

Reckitt Benckiser partners with Founders Factory as exclusive Hygiene and Home investor

- **RB and Founders Factory launch *Founders Factory Hygiene and Home*, a joint venture to discover and develop disruptive start-ups to transform wellbeing in the home and create a cleaner world for future generations.**
- **Applications are now being accepted from start-ups and entrepreneurs working on solutions to create cleaner and safer environments for the home.**

LONDON, 5 AUGUST 2019 - RB and Founders Factory have today launched Founders Factory Hygiene and Home, a joint venture (JV) to discover and develop startups who will transform the lives of consumers and create a cleaner world through cutting edge technology and innovation.

RB joins the Founders Family as its eighth corporate partner and will invest in a number of fast-growth start-ups sourced through Founders Factory's global network. The JV will give RB access to developing technologies, disruptive business models and entrepreneurial thinking to help them unlock exciting innovation to serve consumers.

Founders Factory is at the forefront of the European tech industry and is focussed on launching and growing start-ups across a range of sectors. Co-founded by Brent Hoberman, Henry Lane Fox and George Northcott in 2015, Founders Factory has built and scaled over 100 start-ups in its London, Johannesburg and Paris hubs via its unique corporate-backed accelerator and studio model.

Start-ups selected for *Founders Factory Hygiene and Home* will have access to RB's unique market insights designed to enhance the lives of consumers.

Henry Lane Fox, Co-Founder and Executive Chairman, Founders Factory:

"We are very excited to partner with RB to help the most ambitious entrepreneurs build and scale new startups within the hygiene and home sector. Our 70 strong team of digital operators together with the experts at RB, will provide unparalleled opportunities for entrepreneurs exploring new technologies that create cleaner and safer home environments.

"After 100 investments over the past three years across several sectors, we have a proven model to provide rapid growth opportunities for startups and encourage any founder keen to take their business to the next level, to get in touch."

Rob De Groot, President, RB Hygiene Home, said:

“RB is passionate about creating a cleaner world and offering consumers superior solutions to enhance their lives. Innovation and entrepreneurship are in our DNA and we’re excited to work with disruptive start-ups and talented entrepreneurs who can bring disruptive thinking to our business and help us serve consumers in exciting new ways. We look forward to using our scale, sharing our expertise in homecare and hygiene and collaborating with this exceptional talent pool to bring the next generation of technology driven solutions to our consumers.”

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For more information about Founders Factory please contact:

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Notes to editors:

Founders Factory is the world’s best partner for founders. We have developed a platform for entrepreneurs from different backgrounds and at varying stages to build and grow their startups.

Started by Brent Hoberman and Henry Lane Fox, Founders Factory has received investment from L’Oreal, easyJet, Guardian Media Group, Aviva, Holtzbrinck, CSC, Marks & Spencer and Reckitt Benckiser. Combined with our full-time team of 70 specialists we provide founders with the best platform to launch or scale their startup.

Our incubator creates 15 new startups every year. We validate ideas, build founding teams, find first customers and invest directly in each startup.

Our accelerator invests in 40 startups every year. We invest cash, six months of bespoke support from our team and provide commercial opportunities with our investors.

To date we have backed and built over 90 companies and will reach over 220 within five years.

Founders Factory now has offices in London, Johannesburg and Paris.

Founders Factory was voted, by its peers, as the Hottest Startup Accelerator and early Stage Investor at The Europas 2018 and 2019.

About RB

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RB* is a leading global health, hygiene and home company inspired by a vision of the world where people are healthier and live better. Its purpose is to make a difference by giving people innovative solutions for healthier lives and happier homes.

Through its two business units, Health and Hygiene Home, RB has operations in over 60 countries and its products reach millions of people globally every day. Its trusted household brands include names such as Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex,

Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite and Air Wick.

RB's drive to achieve, passion to outperform and commitment to quality and scientific excellence is manifested in the work of over 40,000 diverse, talented entrepreneurs worldwide.

For more information visit www.rb.com

*RB is the trading name of the Reckitt Benckiser group of companies