

Welcome on behalf of P&G Arabian Peninsula.

P&G's success centres on a simple idea – to improve the lives of the world's consumers every day in small, yet meaningful ways. This statement doesn't just symbolise and define our commercial approach; it also clearly reflects our commitment to our purpose.

We were extremely thrilled recently when seven P&G brands won awards at the impressive 2011 Viva Beauty Awards, in Dubai for their strong innovation. We have also been very active externally being in touch with experts and our key stakeholders through speaking in multiple events and seeking new insights and learning on new trends.

Simultaneously, we were pleased to see our efforts being acknowledged when P&G was honored with the first ever 'WCD Visionary Award' for our commitment to diversity, and for achieving corporate leadership and best governance practices. Additionally, we were recognized for our commitment to supporting children's education and students' development.

At P&G, we firmly believe as we serve the world's consumers with our branded products and services, we can help 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 employees around the globe undertake in their everyday actions.

Thank you,

Al Rajwani

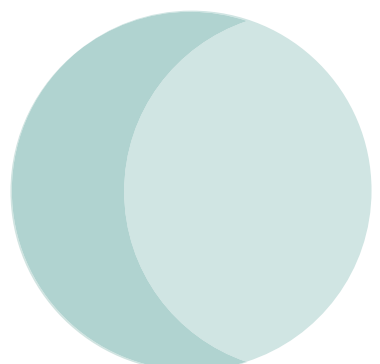
Vice President/General Manager
P&G Arabian Peninsula & Pakistan

Global Recognitions for P&G's Commitment to Diversity

On May 17th, we were humbled to be honoured by Women Corporate Directors (WCD), who granted its first ever 'WCD Visionary Award'. The award recognises P&G as an outstanding top performer with three or more women board members serving as a role model in both corporate leadership and best governance practices.

CEO, Bob McDonald was on hand to accept the award, along with several P&G leaders. In his speech he stated, "One of the most critical responsibilities we all share as business leaders is to foster and leverage a highly diverse board. We work to build a board that is inspired by our purpose – with the best minds bringing external perspective in challenging our thinking and adding their diverse point of view."

Respectively, P&G was again ranked as a 'Top 10 Company for Executive Women' by the National Association of Female Executives (NAFE) in their list of Top Companies for Executive Women in 2011. P&G's ranking was based on the advancement of women; the recognition of top female role models at top management levels, and the commitment to talent development and diversity programs.



Saudi Minister of Education Recognises P&G

Prince Faisal Bin Abdullah – Minister of Education presented a recognition award to P&G for its commitment towards supporting children's education and its support to the Jeddah Science Innovation Club (established by P&G) during the Ministry of Education annual ceremony in Jeddah – to recognise students' achievements and its partners support. The club continues to improve student's talents in different science fields for the sixth year in a row with many of its students achieving national and global awards and recognitions. This is one of P&G's 'Live, Learn & Thrive' long term programs that aims to provide children with access and tools to develop their talents.

P&G Saudi Recognised as Strategic Partner for Students

Under the patronage of Princess Lulwah Alfaisal, P&G AP was recognised at the 'Good Concept Forum', an event held to envision and create a social fabric by inspiring young people in Jeddah.

P&G was recognised as the company with the best in class contribution towards the students' development and practical learning. At the summit, Tariq Alamoudi, P&G Saudi's HR Manager addressed the audience in a panel discussion.

P&G Speaks at the Social Development Forum

Under the theme 'From Sponsorship to Sustainability' P&G addressed the audience of the second Social Development forum in Jeddah, Saudi Arabia, which was organised by Prince Majed Society for Development and Social Services, under the patronage of Prince Khaled Alfaisal – Governor of the Mecca region. This was one of the most important CSR forums in the region attracting top officials and regional speakers, which was attended by over 500 people including ministers of health, social affairs, and labour.

The P&G speech presented by Eng. Haitham Saleh – P&G Corporate External Relations Manager in the AP, covered P&G sustainability strategy, goals and more as class examples of sustainable initiatives P&G have attained within the AP markets.

The Power of P&G's Purpose

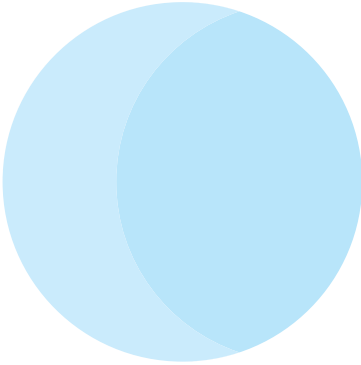
P&G shared with the audience the power of its purpose during the Saudi Brand and Communications 2011 Summit in Riyadh. P&G's purpose to make everyday life a little bit better as their brands touch consumer lives has guided the company growth since its launch in 1837.

In his speech, Karim Kamel – P&G Associate Marketing Director, for Fabric and Home Care in the Arabian Peninsula & Pakistan, explained P&G purpose inspired growth strategy and how P&G brands are influenced by the consumers' needs while sharing different examples that were locally relevant brand initiatives and communications.



Jeddah Derma 2011 houses Olay and Head & Shoulders Latest Innovations

To reach out and share P&G's latest innovations, Olay and H&S sponsored the 2010 Jeddah Derma conference for the second year – actively engaging with key thought leaders and dermatologists. The event is considered one of the biggest dermatology conferences in the region – hosting more than 500 dermatologists from over 15 different countries – yielding an excellent opportunity for Olay and H&S to showcase their latest innovations in the field of skin and hair care, as well as gain experts insights.



Always participated in the Saudi Obstetrics and Gynaecological Society 2011 Conference

For the third year in a row, Always sponsored the biggest obstetrics and gynaecological event in Saudi Arabia – attracting over 800 gynaecologists from all over the GCC countries, which was organised by the Saudi Obstetrics and Gynaecological Society and King Saud University. P&G brands are actively seeking to partner with the external community and professionals to bring insights and share learning to develop deeper consumer understanding to better serve our consumers with new innovations. At the event, Always showcased its latest innovation – the brand new 'Always Diamond' and also distributed educational materials.



Earth Day Celebrated at P&G sites across the globe

For the fourth consecutive year, P&G celebrated Earth Day globally with weeklong events unified around a 'Go Zero Waste' theme – tied to P&G's global long term vision to have zero consumer and manufacturing waste going to landfills. These events are the biggest annual opportunity to directly engage all employees in our sustainability efforts. There were 140 sites that globally participated in the event this year, including all sites in the Arabian Peninsula, which included community outreach activities and external speakers.



This year's theme challenged employees to think about how to reduce the waste they produce everyday in the office; on the manufacturing floor; and through the products they design and distribute. Creative events were held around the world that included various idea contests and quizzes. Employees were encouraged to turn their trash can upside down as reminder not to generate waste throughout the week. All P&G sites in the AP are equipped with Zero Waste zones containing recycling collection stations.



Our plant in Dammam, Saudi Arabia, was recognised within P&G globally with the Best Plant Award for its Earth Week program and impressive results.

Saudi office employees take the Environmental Challenge

Driven by P&G definition towards sustainability of ensuring a better quality of life for everyone – now and for generations to come – the Global Business Services team in Saudi, took another step to engage and equip themselves building sustainability thinking and practices into their everyday life, by taking an environmental sustainability challenge applying P&G practices of leading through innovation.

While ensuring the safety measures, two different teams competed to innovatively use provided tools and equipments to clean a large area on Jeddah beach for the society while segregating collected waste. The day was concluded with an environmental awareness session and solid waste of 212kg removed from landfill, which was then delivered to a local recycling facility, giving Jeddah residence a cleaner beach.



Pampers joins hands with UNICEF to help eliminate Tetanus in Yemen

Pampers joined their efforts once again with UNICEF to eliminate Maternal and Neonatal Tetanus in Yemen. Launching the campaign through a press conference in Jeddah, the media audience were informed about the maternity health challenges in Yemen. **Dr. Arwa Baider** – UNICEF Gulf Area Office campaign spokesperson explained the realities, the dangers of Tetanus and the simple solution it requires.

The campaign's spokesperson, **Ms. Muna Abu Sulayman**, called for action asking media active engagement to help in saving lives in Yemen.



Braun Unites Food Bloggers in a Culinary Challenge for the FIRST time in the Middle East!

Cooking bloggers joined **Chef Osama El Sayed**, Braun's celebrity ambassador in a fun interactive cooking challenge for the first time in the Middle East!

The **iBlog, iCook, iBlend Challenge!** event brought together five key food bloggers from different ages, nationalities and backgrounds who share their ardent dedication to food. Each blogger was able to bring talented culinary skills to the table to create, cook and present one main dish within one hour.

The bloggers experienced the new Braun '**Multiquick 7 cordless hand blender**', which showed power, versatility and provided freedom of movement during the cooking session – allowing them to create their dishes in an efficient and easy way. The grand prize winner, **Shaima Al Tamimi**, was awarded a one-night stay at the Park Hyatt hotel in Dubai.



2011 VIVA beauty awards lion share goes to P&G Beauty and Grooming Brands



P&G brands recently walked away with most of the awards during the prestigious VIVA magazine 'Beauty Awards' ceremony held in Dubai. Chosen by a judging panel of beauty experts, the most coveted beauty products were shortlisted for their outstanding beauty and grooming performance. Seven brands from P&G were honoured as winners for their strong innovations.

The winners were:

Pantene Clinicare – Best Shampoo
Olay Regenerist Microsculpting Cream – Best Anti-Ageing Product
Max Factor Lipfinity Colour & Gloss – Best Lipstick/Lipgloss
Frederic Fekkai – Best Styling
Dolce & Gabbana – Best Eyeshadow:
Olay Regenerist Serum – Judges Seal of Approval for Best New Product
Braun Lontec Satin hair 7 Air styler – Readers choice for Best Hair Product

Pantene latest innovation 'Clinicare' serves more consumers

Launched only a few months back, **Clinicare** from **Pantene**, has quickly become the must have beauty product for women across the GCC markets. Not only are industry leaders raving about this new range for severe damaged hair, but also bloggers, who have tried it, are endorsing this range to their followers.

Pantene engages with many experts externally including Aisha Ramadan – fashion designer, and Huda Kattan – Beauty Blogger, to seek their insights on various P&G innovative products.

Protect Future Generations campaign increases environmental awareness and action across the Arabian Peninsula

P&G through its brands like Ariel, Fairy, Downy, Tide, Olay, Duracell, Pampers and Always, launched a sustainability campaign called 'Protect Future Generations' (Pro Gen) during the month of April, in select retail outlets across the Gulf region. The campaign's objective was to raise awareness among consumers on the small steps that can be taken today to protect the environment that will have an impact on the children of tomorrow.

This education initiative was communicated in store, via a dedicated website, and endorsed by Mr. Ahmed Shugairi, and in partnership with INJAZ UAE through community citizenship program. The campaign communicated survey results, conducted by YouGovSiraj for P&G in UAE and Saudi Arabia.

Did you know?

Innovation is P&G's lifeblood:

- P&G has been an innovation leader for 173 years.
- The organisation has over 8,700 scientist and researchers (1,000+ PHDs), based in 26 global research centres, supporting 38 products categories in more than 100 technology areas.
- P&G currently has over 39,000 active patents globally and nearly 20,000 pending applications.
- In the last five years, P&G has spent over \$10 billion in basic and applied research, and has also authored over 2,500 articles.

P&G in Saudi

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