



MERGER ANNOUNCEMENT 23 FEBRUARY 2011

Competition Authority Clears the Acquisition of Alberto Culver

The Competition Authority has today cleared the proposed acquisition whereby Unilever N.V. and Unilever plc would acquire sole control of Alberto-Culver Company. The transaction was notified by the parties under the Competition Act 2002 on 23 November 2010.

The Authority has formed the view that the proposed acquisition will not lead to a substantial lessening of competition in any markets for goods or services in the State. The Authority will publish a public version of the reasons for its determination on its website (www.tca.ie) no later than 22 April 2011 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

Unilever N.V. and Unilever plc are the two parent companies of the Unilever Group. These dual parent companies operate as a single economic entity. Unilever N.V is incorporated under the laws of the Netherlands and Unilever plc is incorporated under the laws of England and Wales. Unilever develops, manufactures, distributes and markets products internationally within two main categories: (i) food and beverages and (ii) home and personal care.

Alberto Culver is a company based in the United States that develops, manufactures, distributes and markets products in the U.S. and internationally within the two categories: (i) personal care and (ii) food and household products.

For further information contact:

Clodagh Coffey, Communications Manager, The Competition Authority
Tel: 01 8045406 Mobile: 087 915 5406 email: cc@tca.ie