

Creating Shared Value



2021 Corporate Citizenship Report
Executive Summary

Awards and Recognition

Corporate



Brands

Rubbermaid®, Graco® and Crockpot® brands recognized by Newsweek as

America's Most Trusted Brands

Rubbermaid Brilliance™ and Calphalon Premier™ were selected as

Good Housekeeping Best
in their categories

People Magazine named Century as one of the editors' **Favorite Sustainable Brands**

Rubbermaid Commercial Products' European team won first place in the

Tomorrow's Facilities Management Awards and the Tomorrow's Cleaning Awards

JPMA 2021 Innovation Award winners

- The Baby Jogger City Turn won the **Innovation Award** in the **Child Restraint Systems** category
- The Graco 4Ever DLX and licensed product Premium Foam Crib and Toddler Mattress both won "Tried and True" awards
- The Century Drive On won two awards in the Green/Environmentally Friendly category and as an Editor's Pick

2021 Highlights



70



designers participated in the Earth Day Design Jam developing concepts for turning waste into new products

3



new leadership development programs for employees around the world



Donated

>15M



products worth nearly \$17 million to support communities in need

13



facilities around the world submitted projects for consideration during the Sustainability Excellence Awards

.62



global recordable incident rate, a world-class result

Launched our give@newell



Matching Gift Program

to all employees globally

Launched

carbon neutrality goal

for Scope 1 and Scope 2 emissions



Completed

498

social compliance audits



Improved employee engagement score to

75,

in line with global benchmarks



~83,000 lbs

of Home Fragrance products collected for recycling by TerraCycle®



Donated

\$125,000

to 14 nonprofits in eight communities through our Local Impact Grant Program



6.2 M kWh

energy saved during pilot energy management program



Achieved representation of

35%

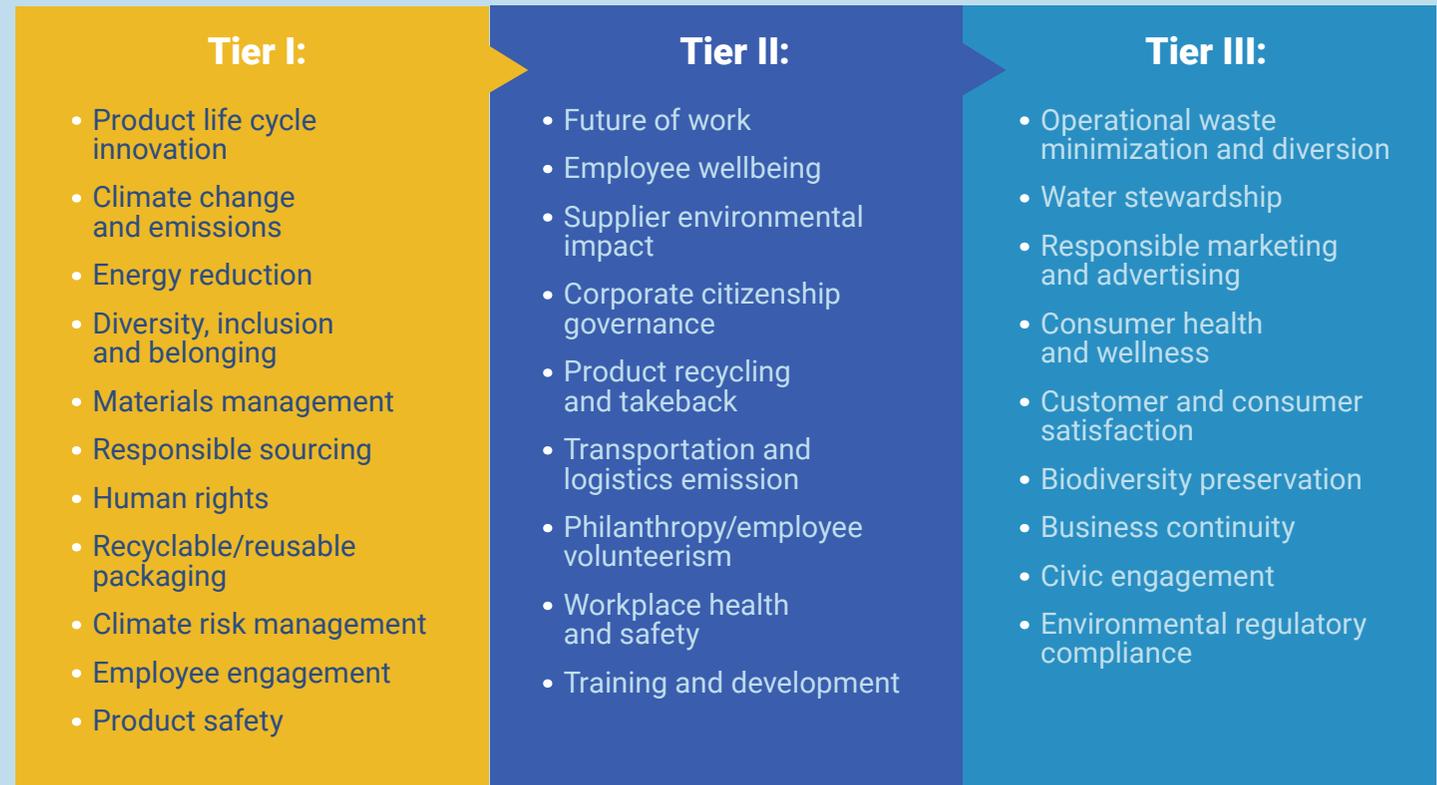
women among the direct reports of Business Unit CEOs and center-led Functional Heads



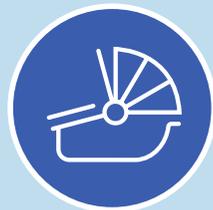
Our Approach to Corporate Citizenship

Newell Brands is committed to addressing important environmental, social and community issues. In 2021, we conducted our first materiality assessment to better understand the corporate citizenship topics that are most important to our stakeholders. The result is a list of 29 topics that fall under three broad themes: Sustainable Products, Climate Change and Workplace of Choice.

We organized our material topics into three tiers, according to the size of the risks and opportunities that Newell must manage. While the Tier I topics are where we believe we can make the greatest difference, all of the topics identified are important to Newell.



Based on our materiality assessment, we shifted from corporate citizenship philosophies to four corporate citizenship focus areas which guide our reporting



Our Products



Our Planet



Our People



Our Communities

Corporate Citizenship Goals

Clear goals in our focus areas allow us to set our sights high.

While early in our journey, we will continue to share our progress in future Corporate Citizenship Reports.

	GOAL YEAR	2021 PROGRESS
Our Products		
Source 100% of our direct-sourced paper-based packaging from certified, verified or recycled sources	2025	Sourced 90% of direct-sourced primary and secondary packaging in North America from certified, verified or recycled sources.
Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging	2025	Assurance mechanisms for reporting on this goal are underway, and we will report on our progress in the next Corporate Citizenship Report.
Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods	2025	This is a new goal and we will report on our progress in the next Corporate Citizenship Report.
Our Planet		
Reduce Scope 1 and 2 GHG emissions by 30% (2016 baseline)	2025	Achieved a cumulative reduction of 28%.
Reduce waste to landfill by 90%	2025	Achieved a reduction of 58%.
Use SmartWay-approved carriers for over 90% of ton-miles traveled	2025	Traveled 89% of ton-miles with SmartWay-approved carriers.
Convert 30% of Newell's manufacturing electricity to renewably produced electricity	2030	Converted 8% of manufacturing electricity to renewably produced electricity.
Achieve carbon neutrality for all our Scope 1 and 2 emissions across our global portfolio at all manufacturing, distribution, warehousing and office sites	2040	This is a new goal and we will report on our progress in the next Corporate Citizenship Report.

Corporate Citizenship Goals (cont'd)

	GOAL YEAR	2021 PROGRESS
Our People		
Establish and implement a Diverse Slates Policy that slates for roles at the Director level and higher in terms of gender, race and sexual orientation	2021	Achieved through the implementation of a <u>Diverse Slates Policy</u> .
Create a Leadership Team of at least 30 percent women	2025	Achieved representation of 30% women.
Achieve representation of at least 30 percent women among the direct reports of Business Unit CEOs and center-led Functional Heads	2025	Achieved representation of 35% women.
Work toward representation of women and people of color at the people manager level in the U.S. to match the relevant talent market in terms of geography and function	2025	Realized YOY improvement in the representation of people of color at professional, people manager and VP+ levels.
Our Communities		
Invest \$1 million in our communities through our Local Impact Grant Program	2025	Donated \$530,000 in Local Impact Grants since the program's launch in 2019.
Achieve \$50 million in product donations	2025	Distributed \$25.4 million in product donations in 2020 and 2021.

Our Products

Newell Brands is dedicated to creating products that are safe, sustainable and responsibly made—from design and sourcing to manufacturing, packaging, distribution, use and end-of-life.



DESIGN

Newell has a Product Sustainability team that consults across Business Units, recommending eco-conscious materials and advising on end-of-life considerations. This approach allows us to apply consistent design strategies across our brands. We use tools like life cycle assessments (LCAs) to understand a product's greatest impacts and most meaningful opportunities for improvement.

SOURCING

We source finished goods and direct materials for many of our products. Our responsible sourcing program helps ensure that every product we sell is ethically produced or sourced. We train suppliers on our expectations and audit them to make sure they comply. Newell has a zero-tolerance stance on forced labor and other human rights issues in our supply chain.

SHIPPING

While we try to reduce packaging where possible, some packaging is necessary to protect our products in transit. Our greatest opportunity for impact is in removing non-recyclable materials from our packaging, and prioritizing packaging that comes from certified, verified or recycled sources. To help packaging materials stay in circulation, we clearly label consumer-facing packaging with recycling instructions.

Product End-of-Life

Many of our products use plastic resins, and we are evaluating new ways these materials can be recycled. Newell is exploring the possibility of "advanced recycling," which goes beyond typical mechanical recycling to return post-use plastics to their basic chemical building blocks. Several of our brands partner with TerraCycle®, a leader in finding uses for hard-to-recycle products. When they are done using our products, consumers can send their products to TerraCycle at no cost.



Changing the style of packaging we use to ship our products can make a big difference. Ball® has reduced fiber material usage by an average of 70 percent in packaging for its specialty product line by transitioning its carton paperboard packaging structure to trays.

Our Planet

As we face the long-term impacts of climate change, biodiversity loss and plastic waste, Newell Brands is looking at ways to meaningfully address the environmental impacts of our operations by expanding our measurement and management programs, investing in new technologies for environmental reporting, setting strategic goals and sharing our progress.

ProjectGigaton™

PARTNERING WITH CUSTOMERS ON EMISSIONS REDUCTION

We participate in Project Gigaton, a Walmart initiative to eliminate one billion metric tons (a gigaton) of greenhouse gases from the global value chain by 2030. Walmart has recognized Newell Brands as a “Giga Guru,” meaning that we have set specific, measurable, achievable, relevant and time-bound (SMART) goals; report on these goals publicly; and reduced emissions in our most recent reporting year.

2025

WHAT WE'LL DO

Reduce Scope 1 and Scope 2 GHG emissions by 30%, compared to a 2016 baseline

HOW WE'LL DO IT

Leverage programs like an energy management pilot through which sites can identify opportunities to conserve energy and reduce emissions.

WHAT WE'LL DO

Use SmartWay® certified carriers for over 90% of ton-miles traveled

HOW WE'LL DO IT

Partner with the U.S. Environmental Protection Agency's SmartWay® Transport Partnership to help us measure, benchmark and improve freight transportation efficiency with emissions accounting methodologies and tools.

WHAT WE'LL DO

Reduce waste to landfill by 90%

HOW WE'LL DO IT

Work with each of our sites around the world to reduce landfill waste through production optimizations and increased recycling.

2030

WHAT WE'LL DO

Convert 30% of Newell's manufacturing electricity to renewably produced electricity

HOW WE'LL DO IT

Participate in local utility renewable energy programs, and implementing on-site renewable energy projects, such as solar installations, at our facilities.

2040

WHAT WE'LL DO

Achieve carbon neutrality for all Scope 1 and Scope 2 emissions across our global portfolio

HOW WE'LL DO IT

A new cross-functional Climate Task Force will help drive support for this goal. In 2021, this group established an internal climate policy that outlines standardization requirements, identifies stakeholder accountabilities and creates pathways for achievement.

Our People

Newell Brands takes seriously our responsibility to foster a diverse and inclusive environment and to be a great place for people to work, grow and thrive. We are committed to providing fulfilling careers and development opportunities for our people at all levels and supporting their wellbeing at work and at home. By living our Values of Truth, Transparency, Teamwork and Trust, we drive a winning culture in which employees feel a sense of belonging and pride.

Here are a few ways we made Newell a great place for people to work, grow and thrive in 2021:



Diversity, inclusion and belonging (DI&B)

We completed a six-month DI&B diagnostic in 2021 in partnership with a prominent third-party firm.

We achieved three of the four DI&B goals we set for ourselves in 2020:

- Created a Leadership Team of at least 30 percent women.
- Achieved representation of at least 30 percent women among the direct reports of Business Unit CEOs and center-led Functional Heads.
- Established and implemented a Diverse Slates Policy for roles at the Director level and higher which includes gender, race and sexual orientation.

We launched our seventh Employee Resource Group (ERG), ABLE, focused on employees with disabilities and allies, and added Executive Sponsors for each ERG.



Employee engagement

In 2021, we strengthened our commitment to our frontline with a major initiative focused on attracting and retaining these employees and being an employer of choice in the communities where we operate.

We gathered positive feedback through communications and employee engagement surveys, with scores in line with global benchmarks.

The engagement survey highlighted strengths across three key areas:

- **Authenticity:** Employees are comfortable being themselves at work
- **Feedback:** Managers provide direct reports with feedback that helps them improve
- **COVID-19 response:** Employees believe the company has handled the pandemic well



Talent acquisition and development

We refocused our development and retainment efforts on critical populations, including:

- Early career talent, through a relaunched Campus Champions program
- Newell employees, through a new internal mobility website that makes it easier to find new roles within the company and refer friends and colleagues
- Current and emerging leaders, through an executive coaching program, 360-degree development program and a program for managers centered on Newell's Values



Employee health, safety and wellbeing

Over the past five years, we have steadily decreased our global recordable incident rate, achieving a world-class rate of .62 percent in 2021.

We maintain COVID-19 safety protocols across our frontline facilities and provided monetary incentives and on-site clinics for employees to get vaccinated.

We made it easier for employees to stay healthy outside of work with benefits enhancements and new mental health resources including a mental wellness tool for digital cognitive behavioral therapy, with self-guided modules to help employees cope with stress, anger, anxiety, depression and low self-esteem.

Our Communities

We are committed to being a force for good in the world, and we bring this to life by building relationships with nonprofit organizations that align with our business and Values. There are many ways we make a positive impact and build trust in the communities in which we operate:



LOCAL IMPACT GRANT PROGRAM

Employees nominate and vote on nonprofits that work within the Newell Brands Charitable Foundation's (the Foundation) focus areas. This program enables us to engage employees in our philanthropic giving while supporting our local communities in a meaningful way.



MATCHING GIFT PROGRAM

Employee donations to The Nature Conservancy, No Kid Hungry and Save the Children are matched dollar-for-dollar by the Foundation, up to \$25,000 per nonprofit per year.



SUPPORT FOR CAUSES THAT MATTER TO EMPLOYEES

In 2021, the Foundation partnered with ERGs to select nonprofits for donations in honor of important cultural moments, including Martin Luther King Jr. Day, Pride Month and Hispanic Heritage Month.

The Newell Brands Charitable Foundation Giving Pillars

- Child Safety & Development
- Outdoor & the Environment
- Hunger
- Education
- Diversity, Inclusion and Belonging
- Disaster Relief



DISASTER RELIEF

As a consumer products manufacturer, we are well-positioned to provide product donations to support communities in need during times of crisis and disaster. We augment this in-kind support with financial contributions whenever possible.



EMPLOYEE VOLUNTEERISM

We empower employees to donate their time to causes they are passionate about through both company-sponsored and locally driven volunteer initiatives. All full-time employees in the U.S. and Canada annually receive eight hours of paid time off to volunteer.



CIVIC ENGAGEMENT

We believe in the importance of participating in democracy. Newell Brands is a member of the Civic Alliance, a nonpartisan coalition of businesses that equips employees to vote and take part in civic discourse, as well as other organizations that promote voting rights.

We invite you to learn more by visiting the full [2021 Corporate Citizenship Report](#).

Newell Brands' commitment to growing beloved brands has endured for nearly 120 years. Today, our portfolio includes iconic brands such as Rubbermaid, FoodSaver, Calphalon, Sistema, Sharpie, Paper Mate, DYMO, EXPO, Elmer's, Yankee Candle, Graco, NUK, Rubbermaid Commercial Products, Spontex, Coleman, CAMPINGAZ, Contigo, Oster, Mr. Coffee and many more.

Forward-looking information

Some of the statements in this report, particularly those related to future goals, commitments and programs as well as business performance and objectives are forward- looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements generally can be identified by the use of words or phrases, including, but not limited to, "intend," "anticipate," "believe," "estimate," "project," "target," "plan," "expect," "setting up," "beginning to," "will," "should," "would," "resume" or similar statements. We caution that forward-looking statements are not guarantees because there are inherent difficulties in predicting future results. Actual results may differ materially from those expressed or implied in the forward-looking statements. Important risk factors that could cause actual results to differ materially from those suggested by the forward-looking statements can be found in our current and periodic reports filed with the U.S. Securities and Exchange Commission, including with limitation our 2021 Annual Report on Form 10-K.

