

ECOVER AT A GLANCE

Date Founded	1980
Chairman and Owner	Jørgen Philip-Sørensen CBE
Director	Ignace Bogaert
CEO	Michaël Bremans
R&D site	Malle, Belgium
Production sites	Malle, Belgium Boulogne-sur-Mer, France
Office locations	Malle, Belgium Boulogne-sur-Mer, France Berkshire, UK Long Beach, CA, USA Steffisburg, Switzerland Stuttgart, Germany
Website address	www.ecover.com
Stock exchange listings	Privately-held
2008 Consolidated Revenue	69 million €
2008 full-time associates	150

ABOUT ECOVER

For over 29 years, Ecover has been devoted to developing and producing effective and ecological washing and cleaning products made from plant-based and mineral ingredients. Ecover's aim is to provide effective sustainable washing and cleaning solutions that can be used daily by people all around the world.

Ecover's ecological principles extend far beyond the products they create. Ecover's vision of sustainability takes ecological, economic and social aspects into account from the origins of the raw materials, to the complete biodegradation of the final products. Strict criteria are employed along the way as guidelines for all business operations, from selecting raw materials, through production methods to full decomposition of the end products. Ecover products are manufactured in Ecover's unique, world-famous ecological factories in Malle, Belgium and Boulogne sur Mer, France. The factories are crowned with a green roof where plant vegetation grows creating a temperature-regulating and noise-dampening insulator throughout the year. Ecover employees keep the factory's energy consumption to a minimum and turn the lighting and heating on only when really necessary. Ecover employees are encouraged to travel to work by bicycle or car pool and receive a salary incentive for their efforts.

Ecover is a company that operates with sustainability at its very core and has gained knowledge from years of experience that it is a feasible way to operate. Ecover is constantly innovating and pushing boundaries to create new and more effective products that have a minimum negative impact on the environment.

For more information, please visit www.ecover.com

MAJOR HIGHLIGHTS

2007 – 2008

THE ECO-ENQUETE

At the end of 2007, Ecover surveyed more than 22,000 European consumers regarding their opinions on the environment, recycling, what government and companies should do more of and so much more. **The survey revealed what matters most for conscious and ethical consumers in Europe today.**

2008

THE ECOVER MOBILE HOME

It was the first summer for our newest version of the Ecover Mobile Home. A sophisticated **portable and transportable trailer** constructed from ecological and recycled materials helps visitors visualize and understand the various aspects of ecological living and cleaning. Equipped with solar energy and interactive technology, Ecover reaches out to more people than ever to show how you can make your home a healthy one.

2008

PRODUCT OF THE YEAR

No less than 6000 belgian consumers gave their vote for the most innovative products of the year. Ecover's Toilet Cleaner won best new product of the year for **innovation, design and customer satisfaction.**

2008

"HERO OF THE ENVIRONMENT" TIME MAGAZINE

On an annual basis, in a special report "Heroes of the Environment", TIME magazine honors a few people who are changing the world. They include leaders, visionaries, moguls, entrepreneurs, activists, scientists and innovators. This year, TIME selected a group that they call "**eco-pioneers who are fighting for a cleaner and greener future**". So, for the 2008 report, that is how TIME found and picked ECOVER .

2008

REFILL 15 liter BAG IN BOX

Less is more. Ecover launches a new refill box to replace the 25 liter containers previously used as part of its refill system. Less waste, a compact size and easy to recycle, the new refill box is also easier to handle.

2008

SPRAY BOTTLE GETS REDUCED

Ecover's spray bottles are reduced in weight by 3 grams. At first sight, this does not seem much, but, looking closer it turns out that this **packaging reduction saves Ecover 4,8 tons of plastic** produced a year. That alone is about 140.000 bottles!

2008

ECOVER LAUNCHES BATHROOM CLEANER

Suitable for all bathroom surfaces (shower, bath, sink, tap and tiles), our **newest addition to the hard surface cleaners** cleans powerfully and ecologically.

2008

ECOVER IS NOMINATED FOR EXPORT PRIZE

Flemish export agency, Flanders Investment and Trade (F.I.T.), nominates Ecover, along with five other Flemish companies, for the annual Export Lion Award. The nomination recognizes Ecover for its **exceptional achievements in exporting its products** to more than 29 countries around the globe.

2008-2009

ECOVER SWITCHES TO SAP

Globalization and growth creates the need to streamline the flow of data between the different Ecover locations and to work more efficiently. Hence, the switch-over to **an international standard ERP solution** became a necessity for Ecover. The ultimate choice was SAP.

2008-2010

ECOVER AND WATERAID

Ecover launches a three-year partnership with international charity WaterAid. This **partnership supports a project in Ethiopia**, providing sustainable and ongoing access to safe water, sanitation and hygiene education.

2009

ECO-SURFACTANTS

After seven years of groundbreaking research, Ecover R&D developed an innovative new process using a special 'bioreactor' to produce **a surfactant using an entirely biochemical, low energy process on this kind of scale**. Tests show that it provides supreme cleaning that is as powerful as the petrochemical market leaders, as well as complete biodegradability and low toxicity. The use of Eco-Surfactants in washing and cleaning products is patented by Ecover.

ECOVER AND SUSTAINABILITY

Ecover Stands For Sustainable Business

At Ecover, respect, integrity, and commitment are core values. It is with respect to these values and the inherent ethos of the company that ecological, social and economic considerations plan an integral part of all decisions we make. In our view, this is the only way to guarantee a sustainable future.

Plant-based and Mineral Ingredients

Ecover products are mainly made of plant-based raw materials from sustainable sources. This minimizes any negative impact they have on the environment. This is beneficial for people and planet. Most conventional detergents and cosmetics are based on non-renewable resources such as fossil fuels. Extracting and processing fossil ingredients requires a lot of energy, promotes the depletion of finite resources and contributes to global warming by mobilizing fossil CO₂. Yet, there is an alternative way because from the flowers in your garden all the way to the salad on your plate, even the smallest patch of greenery is actually a factory that traps CO₂. It manufactures substances out of carbon dioxide and water, only requiring solar energy.

Founded in 1980, Ecover has predominantly used plant-based raw materials from sustainably managed sources. These include derivatives from plants such as starches, acids, cellulose, surfactants (from rapeseed, palm- and coconut oil), or extracts such as essential oils from seeds, leaves, peels and other plant parts. These are either used directly or after processing to ensure full use of the hidden power of nature. In addition we also use minerals and mineral derivatives, such as carbonates, zeolites and silicates. These minerals or their components are found naturally in enormous quantities (for example, 75% of the earth's outer crust consists of silicates). Thus, there is no danger of depletion and permanent damage to ecosystems during the extraction of these minerals.

Ecological Factory & Soft Chemistry

Ecover has its own pioneering ecological factories, mirroring Ecover's philosophies and working practices. This is important for our workers, customers and the environment. Production of cleansing agents and cosmetics typically requires vast amounts of natural resources, energy and chemicals. This

can create hazardous health conditions for workers and our community, as well as harm to our environment. Ecover's factories are designed to be energy efficient and clean running. Ecover factories operate with sustainability and the protection of water at their core. During processing we try and remain as closely to the original raw material as possible. We call this soft chemistry.

The Ecover factory is oriented to take in maximum daylight through its large rooftop windows. The green roof covered with Sedum plants offers several benefits: it buffers the heat and cooling loads, reduces the urban heat island effect, improves and enriches urban biodiversity, buffers drain water, cleans and filters airborne particulates, and transforms CO2 into oxygen. The on-site water treatment plant makes sure that all water going out is as clean as when it came in. More than 35% of Ecover company cars are hybrid vehicles and employees are encouraged to commute to work by bicycle, by offering an attractive salary incentive.

Effective, Gentle & Non-hazardous Cleaning

Ecover products deliver excellent results without ingredients that may be hazardous to human health and aquatic life. The European Union recently classified several additives used in most cleaning products and cosmetics as chemicals of high concern. Included in this list are substances such as phthalates that pose a threat to the immune system, while others are suspected to be carcinogenic. Furthermore some of these chemicals are bioaccumulative, meaning they can build up in the body tissue, and be passed on in the food chain, through pregnancy or elsewhere in living nature. Ecover products excel at cleaning and washing without hazardous substances and minimize harm to people and ecosystems.

In 2009, Ecover launched a brand new range of powerful hard surface cleaners, a hard working range of products harnessing the power of nature through pioneering ingredients called Eco-Surfactants. The whole range is completely unique because not only are Ecover's pioneering new Eco-Surfactants made with fully renewable plant-based ingredients (rapeseed oil, yeast and glucose) they are also produced using a totally natural biochemical process that is patented. Due to its PH neutral formula, they will not irritate the skin like many other products. While allergies and irritation can be triggered by any kind of ingredient, natural or synthetic, experience shows that allergic reactions are less likely to occur with Ecover than with conventional petrochemical-based products.

Fast and Complete Biodegradability

Ecover strives to minimize its impact on nature and people by using ingredients that are screened for their environmental effects or by developing innovative molecules that are sustainable. The components that form the basis of products such as washing-up liquids are chemicals known as surfactants. These work by dissolving partly in water and partly in food and grime. Detergents generally end up in the aquatic environment (rivers, ponds, reservoirs,...). It is therefore vital that they degrade fast and completely. Surfactants derived from petrochemicals are often toxic to aquatic life and do not completely biodegrade in all conditions, aerobic and anaerobic.

Legally, only surface active substances in the product need to be biodegradable. Ecover tests the complete product and not just the surfactants which make up just a part of the total formula.

Ecover's tests include measuring aquatic toxicity and calculating critical dilution volumes, which is the amount of water needed to neutralize a functional dose of a product after it has been used. For example, each dose of Ecover Toilet Cleaner, takes about 400 times less water to neutralize than its nearest competitor. All our claims can be substantiated.

RESEARCH & DEVELOPMENT

Ecover operates from its world famous ecological factories in Belgium and France and is globally respected as an organization which is forging the way for ethical companies of the future. Ecover's R&D site is located in Malle, Belgium. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation and voluntary labeling schemes. Ecover sets the standards for others to follow and has been recognized by the United Nations Environment Programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment.

R&D Organization

Main Areas of Activity:

- New Product Development
- Raw Material Development
- Product Safety and Regulatory Affairs
- Quality Control
- Environmental Profiling
- Training and Support

New Product Development

Ecover R&D is responsible for innovation and new product development*. This area covers:

Market and consumer trends research, sampling and chemical analysis of market reference products, New product formulation, Perform in-house cleaning tests (dish washing, washing, cleaning), stability and fragrance testing, environmental profiling if new products versus market references and new product completion.

Raw Material Development

In addition to new product development, Ecover R&D also innovates in the development of new raw materials:

- via exclusive collaboration with industrial partners
- via open cooperation with industrial partners
- via funded research projects with universities
- via long term open innovation

These new raw materials must be renewable, fully and quickly biodegradable and have a low aquatic toxicity. Examples of such developments are EcoSurfactants, FAMEEs and APPs.

Product Safety and Regulatory Affairs

- National and International Product Registration
- Material Safety and Medical Data Sheets
- Cosmetics Files
- Label Requirements
- Legal compliance

Quality Control

Ecover R&D controls the quality of all incoming raw materials, bulk productions and outgoing finished products. High standards and strict procedures improve and guarantee the inherent product quality of all Ecover products.

Materials are inspected in different categories to meet different criteria.

- Incoming raw materials are tested on a variety of parameters ranging from simple physical aspects (such as granule hardness, absence of optical brighteners, color, moisture, active matter, acidity, etc.) to sophisticated chemical analysis for the presence of petrochemicals.

- Liquid bulk products are tested for viscosity, acidity, density and concentration, powdered bulk products are tested for lumps of powder, level of dust and acidity.

- Outgoing finished products are monitored for correct filling and packaging.

Environmental Profiling

Detergents are frequently toxic for the aquatic environment. The toxic effects of detergents on aquatic life are evaluated by Ecover R&D using toxicity tests with water fleas (*Daphna magna*) and algae (*Selenastrum capricornutum*).

Detergents generally end up in the aquatic environment (rivers, ponds, reservoirs,...). It is therefore vital that they degrade rapidly and biologically. Ecover measures the total aerobic biological breakdown. This is the level of breakdown that is reached when substances active on the surface in the presence of oxygen are completely broken down biologically by micro-

organisms (bacteria, fungus...) to minerals (CO₂, NO₃, SO₄, ...) Legally, only surface active substances in the product need to be tested. Ecover tests the complete product and not just the surface active substances which make up just a part of the total formula. The test methods used are the Coupled Units Test and the Sapromat Test.

Training and Support

Ecover R&D is responsible for:

- Management of Scientific Knowledge & Library
- Publishing and presenting research at international congresses, in scientific & professional trade journals
- Student Internships
- New Employee Training

*Eco-Surfactants: In 2009, after seven years of groundbreaking research, Ecover R&D in cooperation with several European universities succeeded in developing the world's first 'EcoSurfactant' using an energy efficient and entirely biochemical production process powered by yeast.

Surfactants, the active ingredient in the majority of household cleaners are produced largely from petrochemical substances using high temperature and pressure processes. Most of these petrochemicals do not biodegrade completely. Ecover has always replaced these petrochemical ingredients with plant-based alternatives, but until now has had to follow the same ingredient manufacturing processes.

Ecover R&D has developed an innovative new process using a special 'bioreactor'. This is the first time that a surfactant has been produced using an entirely biochemical, low energy process on this kind of scale. Tests show that it provides supreme cleaning as powerful as the petrochemical market leaders as well as complete biodegradability and low toxicity. The use of EcoSurfactants in washing and cleaning products has been patented by Ecover.

For a privately owned ecological cleaning product manufacturer to pioneer an ingredient that will change the face of ecological cleaning forever is quite a victory. However, now that Ecover knows it is possible to create powerful cleaning products from plant-based and mineral ingredients in a completely natural way, Ecover R&D have set their goals even higher. Experiments are already in full swing so that they can use the EcoSurfactants in laundry and dishwashing detergents.

THE ECOLOGICAL FACTORIES

Malle (Belgium)

Ecover built the **first ecological factory in the world** in 1992 in **Malle, Belgium**.

The **orientation of the building** follows the sun's movement from east to west. Strategically aligned rooftop windows allow maximum daylight to enter the building, so that the need for artificial lighting can be limited.

The **construction frame** is made from laminated wooden beams of European pine; it is treated with borax salts to increase its fire resistance. Although this is not hard wood, the technique used i.e. tension gluing, gives the whole a strength and bearing power similar to that of slow-growing tropical hard woods.

The exterior **walls** and the interior partitions are constructed from brickwork using a special type of brick, the Poro+, which is made from a mixture of clay, wood pulp and pit coal dust. The brick-firing process here requires less energy and, after firing, these bricks are light and porous with good thermal insulating properties. The brick does however require a protective layer on the exterior and so the outside walls are covered with lime mortar.

The **floors** are constructed from cement; this was necessary because of the heavy traffic caused by fork-lift trucks going back and forth around the clock. Wooden floors were placed in those areas where extra standing comfort was needed .

The factory in Malle has a surface area of ca. 9,000 m² with 6.000 m² **green roof**. This green roof consists of three layers: a sealing film, a layer of mineral perlite (as insulation) and a substrate with a roof covering consisting of various types of Sedum. This is a type of plant (known under many local names, including houseleek) that used to grow almost everywhere on roofs and which can resist long periods of drought or intensive heat; thus ideal for a roof.

All these elements provide an excellent thermal and acoustic insulation, both in summer and winter periods. In the factory, which has neither general heating or air-conditioning, it is never colder than 4°C or warmer than 26°C. During the winter, local

heating is provided in the areas where extra heat is needed using radiant heaters running on natural gas

The factory in Belgium has an on-site **water treatment** plant that makes sure that all water released is as clean as when it came in.

FACTS & FIGURES

Physical Address:	Industrieweg 3 2390 Malle Belgium
Architect:	Mr. Mark Depreeuw
Design & Construction Green Roof:	EGD Floradak
Construction Period:	September 1991 to the end of 1992
Total Surface Area:	9.000m ² with 6.000m ² green roof
Environmental Management Standard	ISO 14001
2008 Annual Output:	Liquids : 16.852.000 L Powders : 3.526.000 kg

Boulogne-sur-Mer (France)

Ecover built her **second ecological factory** in 2007 in **Boulogne-sur-Mer, France**.

As more and more consumers worldwide are becoming eco-minded, the demand for Ecover products continues to grow. As a result of this growth, the ecological factory in Malle reached its maximum capacity and a second factory became a necessity. Ecover found its ideal location in the **Parc Paysager d'Activités de Landacres**, a new industrial estate near Boulogne-sur-Mer.

The industrial estate is embedded in a rural green zone and welcomes companies who demonstrate respect for the environment. It is the first industrial area in Europe that has an **ISO 14001 certification**, a quality assurance system that is monitored annually by external audits. This location truly reflects Ecover's concept of sustainability; as Ecover itself has been ISO 14001 certified since 2000.

By implementing measures inside the plant reducing noise pollution and by maximizing the amount of natural light drawn in, any negative effect on the local habitat due to loud noise and artificial lighting is kept to a minimum. Furthermore, all decisions related to landscaping, building size, color of exterior, construction materials were made **taking the natural landscape into account**. An illustration of this is how the slope of the roof is designed to blend in with the surrounding hills and building does not disturb the scenic landscape. The colors of the building reflect those found in the surrounding natural elements.

The factory in Boulogne has a surface area of ca. 10,000 m² (8.000 m² green roof) and is a prime example of sustainable architecture. **Construction materials** were selected according to specific ecological criteria: i.e. materials produced with the least amount of energy, with minimum environmental contamination, reusable and produced from inexhaustible raw materials. Therefore, while the use of high energy-consuming materials such as steel and aluminum was avoided, concrete is used only for the columns and parts of the exterior walls. Laminated wood was selected for the beams. The large wooden fiber roof, natural red cedar-paneled exterior walls for the office areas, porous concrete panel exterior walls for the production areas, and the wooden flooring materials for the entrance and other opening areas, made it possible to reduce

the amount of energy consumed as well as CO2 emissions during construction.

Water preservation is an important issue in Boulogne; rain water can be recycled for the toilet and washroom use, as well for maintenance of the buildings and machinery. Green energy is supplied for both production sites in France and Belgium.

Because the site is close to the harbor of Boulogne-sur-Mer and Calais, the distances to the different **markets** are reduced. Direct access to the harbor of Boulogne simplifies transport over water.

FACTS & FIGURES

Physical Address:	Parc Paysager d'Activités de Landacres, Bd de Strasbourg 6230 Hesdin l'Abbé France
Architect and Construction:	Takenaka Belgium N.V.
Construction Period:	June 2006 to the end of April 2007
Total Surface Area:	10.000m ² with 8.000m ² green roof
Environmental Management Standard	ISO 14001
2008 Annual Output:	Liquids : 10.737.000 L

MISSION & VALUES

VISION

"Ecover seeks to contribute to the process of creating economical, ecological and social change within our society to build a sustainable future for everyone."

1. to contribute:

Ecover accepts its share of responsibility in helping society to change. To make this happen we start with each and every employee. Everyone is required to make his or her contribution, take responsibility and, within the scope of his or her duties, look for new ways to help create momentum for change. To emphasize how each one of us can make a difference towards change, we find inspiration in the words of Anita Roddick, the late Founder and Owner of The Body Shop: "If you think that you are too small to have an impact, try sleeping with a mosquito in the room." Ecover as a company is convinced that it can make an important contribution in helping society to change through its employees.

2. economical, ecological and social:

The term 'economical' implies that we have limited means, yet we use these to fulfill our needs.

The term 'ecological' describes how we strive towards creating a better environment; a safer planet for everyone.

The term 'social' refers to our responsibility vis-à-vis the people around us today, as well future generations.

Ecover subscribes to the concept of Sustainable Development (Our Common Future, 1987, World Commission On Environment and Development). Sustainable development is defined in the report as: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

For humans to live sustainably, the Earth's resources must be used at a rate at which they can be replenished. However, there is now clear scientific evidence that humanity is living unsustainably, and that an unprecedented collective effort is

needed to return human use of natural resources to within sustainable limits. Founded in 1980, Ecover applies the principles of sustainability in all aspects of its business. Since 2000, these principles were further incorporated into our business through our ISO-14001 certification which is audited annually.

3. process of change:

In this context, change is moving towards a new way of living together as a society. We see this as an evolution, a gradual transition from one situation to another rather than a revolution with extreme measures. Ecover understands that it takes time to change and adapt to a new way of living, but every little effort counts.

4. a sustainable future:

Ecover believes that everyone has the right to a safe and healthy living environment and accepts its share of responsibility in helping to create this for people today as well as future generations. Everyone - old or young, rich or poor, organization or individual - is responsible for contributing to clean water, clean air, fertile soil and sustainable energy. Ecover takes responsibility for its share.

MISSION

"Ecover offers sustainable solutions for the hygienic needs of people today and future generations."

1. efficient:

Ecover is fully aware that its products must be efficient, as this is what consumers have come to expect. At the same time, efficient does not mean that we endorse performance that is unnecessarily excessive, e.g. whiter than white.

2. sustainable:

Sustainability lies at the core of everything Ecover does. We strive towards developing products that meet the cradle-to-grave concept. This means that we focus on sustainability at every stage of our product's life. We look at the sourcing of our raw materials to ensure they cause no danger of depletion and permanent damage to eco-systems during extraction as well as the end use of our products (consumption phase). Finally, we close the loop by offering products with ingredients that biodegrade fast and completely in all conditions (absorption phase).

3. solutions:

Ecover offers products that truly meet the needs of consumers. They must offer the same and full cleaning benefits that its competitors have to offer.

4. hygienic:

Our products allow people to lead a hygienic lifestyle as people have come to expect without over compensating the true level of hygiene required which may have adverse effects on human health. Cleaning products must simply do what they are designed to do. Within the meaning of hygiene, we distinguish between:

- Personal hygiene: is how one cares for his or her own body, including personal garments
- Domestic hygiene: is how one cleans his or her own home or living space
- Institutional hygiene: is the cleaning of schools, hospitals, etc.
- Industrial hygiene: is the cleaning of industrial sites

5. hygienic needs:

Ecover focuses on developing cleaning products that not only lead to clean results, but also facilitate this process. These can range from washing and cleaning products, to cleaning utensils (such as sponges or mops) or services (such as cleaning).

STRATEGY

"Ecover aims to achieve the highest possible shareholder and stakeholder value by developing strong brands."

1. highest possible value

Ecover strives to create long-term value. Sometimes it does not correspond to what offers the highest return in the short-term. However, the intention is to ultimately achieve the best result.

2. shareholder and stakeholder:

Ecover has a responsibility vis-à-vis any party who has an interest at stake in the company. Together they constitute to a fairly large group of stakeholders. Obviously the shareholder plays an important role as a stake holder since his or her financial contribution provides the company with resources, assets and tools to run efficiently and professionally.

However, there are others who have an interest at stake. The nine most important stakeholders are identified in an internal Stakeholder Management System:

1. Future generations
2. Nature
3. The consumer
4. Shareholders
5. Employees
6. Suppliers – subcontractors – transporters
7. Distributors
8. Governments (local, regional, national, international)
9. Neighbours

The interests of all stakeholders are important to Ecover. We want to mean something that goes beyond pure financial value and believe the company's continued existence is extremely important to all stakeholders.

3. strong brands:

By developing strong brands, Ecover builds a strong market share. We strive to be a trusted worldwide consumer brand and to be a market leader in ecological washing and cleaning products that are made for daily use from sustainable resources. We aim to achieve this through pioneering research & innovation.

GUIDING PRINCIPLES

These principles serve to guide us. They are not absolute and are not inherent to Ecover alone. They are common ethical beliefs upon which we build our philosophy.

Respect

For Ecover respect is esteem for, or a sense of the worth that we give to different opinions and different cultures. We stand for a society that works and lives together and where all people are treated as equal.

Integrity

Ecover expects that its employees support the mission and objectives of the company and, by fully standing behind them, work towards achieving them. Everyone within the organization, as well as any party doing business with Ecover, is expected to take our mission into account in all its aspects.

Commitment

Ecover is committed to achieving its objectives using the resources available. The same level of commitment is asked from each and every employee.

ECOVER MANAGEMENT

Michael Bremans, CEO

Mr. Bremans has served as Managing Director and subsequently as Chief Executive Officer and Member of the Board of Directors of Ecover since 1993.

As CEO, Mr. Bremans has seen the Belgian-based company grow and expand internationally. Having gained extensive experience in implementing the principles of sustainable development in Ecover's business strategies, he is committed to see continued future growth for Ecover's products in the market of ecological washing and cleaning. In October 2008, TIME magazine honored Mr. Bremans as a "Hero of The Environment" along with 29 other eco-pioneers who are changing the world.

Mr. Bremans holds an undergraduate and graduate degree in Applied Economic Sciences of the University of Antwerp, Antwerp, Belgium. Prior to joining Ecover, Mr. Bremans began his career in the travel and services industry.

Mr. Bremans has appeared and presented at numerous conferences, seminars and universities where he lectures on issues such as Corporate Social Responsibility and Sustainability. Most notably and recently, he was featured as a Key Note Speaker at the 2008 Utopia Conference in Berlin, Germany; and a speaker at the 2009 Parliament for Entrepreneurs of the Future, UNESCO in Paris, France.

Marleen Willems, Human Resources Manager

Ms. Willems has served as Human Resources Manager at Ecover since 2005 and first joined the company in 1992 as Assistant Finance Manager. She oversees an international Human Resources Department that comprises the areas of HR Strategy & Processes, International Compensation & Benefits, Pay Roll, HR Communications, Recruitment & Training, Insurance, Labor Unions and Governmental Affairs, Organizational and People Development.

As Ms. Willems has seen the company grow and expand into an international organization, she has hands-on experience in implementing the principles of sustainability as part of an integrated and international HR strategy. She plays an integral

role in overseeing Ecover's Global Mobility Policy which focuses on further reducing carbon dioxide emissions of employees commuting to work by car.

Ms. Willems hold degrees in Corporate and HR management. She earned a Master's degree in Human Resources Management from the Vlerick School of Management in Gent.

Peter Malaise, Concept Manager

Mr. Malaise first joined Ecover in 1991 as an external consultant. In 1992, he was appointed R&D Manager and, in 1995, appointed Concept Manager, the position in which he currently serves the company. Since 2000, Mr. Malaise has also been responsible for the development and expansion of Ecover's concept in the area of professional cleaning for organic farming/processing and the food industry, with the Ecover Professional range. Most recently, he was appointed as Ecover's representative at The Round Table on Sustainable Palm Oil (RSPO, www.rspo.org) to help clarify and improve the situation of palm oil production in the world.

Mr. Malaise received a technical training specializing in the paint sector. He began the early days of his career holding administration and sales training positions with various national and international companies. In 1976, he founded the META Association, within which Europe's first ecological washing & cleaning product range was created. Mr. Malaise served several years as a consultant to the health food trade in Belgium. In 1989, he became a private environmental consultant to several European companies in the washing & cleaning business.

Mr. Malaise is a multi-linguist as he speaks fluent Dutch, French, English and German. He is a leading expert and vocalist on sustainability issues and has lectured and shared his learnings with audiences all over the world. Over the years, he has appeared in hundreds of articles published in newspapers, magazines and journals worldwide.

Philippe Lannoy, Finance Manager

Mr. Lannoy joined Ecover in 2005 as Finance Manager where he oversees the Financial and IT management of all Ecover companies, comprising the functions of IT, Accounting, Tax, Insurance and Legal. Having gained extensive consulting experience in the areas of corporate taxation and finance, Mr.

Lannoy works closely with the CEO, Board of Directors and Core Team on an advisory level.

At Ecover, Mr. Lannoy acted as project sponsor for the implementation of SAP and managed projects such as the construction of Ecover's second production unit in France, job function classification and restructuring within the Ecover Group.

Mr. Lannoy holds an undergraduate and graduate degree in Applied Economic Sciences of the University of Antwerp, Antwerp, Belgium. Furthermore, he holds a postgraduate degree in Taxation Law. Mr. Lannoy is a certified accountant and tax consultant of the Institute of Accounting and Tax Consultants.

[Karim Ziane, International Operations Manager](#)

Mr. Ziane joined Ecover as International Operations Manager in 2008, comprising the functions of Operations Management, Quality Management, Production Management, Planning & Materials Management, Purchasing Management, Supply Chain Management, Project Management and Safety & Environment.

He started his career at a manufacturing company for the automotive sector gaining hands-on experience on the production floor in areas of Quality, Logistics, Production & Planning. By the time he left the automotive business, he had developed and coordinated standardization production and logistics process-flows. From there on, Mr. Ziane intensively focused on lean process improvement management and all relevant methods and techniques relating to that matter in the metal, aviation and chemical industries. He served as Management Consultant for several years working for clients such as KLM & BASF. Throughout the span of his career, within the wide range of different projects and positions he served in, Mr. Ziane's central focus has always been on people, processes and systems.

Mr. Ziane holds degrees from the University of Gent and the Vlerick School of Management in Gent, Belgium.

[Rudy De Vis, International Sales and Marketing Manager](#)

Mr. De Vis has served as International Sales and Marketing Manager of Ecover since 2008 comprising the functions of Ecover country management in the Benelux, UK, USA,

Germany, Switzerland and France; as well as International Sales Development; International New Product Development and International Brand Management.

Mr. De Vis is a graduate of the University of Antwerp where he earned a Master's Degree in Applied Economics and the Vlerick School of Management in Gent, where he earned a Master's in Marketing.

Mr. De Vis began his career at LU General Biscuits Belgium (Groupe Danone), gaining extensive experience in brand and key account management. Subsequently he joined Alpro N.V. of the Group Vandemoortele as International Marketing Manager (in the retail and health food channel) where he oversaw the transformation of a business from a production oriented company to a consumer oriented branded business by building strong brands based on core company values.