

Welcome to *Unidukan*

# Unidukan is Unilever's Direct to consumer platform

## Who's Unilever?

Every day, 2.5 billion people use Unilever products to feel good, look good and get more out of life.

Our brands give us a unique opportunity to create positive change, to grow our business, and to achieve our purpose of making sustainable living commonplace.

- **2.5 billion** people use our products each day
- **400+** Unilever brands are used by consumers worldwide
- **190** Countries in which our brands are sold
- **155,000** Unilever people deliver our success
- **€52 billion** Our turnover in 2019

# Purpose-led, Future-fit

The world doesn't stand still – and neither do we.

Not only do we **embrace change**, but we also seek to **make it**.

That applies to our brands – which achieve **positive change through their purpose and value chains**.

It also applies to **our business** – which we are making **future-fit, faster and more flexible**.

Together, we're redefining the **future of work** – more diverse, more inclusive, highly skilled and high-performing. And as a company, we're **redefining the way business is done**.

**Unidukan and Ecommerce is one way of changing the way we operate and that's why we are here**

# What we are offering



Beauty & Personal Care



Home Care



Foods & Refreshments



AXE



Dove



Lifebuoy



Omo



Clear



Knorr



Lipton



Rexona



LUX



Signal



Comfort



Pukka



Sunsilk



Jif



Closeup



TRESemmé



Fair & Lovely



Pure Leaf



Ponds



Vaseline



Love Beauty...



Brooke Bond



Hellmann's



Simple



# Expansion soon to new categories



Hygiene Products



Baby Care



Dairy Products



Drinking Water

# Unidukan **BENEFITS**

## Key Benefits



Most of your daily essentials under one roof



Special Price Offering for members



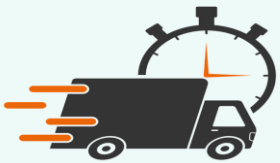
Previews of our new products



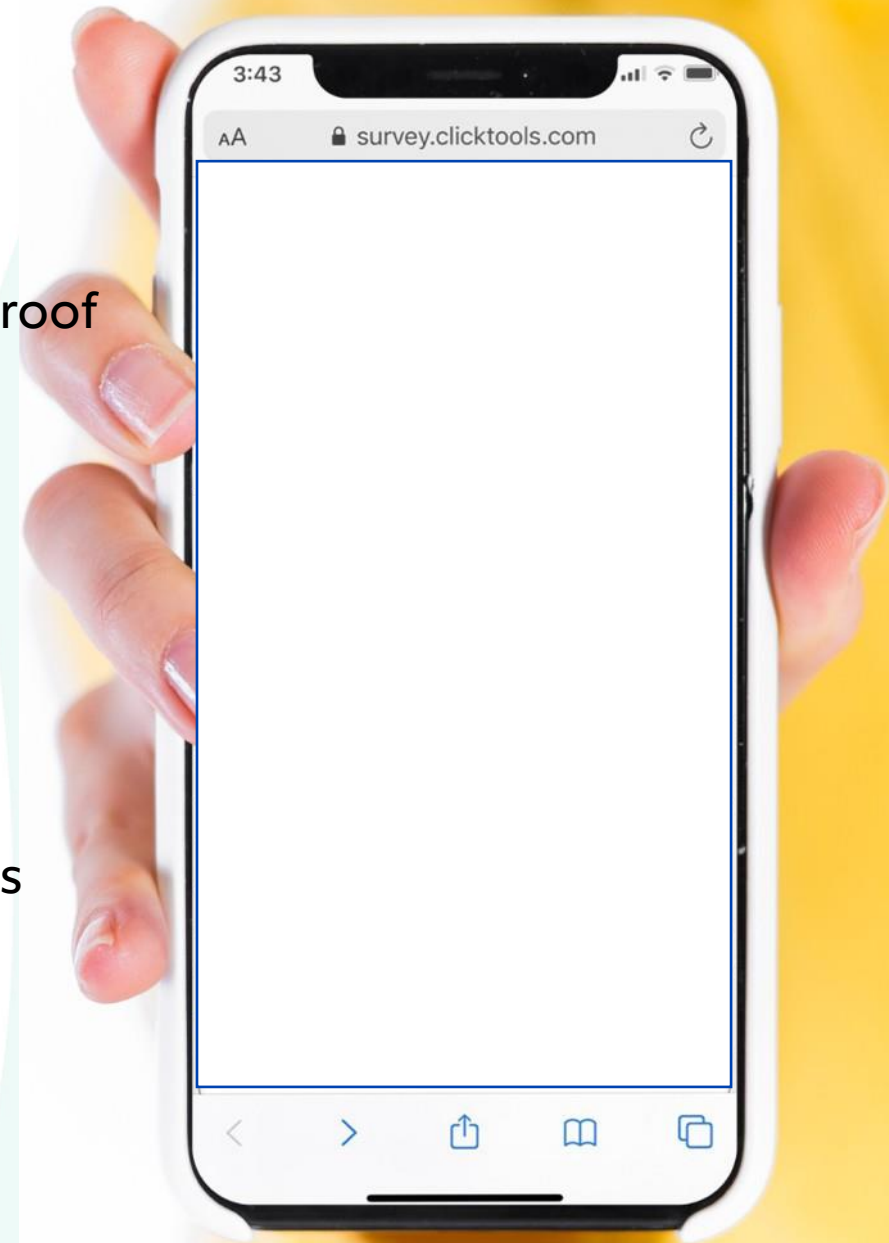
Loyalty Program with member benefits



Easy to use interface



Free (orders over 150 AED) Doorstep Delivery in  
1-2 Days with same day delivery option



*Unidukan:*

**ADVANTAGE TO YOUR EMPLOYEES**





# MOST OF YOUR DAILY NEEDS UNDER ONE ROOF







## SPECIAL PRICE OFFERING FOR MEMBERS

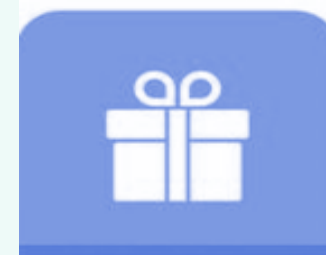
From 10-40% off  
Flash Sales at 60-80%



Cost savings



Bulk Deals



Loyalty Access



Fast Delivery



Exclusive offers



New Launch Pre-Orders

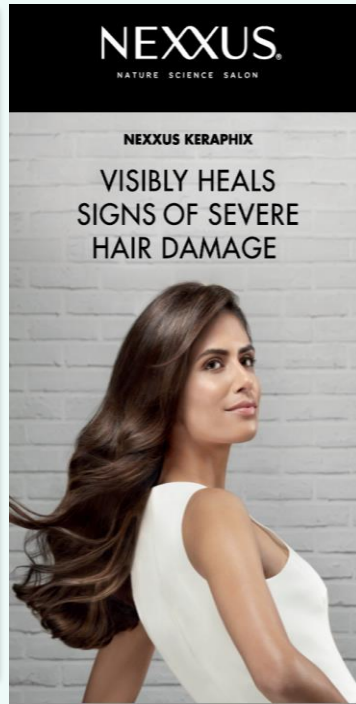


# EXCLUSIVE ACCESS TO OUR EXCLUSIVE BRANDS

## 1 K-Beauty



## 2 Salon Professional Brands



## 3 Natural Brands



- Previews for New Launches
- Discounts & Samples
- Invites to on ground events

# LOYALTY PROGRAM REWARDS- COMING SOON



New Launch Previews

Exclusive items

Subscribe & Save

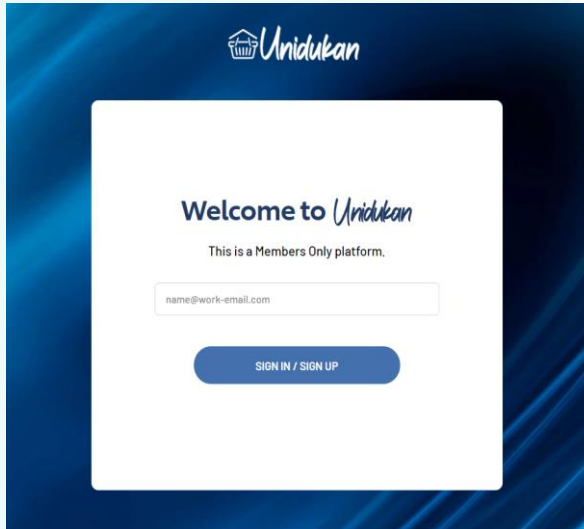


# THE *Unidukan* PLATFORM



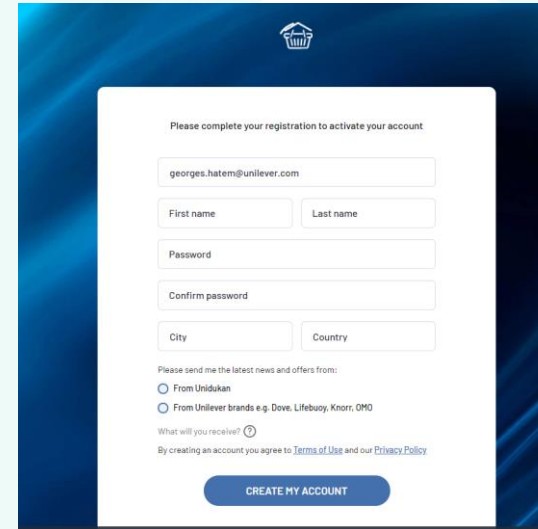
## 2 simple steps

www.unidukan.com

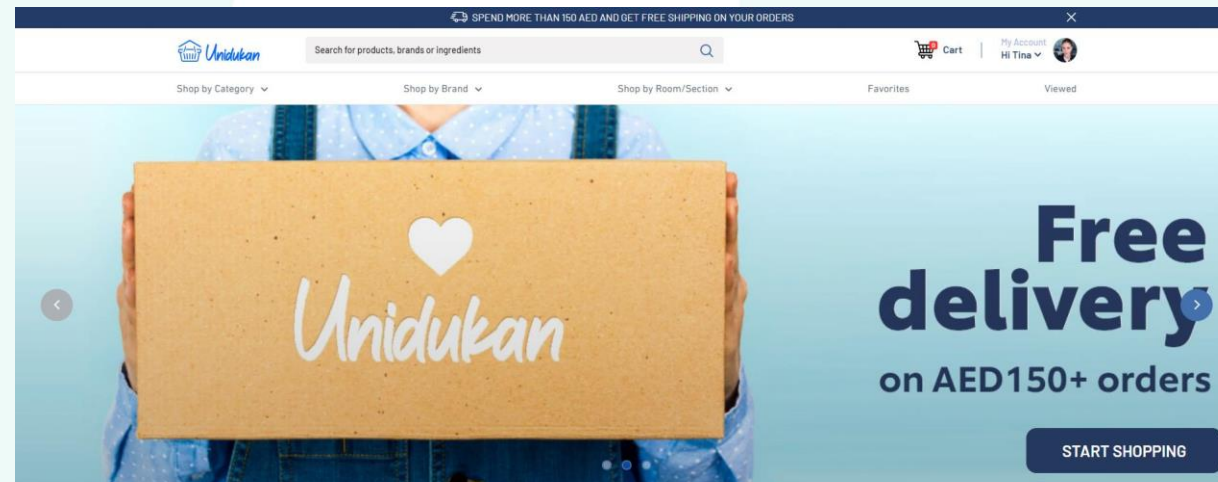


The image shows the 'Welcome to Unidukan' screen. At the top is the Unidukan logo. Below it, the text 'Welcome to Unidukan' is displayed, followed by 'This is a Members Only platform.' There is an input field for 'name@work-email.com' and a blue button labeled 'SIGN IN / SIGN UP'.

Sign up



The image shows the 'Sign up' form. At the top is the Unidukan logo. Below it, the text 'Please complete your registration to activate your account' is displayed. The form includes input fields for 'georges.hatem@unilever.com', 'First name', 'Last name', 'Password', 'Confirm password', 'City', and 'Country'. There are radio buttons for 'From Unidukan' and 'From Unilever brands e.g. Dove, Lifebuoy, Knorr, OMO'. A link for 'What will you receive?' is also present. At the bottom, there is a blue button labeled 'CREATE MY ACCOUNT'.





## THE PLATFORM EXPERIENCE: EASE OF USE

Trusted Platform, it's easy, secure & thousands of online stores around the world operate using Shopify.

Unidukan is invitation only (gatekept), - employee can register only if the company has an agreement with Unilever. Employee ID is deleted once the email is inactive after he/she moves out of the organisation.



This is a **MEMBERS ONLY** platform.

Your company is **not yet** registered

We are happy to onboard it – just email us and we will take it over from there... [info@unidukan.com](mailto:info@unidukan.com)



# User Registration, Access & Privacy, secure payments

The payment gateway used is secured and authenticated by all local banks of the country, enables fast and wide payment options (will include apple pay and Mada payment of KSA in near future)

GDPR compliant: user data captured will be private, secured and compliant with GDPR and local data regulations of the country (a detailed user agreement and privacy policy will be available)

Unilever does not STORE any financial information at its end



# User access & Privacy

## Privacy Notice

### #yourdataisyours

We know that you care about your personal data and how it is used, and we want you to trust that Unilever uses your personal data carefully. This Privacy Notice will help you understand what personal data we collect, why we collect it and what we do with it.

As you read our Notice, please keep in mind that it applies to all Unilever Gulf FZE companies.

Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions by sending us an email or submitting a request through the “Contact Us” form on our websites.

We have tried to keep this Notice as simple as possible, but if you’re not familiar with terms, such as cookies, IP addresses, and browsers, then please read about these key terms first.

You have the right to object to certain uses of your personal data including the use of your personal data for direct marketing. See what your rights are and how you can exercise them here.



# What is needed?

**Your company is under no obligation (financially or otherwise)**

## **What is needed?**

- **Agree on allowing your employees to benefit from this platform**
- **Send a company communication (we have a template) to invite people to log in and register and benefit as employees of your company**
- **Whether your company is back to office or not – we are happy to conduct a townhall or Teams meeting to take people interested through the benefits**

The background is a solid blue color with several large, overlapping, organic shapes in a lighter shade of blue. These shapes are irregular and fluid, resembling liquid or smoke. One large shape is on the left, another is in the upper center, and a third is on the right. They create a layered, abstract composition.

**THANK YOU**