

# Tide's mission is for every load of laundry to do a **LOAD OF GOOD**



OUR AMBITION is to **decrease the environmental impact** of a load of laundry and **increase the impact** of clean clothes.

## We're on a journey to decarbonize laundry at every step.

With our 2030 goals, we're looking across our full value chain to reduce climate impact, while serving communities most affected by climate change.

### 1 MANUFACTURING

Cut greenhouse gas (GHG) emissions at plants by half, in part by exploring carbon capture technology to reduce carbon intensity of our ingredients.

### 2 PACKAGING

Reduce use of virgin plastic by half and continue to explore new solutions.

### 3 CONSUMER USE

Increase cold water loads to 3 in 4, reducing GHG emissions by **4.25 million metric tons (MT)** -- equal to **removing about a million cars** from the road for a year.\*

### 4 COMMUNITIES

Expand Tide Loads of Hope program by 10x, providing free laundry service to millions of people impacted by natural disaster.



## Tide aims to make cold water wash the new standard.

**Over two-thirds** of Tide's climate impact occurs during consumer use due to the energy needed to heat water. That means Tide's biggest opportunity to reduce GHG emissions is turning consumers to cold.

### SWITCHING TO COLD\*\*...

Uses up to **90% less energy** in the wash cycle. **Saves up to \$150 a year** on energy bills.



### SMALL STEP, BIG IMPACT

Turning 3 in 4 loads to cold by 2030 can **reduce a cumulative 27MM MT of CO2\*\*\***

## Striving to do better is in our DNA.

Since the beginning, we've continually worked to find efficiencies in water, energy and waste. We've developed products that use and require less water, manufactured in plants that operate with 100% renewable electricity and send zero waste to landfill. **By 2030, we're deepening our efforts by:**



MAKING **100% OF TIDE'S PRODUCTS RECYCLABLE**



CREATING **LIGHTER PRODUCTS** THAT ARE MORE EFFICIENT TO SHIP



**REDUCING WATER USAGE** AT OUR PLANTS BY 40%

\* vs. 2020 baseline when compared to washing in hot in US and Canada

\*\* When compared to hot

\*\*\* in the next decade (2020-2030)

† vs. 2010 baseline