



JONES LANG
LASALLE

Real value in a changing world



Bringing it all **together**



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JLL / Whirlpool Team

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Typical Facility





Whirlpool Overview

- Largest global manufacturer and marketer of major home appliances
- Annual sales of approximately **\$19 billion**
- **70,000** employees
- **69** manufacturing and technology research centers around the world
- The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brands to consumers in nearly every country around the world.
- Additional information at www.whirlpoolcorp.com

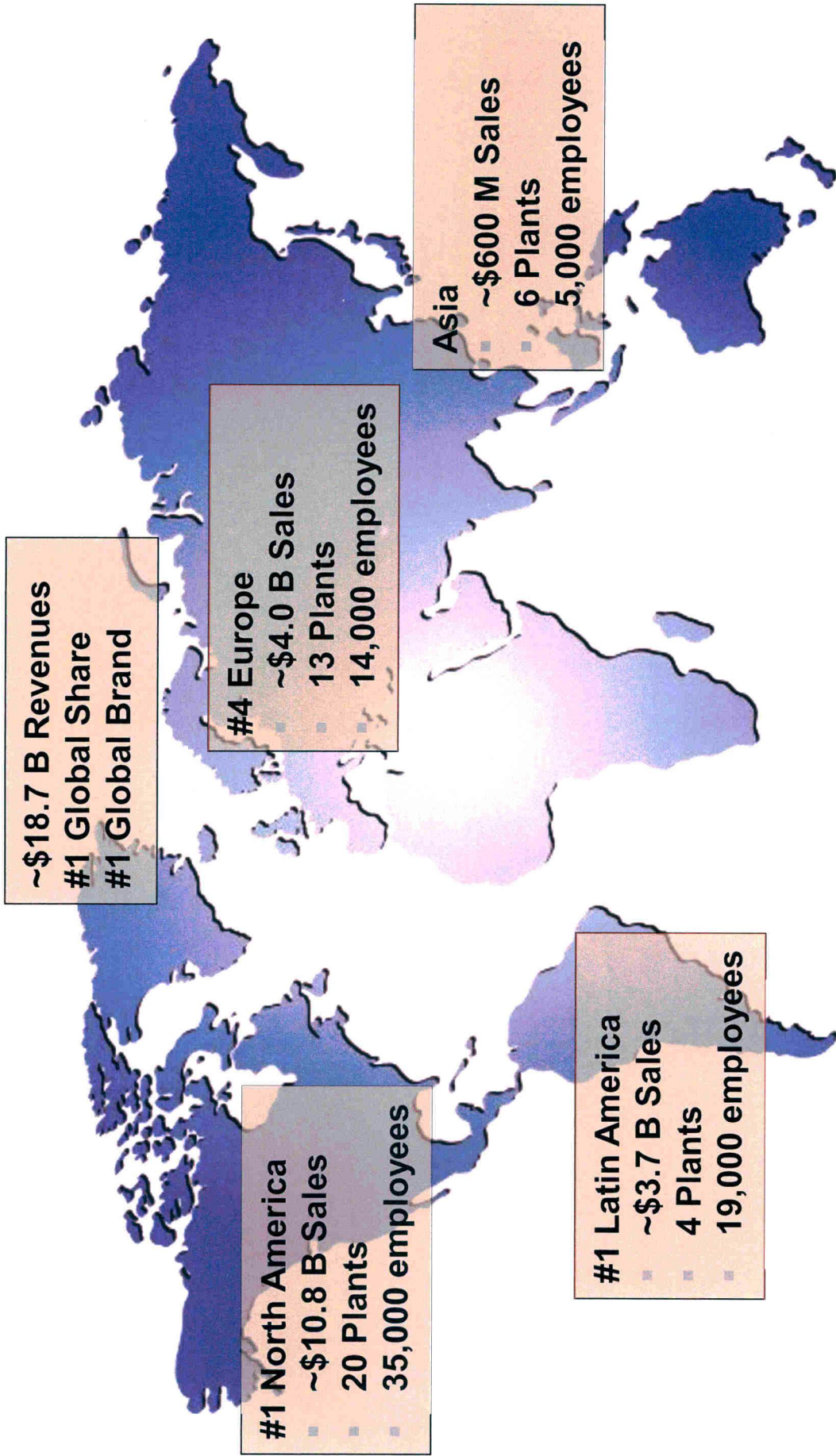
***Whirlpool is the leader of the \$100 billion
global home appliance industry.***



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2008 Global Operating Platform



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Whirlpool Strategy / Brand Focused Value Creation

BRAND PLATFORM

BEST CONSUMER POSITION

TRADE PLATFORM

BEST TRADE POSITION

GLOBAL OPERATING PLATFORM

BEST COST, QUALITY AND DELIVERY POSITION

*Focused on innovation, cost productivity, product quality
and consumer value*



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Customer Centric Supply Chain



- Launched in 2005 to create a network and order management environment where our products are available to Trade Partners within 48-72 hours, with 95% service levels.
- Our focus is on “Every Product ... Available Everywhere ... Delivered Everyday.”
- The CCSC is focused on three primary work streams:
 - Manage order process
 - Manage the delivery process
 - Optimize supply and demand planning
- A new distribution network, called the Hi/Lo Network, is being implemented to get a full mix of product out closer to the customer.



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2006 Maytag Acquisition

- Maytag was acquired by Whirlpool Corporation in April 2006.
- The acquisition resulted in many collocated distribution centers (Seattle, Southern California, Fort Worth, Atlanta, Pennsylvania).
- Whirlpool immediately took action to integrate the Whirlpool and Maytag supply chain structures.
 - Local Distribution Center (LDC) Networks
 - Routing of Regional Distribution Center (RDC) Shipments
 - Combining Maytag and Whirlpool RDC locations
 - Improving Product Availability and Fill Rates
- After completion of the integration, Whirlpool will have 11 RDCs versus 16 in 2006.



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