

# THE POWER OF AI

Unleashing 150+ Years of  
Science-based Innovation at  
**\* Kimberly-Clark**



Zack Hicks  
*Chief Digital &  
Technology Officer*



Craig Slavtcheff  
*Chief Research &  
Development Officer*

# OUR PURPOSE

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## Better Care for a Better World

### Better Products

Innovating for more sustainable products

### Better Planet

Safeguarding our climate and natural ecosystems

### Better Workplace

Fostering a culture of integrity and belonging

### Better Society

Partnering with changemakers to uplift our communities



# THE SCALE OF GLOBAL CARE

- **175+ countries & territories** where our brands are sold
- **1 in 4 people** use our products daily globally
- **\$20+ billion** in annual sales
- **#1 or #2 share position** in 70 countries
- **Global powerhouse brands** making lives better

**HUGGIES**

**Depend**

**PULL-UPS**

**Cottonelle**

**KOTEX**

**Kleenex**

**Scott**

**WYPALL**  
BRAND



# DATA & TECHNOLOGY MEET OUR PURPOSE

**We Are Inventors**



**150+ Years of  
Consumer-Centric  
Innovation**

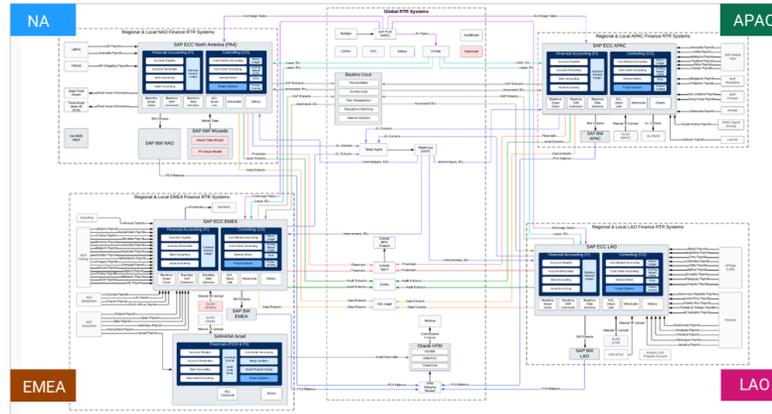




# The Power of a Unified, Actionable Data Foundation

*The Backbone of Intelligent Innovation*

## From Regional Complexity...



**1,700+**  
Single use  
applications

**20,000+**  
Cost  
Centers

**45**  
Billing &  
Invoice systems

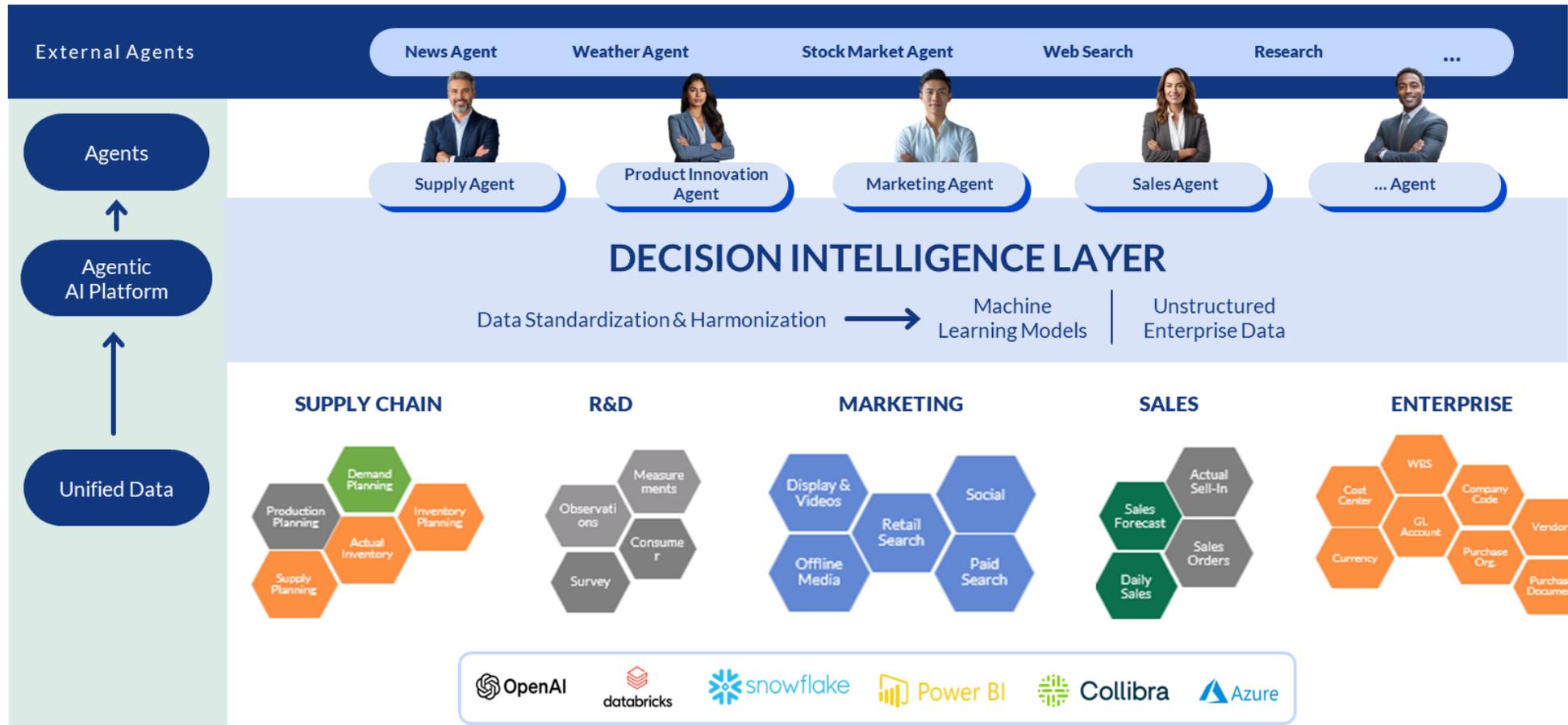
**18,000**  
Individual  
SKUs

**7+**  
ERP  
environments

# Agentic AI at Work

Enterprise Intelligence, Reimagined

## Super Intelligence & Multi-Agent Orchestration





# OUR FUTURE-READY AI AMBITION

TO POWER THE  
NEXT CENTURY OF CARE

through Intelligent Connections at Global Scale

To Our  
Purpose



To Each  
Other



To Our  
Consumers



POWERING OUR PURPOSE

# Accelerating Pioneering Innovation

*Through Technology that  
fosters a Better World*



Everyone's Challenge...

100%  
COMPOSTABLE

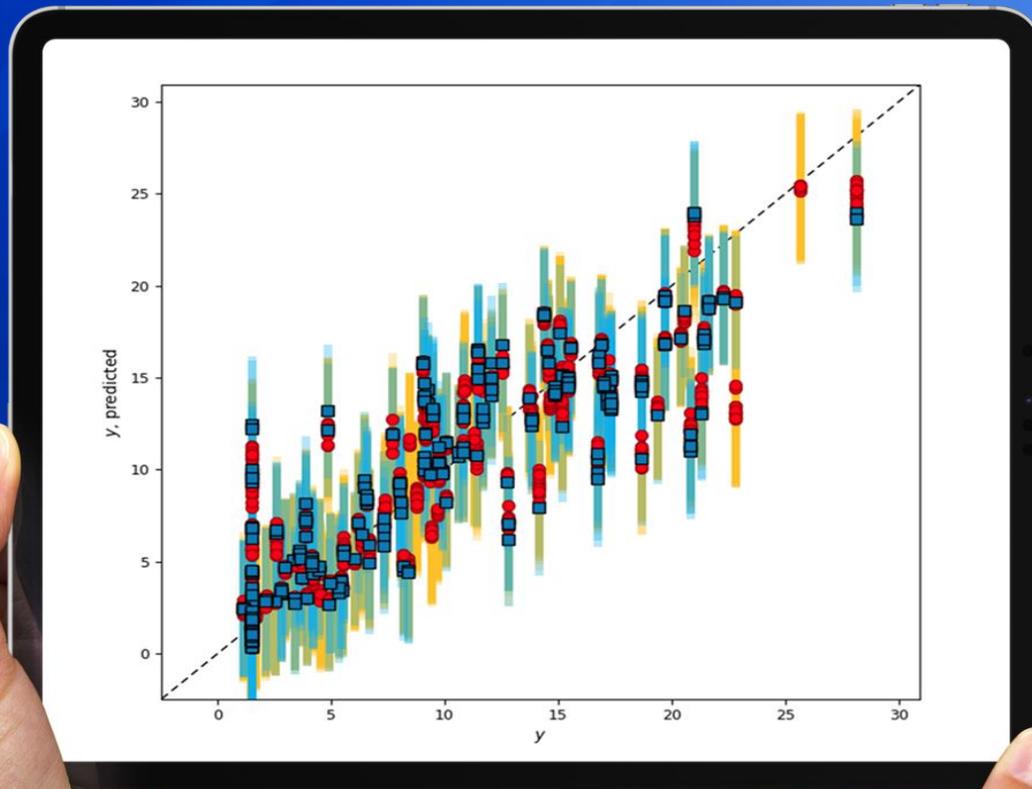
A young green plant with four leaves is growing out of a piece of brown paper that is partially buried in dark, rich soil. The paper has the text '100% COMPOSTABLE' printed on it in a bold, black, sans-serif font. The soil is dark and appears to be a mix of compost and other organic matter. The overall scene is a close-up, focusing on the plant and the paper.



# Designing A New To The World Plastic Solution

*With Machine Learning to augment human capabilities*

## TRAINING THE MODEL



Build the ML with 90% of the experimental data



Test the model with 10% of experimental data



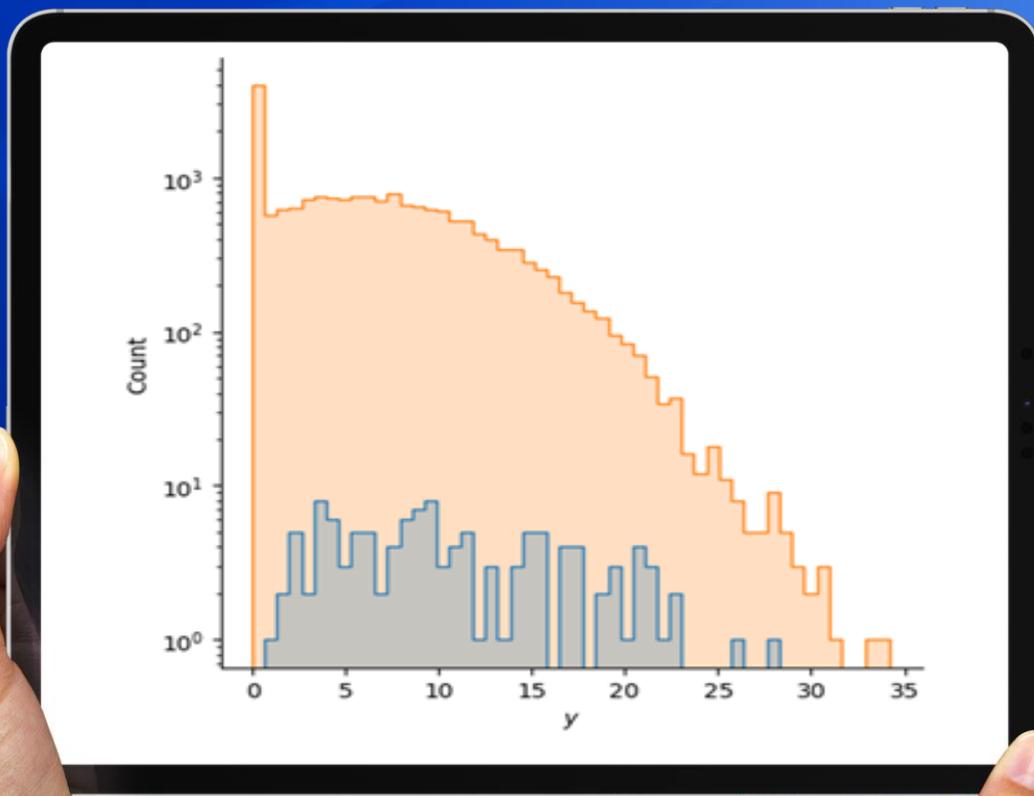
**3% error**



# Acting As A Digital Lab Assistant

*To rapidly test and focus our efforts*

## TESTING THE MODEL AGAINST THE POLYMER GENOME



Screened over **20,000** polymer formulations using trained ML models



Explored **2,400+** formulations



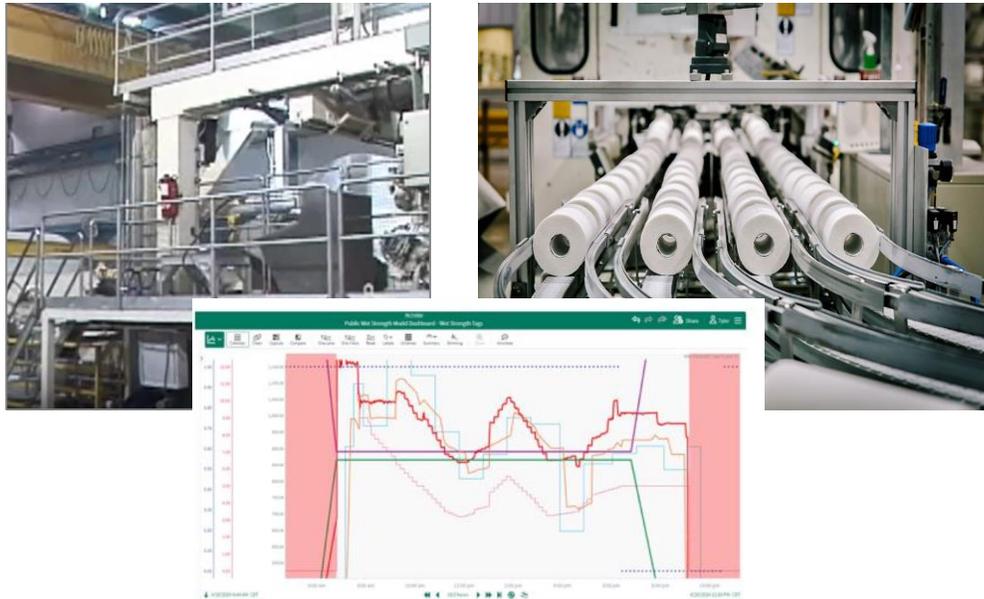
Identified **18** new polymer formulations that are predicted to exceed the performance target variable by **30%**



# Optimizing Ingredient Usage at Scale

*Where Sustainability meets Profitability*

A manufacturing intelligence system...



...that optimizes ingredient usage, reducing chemical waste by 15%



POWERING EACH OTHER

# Strengthening Our Collective Intelligence

*Through AI platforms that  
connect and wire us for growth*





# Democratizing Knowledge

*With centuries of research, intellectual property, and data*





# Scaling Expertise

*With on-demand, multilingual learning*



#Hamberly-Clark

Tom Merrill  
Sr Director AFC Product Stewardship

POWERING OUR CONSUMERS

# Activating Consumer-centric Marketing

*Through tools that help us  
listen, create, and connect*



## Algorithms Reward Volume & Freshness



TikTok & experts recommend **1-4 videos daily...** This frequency backed by sustained visibility, algorithm favor, and audience favor.  
Powerful Marketers



Google Search uses a freshness algorithm, designed to give you the most up-to-date results.  
Search Engine Journal

### Moz Blog

“Content freshness is a ranking factor. For ecommerce, that means revisiting and revising product pages regularly.”  
Moz Blog

**10X**  
*cheaper*

**3X**  
*faster*

BENCHMARK

DECODE

GENERATE

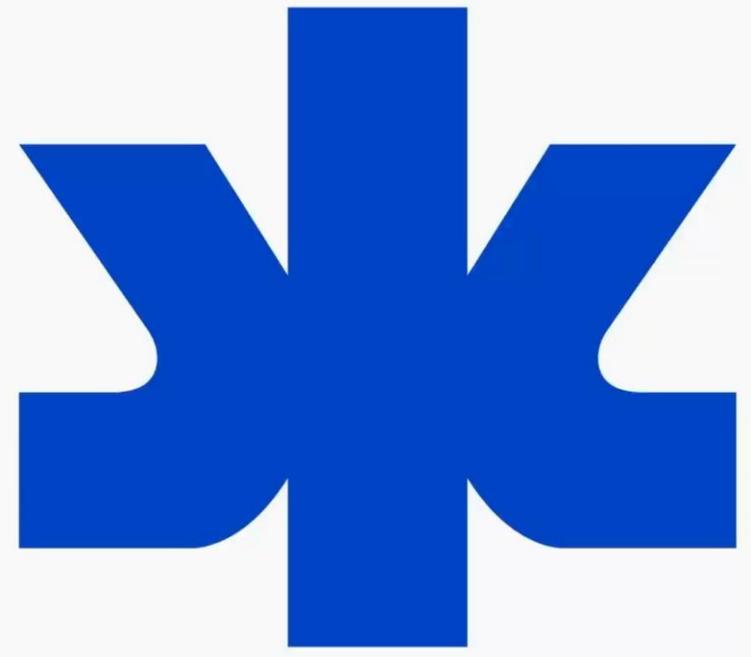
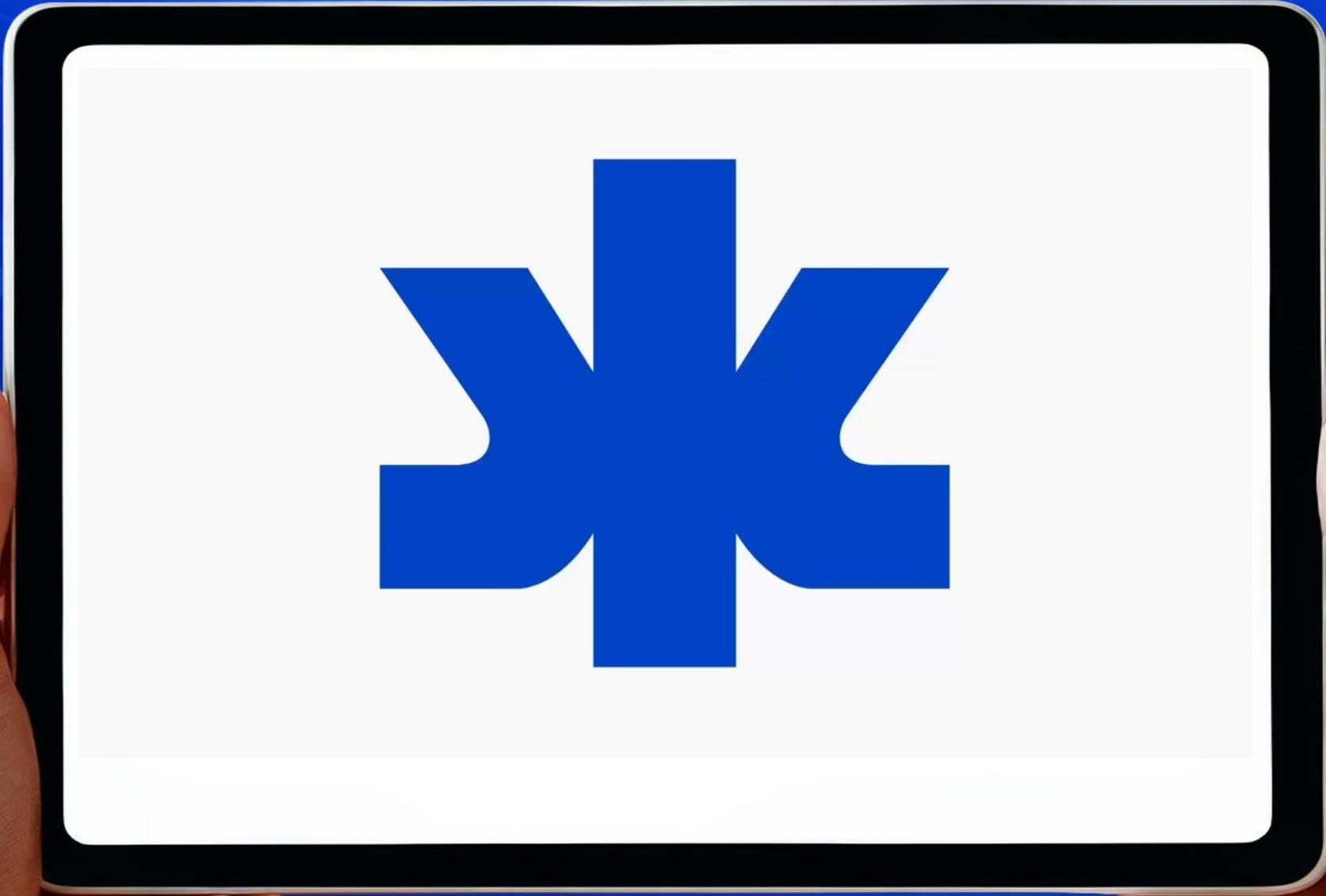
AMPLIFY

MEASURE

All capabilities depicted are under continuous development.  
Platform names are internal only.

# Meet Sophie

Brand  
Reputation





## Creative Brief

“Generate a short video with a white bear skiing in snow”





# AI Is Powering Our Next Era Of Inventions

**BOLD  
NEW  
CATEGORIES**



**REIMAGINED  
GLOBAL  
COLLABORATION**



**CONSUMER-  
FIRST  
BREAKTHROUGHS**



# Better Can't Wait

& with intelligent connections at scale

# Better is now.

\*Kimberly-Clark

