



BIOGRAPHICAL DATA ON

FABRIZIO FREDA President-Global Snacks

RESIDENCE: Geneva Switzerland

DATE OF BIRTH: August 31, 1957 PLACE: Naples, Italy

EDUCATION: University of Naples, Economics and Business Administration Degree – March 1981

BUSINESS AFFILIATIONS PRIOR JOINING PROCTER & GAMBLE:

Assistant Professor of Business Administration, University of Naples, 1981-82
Guccio Gucci S.p.A., International Director for Marketing and Strategic Planning, 1986-88

DATE JOINED PROCTER & GAMBLE: September 1982

POSITIONS HELD AND DATES:

- 1982-86 - Brand Manager, Laundry, Cleaning, Paper and Food Division, Italy
(Assistant BM Dash Laundry, Brand Manager - Home Care, Brand Manager – Coffee)
- 1988-90 - Category Manager, European Cough and Cold Category and Marketing Manager,
Health and Beauty Care Division, Italy
- 1990-92 - Marketing Director, Health and Beauty Care Division, Italy
- 1992 - General Manager, Health and Beauty Care Division, Brussels and Managing Director,
European Teen Skin Category
- 1994 - General Manager, Health Care Products-Germany
- 1995 - General Manager, Health and Beauty Care Products-Germany
- 1996 - Vice President and General Manager, Health and Beauty Care Products-Germany,
- 1997 - Vice President and General Manager, Laundry, Cleaning and Tissue Products-Italy,
- 1999 - Vice President, Laundry, Cleaning, Tissue and Health and Beauty Care Products-Italy
- 2000 - Vice President-Italy & Greece MDO
- 2001 - President-International, P&G/The Coca-Cola Company LLC
- 2001 - President Global Snacks

LOCAL AND REGIONAL ACTIVITIES:

- Member, UNITALSI Italy (Association for help to Handicapped people)
- Member of the Board for the Unicef Yearly Award in favor of Children
- Vice President of Centromarco (Manufacturers Association)
- Board and Steering Committee of ECR Italy
- Board of UPA (Association of National Advertisers)
- Member of “Committee of Multinationals” in Confindustria (Industry Association)