

## About Whirlpool Corporation

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees and 59 manufacturing and technology research centers around the world.

The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

## Continued Growth and Margin Expansion

For more than 100 years, we have established a powerful platform for growth that includes the strongest brand portfolio, best distribution and leading scale. Whirlpool Corporation delivered record earnings performance in 2013, successfully driving both revenue growth and margin expansion with our industry-leading brands and innovative new products.

We are very proud of all that we achieved in 2013, and we look forward to another year of record performance in 2014 as we accelerate our profitable growth, expand our business in key markets around the world and sustain our competitive advantage. We will continue re-investing in our business in 2014 to capitalize on our long-term growth opportunities, with increased capital expenditures, higher research and development investments, and expanded brand activities.

## Foundation and Platform for Value Creation

- Strongest Brand Portfolio
- Leading Scale
- Best Distribution

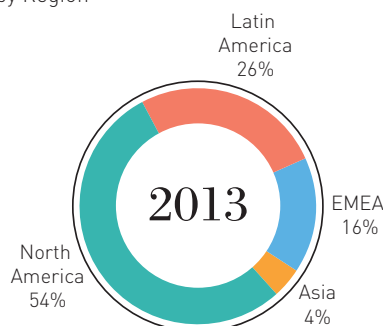
## Return to Shareholders

2013 total cumulative shareholder return vs. S&P 500

- 1 Year: 57% vs. 32%
- 5 Year: 335% vs. 128%
- 10 Year: 178% vs. 104%

## Growth Through Geographic Expansion

Sales by Region



## Innovation and Leadership

- Consistently recognized as one of *FORTUNE* magazine's World's Most Admired Companies
- Listed as one of the Most Respected U.S. Companies by *Forbes* magazine and Reputation Institute for the sixth consecutive year
- Ranked as one of *Corporate Responsibility Magazine's* 50 Best Corporate Citizens for the 12th consecutive year
- Included in the FTSE4Good global responsible investment and Dow Jones North America sustainability indexes
- Rated a best place to work for LGBT equality and received a 10th perfect score from the Human Rights Campaign

## Market Share

- #1 Global
- #1 North America
- #1 Latin America
- #3 India
- #4 Europe, Middle East and Africa (EMEA)



This document contains forward-looking statements about Whirlpool Corporation and its consolidated subsidiaries ("Whirlpool") that speak only as of June 2014. Whirlpool disclaims any obligation to update these statements. Actual events or results may differ materially from those statements. For information about the factors that could cause such differences, please refer to our Annual Report on Form 10-K for the year ended December 31, 2013, including the information set forth under the caption "Risk Factors" and subsequent filings with the Securities and Exchange Commission.

# Our Foundation for Growth



## Growth

- Geographic expansion
- Product line extension
- Adjacent revenue streams

## Shareholder Value Creation Targets

**+5–7% Revenue Growth**

## Margin Expansion

- Leading brands and innovation
- Extend cost leadership
- Extend quality leadership

**8%+ Operating Margin  
+10–15% EPS Growth**

## Cash Generation

- Disciplined capital investment
- Increased asset turnover

**4–5% FCF % of Sales**

## Multiple Paths to Profitable Growth

- Start of a multi-year demand recovery in North America
- Strong presence in fast growing, low penetration emerging markets
- Hefei Sanyo acquisition to further expand into profitable growth markets
- Investing in our brands and products to drive consumer preference



**Consul**

**MAYTAG**



**KitchenAid**

**Amana**



## Growth Opportunities

### GROW THE CORE



T-12 major appliances

### EXTEND THE CORE



Products or services that are dependent on and related to our core business

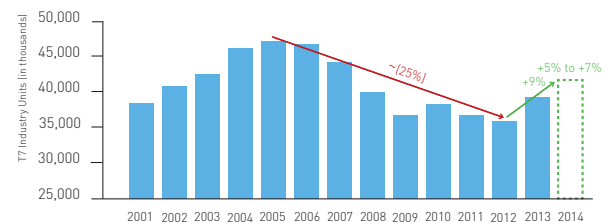
### EXPAND BEYOND THE CORE



Stand-alone businesses that leverage our core competencies and core business infrastructure

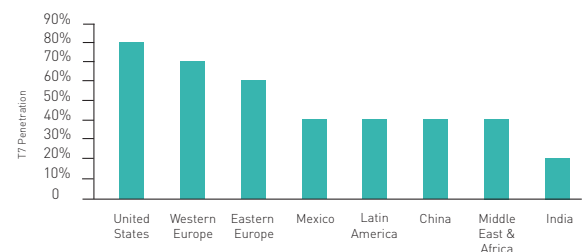
### U.S. Industry

Growth Opportunities as U.S. Industry Recovers



### Emerging Markets

Growth Opportunity as T7 Appliance Penetration Increases



## Contact Us

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