

P&G Newsletter

Arabian Peninsula

Jan-Mar 2011



P&G Connect



*Prince Majid
Recognition*



*Special
Olympics*



*Always
Diamond*



Welcome on behalf of P&G Arabian Peninsula.

P&G runs on a simple idea - to improve the lives of the world's consumers every day in small but meaningful ways. P&G grows by touching and improving more consumers' lives in more parts of the world...more completely. This statement not only defines our commercial strategy, it reflects our dedication to our purpose.

Dedicated to innovation, this quarter P&G saw the arrival of new product lines such as Always Diamond, participated in industry conferences and events such as the International Neonatal Conference, sponsored by Pampers Premium Care, and most importantly held its Annual Connect-Event of 2011 under the title of "Innovation's Role in P&G's Purpose Inspired Growth Strategy".

Recently, we were delighted to see our efforts acknowledged by being ranked 5th on Fortune Magazine's "World's Most Admired Companies". Meanwhile locally, our social responsibility efforts were also acknowledged by Prince Mishaal Bin Majid Bin Abdulaziz, Governor of Jeddah and Chairman of the Board of "Prince Majid Society", for our help in the Jeddah floods. Our social responsibility efforts this quarter reached far beyond relief support, to help those with special needs from the Disabled Children Association to the courageous athletes of the Special Olympics. Reaching out to the communities with special need of the Middle East and using our resources for a cause that brought immeasurable joy to many lives.

At P&G, we firmly believe as we serve the world's consumers with our branded products and services, we can improve their lives in ways that enable them to thrive and to increase their quality of living. A dedication each and every one of our 127,000 employees around the globe undertake in their everyday actions.

Thank you,

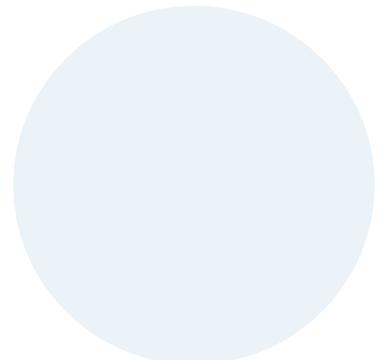
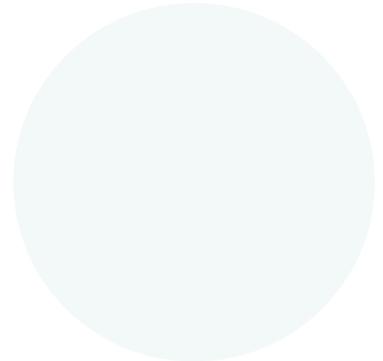
Al Rajwani

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

P&G Ranks **5th Overall, 1st in Soaps and Cosmetics** and a **"Green Star"** Among Fortune Magazine's World's Most Admired Companies

P&G is honored to be ranked 5th on Fortune Magazine "World's Most Admired Companies" list and 1st in our industry (Soaps and Cosmetics). Up from number 6 in 2010, we join other prestigious companies in the top five including Apple (1), Google (2), Berkshire Hathaway (3) and Southwest Airlines (4). According to Fortune, "P&G has a long history of earning the respect of its peers -- fifth on the overall list this year; it's been ranked first in its industry every year it's been in the survey since 1997."

Fortune also awarded P&G as one of only 8 "Green Star" companies among its Most Admired for our relentless commitment to making our products and operations more sustainable.



Febreze Becomes 24th Billion Dollar Brand

P&G announced on March 9th 2011 that Febreze has become the Company's 24th billion dollar brand with more than \$1 billion in sales globally.

Thanks to a strong culture of innovation and an unparalleled scent trends expertise, Febreze is one of the fastest brands to ever reach the \$1 billion milestone.

Pampers Premium Care In Touch with the Pediatrics Community

Pampers Premium Care sponsored the 6th International Neonatal Conference which took place in Jeddah last February. The conference which was organized by the King Fahad Armed Forces Hospital is one of the largest Pediatrics events in the region with over 1000 Pediatric professionals from all over the Arabian Peninsula countries.

The Pampers Premium Care exhibition was visited by over 700 pediatricians and over 200 pediatric nurses where P&G representatives interacted with visitors passing on updates on the latest Pampers technology and features.

P&G Organizes Charity Carnival for Special Needs Children

Under the Diversity & Inclusion initiative, P&G employees in Dubai office organized a charity carnival engaging with the local community and helping children with special needs at the SNF Children Development Center.

More than 165 employees attended the bazaar held at the company's offices which featured an auction with employee donated items and home cooked food and sweets as well as a number of fun engaging games. The funds raised were handed to Ms. Safia Bari SNF director.

P&G Extends its Support to Jeddah Flood Victims

In response to the natural disaster caused by heavy rain floods in Jeddah impacting thousands of families, P&G mobilized resources to support the many victims who were displaced from their homes. Under its social program "Tawasul", P&G reached out to more than 4000 families supporting them in taking care of their every day needs through its products. P&G also launched "Tide Loads of Hope" initiative which saw tents set up in several locations to clean clothes for those affected families.

P&G worked in partnership with the Albir Association and The First Female Charity Foundation to reach the maximum number of affected families in more than eight of the affected areas in Jeddah



“Their Smile in Your Hand” Campaign Funds Delivered to Disabled Children

P&G delivered the donation amount of SR 1,545,000 from its “Their Smile in Your Hand” campaign to the Disabled Children Association (DCA) in Riyadh. The extremely successful campaign was launched to help improve medical services for disabled children in Saudi Arabia, organized, in line with P&G’s long term commitment to improve consumers’ lives in meaningful ways.

Medical services at DCA are crucial to maintaining rehabilitation programs that would allow disabled children to integrate into their societies. With this donation, DCA medical services are set to improve their efficiency and increase their reach by an impressive 10%.

P&G Recognized for its Sustainable CSR Programs

P&G was recognized by Prince Mishaal Bin Majid Bin Abdulaziz – Governor of Jeddah and Chairman of the Board of Prince Majid Society, for its sustainable community initiatives. The recognition came as a result of P&G’s contribution of SR 1 million to Jeddah flood victims from its “Let’s Bring the Smile Back” campaign.

The donation was given to the Majid Society for Development and Social Services to fund their campaigns to rebuild homes damaged by the flood catastrophe in Jeddah. This exceptional cooperation resulted in the furnishing of the houses of 292 affected families. Through such partnerships, P&G is able to fulfill its promise to touch and improve lives in more parts of the world more completely.

“Connect” Hosts P&G Partners Under the Theme of Innovation

To actively be in touch with P&G’s external business partners and community, the company held its Annual Connect Event 2011 under the title of “Innovation’s Role in P&G’s Purpose Inspired Growth Strategy”.

In this informative conference, guests ranging from media, professionals, brand ambassadors, and agency teams were briefed on P&G’s innovation approach and its critical role in the company’s growth strategy.

Sharing P&G’s latest innovations were Dr. Steven Shiel – P&G Beauty and Grooming Scientific Director, and Dr. Sian Morris – Beauty Care Scientific Communications Manager, who showcased P&G’s latest technologies in hair and skin care. The guests spent the rest of the evening networking and sharing different perspectives and insights on the industry.



P&G Gulf sponsors AUS Graduation and visits Sultan Qaboos University

Under the esteemed patronage of HRH Sheikh Dr. Sultan Bin Mohammad Al Qassimi, P&G Dubai sponsored the American University of Sharjah's 2010 alumni Graduation Luncheon. At the event, Al Rajwani, P&G AP&P Vice President/General Manager, addressed more than 550 graduates & professors with a speech entitled 'Rising to the Top: Tips, Tricks & Traps'. The event included meeting the AUS Chancellor & Vice Chancellor, covering current & future P&G/AUS collaborative relationships.

In the quest to attract more talents in our region, P&G Gulf team visited Sultan Qaboos University in Oman. The visit included meetings with each of the Business School Faculty, Dean and the Career Center for Career Guidance. A P&G informational introductory session was presented to the future Class of 2011, covering P&G's main orientation points, such as background, recruitment process, among others.

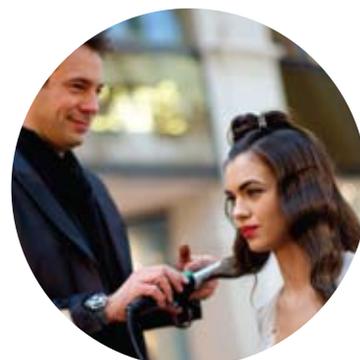
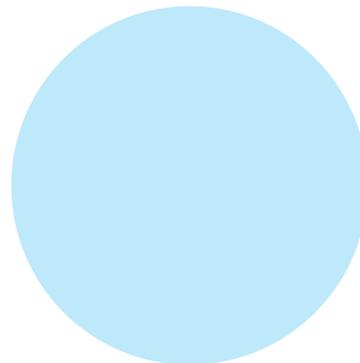
Always Launches New Always Diamond Line

Always launched a new 'luxury' line– Always Diamond – featuring an innovative collection of pads that offer the dual benefits of luxurious protection and optimum comfort.

The launch was kicked off at the Armani Hotel, Dubai by the brand's ambassador Hilda Khalife who introduced the line to a group of GCC media in a very luxurious setting that included a fashion and styling session with Mimi Raad, image consultant from Al-Arabiya TV and tips from Graziella Kamal, presenter of the Anti Ajmal make-over show on Dubai TV.

Celebrity Hairstylist and Braun Ambassador Sascha Breuer in Dubai

Braun's celebrity hairstylist, Sascha Breuer flew to Dubai to exclusively unveil his eight unique and glamorous hair styles bringing to consumers the exciting back-stage world of hairstyling live before their eyes. The event featured looks inspired by the world's biggest cities from Sao Paulo to Beijing and from Paris to Mumbai, resulting in a compelling atmosphere representative of the cosmopolitan nature of Dubai.



Crest's Reveals Winner of its Brand Face Search



After an extensive online search, Crest finally revealed the face set to light up Crest's presence in the region. The search, which began last November and lasted until mid January, attracted girls from all over the GCC who uploaded their dazzling images on the Crest 3D White Fresh micro-site (www.crestwhitesmile.com) for a chance to be the brand's face. Visitors to the website voted for their favorite smile, resulting in a shortlist of the five most popular faces.

A judging panel of leading professionals from the world of fashion and beauty selected the winning face of 3D White Fresh, revealing Szandra Akkach from Dubai as the face of Crest 3D White Fresh. Szandra is now set to front a holistic marketing campaign across the Arabian Peninsula. Szandra will also receive a one year contract with the region's leading modeling agency, Bareface. The winner was also nominated as an Ahlan's Hot 100 for 2011, and got a special mention at the Hot 100 unveiling in Dubai last February.

P&G Consumers Step Up for Special Olympics Athletes



It was that time of year again when P&G steps up to support Special Olympics. P&G has been a strong and active partner with Special Olympics, working to change perceptions globally for the past 40 years and regionally for the past 6 years. Most recently, P&G organized the Special Olympics MENA Step Up Festival that saw UAE residents, volunteers, special needs schools and 430 children come together with their hearts and souls on a sunny Friday last February at Za'beel Park to show their support and acceptance for the region's disabled community.

The event's main attraction was "Unified Sports" sessions where children and adults with and without disabilities competed on the same teams. To ensure the event's success, P&G leveraged the help of Lola Lopez, founder of "Volunteer in Dubai", spreading the word and attracting a strong number of volunteers. P&G also enlisted the help of Virgin Radio whose passionate DJs covered the event from beginning to end, stirring heartfelt support from the station's many listeners. The same event took place in Al Nahda Cooperation, Riyadh in Saudi Arabia extending P&G's support of athletes with intellectual disabilities across the region. Hot 100



Did you know...

At P&G, the Consumer is the Boss.

- P&G invested more than 3 billion dollars in consumer understanding since 2001, more than double the industry average.
- P&G has contact with over five million consumers each year.
- P&G conducts over 20,000 research studies per year.
- P&G connects with consumers in nearly 100 countries around the world.

P&G in Saudi

5th Floor, The Saudi French Bank Western Head Office,
Jeddah 21451 KSA • P.O.Box 2056 • Tel: + 966 2 6538 888
Call Center: + 800 244 0039 email: exteranlap.im@pg.com

P&G Gulf

Jebel Ali Free Zone Gate 7, Junction 12, Dubai, UAE
P.O.Box 33060 • Tel: + 971 4 8064 444