

P&G Partners with IOC Olympics

Minister of Education Visits Tide Science Club

P&G Unveils New Environmental Sustainability Vision



Message from VP



Welcome on behalf of P&G Arabian Peninsula

Inspired by our purpose to improve lives for everyone now and for generations to come, we focus our efforts on making a positive difference just as much as we focus on continuously improving our products to ensure better service and quality.

In the last three months, globally we took two great steps; one that will improve our environment and another that will contribute to the world's oldest and most revered athletic competition. First, we unveiled a long-term environmental sustainability vision with 10 year goal plans to assess progress. Second, we signed the largest consumer products partnership with the International Olympics Committee to sponsor athletes and national teams for the next five Olympic Games.

We welcomed two stars as new ambassadors to our products; Turkish actress Tuba Buyukustun for Pantene and Leighton Meester for Herbal Essences while introducing new and improved products. Meanwhile, our social responsibility efforts continued to touch more lives in the region. Our P&G funded Science Innovation Club was congratulated by the Minister of Education Prince Faisal bin Abdullah Al-Saud for its great achievement in contributing to science education in Saudi Arabia. Our Tawasol program and "30,000 Plates Challenge" campaign helped families in the region while our Jeddah plant agreement with the Human Resources Development Fund aimed to develop local talents.

We are growing P&G by touching and improving more consumers' lives in more parts of the world... more completely, and continue to focus on choices and actions required to be a force for good in the region.

Thank you,

Al Rajwani

Vice President/General Manager
P&G Arabian Peninsula & Pakistan

P&G releases its 2010 Annual Report



This September P&G announced its 2010 Annual Report with the theme; Touching & Improving Lives. Through Chairman of the board, President and CEO Bob McDonald's letter to shareholders and testimonials from P&G consumers, the report examines how P&G executes our three dimension purpose-inspired growth strategy on all of our businesses around the world, by touching and improving the lives of:

- **MORE CONSUMERS**, with innovative products that expand our category portfolios vertically up and down value tiers – delivering the right combination of performance and value to every consumer,
- **IN MORE PARTS OF THE WORLD**, by innovating and expanding our business into new geographies where we didn't previously serve,
- **MORE COMPLETELY**, by innovating to enhance the performance of existing products, by creating or entering adjacent categories, and by driving regimen use that broadens our product portfolios and improves consumers' experiences with our brands.

With net sales of \$78.9 billion, it is clear that P&G's purpose-inspired growth strategy is working. P&G's performance in the 2010 fiscal year, and the strength with which it has entered the 2011 fiscal year, demonstrate the company's capacity to grow in challenging times.

P&G Unveils New Environmental Sustainability Vision



P&G reinforced its commitment to sustainability by unveiling a long-term environmental sustainability vision with 10 year goal plans to assess progress.

As part of P&G's strategy to grow responsibly, the company will now work towards a long-term environmental sustainability vision that includes:

- Powering plants with 100% renewable energy
- Using 100% renewable or recycled materials for all products and packaging
- Having zero consumer and manufacturing waste go to landfills
- Designing products that delight consumers while maximizing the conservation of resources

The new vision provides P&G with a long-term framework to guide all sustainability decisions and goal-setting within the organization.

"Accelerating P&G's commitment to environmental sustainability is a critical component of the Company's ongoing growth strategy to improve more consumers' lives in more parts of the world more completely," Said Bob McDonald, P&G Chairman of the Board, President and Chief Executive Officer. "We're announcing this vision and goals because we believe in the power of our purpose – and our responsibility as a company to be a force for good in the world."

P&G and the IOC announce global Olympic partnership

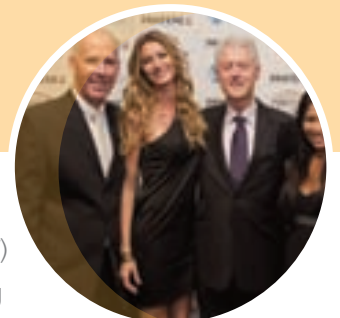
P&G and the International Olympic Committee (IOC) announced the largest consumer products partnership in the Olympics Games history. P&G will participate with its most iconic brands, including 22 brands each generating \$ 1 billion or more in annual sales, to sponsor athletes and national teams for the next five Olympic Games from London 2012 to the 2020 games.

To celebrate the dedication and sacrifice of moms, families and their Olympians, P&G will produce a documentary video series called "Raising an Olympian, The P&G Momumentary Project." The video series will tell the stories of Olympians as seen through the eyes of their moms. It will air leading up to and during the London 2012 Olympic Games and will aim to answer the question, "What does it take to raise an Olympian?"



P&G CSDW commits to "save a life every hour" at 2010 Clinton Global Initiative

P&G announced at the Clinton Global Initiative (CGI) its intent to provide enough clean water to save a life every hour through the Children's Safe Drinking Water (CSDW) Program. CSDW is a not-for-profit program founded by P&G that provides clean drinking water in the developing world. P&G's commitment will be made possible by the delivery of more than two billion liters of clean drinking water every year till 2020 - helping save an estimated 10,000 lives and preventing 80 million days of diarrheal illness on an annual basis. CSDW uses PUR packets, a water purifying technology developed by P&G, to help reduce sickness and deaths caused by drinking contaminated water. One small PUR packet quickly turns 10 liters of dirty and potentially deadly water into clean drinkable water.



"P&G's purpose is to improve people's lives, and scaling up the Children's Safe Drinking Water Program to provide more than two billion liters of clean drinking water every year in developing countries is yet another demonstration of this commitment," said Bob McDonald, P&G Chairman, President and CEO. "P&G will work with global partners, leverage its brands and employ a variety of marketing assets to build awareness on the global clean water crisis and motivate people to help provide those in need with clean drinking water."

In support of this commitment, Pantene Pro-V also launched a global cause initiative called "Healthy Hair for Healthy Water" through a charitable partnership with P&G's CSDW. Through the new partnership, Pantene Pro-V will support CSDW in its goals by providing half a billion liters of clean drinking water in the developing world, preventing 20 million days of illness and saving an estimated 2,500 lives.

"Mothers lose 1.8 million children every year from diarrheal diseases caused by contaminated water – more than HIV/AIDS and malaria combined," says Dr. Greg Allgood, Director, CSDW. "Pantene's commitment to improving the health of women and their children through its Healthy Hair for Healthy Water program is a means to help address this global health issue."

Minister of Education hails Tide Science Club as platform for promoting young national talent

Minister of Education Prince Faisal bin Abdullah Al-Saud hailed the P&G funded Science Innovation Club for expanding and promoting the education of young national talent on his visit to the club.

The Science and Innovations Club aims to positively contribute to reviving leadership in science, raising a creativity-oriented generation of students by developing their creative abilities through utilizing interesting and advanced scientific programs, and honoring local and international achievements in science. The club is proudly achieving its goals in preparing and qualifying top caliber students; around 200 of the club's students have already won top awards in local and international science contests.



Tawasol program benefits more than 30,000 families



Through our community program "Tawasol", in coordination with the Ministry of Social Affairs in Saudi Arabia and with the collaboration of more than 20 social organizations, under the theme of "One Family for a better tomorrow", P&G organized a large scale product donation to families in need. This annual donation by P&G consisted of detergent and shampoo products that are expected to reach more than 30,000 needy families.

Jeddah Plant joins forces with the HRDF to recruit and develop local talents

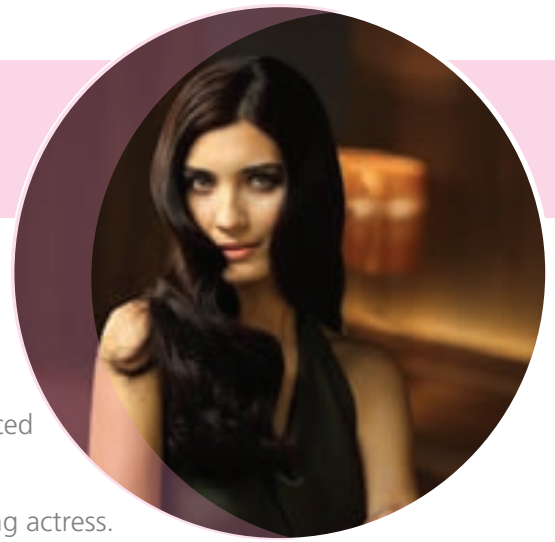
P&G's plant in Jeddah has recently signed a contract with the Human Resources Development Fund to recruit and qualify more than 40 top caliber Saudi nationals to join the P&G family. The Jeddah plant was established in 1982 and currently employs more than 300 employees. This new agreement illustrates P&G's commitment to developing local talents and the local community



Turkish actress Tuba Buyukustun is Pantene's latest ambassador

Once more, Pantene is reconfirming its leading position in the world of beauty, through its continuing celebrity partnerships with the most prominent and beautiful faces in the region and around the world. Rising Turkish actress Tuba Buyukustun, known in the Middle East as 'Lamis' from the Turkish series Aasi, was announced as Pantene's new brand ambassador in the region.

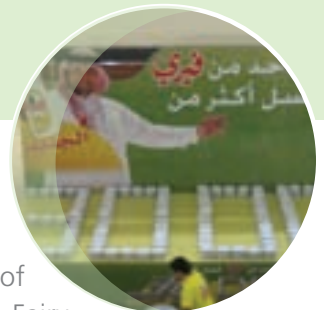
Pantene is very pleased to collaborate with such a talented rising actress. Tuba has become one of the region's most admired faces. She is not only known for her beauty and acting talent, but also for her faith in inner and outer beauty, which embodies Pantene's brand



Fairy and Youssef al Jarrah launch "30,000 Plates Challenge" campaign

In partnership with Saudi Arabian television actor Youssef Al Jarrah, and in collaboration with the Youth Marriage Fund, Fairy introduced its new upgraded dishwashing product by launching the "30,000 Plates Challenge" campaign in the Red Sea Mall in Jeddah in front of thousands of shoppers. The idea behind the campaign was that for every plate washed, Fairy would donate funds to help support youth in their marriage by providing essential household products.

The "30,000 Plates Challenge" campaign was launched to highlight the new Fairy dishwasher liquid with a rich foam formula that removes all grease from the first wash, helping consumers save money and time. The new Fairy liquid's formula means that each one litre bottle of Fairy washes more than 30,000 dishes, making it an economical wise choice.



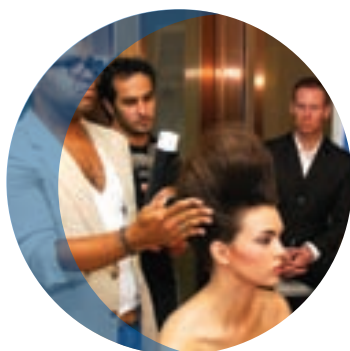
The very luscious Leighton Meester joins Herbal Essences

One of the most exciting actresses to hit the screen, Leighton Meester who plays Blair from 'Gossip Girl', has been named as the new global hair ambassador for Herbal Essences, the range renowned for bestowing hair with lusciousness. The multi talented actress and musician has found fame both for her range as an actress and for her eagerly anticipated appearances on the red carpet and at industry events where her love of playing with fashion shows off her fun witty personality.



Head & Shoulders launches moisturizing scalp care shampoo

During the launch of the new H&S Moisturizing Scalp Care shampoo, P&G held a media event for fashion and beauty editors from the Arabian Peninsula. Top beauty bloggers were also invited to have one on one interviews with global experts Ben Skervin, a celebrity hairstylist ambassador for H&S, and Dr. Rene Rust, P&G's scientific communications. The event featured an interactive presentation from the dynamic duo on everything related to hair. Ben Skervin, one of the world's most sought after hair stylist, took the audience behind the scenes and shared his thoughts on the secret to beautiful hair; a healthy moisturized scalp. Dr. Rust explained the importance of the research and development that goes into the H&S range and stressed on how vital proper nourishment can be for all hair types.



Did you know...

P&G announced plans to use renewable, sustainable, sugarcane-derived plastic on selected packaging on its Pantene Pro-V®, COVERGIRL® and Max Factor® brands. Sugarcane-derived plastic is a significant development in sustainable packaging innovation because it is made from a renewable resource, unlike traditional plastic, which is made from non-renewable petroleum.

The new material is made in an innovative process which transforms sugarcane into high-density polyethylene (HDPE) plastic, a type commonly used for product packaging. It remains 100% recyclable in existing municipal recycling facilities. The pilot will be rolled out globally over the next 2 years, with the first products expected to be on shelves by 2011.



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