

P&G HOLDS GROUND BREAKING EVENT FOR NEW MULTI-BILLION NAIRA FACTORY

Lagos, Nigeria, July 10, 2012: Leading global consumer good company, Procter & Gamble Nigeria, on Tuesday July 10th held an event to mark the Ground breaking of its new multi-billion Naira factory in Agbara Industrial Estate.

The high brow event was graced by several Nigerian dignitaries who came to show their support for P&G and the investment that the company is making in Nigeria. The Special Guest of Honor for the event, President Goodluck Ebele Jonathan was ably represented by the Honourable Minister of Trade and Investment, Dr. Olusegun Aganga. Other dignitaries at the event included the Executive Governor of Ogun State, Senator Ibikunle Amosun who was also the Chief Host for the event and was represented by the Ogun state commissioner for Trade and Investment, Chief Gbenga Ashiru; the Nigeria Ambassador to the United States, Professor Adebowale Adefuye; the US Ambassador to Nigeria, Ambassador Terence P. McCulley; the Director General of SON, Dr Joseph Odumodu and Director General of MAN Mr Yinka Akande as well as representatives from various ministries, technical associations and the Nigerian media.



Speaking at the event, Mr. Laurent Philippe, P&G Group President for Central & Eastern Europe, Middle East and Africa (CEEMEA) remarked on P&G's company purpose and how it comes to play in the investment decisions that the company takes. He said that, "Our purpose inspires us to be a model investor touching and improving lives in Nigeria and beyond through our quality brands, investments, economic development plans and other social programs. For perspective, we touch and improve lives through our brands that make everyday life better and through our social programs that reach over 3 million Nigerians every year."

He continued saying, "West Africa is a cornerstone of P&G's Purpose-inspired Growth Strategy with Nigeria as the focus. P&G looks to touch and improve more consumers' lives in more places more completely. The first phase of this multibillion naira plant would enable us to introduce our state-of-the-art diaper manufacturing lines in the country. It represents a milestone in P&G Nigeria's history as it is the second plant of P&G in Nigeria and will contribute significantly to the development of the economy. This investment lends support to the President's Transformation Agenda and will lead to creation of thousands of jobs, hundreds of SME's and the development of human capital in the country." He disclosed that the plant was expected to be functional within the next 18months.

The ground breaking was led by the Special guest of Honor, Dr. Aganga (representing the president). He said of the event, "I am indeed very delighted to join and congratulate you today on this occasion of the ground-breaking ceremony of your new multi-billion naira plant here in Agbara. I must commend the entire Management of P&G, especially the Group President for Central and Eastern Europe, Middle East and Africa and the host of this event, Mr. Laurent Philippe, for this formidable feat. P&G's over 19 years' of operations in Nigeria has been a tremendous blessing to this country. I salute your confidence in this great nation, your contribution to its growth and your resilience in ensuring that you become the leading Fast Moving Consumer Goods (FMCG) investor in Nigeria. The Federal Government of Nigeria sees P&G as a partner in the Transformation Agenda of President Goodluck Ebele Jonathan, GCFR.

He was joined in the ground breaking activity by the Managing Director of P&G Nigeria – Mr Manoj Kumar, the Ogun State Governor's representative, the US ambassador to Nigeria and the Nigerian ambassadors to the US as well as other dignitaries.

Also speaking at the event, Mr. Manoj Kumar Managing Director of P&G West Africa said, "P&G has been in Nigeria for over 19 years and is committed to becoming the leading FMCG social and economic investor in the country. With our trusted brands such as Pampers diapers, Ariel and Bonux detergents, Always sanitary towel, Vicks throat drops, Oral B, Safeguard antibacterial soap,

Gillette, Duracell; P&G has grown to be a trusted household brand and a part of many families in Nigeria” .

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About P&G

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.