

# ADVERTISING MATERIAL



## WHIRLPOOL S.A.

Publicly Held Company – CVM Registry No. 01434-6

CNPJ/MF No. 59.105.999/0001-86

NIRE 35.300.035.011

ISIN Code of Ordinary Shares: BRWHLACNOR5

Ticker Symbol in BM&FBOVESPA: WHRL3

ISIN Code of Preferred Shares: BRWHLACNPR2

Ticker Symbol in BM&FBOVESPA: WHRL4

Dear Shareholder,

We hereby inform that on November 4, 2016, the Brazilian Securities and Exchange Commission (*Comissão de Valores Mobiliários*) granted the registration of the public tender offer to acquire up to 100% of the outstanding common and preferred shares issued by the WHIRLPOOL S.A. ("Whirlpool"), aiming at the cancellation of Whirlpool's registry as a publicly held company before the Brazilian Securities and Exchange Commission ("Offer").

The auction of the Offer will be held at BM&FBOVESPA on December 8, 2016, at 4:00 p.m. (GMT-2), through the Eletronic Trading System of the BOVESPA Segment of BM&FBOVESPA.

The public notice of the Offer was published on November 8, 2016 in the Official Gazette of the State of São Paulo and in Valor Econômico, and rectified by an erratum published on November 10, 2016 in the same newspapers.

The notice and other documents related to the Offer are available to anyone interested in the addresses mentioned below:

### WHIRLPOOL S.A.

Avenida das Nações Unidas, No. 12,995, 32<sup>nd</sup> floor, Brooklin – São Paulo, SP  
<http://www.whirlpool.com.br/investidor/> (in order to access the Appraisal Report on this website, select the year 2016 and click on "*Laudo de Avaliação*" in the list of files under the heading "*Informações aos Acionistas*". In order to access the Notice of the Offer on the same website, click on "*Editais*" in the list of files under the heading "*Informações aos Acionistas*").

### WHIRLPOOL DO BRASIL LTDA.

Avenida das Nações Unidas, No. 12,995, 32<sup>nd</sup> floor, room 4, Brooklin – São Paulo, SP  
<http://www.whirlpool.com.br/investidor/> (in order to access the Appraisal Report on this website, select the year 2016 and click on "*Laudo de Avaliação*" in the list of files under the heading "*Informações aos Acionistas*". In order to access the Notice of the Offer on the same website, click on "*Editais*" in the list of files under the heading "*Informações aos Acionistas*").

### BANCO ITAÚ BBA S.A.

Avenida Brigadeiro Faria Lima, No. 3,500, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> (part), 4<sup>th</sup> and 5<sup>th</sup> floors - São Paulo, SP  
<https://www.itaubba.com.br/itaubba-pt/nossos-negocios/ofertas-publicas> (in order to access the Appraisal Report on this website, select "*Whirlpool S.A.*", click on "*2016*", and then click on "*Oferta Pública de Aquisição de Ações (OPA)*"; after that, click on "*Laudo de Avaliação*". In order to access the Notice of the Offer on the same website, click on "*Editais*").

### COMISSÃO DE VALORES MOBILIÁRIOS – CVM

Rua Cincinato Braga, No. 340, 2<sup>nd</sup> floor, Centro, São Paulo, SP  
Rua Sete de Setembro, No. 111, 2<sup>nd</sup> floor, "Centro de Consultas", Rio de Janeiro, RJ  
[www.cvm.gov.br](http://www.cvm.gov.br) (in order to access the Appraisal Report on this website, click on "*Consulta - Companhias - Demonstrações, ITR, DFP, DF, Balanço, Fato Relevante*" in the "*Acesso Rápido*" section; then type "*Whirlpool*" and click on "*Continuar*"; after that, select "*Whirlpool S.A.*", click on "*Dados Econômico-Financeiros*" and select the link "*Consulta*" of the item "*Laudo de Avaliação*". In order to access the Notice of the Offer on the same website, click on "*OPA – Edital de Oferta Pública de Ações*" and then select the link "*Consulta*" of the item "*Editais da Oferta*").

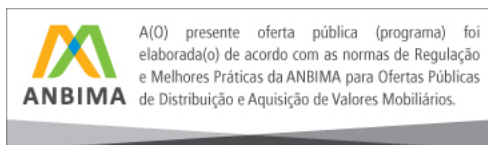
### BM&FBOVESPA S.A. – Bolsa de Valores, Mercadorias e Futuros

Praça Antonio Prado, No. 48, 2<sup>nd</sup> floor, Centro, São Paulo, SP – Diretoria de Operações  
[www.bmfbovespa.com.br](http://www.bmfbovespa.com.br) (on this website, click on "*Saiba mais*" at the tab "*Serviços*", and then select "*Saiba mais*" at the chart "*Leilões*"; after that, click on "*Bolsa de Valores*" and select "*Oferta Pública para Aquisição de Ações Ordinárias e Preferenciais de emissão da Whirlpool S.A.*" or "*Formulário de Manifestação*", as applicable).

**THIS ADVERTISING MATERIAL IS MERELY INFORMATIVE. PLEASE CAREFULLY READ THE TERMS SET FORTH IN THE NOTICE OF THE OFFER, ESPECIALLY THE PROCEDURES TO PARTICIPATE IN THE OFFER.**

**THE INFORMATION CONTAINED HEREIN DOES NOT REPLACE THE CAREFUL READING OF THE NOTICE OF THE OFFER AND THE APPRAISAL REPORT.**

**"THE REGISTRATION OF THE OFFER DOES NOT IMPLY A GUARANTEE, BY CVM, OF THE VERACITY OF THE INFORMATION PROVIDED, NOR JUDGMENT ON THE QUALITY OF THE TARGET COMPANY OR THE PRICE OFFERED FOR THE TARGET SHARES OF THE OFFER."**



## PLEASE READ THE NOTICE OF THE OFFER AND THE APPRAISAL REPORT BEFORE PARTICIPATING IN THE OFFER.

The information contained herein does not replace the careful reading of the Notice of the Offer and the Appraisal Report.

THE NOTICE OF THE OFFER AND THE APPRAISAL REPORT ARE AVAILABLE ON THE WEBSITES MENTIONED HEREIN.