



2019 Performance

Through 2019, our use of environmentally preferred tissue fiber was 84%. While this represents a 3% year-over-year decrease from 2018, we remain on track towards meeting our goal of 90% by 2025.

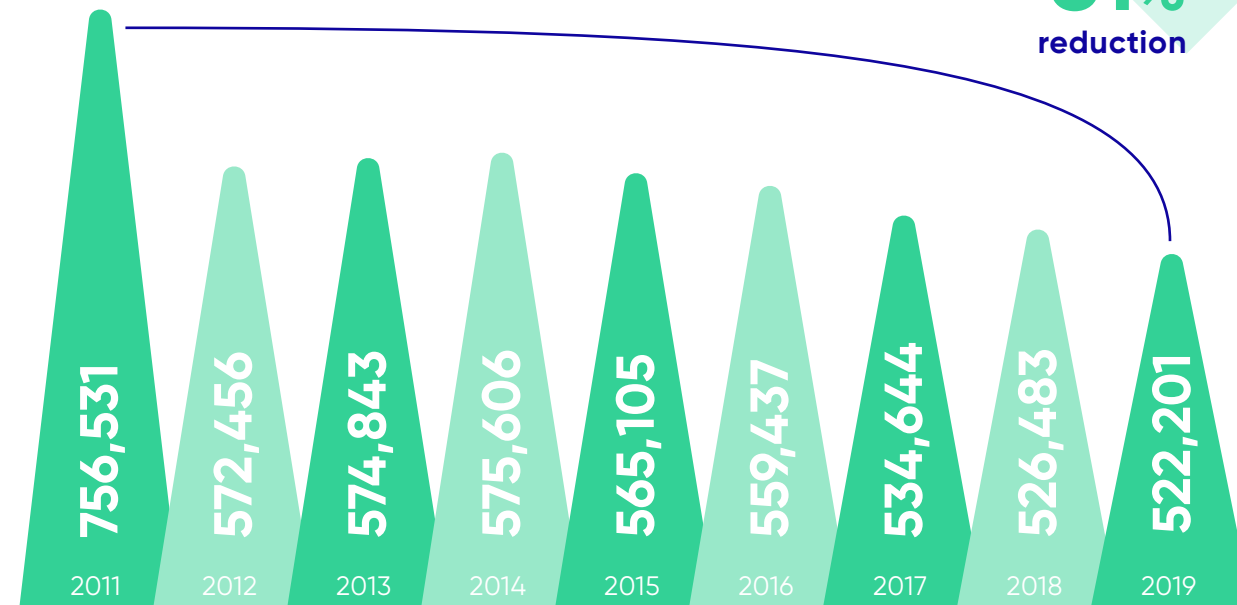
We were also able to achieve a 31% reduction in our use of natural forest fiber compared to our 2011 baseline, as we continue to drive towards a 50% decrease by 2025. Additionally, 100% of the fiber used in Kimberly-Clark products in 2019 was sourced from suppliers who met our certification standards.

These accomplishments demonstrate our continued progress in creating a more sustainable and resilient supply chain for our products.



100%
of the fiber used in Kimberly-Clark products in 2019 was sourced from suppliers who met our certification standards

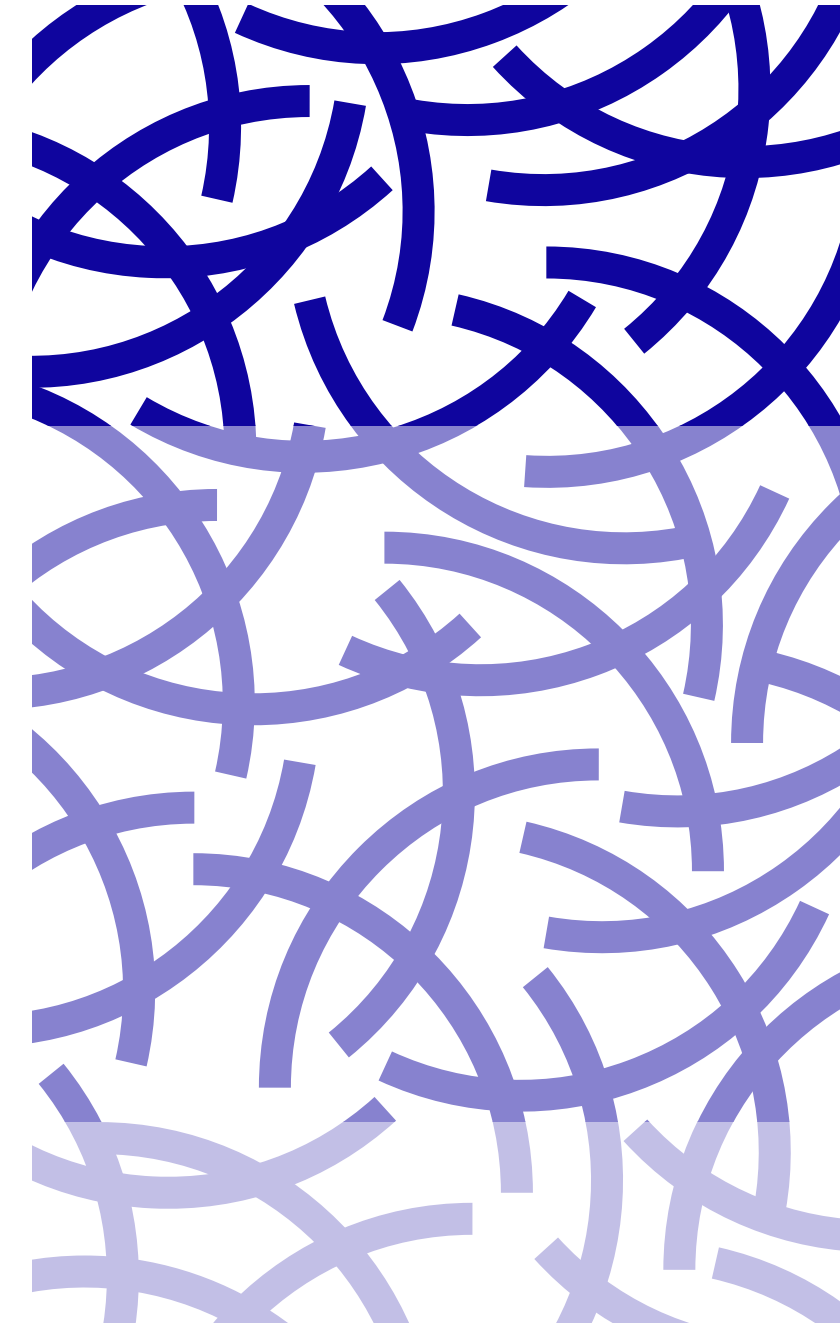
Use of Natural Forest Fiber (MT)



31%
reduction

Plastics footprint
Forests footprint
Carbon footprint
Water footprint

2019 tissue fiber sourcing



31%
recycled fiber

54%
FSC®
virgin fiber

16%
other
certified
virgin fiber



Forest Partnerships

We continue to advance many important partnerships that help us reduce the environmental and social impacts of forestry.

Forest Management with the Appalachian Woodlands Alliance

In 2019, Kimberly-Clark joined the Rainforest Alliance, the Forest Stewardship Council® (FSC®) and corporate partners in announcing the launch of the Smallholder Access Program (SAP).

This two-year FSC® pilot project is designed to provide the benefits of FSC® certification to forest-dependent landowners who manage 100 hectares (250 acres) or less of woodlands.

The program was developed by the Appalachian Woodlands Alliance, a partnership between the Rainforest Alliance and forest product leaders across the United States who share a commitment to practicing responsible forestry. Kimberly-Clark joined the Appalachian Woodlands Alliance in 2015.

WWF Partnership 10-year Anniversary

In 2019, we celebrated the ten-year anniversary of our partnership with World Wildlife Fund (WWF).

As a member of WWF's Global Forest and Trade Network, we are committed to increasing our use of wood fiber from sustainable sources to help protect the world's forests.

Through the partnership, WWF has helped us implement our global fiber procurement policy and has provided support as we increased the amount of responsibly harvested fiber used for our tissue products.

Kimberly-Clark has pledged to support WWF's efforts to protect High Conservation Value forests by funding the development of tools for identifying, mapping, and monitoring high conservation values in priority regions. We have also worked closely with WWF to support the Forest Stewardship Council® in its mission to protect forest ecosystems by boosting consumer demand for responsibly sourced forest products.

We are currently working with WWF to develop a forest protection project in two watersheds in Alabama and Mississippi, and look forward to another ten years of collaboration and conservation.

Expanding FSC® in Canada

Support for FSC® certification is foundational to our Forest Footprint strategy.

In 2019, the Kimberly-Clark Foundation provided support to FSC® Canada for the successful introduction and uptake of the new FSC® Canada national forest management standard, which provides important new protections for at-risk species and Indigenous rights.

