



Purpose Driven Brands

Fueled by the company's purpose to touch and improve lives, P&G brands continue to bring product upgrades and value propositions to meet the everyday needs of Pakistani consumers.



Assalam o Alaikum,

With the end of fiscal year 2010/11, I want to share with you some details of how P&G continues to live its purpose of touching and improving lives of consumers across the globe and in Pakistan. Globally Pampers enthusiastically

commemorated its 50th birthday of healthy baby development by launching the Little Miracles Mission, a program that celebrates, supports and protects babies and their families. We continued to passionately fuel our sustainability efforts by redesigning Pantene, the world's leading beauty brand, in a new plant-based sustainable packaging.

In Pakistan, our brands have remained true to the company's purpose by delighting consumers with innovative product upgrades and exciting campaigns. This quarter, we introduced the Pampers Premium Care range via a moms meet-up where celebrity mothers including Sunita Marshall and Anila Weldon alongside the Pampers team unveiled the new range. Moms are already telling us that they

love the product! Another highlight this quarter was the partnership between Pantene and Style 360 which brought to Karachi the second wave of Bridal Couture Week. This three-day extravaganza provided leading practitioners in the wedding industry with an avenue to showcase their work to consumers.

We continued with our commitment to give back to the society. Our brands partnered with Anwar Maqsood to launch Mission Taleem, a campaign aimed at promoting education with a heartwarming tagline "Parhay ga Pakistan, Barhay ga Pakistan". Our employees also lived the company's purpose by spending their time with 100 underprivileged children from the P&G- HOPE schools.

During this quarter, we also embarked on our annual recruitment campaign with the aim of hiring and grooming future leaders. Around 30 interns from across Pakistan are currently working on challenging projects at P&G.

We have achieved many milestones this quarter and are hopeful of fuelling this momentum in the new fiscal year through our purpose-inspired growth strategy to touch and improve lives of more Pakistani consumers in more parts of the country more completely.

Country Manager
P&G Pakistan

Pantene now in sustainable packaging

This quarter heralds production of Pantene in new shampoo and conditioner bottles that will be made primarily from plant-based plastic. This innovative material, a first for the haircare industry, is made from sugarcane and will be featured on the Pantene Pro-V Nature Fusion collection. The new bottles will be initially launched in Western Europe with expansion plans to the rest of the world over the next 2 years.

The packaging uses less of the planet's non-renewable resources. It contains plastic derived from sugarcane, a natural and renewable resource, as opposed to traditional plastic, which is made from petroleum, a non-renewable material. Sugarcane-derived plastic has significant environmental benefits as it consumes over 70% less fossil fuels and releases over 170% less greenhouse gases per ton than traditional petroleum-based plastic.

By using renewable resources, Pantene is supporting P&G's goal of replacing 25% of petroleum-based materials with sustainably sourced renewable materials by 2020. P&G's long term vision is to use 100% renewable or recycled materials on all of its products.

"We're thrilled to be the first haircare brand to use this technology on its packaging. We recognize sustainability is a journey and we're fully committed to it. Our goal is to punctuate this journey with meaningful innovations that make our communities more healthy and beautiful."

- Hanneke Faber, Vice President & Brand Franchise Leader, Global Pantene, P&G

Pampers celebrates 50 years

Pampers, the iconic and first baby care brand to distribute disposable diapers around the globe, has turned 50. Pampers honored these 50 years by unveiling its Little Miracle Missions program. This program seeks to celebrate, support and protect babies everywhere through acts of kindness towards little miracles (babies) and their families. It also encourages parents to "pay it forward" and support others.

With the launch of the Little Miracle Missions program Pampers has donated care packages to families for the care of premature or ill newborn babies in Neonatal Intensive Care Units (NICU) across the United States.

Hundreds of employees gathered at the P&G Baby Care headquarters in Cincinnati, Ohio with their children, to commemorate the evolution of parenting and the role one of the world's most iconic brands has played in their lives throughout these years. Pampers is a business inspired by toddlers and the trademark of P&G. It is the company's largest global brand and the world's top-selling brand of baby diapers.



P&G Pakistan and Anwar Maqsood launch Mission Taleem

P&G Pakistan and its line of leading premium brands including Pampers, Safeguard, Pantene, Head & Shoulders and others joined hands with Anwar Maqsood, the renowned playwright and literary personality, to launch Mission Taleem. The campaign aims to touch and improve the lives of Pakistanis by rewarding 100 children with educational scholarships over a period of three months.

At the launch ceremony held at Park Towers, Anwar Maqsood addressed the audience on the importance of education and how this campaign is contributing



towards bringing about a positive change. Faisal Sabzwari, Country Manager, P&G Pakistan stated that P&G's purpose has inspired the company to serve Pakistani consumers for two decades. Mission Taleem is a convergence of the company's corporate and brand programs which continue to provide educational

opportunities to the masses.

The underlying philosophy of Mission Taleem "Parhay ga Pakistan, Barhay ga Pakistan" is fueled by P&G's purpose-inspired strategy to touch and improve more Pakistani lives in more parts of the country more completely.



"We see more and more children dropping out of schools due to the lack of their families' ability to sustain their educational expenses. With great pleasure, I declare my partnership with P&G Pakistan for its Mission Taleem campaign, with the heartwarming motto 'Parhay Ga Pakistan, Barhay Ga Pakistan'."
- Anwar Maqsood, renowned playwright and celebrity

P&G employees volunteer for community development

P&G Pakistan organized an educational and fun-filled field trip for the underprivileged students of P&G-HOPE Schools in Ghaggar Pattak, Pipri and Shah Town areas in Karachi. This marked celebration of the company's annual volunteerism drive. 26 P&G employees keenly participated to enable 100 children from these areas to visit the PAF Museum for the very first time and learn about aviation and the history of the Pakistan Air Force. By volunteering their time, P&G employees helped develop



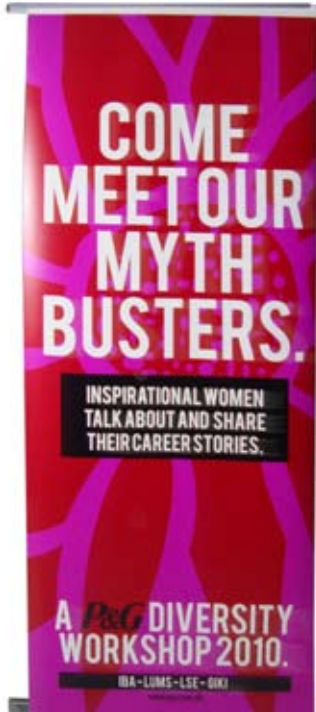
self-esteem and confidence amongst the children.

The P&G-HOPE 'Keeping the Hope Alive' project has educated 2,000 underprivileged children in Pakistan to date, making a positive difference in their lives. The project stems from the company's global corporate cause called Live, Learn and Thrive (LLT) which focuses on the development of children in need. In line with this cause, P&G Pakistan's community development programs have touched and improved the lives of more than 21 million Pakistanis to date.



"The spirit of volunteerism is all about investing our time and skills for community development and creating a long lasting impact on our local communities. I am very proud of the energy and dedication of our volunteers and appreciate their contribution of numerous hours in making a positive difference in our community."
- Faisal Sabzwari, Country Manager, P&G Pakistan

Encouraging workplace diversity



P&G is a strong supporter of diversity and inclusion and has made this an integral part of all employee activities. Female employees have always been considered an important asset for the company. In view of this, P&G is committed to building an equal opportunity environment for women and fostering their growth along with helping them achieve a healthy work life balance.

This quarter P&G conducted a second round of diversity workshops on campuses which were deeply appreciated by the audience. These sessions were held at multiple universities in order to connect with female students and discuss as well as dispel myths regarding barriers faced by women in the workplace.

The sessions comprised several interactive exercises that provided participants with a firsthand view of P&G values and

respect for diversity. Women working at P&G also shared their personal success stories during these sessions.



Summer Internship program begins at P&G

Over the years, the company's summer internship program has acquired a best-in-class reputation across P&G globally and is a benchmark for P&G's Central & Eastern Europe, Middle East and Africa (CEEMEA) region. Continuing its efforts, this quarter, P&G launched its annual recruitment campaign in 13 universities across 5 cities of Pakistan. The effort is designed to recruit top talent for P&G's summer internship program which has been the foundation of building a strong organization for the Pakistani business for over 15 years.

This year, P&G received over 2,000 applications for the internship program - one of the highest number of applications ever recorded. The P&G summer internship program 2011 inducted applicants who attained the best assessment results in P&G's recruitment process and provided them an opportunity to be part of the organization for 12 weeks. During this time interns work on real life projects aimed to expose them to P&G's purpose of touching and improving consumers' lives.



"The P&G summer internship program is one of the cornerstones of the company's success. It provides P&G the opportunity to work with some of the brightest young minds in the country and allows students the benefit of taking away concrete business knowledge."

- Najia Amin, Senior Human Resource Manager, P&G Pakistan

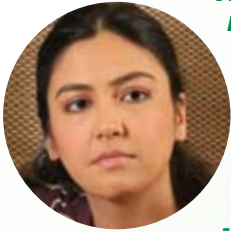


Glitz and glamour at Pantene sponsored Bridal Couture Week

Trusted for decades by women and celebrities, Pantene is synonymous with glamour. In line with the brand's commitment to provide women with the lifestyle they deserve, Pantene sponsored Style360 Bridal Couture Week 2011 held in Karachi. This three-day soiree provided leading designers, beauticians, stylists, and the glitterati of the metropolis a unified platform to showcase their innovative work and bring all aspects of a wedding under one roof. Consistent with the theme,

Pantene made it possible for women to plan their dream wedding with convenience and without the worry of a bad hair day.

Pantene believes in empowering the Pakistani woman by providing not only the best for her haircare needs but also creating awareness of the wide range of options available to help her make the most important decisions for her big day.



"We are pleased to be associated again with this important event in the fashion arena. A wedding is an important occasion for the Pakistani woman and a time when she just cannot afford to have a bad hair day. The new Pantene with the power of oil takes care of this worry by transforming your hair in just 14 days, giving you perfect hair for this important occasion."

- Bushra Iqbal, Brand Manager Pantene, P&G Pakistan

Renowned P&G hair scientist visits Pakistan

P&G's leading beauty scientist, Dr. Rene C. Rust recently visited Pakistan for the launch of the new Head & Shoulders variant with almond oil. Dr. Rust is a principal scientist at P&G and has spent most of his career in Beauty Care at the P&G London Innovation Centre in the UK. During his visit, Dr. Rust held numerous interactive sessions with leading beauty and lifestyle editors sharing with them how H&S scientists translate scientific knowledge into technology solutions for efficacious scalp and anti-dandruff products. In his appearances on leading morning shows, Dr. Rust connected with Pakistani consumers to give advice on effective hair care regimes.

Dr. Rust also met with leading dermatologists from Pakistan, Dr. Seema Hirji and Dr. Sajjad Ahir to understand the needs of Pakistani consumers better. He shared with them how Head & Shoulders is always at the forefront of scalp and dandruff understanding, continuously advancing fundamental scientific knowledge.



Pampers launches its best in baby care

This quarter Pampers Pakistan launched its top of the line range 'Premium Care' aimed at delivering the brand's promise of promoting the healthy and happy development of babies. To celebrate the launch with consumers, the Pampers team organized a unique moms' meet-up at a restaurant in Karachi. Amongst the attendees were notable mothers, including actress Sunita Marshall, media person Kiran Fulton, founder of WeldonMoms Anila Weldon, and founder of Expert Parenting Magazine Mariam Agha. Sunita Marshall also talked to the audience about her experience of becoming a mother and how she selects the best in everything for her precious baby, be it clothes, toys or diapers.



The new Pampers Premium Care range was unveiled at the event followed by an engaging presentation on the key attributes of the new range and how each leads to healthy baby development. Pampers Premium Care has stretchy sides which expand and contract by up to 8 cms leaving no room for gaps and leaks thereby enabling babies to explore the world freely by providing unbeatable leakage prevention.

Port Qasim plant commits to the 'Garden of Sustainability'

The Port Qasim Plant leadership team is committed to a sustainable environment and has created the 'Garden of Sustainability' within the landscaping of the plant site to signify this commitment. Here the plant employees voluntarily plant trees and care for them, with each tree bearing the name of the employee. The 'Garden of Sustainability' also contains a visitor's corner, where guests are offered

the chance to plant trees and contribute towards the upkeep of the environment. Some notable contributors are Faisal Sabzwari, Country Manager P&G Pakistan and Al Rajwani, Vice President & General Manager P&G Arabian Peninsula and Pakistan. This initiative symbolizes the commitment of the plant team towards preserving the environment now and for generations to come.



TCF students visit the Port Qasim Plant

The P&G Port Qasim plant hosted children and teachers of The Citizens Foundation (TCF) for a day long field trip. The visit commenced with a briefing on P&G history and plant safety requirements. The groups were then given a tour of the plant enabling them to witness the laundry detergent production process.



The visit was designed to encourage children to pursue their education and understand the benefits and opportunities education can bring to their lives. The children thoroughly enjoyed themselves as many were visiting a manufacturing facility for the first time. The visit not only provided children with a learning opportunity but was also truly inspiring for them, especially for the girls, as they saw equal opportunities provided to both men and women at P&G.

Hub Plant introduces well-being zone and 'fittest of them all' competition

P&G believes in investing in the well-being of its employees as they are the company's greatest asset. Committed to touching and improving the lives of its employees, this quarter the P&G Hub Plant established a well-being zone for employees' personal well-being and work life effectiveness.

In this well-being zone several gaming and relaxation facilities were introduced. For starters, the barren land near the plant's waste water treatment facility was revitalized and converted into a soccer field. Additionally volleyball, basketball and badminton courts, cricket practicing nets and a foosball arena were also erected.

The most significant addition was the transformation of an old office area into a gymnasium with an ACSM (American College of Sports Medicine) qualified trainer. Employees also received free health consultation and diet plans according to their physique and body mass from fitness consultants. Hub plant also held a fitness competition as a result of which 80 overweight employees collectively lost 440 lbs of weight and 60 inches on their waistline. Moreover 40 underweight employees gained 144 lbs and 18 inches on their waistline. As a result, employees now have a new outlook on fitness as well as renewed energy due to these fitness interventions.



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