

P&G Newsletter

Arabian Peninsula

October-December 2011



Singing Sensation Yara
chosen as ambassador for Braun Satin Hair 7



José Mourinho chosen
as Global Ambassador for Braun



Wella Koleston Color Intense Foam
chooses **Aiisha Ramadan**
as ambassador



**Olay Announces the Winner
of the Total Effects Power
7 Women Campaign**



Welcome to the New Year, on behalf of P&G Arabian Peninsula

Each new calendar year marks another milestone for P&G's history in the Arabian Peninsula and globally. We are truly proud that our brands have improved the lives of the consumers for more than 55 years in the Arabian Peninsula and over 170 years globally. Our purpose inspires P&G brands and businesses to improve lives in small but meaningful ways every day.

We improve lives by innovating for the way everyday life is truly lived. We are improving more consumers' lives by innovating and extending our brand portfolios vertically up and down value tiers, and expanding geographically and into new channels and adjacent categories. Our focus on innovation has been constantly recognized, as the recently released Booz & Company list of the 1000 most innovative companies in the world has once again ranked P&G among the top 10.

As the world's largest consumer goods company, we have the responsibility to innovate and operate ethically and sustainably. Environmental sustainability and social responsibility are embedded into our purpose. In the past quarter, P&G Children's Safe Drinking Water Program celebrated the delivery of its fourth billionth liter of clean drinking water to a family who survived the flooding in Thailand. Our plant in Dammam, Saudi Arabia, received a P&G Global gold award for achieving its sustainability goals in 2011. Our employees continued to engage with the community through volunteering initiatives bringing our purpose to life in a different way.

Our goals for 2012 will be to continue being inspired by the purpose to deliver our growth strategy in touching more consumers' lives, in more parts of the Arabian Peninsula, more completely.

Thank you,

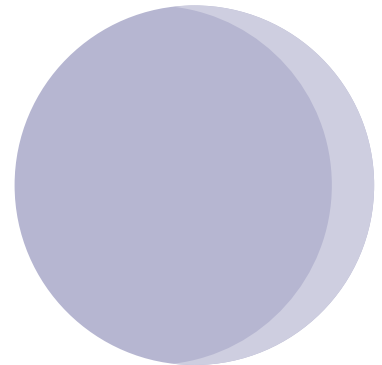
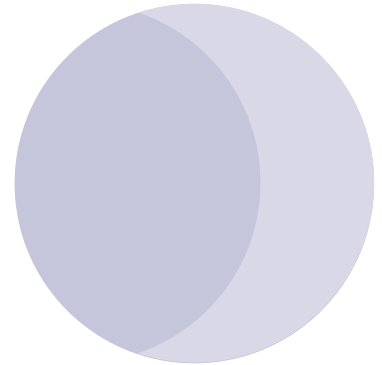
Al Rajwani

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

P&G Ranked Among Top 10 Global Innovators

P&G was again ranked in the top ten of the annually-released Booz & Company list of the 1000 most innovative companies in the world. Maintaining its previous position as ranked 8th globally, P&G held a top spot alongside other companies such as Apple, Google, 3M, Toyota, and Facebook.

The list is created through a study in which leaders around the world are asked to name the companies they consider most innovative. The 2011 survey focused on two specific qualities: strategic alignment and a business culture that supports innovation.



Four Billion liter of clean water served




P&G PUR

The P&G Children's Safe Drinking Water Program (CSDW) has distributed more than 4 billion water purification packets in developing countries across the world, with its four billionth liter of clean water having been served to a family in Thailand who survived the country's flooding in 2011. P&G distributed the water with the help of Friends in Need of Pa Foundation and the Thai Red Cross, to a young woman called Paweena Khaporn who used a P&G packet to transform a bucket of murky floodwater that had flowed past her home moments earlier into clean, drinkable water.

In addition to providing clean water to Thailand, P&G's CSDW is currently delivering clean water to Pakistani flood victims and to those enduring the drought in the Horn of Africa.



P&G shares HR practices and strategies




At the HR Congress held in Dammam, Saudi Arabia, attracting regional HR professionals, P&G shared the concept of Employee Engagement, discussing what it entails and why it is so significant for business success. Speaking at the event, Fahad Al-Abdulkarim, P&G Arabian Peninsula & Pakistan HR Director, discussed key elements that drive employee engagement.



The P&G HR team participated in panel discussion at the Saudization Strategy workshop, sponsored by the Saudi Minister of Labour. P&G as the employer of choice shared the success factors of Saudization and the best practices in attracting, developing and retaining Saudi talents.

P&G Dammam plant receives gold Sustainability Award



As a demonstration of our dedication to sustainability, our plant in Dammam, which manufactures Fabric and Home Care products, received the P&G Global Product Supply Sustainability Award for meeting 2011 sustainability goals. These targets were to achieve a minimum of 10% reduction on CO₂, Energy, Waste and Water footprints. Exceeding the targets, the plant in Dammam achieved an additional 20% reduction in CO₂ and waste for 2010-2011.



Adding Color to the Community

Touching and improving consumers' lives in a different way, the Arabian Peninsula Consumer Market Knowledge team organized a volunteering event targeting children with special needs. The event took place at Café Ceramique in Dubai with children from the Senses Residential Care Home with the support of Ms. Lola Lopez, founder of Volunteer in Dubai. Throughout the activity, children took the chance to engage with P&G employees and share their skills through coloring ceramic plates.




Crest and Oral B partner with The Health Authority - Abu Dhabi to launch Abu Dhabi Smiles

P&G brands Crest and Oral B partnered with The Health Authority of Abu Dhabi for the inauguration of Abu Dhabi Smiles, a project that aims to increase students' oral health awareness by educating them on how to protect their teeth through healthy eating, proper brushing and flossing, and by visiting the dentist regularly. The project strategies include training of school nurses, providing schools with materials to help children understand the importance of oral health, and a school competition for the best creative project promoting oral health.




José Mourinho chosen as Global Ambassador for Braun



Legendary football coach José Mourinho has been chosen as the new face of Braun's Series 7 shaver campaign. "I promised myself that I wouldn't just do brand partnerships for the money. First of all I do them because I feel something with the product. Braun is a brand that I like. It's a brand with prestige. They think I am good for their image. I also think being connected with Braun is good for my image," said Mourinho. To celebrate the newly announced partnership, Braun hosted top Saudi media for an exclusive 'football' night, where they played behind-the-scenes footage of Mourinho with Braun, and watched a live football match between Real Madrid and Atletico de Madrid.



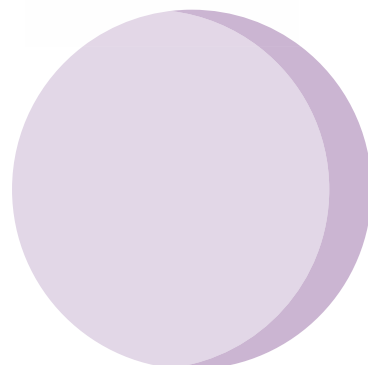
Lighting Up Natural Beauty with Olay Natural White



Popular Radio Spice DJ Kritika Rawat invited her listeners to take the pledge with her to light up their natural beauty on Facebook, by uploading a photograph of themselves without makeup – because with the nutrient-rich formula of the Olay Natural White range, women have even more reason to celebrate their natural glow! A winning photograph was chosen from the uploaded pictures, with other winners picked from a similar competition held through other media, proving that Olay Natural White accentuates natural beauty.

Wella Koleston Color Intense Foam chooses Aiisha Ramadan as ambassador

Wella Koleston Color Intense Foam, the revolutionary home hair coloring solution, has announced that fashion designer Aiisha Ramadan has been selected as a brand ambassador. Chosen for her glamorous style and fashion sense, Aiisha tried the foam hair dye for herself and fell in love with the results, saying: "It's so simple to use. I colored my own hair without any issues and the results are incredible. The color is so intense and it makes me proud to think that I achieved such professional-looking results with no hassle at all!"



Olay Announces the Winner of the Total Effects Power 7 Women Campaign

Seven talented, inspirational women were chosen by Olay Total effects, the line that tackles all seven signs of aging in just one cream, to make up the Total Effects Power 7. The campaign featured women who redefine female perception, pushing the boundaries of success and motivating others to pursue their dreams. Seven such talented inspirational women have been selected from across the MENA region to be sponsored by Olay Total Effects, helping them enhance their talent & exposure in the region.

The campaign was led online on a virtual platform that gave the opportunity to get to know the candidates and their achievements. Ultimately the person who receives the most votes in the campaign wins \$20,000 prize in addition to publicity benefits in the region. Olay congratulated Zeina Abdalla, entrepreneur, founder and managing director of Fishfayce for earning the most votes during this campaign. Congratulations Zeina!






Gillette Fusion 'Man-Up' Campaign Wins Silver Award at the Gemas Effie Awards MENA 2011

Gillette won a prestigious Silver Award in the non-FMCG category at the GEMAS Effies, one of the most anticipated business events in the Middle East revealed the region's top marketing works for 2011, for its digital 'Man-Up' campaign.



Singing Sensation Yara chosen as ambassador for Braun Satin Hair 7




Renowned for her enchanting voice, elegant style, and captivating beauty, Arab artist, Yara, has been named as the first-ever regional face of Braun Hair Care. As the ambassador of Satin Hair 7 Straightener and brush, Yara will give women the green light to experiment more with their style, safe in the knowledge that their hair is protected from damage. "It is an honor to represent a brand that I have grown-up with. Braun has been a brand that has stood the test of time. I am extremely excited to champion healthy styling with Braun Satin Hair 7 brush and straightener," said Yara about her role as Braun's Beauty Ambassador.

To announce this ambassadorship, Yara travelled to Dubai to meet with leading TV channels, magazines, newspapers & radio stations in an exquisite glass boat to talk about being the face of Braun Satin Hair 7 and giving sneak previews on what is to come with Braun.



Did you know?

- P&G is committed to Corporate Sustainability
- P&G's long-term vision is: to have 100% renewable energy in all our plants; to use 100% renewable or recycled materials in all products and packaging; to have zero consumer and manufacturing waste go to landfills



P&G Saudi Arabia
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: externlap.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