0) 10 217 4798

#### **Unilever PLC**

PO Box 68, Unilever House Blackfriars, London EC4P 4BQ T +44 (0)20 7822 5252 F +44 (0)20 7822 5951

www.unilever.com

Charts/IC/0302/13188