



## Community Impact

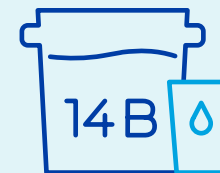
Our brands touch the lives of nearly five billion people, and we are there when our products matter more than ever. We provide the comforts of home in times of disaster and bring the power of clean water to people who need it most. We focus where we can uniquely bring value and where our brands and people can make the biggest difference. Here are some of the heartwarming stories from this year.



#### HIGHLIGHTS

## P&G Children's Safe Drinking Water Program

P&G is a company founded on cleaning expertise and innovation. We provide products that help people clean their clothes, floors, hair, teeth and babies. So when one of our scientists discovered a way to clean dirty water and make it drinkable, an idea was born to help those nearly billion people who struggle with finding clean drinking water every day. We launched our Children's Safe Drinking Water Program in 2004 and have worked with more than 150 partners around the world to provide more than 14 billion liters of water to those who need it most. This simple-to-use technology has been transformative for communities around the world—keeping children and their families healthy, able to pursue their educational dreams and helping to provide economic opportunities for so many people with just a bucket, a stick, a cloth and a P&G Purifier of Water packet. This is improving everyday life at its core. To celebrate World Water Day 2018, we partnered with National Geographic to tell the stories of Mary in Kenya, Veronika in Indonesia and Antonia in Mexico, and the power of clean water to their families.



Since 2004, we have provided more than 14 billion liters of clean drinking water.



#### HIGHLIGHTS

## 16 Years of Making a Difference

In the UK, P&G has a long-standing partnership with In Kind Direct. Founded in 1996 by His Royal Highness, The Prince of Wales, In Kind Direct is the leading UK charity dedicated to distributing donated consumer products from manufacturers and retailers to UK charities working at home and abroad. Since 2002, P&G has donated more than \$50 million worth of products which have benefited more than 5,800 charitable organizations and was awarded with a special recognition for 'Greatest Volume of Products Donated' by the charity in 2017.



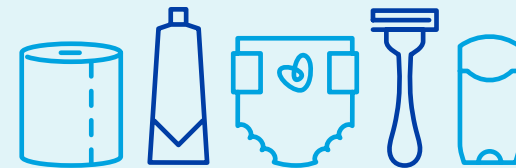
Since 2002, P&G has donated \$50 million worth of products in partnership with In Kind Direct.



## HIGHLIGHTS

### Hurricane Help

The southern U.S. and Caribbean were hit hard during the 2017 hurricane season when hurricanes Harvey, Irma and Maria brought widespread devastation to Texas, Florida, Puerto Rico and multiple countries in the Caribbean. Communities suffered tremendous damage, and people were without basic comforts for extended periods of time. It's in times like these where our products can mean the most. P&G, along with our partner Matthew 25: Ministries, deployed our relief efforts to multiple states in the U.S. and delivered more than 2,000 personal care and cleaning product kits providing everyday essentials like Crest toothpaste, Charmin toilet paper, Gillette razors, Secret deodorant and Pampers diapers. The team also washed and dried more than 2,300 loads of laundry through the Tide Loads of Hope program. Similar programs were deployed in Puerto Rico, and P&G supported broader emergency relief efforts throughout the Caribbean in partnership with organizations including AmeriCares, International Medical Corps, GlobalMedic and Save the Children.



We delivered basic comforts to those in need with more than 2,000 disaster relief kits filled with P&G products.





## HIGHLIGHTS

### Helping Close to Home

In 1915, P&G helped establish the Cincinnati Community Chest, which today is known as the United Way of Greater Cincinnati (UWGC). UWGC impacts the lives of people in 10 counties across Ohio, Indiana and Kentucky. The annual P&G United Way campaign provides support to reach bold goals like preparing children for kindergarten, helping families achieve financial stability and ensuring people lead healthy, quality lives with maximum independence. This year, P&G employees, shareholders and retirees donated \$9.7 million to the organization's annual campaign.



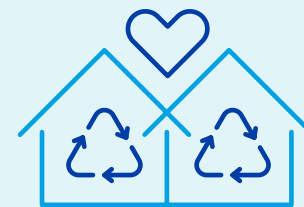
We donated \$9.7 million to the UWGC's annual campaign, helping those in our Greater Cincinnati headquarters community.



## HIGHLIGHTS

### Not Your Average House

In Costa Rica, 564 tons of plastic waste is thrown away every day, and only 14 of those tons are recycled—the rest ends up in landfills or in our environment. Working with Habitat for Humanity, we are taking that waste and turning it into homes. Through innovative technology that enables a new method of construction based on recycled plastic blocks, we are building homes that are fireproof, anti-seismic, water and humidity proof and require no maintenance. More than 200 volunteers helped build homes for two single moms—Rocio and Cindy—and their families. Each of these homes uses about seven tons of recycled plastic, and the construction system has been approved by the highest-ranking institute for building construction in Costa Rica.



More than 200 P&G volunteers helped build homes out of recycled plastic blocks for two single moms in Costa Rica.



We're building homes with Habitat for Humanity that use about seven tons of recycled plastic each.

# Community Impact



# Message from Marc Pritchard

“P&G has a long history of giving back to communities where we live and work. It’s foundational to who we are as a Company. It starts with our brands, which make life a little better every day. And in times of need and crisis, our brands can have even greater impact. Through disaster relief, providing clean drinking water and other global and local programs, we provide support where our brands and our people are needed most.

We invest in people and communities around the world because it’s the right thing to do and because our brands and our Company are well-positioned to help. We also know that when communities are strong and thriving, businesses can grow. Our community impact programs are a force for good and a force for growth.”



**Marc Pritchard**  
Chief Brand Officer



# P&G Children's Safe Drinking Water Program

Nearly a billion people live without access to clean drinking water and as a company founded on cleaning expertise, we've stepped up to do something about it. In 2004, we introduced the Children's Safe Drinking Water Program and since then, with the help of our more than 150 partners around the world, we've delivered more than **14 billion liters of water** to those who need it most. With just a bucket, cloth, spoon and our Purifier of Water packet, we can help transform lives.

Each 4-gram packet has the power to clean 10 liters of water in just 30 minutes and packs the power of a water treatment facility into a tiny packet. Having clean water enables health, education and economic opportunity, and we are well on our way to meeting our goal of 15 billion liters by 2020.

This year, we partnered with National Geographic and created a documentary that tells the transformational story of three women who were introduced to the P&G Purifier of Water packets. You can view the 2-minute trailer by clicking the link below. These videos were made possible through the help of our partners CARE, ChildFund and World Vision.

"In some parts of the world, we take for granted the availability of clean water. People in countries like Mexico, Indonesia and Kenya struggle with finding clean water to drink. And without clean drinking water, it's much harder to keep their children healthy, have them get an education and provide a better life for their families. Our goal in partnering with National Geographic is to share these stories about the power of clean water and to inspire others to make a difference and become a part of the solution."

– Marc Pritchard, Chief Brand Officer and Community Impact Executive Sponsor



Each 4-gram packet has the power to clean 10 liters of water in just 30 minutes.



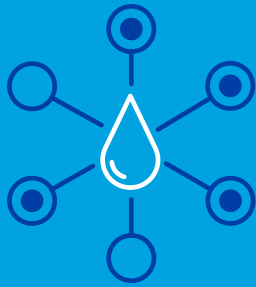


# P&G Children's Safe Drinking Water Program

Our Family Care organization works with a strategic supplier, Fibria. Unfortunately, some Fibria employees live in a place where there is no access to clean water. So we partnered with Fibria and provided clean drinking water to their employees who live in these communities, bringing clean water to those who are part of our own supply chain.

Working with more than 150 valued partners, P&G is providing more than one billion liters of clean drinking water every year and continues to play a part to help end the global water crisis.

To view the infographics with the survey data, [click below](#).



In the last 25 years, 2.6 billion people have gained access to clean water but there are still 844 million people yet to reach.

To help bring awareness to the water crisis, we conducted a survey in February. Survey findings show that most U.S. consumers are concerned about the safety of their drinking water, but do not know that approximately 1 in 10 people around the world lack access to clean drinking water. Survey findings further highlighted that Americans are largely unaware of the progress that has been made to date to address the global water crisis.

Nearly 70 percent of respondents believe that the crisis has stayed the same or gotten worse, with almost one in four saying that the problem has become much worse. In reality, the global effort to solve the crisis is making progress. In the last 25 years, 2.6 billion people have gained access to clean water but there are still 844 million people yet to reach by 2030 to achieve United Nations Sustainable Development Goal #6.



Having clean water enables health, education and economic opportunity.



# Disaster Relief

P&G provided product donations and services in response to more than 25 disasters globally, helping millions affected by natural and humanitarian disasters, working in collaboration with numerous disaster relief partner organizations. These efforts were powered by brands such as Always, Gillette, Oral-B, Mr. Clean, Pantene, Tide, Vicks and others, and tens of thousands of products have been donated to those in need around the world. We have also provided more than \$1 million in monetary grants to partner organizations like the American Red Cross, Americares, CARE, Direct Relief, GlobalMedic, Save the Children and World Vision to support immediate and ongoing response efforts.

Globally, P&G responded to multiple disasters including the 7.1-magnitude earthquake which hit Mexico City, Morelos and Puebla states in September 2017. P&G Mexico activated their emergency response efforts including provision of products, P&G Purifier of Water and other donations in collaboration with NGO partners United Way Mexico, the Mexican Red Cross and CADENA. Other global responses included the Chennai floods in India, the 6.5 magnitude earthquake in China's Sichuan province, Mt. Agung volcano eruption in Indonesia and support of Syrian refugees in France, Germany and Turkey.

## Resilience in the Face of Heartbreak

### Harvey

In September 2017, a powerful category 4 hurricane made landfall near the coastal town of Rockport, TX. The devastation left behind from the storm was vast and overwhelming—cars crushed by uprooted trees, houses flipped over, telephone poles snapped like twigs and debris spread across the city. Schools and businesses alike were forced to close for an extensive period due to the level of damage.

The P&G Mobile Relief program, alongside our disaster relief partner Matthew 25: Ministries, arrived in Rockport and witnessed the tremendous need firsthand as residents began the difficult process of salvaging possessions and rebuilding their lives. One couple, after losing their house and everything that they owned, planned to take their trailer on the road to help others affected by disasters. Community members banded together to set up food stations and others spent the morning cleaning up senior centers before returning to clean up their own homes.

It's in this spirit that P&G is proud to support communities like Rockport by providing everyday essential products from brands like Always, Bounty, Charmin, Crest, Gillette, Ivory, Mr. Clean, Oral-B, Pantene, Pampers and Secret in addition to providing clean clothes washed with care through the Tide Loads of Hope program.



Our response to these disasters included \$1 million in monetary grants to partner organizations.



# Disaster Relief



## Irma

Not long after Hurricane Harvey, Hurricane Irma struck the Caribbean and Florida. We again deployed our support efforts and in addition to Rockport, TX, the Mobile Relief team distributed P&G products in 14 cities. The U.S. deployment to support those impacted by hurricanes Harvey and Irma was one of the largest P&G mobile disaster relief efforts to date.

## Maria

Hurricane Maria was a powerful Category 5 storm, causing catastrophic damage to several islands in the Caribbean and striking Puerto Rico as a powerful Category 4 storm, already heavily damaged by Hurricane Irma. P&G employees in Puerto Rico showed amazing resilience while coping with their own personal recovery and lack of electricity. They worked tirelessly to not only restore full operations in 60 days, but to support their own community with free services like the Beauty & Grooming brand mobile relief unit “Nuestra Belleza Prevalece” (“Our Beauty Prevails”) and “Ace Viste a Puerto Rico de Esperanza” (“Ace Dresses Puerto Rico with Hope”), a mobile laundry unit. More broadly, P&G provided immediate grant support to multiple organizations, including AmeriCares, International Medical Corps and GlobalMedic. To meet the critical need for clean drinking water, we worked with the U.S. Government, UN agencies, universities and NGOs to provide P&G Purifier of Water packets.



## P&Gers Respond When Disaster Hits Close to Home

In the last few months of 2017, California experienced some of the worst wildfires in history. In October, in Northern California, a series of 250 wildfires broke out, 21 of which became major fires that burned more than 245,000 acres. In December, a series of 29 wildfires ignited across Southern California and led to widespread evacuations and property losses. The wildfires burned more than 307,900 acres causing traffic disruptions, school closures and hazardous air conditions, and forced more than 230,000 people to evacuate. The P&G Mobile Relief team, powered by Matthew 25: Ministries, helped respond with provision of products and Tide Loads of Hope. P&G also provided an emergency grant to Direct Relief, a local disaster relief partner.

The Southern California fires also hit close to home, directly impacting the P&G Oxnard plant and its employees, forcing more than 50 to evacuate their homes, with three losing their homes in the fire. Despite intermittent power outages and reduced staff, plant management and employees worked to ensure that the plant continued to operate. In addition, employees came together and organized efforts to help one of their own sift through the burned remains to salvage precious items. They helped assist with local efforts by picking up products and delivering them to the Salvation Army and fire companies in the area. These are true examples of P&Gers performing at their best during a very difficult time to make a difference in the lives of others.



# Disaster Relief

## Partnering to Help

Matthew 25: Ministries is an international humanitarian aid and disaster relief organization founded in 1991.

P&G began donating small amounts of extra product to Matthew 25 in 2004—now, Matthew 25: Ministries is one of our largest corporate product donation partners. In 2017, P&G donated 1.9 million pounds of products which were distributed by Matthew 25 to multiple destinations within the U.S. as well more than 25 countries around the world.

In 2012, P&G also began partnering with Matthew 25 on a mobile disaster relief program positioning P&G personal and home care product kits in advance of natural disasters. Kits are packed by P&G employees and community volunteers and then distributed by Matthew 25's Disaster Response Team following mid- and large-scale disasters in the U.S. and internationally. P&G brands represented in disaster kits include Always, Bounty, Charmin, Crest, Dawn, Febreze, Gillette, Head & Shoulders, Ivory, Mr. Clean, Old Spice, Oral-B, Pampers, Pantene, Secret, Swiffer, Tampax, Tide and

Venus. Since 2012, P&G and Matthew 25 have partnered on more than 50 deployments in response to hurricanes, tornadoes, storms, earthquakes, tsunamis, flooding, droughts and wildfires across the U.S. and internationally, helping millions of people coping with the aftermath of a catastrophic disaster.

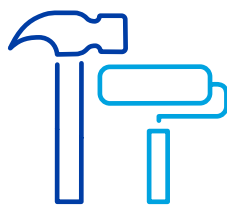
In 2015, the program expanded to include the Tide Loads of Hope Mobile Laundry Unit. The Tide Loads of Hope Mobile Laundry Unit is designed to be an agile part of Matthew 25's disaster response fleet, providing laundry services to emergencies, disasters and similar crisis events. Since its beginning in 2005 following Hurricane Katrina, Tide Loads of Hope has washed more than 68,000 loads of laundry for more than 50,000 families impacted by disasters across the U.S. and Canada.



In 2017, we donated 1.9 million pounds of products which were distributed by Matthew 25: Ministries to destinations in the U.S. and around the world.

# Habitat for Humanity

P&G understands that improving lives starts at home. Our partnership with Habitat for Humanity shows our commitment to improving homes and communities where we live and work. Over the past year, P&G and Habitat for Humanity worked side-by-side on projects in 17 countries in Asia, Europe, Middle East, Africa, Latin America and North America. Through our partnership with Habitat for Humanity, P&G employees volunteered more than 4,000 hours to build or repair homes, or complete neighborhood revitalization projects. Throughout the world, the goal was the same: help families realize their dreams of homeownership or improve the places they already call home.



P&G employees volunteered more than 4,000 hours to build or repair homes or complete neighborhood revitalization projects.

This year, some activities included:

## Singapore

P&G employees cleaned and repaired the homes of elderly and disabled people and helped to transform communities into vibrant and safer places to live.

## Europe

Employees helped to restore a refuge facility for women and children escaping abusive relationships in London. The project helped sixteen families on their journey of recovery. There were also activities in Romania, Poland and Hungary in addition to the expansion of the partnership in the UK.

## Latin America

P&G employees volunteered to complete various home and community improvement projects that included improving local school buildings and repairing homes and community building affected by natural disasters. Also, P&G's commitment contributed for constructing wood stoves in homes of families in need to help them prepare meals and provide heat in the winter.

## North America

A Cincinnati P&G team volunteered to help build a home and teams from P&G Canada helped build homes in the Greater Toronto Area.

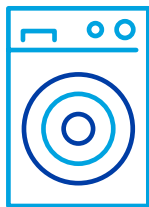




# Brand Programs

## Tide Loads of Hope

Tide Loads of Hope provides mobile laundry units and laundry services to help families impacted by disaster. This year, the program cleaned more than 3,800 loads of laundry, helping more than 1,700 families during five deployments.



We cleaned more than 3,800 loads of laundry, helping more than 1,700 families during five deployments.

"We have no electricity. It's hard at night; it's scary. You look out and it looks like everything is dead; the town is dead. You have hope for the morning and when you wake up and see the light and give thanks that you made it to the morning. And we go on. The guys and girls from Tide are amazing. It is just a blessing to be able to do this because clean clothes lift our spirits, it tells us that everything is going to be OK. You are revitalized; you feel better; all around you feel better. We are going to survive, we are survivors...This Loads of Hope, it gives hope. It really does!"

– Jenny, Hurricane Harvey flood victim

## Safeguard


2017 marked the 10th anniversary of Global Handwashing Day, and we believe it is the social responsibility of Safeguard to help children have a healthy future. Safeguard promotes the correct handwashing habits to Chinese families through an annual Global Handwashing Day campaign. So far, Safeguard has carried out the school health educational program nationwide, providing hygiene educational courses in 25 provinces for more than 22 million primary school students.



Safeguard provided hygiene education courses in 25 provinces of China for more than 22 million students.



# Brand Programs



P&G Pampers Preemie Size P-3 diapers help premature infants in their development.

## Pampers Preemies

Pampers has been dedicated to the happy, healthy development of babies since our very first diaper more than 50 years ago. When nurses asked us to design a diaper for babies as tiny as 800 grams, the people at Pampers were inspired to create our best diaper yet for the most vulnerable babies. Other available premature diapers do not conform to a premature baby's shape and proper positioning for optimal development. New Pampers Preemie Size P-3 diapers are designed to minimize disruption to help with sleep, positioning and medical care for premature infants.

Pampers in Argentina was recognized on Preemie Day for supporting pregnant and new moms with the Pampers Newborn national program in more than 200 hospitals.

In South Africa we donated more than 1,408,000 preemie diapers to public hospitals and trusts that care for premature babies.

## Pampers UNICEF

Pampers has partnered with UNICEF since 2006 and, through the "1 pack = 1 life-saving vaccine" program, Pampers has helped UNICEF eliminate maternal and newborn tetanus (MNT) in 24 countries. Nearly 53 million women are still at risk from this fatal but preventable disease. Our goal is to work with UNICEF in their efforts to eliminate MNT in EVERY country by 2020.

## Dawn Ducks

This year, Dawn marked the 40<sup>th</sup> anniversary of its legacy wildlife campaign by hosting a ground-breaking celebration to spotlight and honor the impressive number of birds and marine mammals the brand has helped wildlife organizations save, protect and rehabilitate throughout the past four decades. To celebrate helping save wildlife, Dawn, wildlife activist and actress Kate Mara, wildlife veterinarian Dr. Evan Antin, International Bird Rescue and The Marine Mammal Center rescue workers shared the magnitude of helping clean and rehabilitate more than 75,000 birds. In addition, because of Dawn's concentrated product, less plastic is used in packaging and more can be shipped in less space, reducing greenhouse gas emissions.





# Latin America

## Children's Safe Drinking Water

P&G Children's Safe Drinking Water (CSDW) Program continues to make a meaningful difference by providing clean water to communities in rural areas and during emergency situations in Latin America. When families are forced to drink water from contaminated sources, the impact to daily life is significant. Health suffers, children miss school and families struggle to earn stable incomes. Working with more than 20 regional partners in Mexico, Brazil, Panama, Costa Rica, Venezuela, Colombia, Peru, Chile and Argentina, among other countries, we are contributing to the worldwide effort to achieve UN Sustainable Development Goal #6—clean water and sanitation for all.



## Coming Together After Mexican Earthquakes

On September 7 and 19, 2017, Mexico was struck by two earthquakes affecting six states in the country. The Mexico earthquakes damaged more than 170,000 homes from which almost 60,000 were devastated. P&G partnered with CADENA, United Way Mexico and Red Cross to support families in Mexico City, Estado de México, Morelos, Puebla, Oaxaca, Guerrero and Veracruz. Our brands made a difference when they were needed the most. We provided thousands of personal care family kits and Children Safe Drinking Water kits assembled by P&G volunteers. We delivered around \$450,000 in in-kind donations, the equivalent to six 53-foot-long trailer trucks! All our sites opened their doors to become collection centers for tools, medical supplies, food and clothes, delivering more than three tons of supplies. For the first time in Mexico, we activated the laundromat, offering to share the load with our volunteers. For two weekends, we washed 350 loads of clothes for families living in camps and shelters with support from 68 volunteers.

## Children's Safe Drinking Water Kits

On June 15, employees from the Milenio Shave Care Plant assembled 1,675 Children Safe Drinking Water kits in one hour—record time—thanks to the participation of 129 passionate volunteers.



We provided thousands of personal care family kits and Children's Safe Drinking Water kits assembled by P&G volunteers in response to two earthquakes in Mexico.



# Latin America



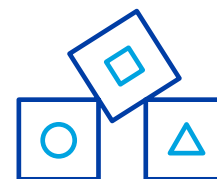
## Born Learning

One out of every five children in Latin America lives in extreme poverty. Physical inactivity, poor diet and the lack of good oral health habits have become major risk factors for the health of school-age children. The best prevention is the one that begins in early childhood and can help mitigate the adverse impact of toxic stress during this phase.

The Born Learning Program, a United Way initiative supported by P&G, benefited approximately 40,000 children in vulnerable situations in Latin America during 2017. The platform aims to promote physical, social, emotional and cognitive development of children under six years old. The program has a Healthy Environments model which aims to help children grow up in healthy and safe environments, promotes self-care habits, empowers children in safe-care and connects parents to nutrition and health prevention services.



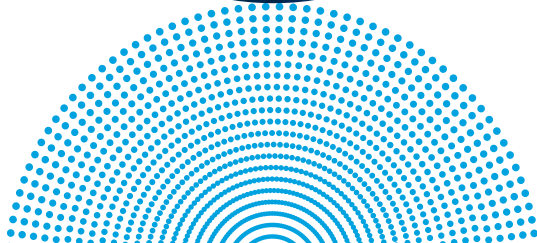
The Healthy Environments model has been implemented in nearly 500 early child education centers in seven countries in Latin America, enhancing knowledge and training for 700 teachers. In the last three years, P&G has contributed to improving the development of about 270,000 children, training 15,000 educators and raising awareness about the importance of early childhood care for more than 67,000 parents and caregivers.



The Healthy Environments model has been implemented in nearly 500 early child education centers.

The Born Learning program is executed in Costa Rica through a public-private partnership between P&G, the Ministry of Health, United Way and Paniamor.

In October 2017, the module was formally delivered to the Ministry of Health for its institutionalization and execution in public daycares called CEN-CINAI.



# Latin America

## Helping in Puerto Rico

In the aftermath of Hurricane Maria, rebuilding efforts required contributions from many. With help from the P&G Global Fund and local funds, we were able to donate \$80,000 to Habitat for Humanity in Puerto Rico to help build homes with those impacted. To keep the team spirit alive, the Ace detergent program—Tu Equipo Brilla—donated new uniforms to several sports teams on the island. And we also contributed to the local foodbank—Banco de Alimentos de Puerto Rico—with product donations.

Employee volunteer work, led by our Culture Network, is planning volunteering activities throughout the year to continue helping Puerto Rico.

## Guatemala Volcanic Eruption

Guatemala's most violent volcanic eruption in more than a century happened on June 3<sup>rd</sup>. The Fuego Volcano in Guatemala explosion affected more than 1,714,000 people, and more than 12,000 people had to evacuate.

P&G, in alliance with United Way Guatemala, helped 3,615 people by delivering P&G products and P&G Purifier of Water packets to shelters.



The Ace detergent program donated new uniforms to sports teams on the island.



# Europe

## Delivering the Comforts of Home

In June, we launched a new series of short films as part of a new UK campaign to showcase our 16-year partnership with In Kind Direct, the UK's leading charity in product redistribution. Our #ComfortsofHome campaign explored the key role having access to everyday essentials plays for charities across the UK. The films showcase the role we played in providing quality branded products to help charities tackle hygiene and poverty and help provide dignity to those in need. Check out the video below.

Our partnership also goes beyond products. P&G is a member of In Kind Direct Board and our employees have been involved in volunteering at charity beneficiaries as well as other fundraising events.

"Over the last 16 years donations of high quality, branded products from P&G to In Kind Direct have benefited thousands of UK charities and not for profit groups working at home and abroad. Our recent award is recognition for the outstanding support that P&G has provided and reflects the positive impact that the partnership has had, and continues to have, in disadvantaged communities around the UK and overseas."

– Robin Boles LVO, CEO, In Kind Direct

## Connecting Mums and Midwives to Say Thank You

Despite their vital role, one in three midwives admits they feel underappreciated and undervalued. We found that while the majority of UK mums agree that it is important to thank midwives, just over half (58%) actually do. Pampers therefore rallied parents across the UK to encourage them to say #ThankYouMidwife. For every #ThankYouMidwife shared on social media, the campaign donated £1 to the Benevolent Fund of the Royal College of Midwives. Pampers also helped renovate midwives staff rooms in 10 hospitals as another way to say thank you for the work they do. See the results of Pampers #ThankYouMidwife Makeover at Princess Anne Hospital.



For every #ThankYouMidwife shared on social media, the campaign donated £1 to the Benevolent Fund of the Royal College of Midwives.



# Europe

## Partnerships with Purpose

Across the UK, we have partnered with three leading retailers in communities throughout the country. Together we have raised more than \$442,000.

### Supporting the UK Armed Forces, Past and Present, and Their Families

To support the thousands of families that help make up the 6.7 million people in the UK's Armed Forces community, we partnered with The Royal British Legion and Poppyscotland to launch our "Help us, Help them" campaign exclusively at Sainsbury's. When consumers purchased P&G health and beauty products during October and November, they triggered a donation to the charities. We enlisted UK TV presenter Helen Skelton to share the campaign and encouraged families across the country to get involved and #HelpUsHelpThem. Together, we raised \$115,000.

### Feeling Super for Marie Curie

P&G and Superdrug have partnered since 2015 to support the retailer's corporate charity partner, Marie Curie, through a one product = one donation campaign. Fronted by long-term ambassador and celebrity mum of two, Frankie Bridge, our #FeelSuper campaign has raised more than \$632,000 for Marie Curie to date. This is equal to more than 25,000 hours of expert care and support from Marie Curie.

We partnered with three leading retailers through a one product = one donation campaign, raising more than \$442,000.

## Supporting Cancer Research with Tesco

Cancer Research UK is one of Tesco's three charity partners. 2018 was the second year P&G has partnered with Tesco to support the charity through a one pack = one donation program across all beauty, baby and toiletries products. This year, we raised \$155,000.

## P&G Volunteers Help Change Lives

P&G expanded its partnership with Habitat for Humanity in the UK and are volunteering to help refurbish a refuge in London, creating a safe environment for women and their children to escape abusive relationships.

## Lifetime Dental Habit Change

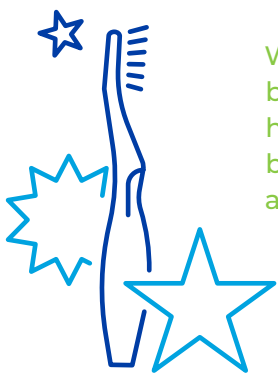
Kids usually don't like to brush, and when they do so, they sometimes don't do it well. This is probably the reason why, in Israel, many children reach third grade with cavities. In order to improve oral health, Oral-B in Israel has launched the Oral-B Brushing Kit: a subsidized power brush and an educational book targeting every three-year-old. The brushing recommendation is in collaboration with Israel Gums experts association. Within the first year, the program has reached 48% of three-year-olds in Israel.

The program is reapplied today in European countries such as Serbia, and in advance process of adaption in Turkey, the UK and Germany.

# Europe

## Educating and Helping Parents Develop Healthy Habits for their Kids and Improve their Oral Care

Oral-B is committed to helping young parents and children develop good dental habits for life. Oral-B has created an educational toolkit in association with the University of Leeds designed to help parents help their children establish healthy dental habits. It focuses on how to brush and make it fun, how friends and family can support parents and how healthy eating can protect teeth. The materials are for dental professionals and designed to support their conversations with parents of young children. In 2018, already 2,000 kits have been provided to dental professionals, enabling 80,000 conversations.



We're helping make brushing and eating healthy and fun for both young parents and their children.

## Coming Together in the Community

Across Northern Europe, our employees are making a difference in the communities where they live and work through P&G's ongoing 'Community Matters' program. All our sites have dedicated community programs supporting local charities where people can help fundraise and volunteer.

Our Cobalt site, together with our Newcastle Innovation Centre, partners with The Community Foundation in Tyne & Wear and Northumberland. Since the fund started in 1995, we've been able to secure more than \$1 million worth of donations for 500 local charities and grassroots projects.

## France Solidarity Day

Our P&G offices celebrated their ninth French Solidarity Day with a focus on our new 2030 environmental goals. Approximately 80 multifunctional participants trekked two hours from the general office to the seaside at the Conservatoire du littoral.

The Solidarity Day focused on advancing four partnerships: Conservatoire du littoral/Coast Protection, the public body under the Ministry of Ecology that our P&G France Foundation for the Seashore Protection has supported since 1992; Gestes Propres, Clean Europe member and P&G France partner since 1991; TerraCycle, our Head & Shoulders beach plastic bottles partner; and SOS Villages d'Enfants, a local children's home we have supported since 2014. Twenty children from four French SOS Villages d'Enfants joined us.

"All in to act for the planet" was the theme for the day with two goals—collect litter from the beach alongside Gestes Propres and TerraCycle (to be used in the production of Head & Shoulders beach bottles) and help reopen a natural site that belongs to Conservatoire du littoral by clearing wetland shrubs and non-native species.

SOS Villages d'Enfants also participated. P&G employees helped the children build insect hotels, which they proudly brought back to their SOS villages. This event helped raise awareness and answer questions about the SOS Villages d'Enfants and how P&G actions positively support the SOS Villages.

As a result, 900 liters of non-recyclable waste was removed, 480 liters of recycled waste was collected, 60 liters of rigid plastic was put back into the Head & Shoulders bottle production line, eight insect hotels were built and 80 employees gave back to their community.



We collected 60 liters of rigid plastic that was then put back into our Head & Shoulders product line.

# Europe

## P&G Turkey received Red Crescent Platinum Award

This year, we donated more than \$477,000 worth of P&G products to the Turkish Red Crescent. For our continuous donation efforts, we were awarded two gold medals from the Turkish Red Crescent last year, and this year we received a platinum award presented by Turkish President Recep Tayyip Erdogan.



We received one platinum award and two gold medals for our work with the Turkish Red Crescent.

## P&G Belgium helps people in need through product donation

We have been supporting Goods-to-Give, a Belgian NGO collecting surpluses of non-food stock, since 2013. We have donated almost one million P&G products, reaching more than 116,000 people in need through 134 social organizations. To give our collaboration an extra boost, we also assembled 5,000 Mother Day's gift and "hygiene" boxes for mums in need.

## Belgian employees give back during their Solidarity day

Employees gave back to the community by helping an entire day at different social organizations and NGOs in Belgium. Activities included preparing a home-made meal for the homeless in Brussels, giving the elderly an active and fun day and wrapping birthday gifts for children and mums. Since our first solidarity day in 2016, we have made a difference for more than 5,000 people, including homeless, elderly people, refugees, children in need and children with disabilities.

## Belgian employees help Mariam's wish come true

Mariam, facing a serious illness, had one wish—to be CEO of a big company for a day. On May 24, she took over the role of CEO at the P&G Brussels Innovation Center where she started the day with a meeting, followed by a visit to the perfume lab. Mariam learned how perfumes are made and even developed her own personalized Lenor bottle and fragrance. And thanks to charity events organized by our employees, we raised money to make three more wishes come true via Make-A-Wish.



P&G Brussels Innovation Center gave Mariam her wish—to be CEO of a big company for a day.

# Europe



## Pampers Donated 5,000 Newborn Starter Kits to Young Families and Mothers

In Austria, 24% of children ages 0–5 and 22% of women live in poverty. Pampers already partnered with Caritas (#1 charity organization fighting poverty in Austria) to support low-income families, donating two trucks of diapers worth \$80,000. We know that young, low-income families require more holistic support so we partnered with Caritas & BIPA (#1 drugstore in Austria) to set-up a donation campaign for Newborn Starter Kits. As part of the starter kits, families are not only provided with diapers, baby clothes and baby food but also receive counseling and support. Consumers supported the campaign via the purchase of Pampers diapers, donating \$0.57 for starter kits with every pack purchased. The progress was communicated in near real-time via a donation counter on the website as well as on the cash receipts, showing the individual contribution of the shopper. We reached our goal of 5,000 Starter Kits within one month, and the program has become part of one of Caritas' ongoing campaigns to raise awareness for young families. The campaign is supported by many public figures including Austria's first lady.



Ausonia has partnered with the Spanish Association Against Cancer for more than 10 years.

## Spanish Red Cross

Health and hygiene are core to our business but are also critical for those who need it the most. Oral-B partnered with the Red Cross in Spain to enable families and children in need to have access to proper oral health care, improving their overall present and future well-being. In just the first year, the effort benefited nearly 200 children and more than 100 families.

## Doubling Efforts Against Breast Cancer

Ausonia has partnered with the Spanish Association Against Cancer (AECC) for more than 10 years to increase the awareness and financial investment to strengthen the battle against breast cancer. This disease affects one out of every eight women in Spain. Thanks to the overall investment in research, social awareness and early diagnosis, Spain has increased its survival rates by 1.4% and chances of survival five years from diagnosis is now 83%—15% better than 20 years ago. Ausonia's commitment to women was recognized by Her Majesty the Queen of Spain, Doña Letizia.

We are also an active member of STANPA (National Cosmetic and Perfumery Industry association) and a supporter of its program "Ponte Guapa, te Sentirás Mejor" ("Beauty will help you feel good"), which helps women fight breast cancer by strengthening their self-esteem through beauty. Every year, Olay products are part of the beauty kit distributed by the program to women in 28 hospitals across Spain during the program's beauty workshops to cancer patients.



We created 5,000 Starter Kits for young families and young mothers that also included counseling and support.



# Europe

## Creating Homes for Children

In Spain, P&G has partnered with Aldeas Infantiles SOS (SOS Villages) for more than 10 years to provide the comforts of a home to children in need. This year, in addition to the ongoing Company and employees' donations to improve their homes, P&G volunteers visited the villages to create awareness among the children and their families on the importance of a proper oral hygiene and training on how to improve it.



## A Click Against School Drop Out

We partnered with Save the Children and Amazon in Spain and Italy to fight against school dropout and the consequences of such action. Spain has the second largest dropout rates in the European Union and data confirms that the majority of the poorest children in the country have abandoned their education at an early stage. Italy is facing a similar situation. Thanks to the Save the Children partnership and to the engagement from consumers, Save the Children educational support program is being strengthened, benefiting children with more than 26,000 hours of education across both countries.

## Making People Smile

Supporting and educating the professional dental community is one of our commitments to communities. Through [www.dentalcare.co.uk](http://www.dentalcare.co.uk), a P&G-supported portal, we offer the dental professional community scientific studies, exchange and education courses providing them opportunities to stay abreast of key research and educate their patients on oral health conditions, dental procedures and proper oral hygiene techniques.

Approximately ten percent of families in Germany with children have incomes that lie below the poverty line. Oral-B is committed to making a positive contribution to these underserved communities through volunteer contributions and collaborating with key partners like RTL, a German TV station, and its annual Spenden-marathon, which is a fundraiser that raises money for children in need.

## Habitat for Humanity – Working Together to Build Homes

Leveraging a corporate grant, employees in Hungary and Poland donated more than 500 working hours to renovate a rental apartment, a facility for those with intellectual disabilities and apartments for those in need. Not only does this give back to the community, but employees feel a sense of pride being able to help their neighbors.

## Sharing a Smile in Italy

Families of children affected by rare genetic diseases now have more hope thanks to Telethon's research. AZ Ricerca and Vanessa Incontrada have decided to support Telethon's efforts in by encouraging Italian people to donate smiles to children affected by rare genetic diseases and to their families. Every smile is converted into a donation to Telethon. This year, Oral-B supported the charity campaign via an in-store campaign and as social activation, donating more than \$170,000.



P&G Italy supported the Donate A Smile campaign with an in-store promotion, donating more than \$170,000.

# Asia Pacific

## Helping in Vietnam

P&G Vietnam continues to provide strong support to the most unprivileged communities across the country through several programs. The Children's Safe Drinking Water Program in Vietnam is done in partnership with the Vietnam Red Cross, and we have a three-year agreement focusing on the six disaster-prone provinces of Vietnam. We provided nine million water-purifying packets, equivalent to 90 million liters of clean water, impacting the lives of 200,000 households. On World Water Day, our celebration coincided with an event in An Giang province with representation from the Ministry of Health, local authorities, Red Cross and also media to raise awareness and educate about the importance of clean water for the health of the community. This included training at a primary school on how to use the water-purifying packets.



P&G CSDW is partnering with Vietnam Red Cross to bring clean water to six disaster-prone provinces in Vietnam.

## Supporting an Australian Foodbank

We donated 21,500 cases to an Australian foodbank this year to help those suffering the effects of natural disaster or financial hardship.



P&G volunteers, employees, and interns helped construct or clean homes and raise money to help families get housing.

## P&G Builds Communities with Habitat for Humanity

We continued our long-term partnership with Habitat for Humanity with multiple volunteer events across Asia Pacific:

### Indonesia

72 P&G volunteers built six houses just in time with six families celebrating Ramadan.

### Singapore

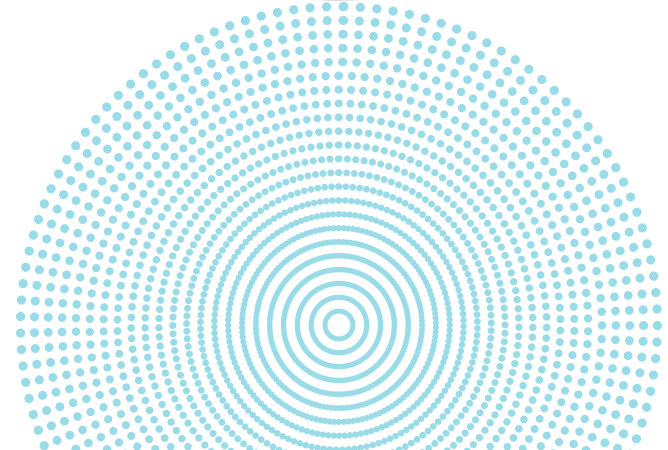
63 P&G volunteers cleaned houses with the elderly and rejuvenated community spaces in an island-wide movement, "Home Sweep Home".

### Australia

5 P&G volunteers flew to Northern Vietnam to help build homes and raised more than \$16,000 for other families to be able to get decent housing.

### Philippines

P&G employees and summer interns helped build Bistekville 5, a Habitat village, which has more than 200 families.



# Asia Pacific



P&G APAC's Beyond Borders Skills-Based Volunteering Program helps non-profit organizations go beyond donating money to sharing knowledge.

## Skills-Based Volunteering Helps NGOs Help Others

Since 2013, P&G Asia Pacific's Beyond Borders Skills-Based Volunteering Program has helped non-profit organizations overcome their biggest challenges by having P&G employees share their expertise for free. This Skills-Based Volunteering Program redefines how corporations like P&G can go beyond donating money to sharing knowledge.

P&G in the Asia Pacific region is a pioneer in the industry, offering skills-based volunteering opportunities including P&G Pro-Bono School (a half-day boot camp for non-profits), Consultation Project (small group sessions between P&G volunteers and one non-profit over four months), Sabbatical with UNICEF (full-time work project with UNICEF for three months), and Board Matching Program (P&G Senior Leaders being appointed to the Advisory Board of influential non-profit organizations). The program's breadth and flexibility make it not only easy to get involved, but also more meaningful to employees. This Skills-Based Volunteering Program has become a beacon for employees, inspiring them to make a difference in society by leveraging what they are best at! This year alone, more than 150 P&G employees volunteered their time and expertise to provide free consultation to more than 30 non-profit organizations.

This program was recognized externally, receiving American Chamber of Commerce in Singapore CARES Award—for the third year in a row.



## Bangkok Plant Giving Back to Society

Our Bangkok Plant Giving Back to Society program aims to help the local community by focusing on two schools, two child development centers, one hospital, two foundations and one community group by helping to provide these organizations with clean clothes.

## P&G Korea Committed to a Better Today for Better Life

P&G Korea made an Memorandum of Understanding with Seoul's Children's Hospital to create resting lounges, a kids' library, and baby feeding rooms at the hospital. This hospital specializes in helping children who suffer from rare diseases or developmental delays. We are working to help make a better day and a better life for families during their stay at this hospital.





# Greater China

## Hope School Students on China's Most Prestigious Stage

P&G China, China Youth Development Foundation (CYDF) and the National Centre for Performing Arts (NCPA), the most prestigious national theatre in China, announced a three-year corporate social responsibility plan. P&G and CYDF will co-sponsor NCPA's annual International Children's Drama Season from 2018 to 2020. In return, the NCPA will include more P&G Hope School students in the Children's Drama Season productions. This program is the first of its kind in China to use the arts to engage and empower kids in need.

During the first year, 28 children from one of P&G Hope Schools performed on the stage of NCPA. A sellout audience of 800 enjoyed the performance, which also commemorated P&G China's 30th anniversary.

To extend the art outreach, P&G China also started three-year "drama in education" teachers' training, equipping rural teachers with this innovative approach to teaching children how to express their abilities, imagination and creativity.



P&G China began a three-year corporate social responsibility plan, which included P&G Hope School students given more access to the National Centre for Performing Arts.

## Smile Fund

This year, Crest and the China Youth Development Foundation established the Smile Fund, aiming to bring oral care education to the children in rural areas. From December to May, we went to 10 Hope Schools in six provinces which helped more than 3,300 children to smile brighter. In the coming year, the "Smile Fund" will be implemented in more Hope Schools, helping to spread smiles.



10 Hope Schools, reaching more than 3,300 children, were taught about oral care.

# Greater China

## 20 Years of Hygiene Education

The P&G China school program was launched in 1997 to help Chinese children and young girls develop hygiene habits early in life so they can grow up healthy and happy. It consists of handwashing, dental hygiene and menstrual education classes. To date, the program has provided nearly 250 million health education toolkits, benefiting 145 million children from more than 20,000 primary and middle schools across 200 cities in China.

As our China school program moves into its 21st year, our mission is moving beyond the material needs of the students to their health, spiritual, social and cultural needs, as well as addressing the shortage of quality teachers and the growing issues of rural “left-behind” children whose parents are forced to leave their families and work in the city to earn a living.



Since 1997, P&G has provided 250 million health education toolkits across 200 cities in China.

## Pampers Helping the Most Vulnerable Babies

Pampers partnered with neonatal intensive care unit (NICU) nurses to specially design smaller diapers for premature babies. Pampers has donated 400,000 diapers to 17 hospitals in China thus far, helping more than 1,000 premature babies while they are treated in the NICU. In June 2018, we launched the Preemie video of “Long Awaited First Touch” to call public attention to premature babies and their families. The video generated three million views in just two days.



Pampers has donated 400,000 diapers to 17 hospitals in China.



# India, Middle East and Africa



P&G Shiksha in partnership with Education Initiatives and the Government of Rajasthan implemented a computer-based learning program, Mindspark, that improved learning levels two-fold compared to the control group.

## P&G Shiksha

P&G India's signature community impact program, P&G Shiksha, in partnership with NGOs, has built and supported approximately 1,800 schools across the country, which is an increase of more than 300 since last year, helping more than 1.4 million children.

Since 2005, P&G Shiksha has empowered consumers to help contribute towards the education of underprivileged children through their brand choices. We share a part of the sales towards Shiksha, resulting in a cumulative donation of more than \$10 million for building new schools, providing critical infrastructural amenities at existing schools and reviving non-operational government schools. During the year, Save the Children, in partnership with P&G Shiksha, has continued to empower marginalized girls through holistic education.



P&G Shiksha has donated more than \$10 million towards education of the underprivileged.

A key area of our intervention is Remedial Learning and Early Childhood Education. We have partnered with Pratham Education Foundation to improve the learning outcomes and bridge the existing gap between current and existing learning levels. The results were phenomenal; we reached out to more than 670 schools and more than 24,000 children and saw the learning levels in the schools rise at the end of the year following our interventions. Before the intervention, only 20% of children in these schools were able to read and write as per their curriculum level—after our intervention, this

increased to 70%! Similarly, there was more than a two-fold increase in the percentage of children who were able to do basic arithmetic after our intervention. We also identified “Early Childhood Education” as a key opportunity area in the educational landscape of the country. We focus on improving the motor, cognitive, social-emotional, pre-language and pre-math skills in children before they enter the first grade.

Two years ago, P&G Shiksha forayed into impacting learning levels via digital learning. P&G entered into a partnership with Education Initiatives (EI) and the Government of Rajasthan to implement Mindspark, a computer-based adaptive learning solution that integrates pedagogy, teacher instruction and a learning management system to help students learn mathematics and English. The tool analyzes the learning levels of the students in language and mathematics by presenting them with questions in increasing level of difficulty. On answering incorrectly, the student is provided a simple or detailed explanation, or is redirected to questions that strengthen the basic understanding. The program was implemented in 30 government schools in Rajasthan where more than 6,700 students spent more than 10,000 hours learning using Mindspark. Post intervention, the learning levels among students using Mindspark improved two-fold compared to the control group.

The tool also provides teachers with information on the progress and learning levels of students which is used for effective classroom management and instruction.



# India, Middle East and Africa

## P&G Oral Care is Committed to Improving Oral Hygiene in Rural Kenya

P&G's Oral Care Professional organization teamed up with the University of Michigan to work on a joint initiative that would help improve oral hygiene practices among children in rural Kenya. Fewer than 1,000 dentists serve the 44 million population of Kenya, from the far reaches of the bush to the vast expanses of the country's capital Nairobi. Dental hygiene is a rarity outside privileged urban regions. Tooth decay is the most common chronic disease of childhood. Oral hygiene was taught to more than 1,000 children aged 4-9 years, as well as their teachers. In total, the team treated more than 740 children and addressed more than 1,600 cavities. For many of the children, this was their first engagement with a dentist.

## CSDW in Pakistan

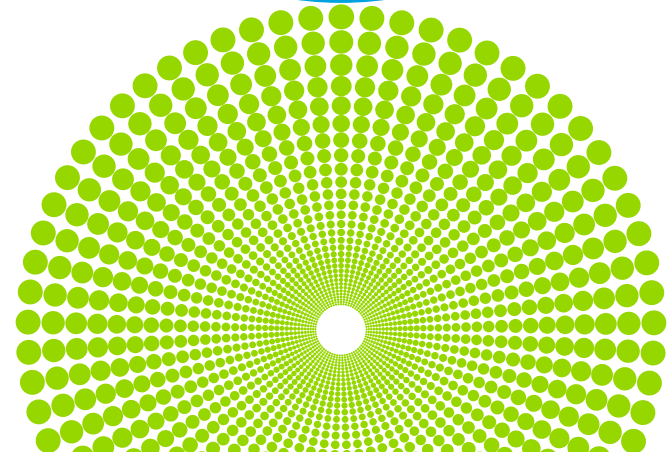
P&G announced Year 4 of its partnership with METRO Cash & Carry and Health Oriented Preventive Education (HOPE) via the P&G Children's Safe Drinking Water Program to disaster-struck communities in Pakistan. Through this program, we have provided 11 million liters of clean drinking water during the year, benefiting around 50,000 people across Pakistan. It also made available more than four million liters of clean drinking water to families in Karachi during the summer.

## P&G and HOPE

P&G's partnership with Health Oriented Preventive Education (HOPE) and READ Foundation has provided quality education to more than 2,500 underprivileged children in Karachi, Thatta, Islamabad and Muzaffarabad this year. Girls constitute around 55% of the students at the P&G-HOPE and P&G-READ Foundation schools.



The P&G Oral Care Professional team taught oral hygiene and treated 740 children and more than 1,600 dental cavities.



# India, Middle East and Africa

## Funfest Pakistan

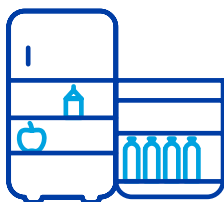
Employees continue to spend time with children at the SOS Village in Karachi, giving them a sense of belonging. This year, more than 50 P&G employees endeavored to spread cheer and happiness by creating a memorable day for around 145 children through the highly anticipated P&G Funfest event.

## Caring for Our Newest Members of Society

The first 1,000 days of life—between a woman's pregnancy and her child's second birthday—is a unique window of opportunity. The right nutrition and care influences not only whether the child will survive, but also his or her ability to grow, learn and rise out of poverty. Pampers, UNICEF South Africa and retailer Pick 'n Pay partnered to raise funds to enable hospitals and communities to provide the best care for the newest members of society, laying the foundation for a brighter future.

## Ramadan "Sharing Fridge" Supports Low-Income Workers in Dubai

As a goodwill gesture to the local community during the Islamic month of Ramadan (May and June), a group of employees in the Dubai office set up the Company's first "Sharing Fridge." The Sharing Fridge's campaign gives low-income workers—many of whom are both fasting and working in temperatures exceeding 35 degrees Celsius (95°F)—access to free food and drinks during the month.



Employees stocked the fridge with drinks, packaged foods and fruits to support low-income workers.

Started in 2016, the concept of the Ramadan Sharing Fridges gained traction online, and people across Dubai in the United Arab Emirates began to set up and stock fridges placed throughout the city. Funded by the Arabian Peninsula selling and marketing organization, the first-ever P&G Sharing Fridge was placed in an industrial area near the Dubai General Office, and it became a cause the whole office supported. Employee teams chose days on which they'd stock the fridge with drinks such as juices, soda and milk, along with packaged foods and fruits.

*"Ramadan is a time of gifting and charity, and through the Sharing Fridge, we've been able to give back to the local community around the office in a way that is both sustainable and engages every P&Ger here."*

*– Omer Awan, Associate Director, Supply Chain Operations for the Arabian Peninsula & Pakistan*

## Providing Books to Those in Need

P&G in the Arabian Peninsula has continued its partnership with the Abu Dhabi-headquartered LuLu Hypermarket and Dubai-based charity Dubai Cares to provide books for thousands of children in the Middle East region. Supported by the Mohammed Bin Rashid Global Centre for Endowment Consultancy, the 'Brands for Education' campaign has been running for two years and has raised more than \$75,000 for books through an in-kind donation from P&G for every consumer purchase from LuLu Hypermarkets during the campaign.

## P&G Partners With Injaz Saudi to Promote Work Readiness

In the Arabian Peninsula, we partnered with Injaz Saudi, the local affiliate of Junior Achievement Worldwide, on a product designed to promote work readiness among young Saudis and prepare them for careers in the private sector. The Steer Your Career project focuses on helping young Saudi nationals learn skills so that they're able to enter the work force in the private sector. Over the past six months, P&G, Injaz and a number of P&Gers from the Company's Jeddah operations have given training to almost 500 Saudi students in a number of universities in Jeddah, Madinah and Riyadh in the areas of time management, verbal and written communications, interview techniques, problem solving, team work, developing a career path and leadership development.

# North America

## United Way

In 1915, P&G helped establish the Cincinnati Community Chest, which today is known as the United Way of Greater Cincinnati. United Way brings people and organizations together to create real change for the city. With the help of more than 90,000 supporters, United Way of Greater Cincinnati has impacted the lives of 365,000 people a year, in 10 counties across Ohio, Indiana and Kentucky. The annual P&G United Way campaign provides support to reach bold goals like ensuring children are prepared for kindergarten, helping families achieve financial stability and ensuring people lead healthy, quality lives with maximum independence. This year, P&G employees, shareholders and retirees donated \$9.7 million to the United Way of Greater Cincinnati's annual campaign.



## Cincinnati Music Festival

P&G proudly returned as presenting sponsor for the Cincinnati Music Festival (CMF) for the fourth consecutive year. As one of the largest urban music festivals in the country, we see CMF as an opportunity to bring people together through the power of music and a strong spirit of inclusion and community understanding. The festival allows us to connect with tens of thousands of music fans from around the country and ignites a critical conversation that promotes economic, social and cultural development in Cincinnati and beyond. Our brands hold a visible and dynamic presence with immersive experiences like the Old Spice and Head & Shoulders Kickback Man Cave and the Goddess Patio Spa, to treat guests to a one-of-a-kind weekend that #FeelsLikeCMF. Beyond the music, P&G's My Black is Beautiful partnered with the National Underground Railroad Freedom Center and the Greater Cincinnati Association of Black Journalists to host an open discussion and event, "Navigating Barriers and Possibilities." To increase national exposure of the event, we partnered with the Oprah Winfrey Network for the first time ever. OWN provided their network audience with an all-access pass to the fest's hottest musical acts and our brand experiences were highlighted in videos surrounding the release of OWN's new TV show, "Love Is," which aired in August.



P&G partnered with the Oprah Winfrey Network for the first time ever to increase national exposure.

## Feeding America

It's a startling fact that in America today 40 million people face food insecurity—including 12.5 million children and five million seniors. Feeding America® is the nation's largest domestic hunger-relief organization and works to assist people facing hunger through their network of 200 foodbanks. As a long-standing partner, P&G has been playing a role in helping Feeding America's mission by donating everyday household essentials and personal care products from brands such as Charmin, Dawn, Oral-B, Pampers, Pantene and Secret which are distributed through a network of 200 foodbanks and 60,000 food pantries and meal programs. For the past several years, P&G has helped to support School Pantry programs for kids. In the U.S., Always teamed up with Feeding America on a campaign aimed at helping to #EndPeriodPoverty by sparking conversations and taking action by donating 15 million period products to girls in need this school year.

*always*

This year, Always partnered with Feeding America to bring 15 million period products to girls in need.



# North America

## Habitat for Humanity

P&G teams volunteer to help build decent and affordable homes in the headquarter city of Cincinnati. The Vecindades Team volunteered to help build a home in the suburb of Lockland.

## Park and River Clean-Up

On September 20, more than 300 P&G Canada employees participated in our first-ever P&G Gives Back Park & River Clean-Up. In total, we collected 531 kg (1,170 lbs) of garbage, including four pounds of cigarette butts! This event kicked off our annual P&G Gives Back employee canvassing campaign where all employee donations are matched by P&G to the United Way.



P&G Gives Back campaign collected 531kg (1,170 lbs) of garbage.

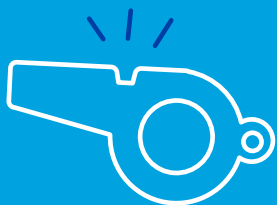
## Always Donates Product to Help #EndPeriodPoverty

On June 25, 2018, Always reaffirmed ongoing efforts to empower girls and women through product donations to organizations supporting asylum seekers, as well as to colleges, in the Toronto area. Volunteers packed 2,000 P&G personal hygiene kits consisting of Always pads, Crest toothpaste, Oral-B toothbrush, Pantene shampoo and conditioner, Secret antiperspirant and Ivory soap. These kits were donated to local organizations supporting asylum seekers and refugees. In addition, Always donated 20,000 pads to local college campuses in support of their efforts to increase access to period protection for students.



Volunteers packed 2,000 personal hygiene kits for supporting asylum seekers and refugees.





Employees have access to Vibrant Living health coaches and champions to get the support and resources they need.

# Employee Well-Being

## P&G Vibrant Living

Vibrant Living is P&G's global health and well-being program. Our Vibrant Living vision is "Enable peak performance by inspiring meaningful, happy, healthy lives" and is supported by three pillars:

**"Meaningful" Heart** — Feeling proud to be part of P&G and connecting with others, at home, at work and in the community, who share similar interests and passion to bring out our best.

**"Happy" Mind** — Enriching our overall well-being, building resilience and strengthening relationships to enjoy the best in life.

**"Healthy" Body** — Optimizing our physical strength and energy to meet everyday challenges and enjoy an active lifestyle. That's the core of Vibrant Living.



**Vibrant Living**  
Make every day a healthy day

Vibrant Living provides employees a family of offerings in the areas of fitness, nutrition, mental and emotional resilience, health education and training, and hands-on activities and events to aid personal fulfillment and peak performance. Many of our Vibrant Living programs are available to family members and through the "Meaningful" Heart pillar. Vibrant Living extends to the communities where we work and live.

## Positive P&G Employee Survey Trends

This year, 82% of employees participated in Vibrant Living events, activities and programs. For the seventh year in a row, we have seen a positive impact from Vibrant Living on our Personal Well-Being index.

## Global Vibrant Living Awareness Day

2018 was a milestone year for Global Vibrant Living Awareness Day. On this five-year anniversary, 93% of sites around the world participated in "Let's Celebrate the Journey." The intent of Global Vibrant Living Awareness Day is to remind employees of all the Vibrant Living programs available and, this year specifically, to encourage employees to celebrate the small steps on our health and well-being journey and to connect with others who are on a similar path.

## A Workplace Culture of Health and Well-Being

- We have 119 certified Vibrant Living sites that support the health and well-being of our employees.
- With the help of 241 Vibrant Living health coaches and champions throughout the world, employees can connect to Vibrant Living resources they need most.
- Our global online wellness assessment is available to employees in more than 30 languages.
- We are continuing a progressive 10% utilization rate with our WorkLife Solutions Program, which reaches more than 90% of employees worldwide.

# Employee Well-Being

## Vibrant Living

### Highlights from Sites Around the World

#### 5K Walk/Run

*The Cincinnati General Offices*

700 employees from around the city participated in this Vibrant Living event.

#### Family Day 2018

*Cabuyao Plant, Philippines*

With their #StepUp2HelpOut step challenge employees and their families not only got healthier together, but with every 10,000 steps helped to feed a hungry child.

#### Information Stations

*St. Petersburg Plant, Russia*

Information Stations on the topics of Healthy Breakfast Choices, The Truth About Calories and Stress and Resilience were provided on all shifts.

#### Vibrant Living Revolution

*Mumbai, Goa, Hyderabad and Mandideep Plants, India*

Nearly 600 employees across four sites participated in a 12-week challenge to promote healthy behaviors. In addition to individual and team achievement, collectively all participants endeavored to Circle the Globe by the cumulative steps taken.

#### Morning Tea

*Hong Kong*

To lift spirits, employees had morning tea with elders in their community to share stories, play games, create memories, take photos and give P&G product gifts.

#### Meditation and Stretch Breaks

*Sao Paulo General Office*

To be more vibrant throughout the day, employees participated in meditation and stretch breaks.

#### Walking Trail

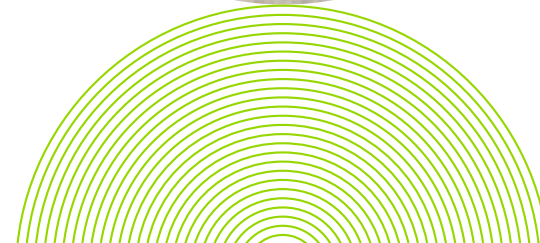
*Greensboro Plant, United States*

Employees celebrated the grand re-opening of their outdoor walking trail.

#### Celebrate Every Achievement

*Materiales Plant, Peru*

As part of Global Vibrant Living Awareness Day, employees were invited to note a change or achievement in their physical or mental health, allowing each one of them to notice that small changes can build healthy habits. Some highlights among them: "Spending more time with my children," "Take dance classes" and "Eat breakfast."





# Employee Well-Being

## Vibrant Living

P&G Mexico was granted the prestigious Workplace Wellness Council – Mexico award for the fifth year in a row for our Vibrant Living and Medical programs. This is the highest recognition for best practices in Health & Wellness.

Brazil was also recognized externally for their Vibrant Living programs and received a Wellness Award.

P&G Korea served in a momentous role with the 2018 Winter Olympics in PyeongChang. Torchbearers included P&G's Asia-Pacific Region President Magesvaran Suranjan (pictured below, right) and Hyunju Jeon (pictured below, left), a Product Supply employee who had won a P&G Korea walkathon competition. The walkathon challenge helped build anticipation surrounding the games and promote fitness through our Vibrant Living employee wellness program.

## Running for good at the Geneva Marathon for UNICEF

Nearly 500 passionate P&G colleagues and families came together for a positive impact in the community and healthier living at the Geneva Marathon for UNICEF. Once again, it was a record participation level with P&G being the largest corporation represented. The most demanding, yet very rewarding, experience was running alongside disabled children in a joëlette (wheelchair). Every year, about 30 volunteers help kids from the Clair Bois Foundation experience this unique event.



Two P&G Korea representatives served as torchbearers in the 2018 Winter Olympics in PyeongChang.



# Employee Well-Being

## Global Medical

### 1. Save a Life

(Protect Our People)

### 2. Obey the Law

(Protect Company Reputation)

### 3. Protect Key Technologies

(Protect Brand Integrity)

### 4. Enhance Speed to Market

(Support Emerging Technologies and New Business Development)

### 5. Inspire Health and Wellness

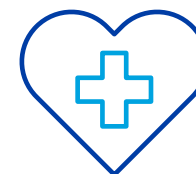
(Vibrant Living, Travel Medicine Support, Global WorkLife Solutions and EAPs)

We touch and improve the lives of our employees with focused delivery of our five Global Medical priorities. The P&G Medical vision “Touching and Improving the Health and Well-Being of P&G People – Healthy People, Healthy Business” reflects the importance of the well-being, productivity and innovativeness of our employees. The P&G global Employee Health and Well-Being Standard ensures that we deliver:

- The same corporate Health and Well-Being requirements at all P&G locations consistently around the world, assuring that sites provide employees with the appropriate level of occupational health assurance programs and services.
- Comprehensive and effective emergency care for our employees, on-site contractors and visitors at all our facilities.
- Compliance with related laws and regulations and sharing this expectation with all of our business partners.
- A culture of health through quality health services and Vibrant Living offerings that support employees in protecting and promoting their health.
- WorkLife Solutions and Employee Assistance Programs (EAPs) to support employees and their families.



Our programs are making a difference. Our nearly 150 P&G Health Services/Vibrant Living Health Centers across 40 countries had nearly 305,000 employee visits in the past fiscal year. Based on employee feedback, 96% of visits surveyed received a favorable rating. On the 2018 P&G survey, employees who used health services/health centers or on-site health programs scored an average of five percentage points better on their personal well-being scores. Many of these employee visits are proactive, including use of preventive health services such as travel health consultations, seasonal influenza immunizations and personal health and wellness consultations. P&G survey results for the last seven years tell a remarkably consistent story of well-being improvement.



**P&G Health Services/Vibrant Living Health Centers across 40 countries had nearly 305,000 employee visits.**

# Awards & Recognitions

P&G Community Impact initiatives have received significant recognition this year, including the following:

P&G Indonesia won two bronze awards for “Best Workplace Category” and “Female Empowerment/ Gender Equality Category” after competing with more than 200 companies across the region.

Our Skills-Based Volunteering Program was recognized externally, receiving American Chamber of Commerce in Singapore CARES Award—for the third year in a row.

P&G was No. 77 on Forbes’ list of America’s Best Employers.

P&G Latin America was named Best Regional Corporate Partner by United Way Latin America for its work and collaboration to the Born Learning Platform.

P&G China was awarded “2017 Best Partner of Project Hope” by China Youth Development Foundation for its continuous contribution to Project Hope.

P&G Panama was recognized by Panama Amcham (America Chamber of Commerce) for its work with CSDW. This is the highest award for sustainability programs in the country and is the first time P&G received this.

P&G Panama recognized as the 3rd Top Dream Company for young people to work in this country.

P&G Brazil was recognized as the #1 Company most respected by the consumers awarded by Grupo Padrão/ Consumidor Moderno in Brazil.

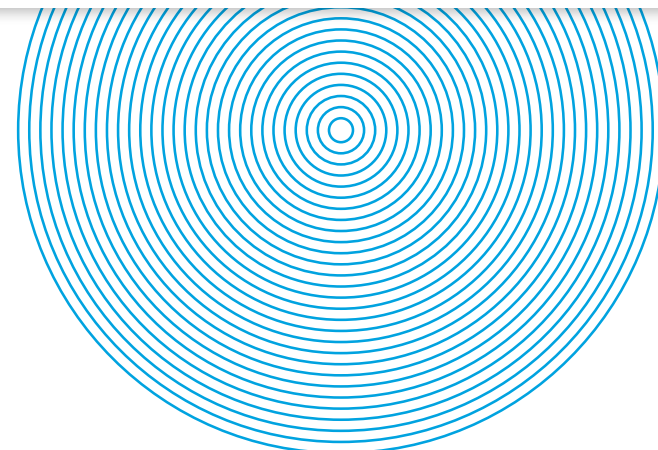
P&G Mexico was in #5 with best responsibility and corporate government by Merco study.

P&G Argentina was recognized by the National Government in the “Pink House” (Official House) by Social Development Minister for the CSDW Program in Argentina and our contribution to water issue in the country.

P&G China was awarded “2018 CSR China Top 100” by CSR China Education Award for its Project Hope children’s drama program and P&G School Hygiene Program.

P&G Peru was recognized by the National Labor and Defense Ministry and by World Vision for our immediate reaction, solidarity and support during the emergency caused by “El Niño Costero” phenomenon.

P&G Colombia has been recognized external by the Bogota City Council for its community impacts and good practices in Social Responsibility.



# Awards & Recognitions

P&G Costa Rica was in the Top 10 Best Companies with best responsibility and corporate government in Costa Rica by Merco ranking 2018.

P&G China was recognized as "Top 30 of the World's Top 500 Company Contribution List in China" by Southern Weekly, one of the most authoritative newspaper in China, for its citizenship contributions to China.

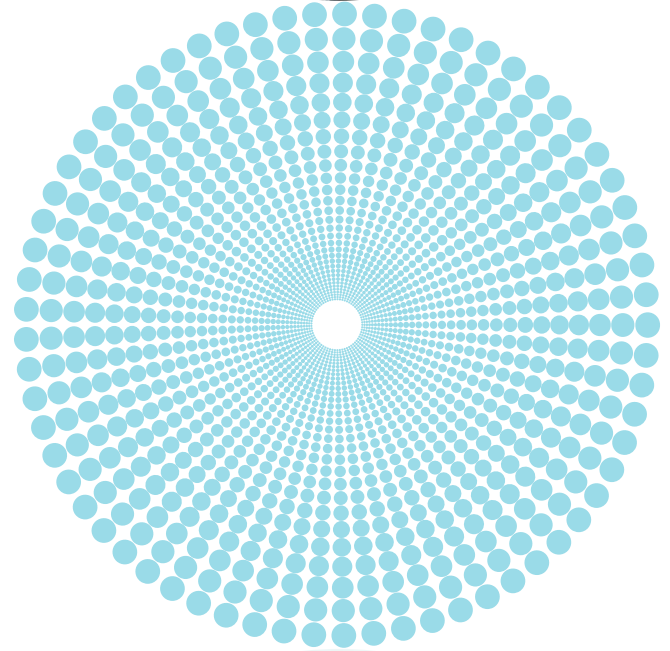
P&G Turkey received Red Crescent Platinum Award for its ongoing product donations.

P&G China Project Hope Program was awarded "2017 Company Citizenship Excellence Award" by China Philanthropy Times, the first philanthropic newspaper under the supervision of Ministry of Civil Affairs.

P&G Latin America was recognized by National Geographic for the CSDW Program.

P&G Panama was recognized as "Great Local Corporate Partner" by United Way Panama for its work and collaboration to the Born Learning Platform and the seeding funds for Healthy Environments.

P&G China won several awards in the 7th China Charity Festival, the first festival named "charity" initiated by mass media. P&G China won "2017 Annual CSR Innovation Award" for its excellent company and brand citizenship programs. P&G Project Hope Program, P&G School Hygiene Program and Crest Smile Fund all won "Annual Charity Program Award." Safeguard won "2017 Annual CSR Brand."







## ABOUT OUR CITIZENSHIP REPORT

Data in this report covers the period of July 1, 2017 to June 30, 2018. Financial information is given in U.S. dollars.

Questions related to this report can be directed to [mediateam.im@pg.com](mailto:mediateam.im@pg.com). This report references GRI 102:

General Disclosures 2016. A GRI Content Index for this report can be found [here](#).