



The Honorable Asa Hutchinson  
Governor of Arkansas  
State Capitol  
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Little Rock, AR 72201

Kees Kruythoff  
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April 1, 2015

Dear Governor Hutchinson:

On behalf of Unilever, we are deeply concerned with the potential impact of H.B. 1228, the Arkansas Religious Freedom Restoration Act, and ask you to veto the legislation. We have grave concerns with any laws being used to justify discrimination based upon sexual orientation or gender identity.

As an employer in the State of Arkansas with 300 employees in Jonesboro – our manufacturing facility that produces a number of brands, such as Dove, TRESemmé, Nexus, Suave, Motions, St. Ives, Vaseline, Pond's, and Axe – and 135 employees in Rogers, our Walmart Sales Office, we are a firm believer in diversity and inclusion. We strive to promote diversity as an expression of Unilever's sustainability mission by creating a win-win world – one where we can truly live our belief that diverse teams perform better. We believe the same is true for the consuming public.

We are proud to stand with Tim Cook, CEO of Apple; Marc Benioff, CEO of Salesforce and many other business leaders who have spoken out publicly against these types of laws. To quote Cook, "America's business community recognized a long time ago that discrimination, in all its forms, is bad for business." Not only is discrimination bad for business, but it is bad for the State of Arkansas. In addition, we agree with Walmart CEO Doug McMillon's urging that you veto this legislation. As he has stated, the legislation "threatens to undermine the spirit of inclusion present throughout the state of Arkansas and does not reflect the values we proudly uphold."

We urgently ask you to veto H.B. 1228 and keep Arkansas open for business.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Kees Kruythoff'. Below the signature is the typed name 'Kees Kruythoff' in a blue, cursive font.

Kees Kruythoff