



The acquisition of **Ambi Pur** strengthens P&G's global leadership in Home Care and specifically Air Care by extending our reach to serve more consumers in more parts of the world more completely. Ambi Pur is a business of over \$300 million in annual sales with a strong brand equity and complementary geographic presence to Febreze, particularly in Europe and Asia. With this acquisition P&G becomes the #2 Air Care Company in the world and Febreze/ Ambi Pur becomes a P&G billion dollar brand, with potential to further grow.

The Ambi Pur acquisition enables P&G Home Care's growth strategy and immediately boosts our ability to touch and improve more consumers' lives, in more parts of the world ...more completely.

The Ambi Pur acquisition:

- Accelerates P&G Air Care's whitespace expansion plans to countries where we were not present before and in product forms like cars and devices.
- Builds P&G scale and efficiencies by enabling us to more fully leverage our existing infrastructure, operating systems and organization capabilities.

Ambi Pur also brings high-performance products and new technologies to our current Air Care portfolio, including car air fresheners, battery-powered air fresheners, toilet rim blocks and various non-energized air fresheners. Consumers will be delighted by a truly holistic product proposition and broader innovation. We see many opportunities to leverage these additional technologies and P&G's core capabilities in consumer understanding, innovation, brand building, go-to-market execution, and global scale.



About Ambi Pur:

Ambi Pur has a strong track record of innovation and success in the fresheners category:

- Ambi Pur has been bringing enjoyable fragrances into homes since 1958.
- Ambi Pur was the first brand of plug-in air fresheners, launching single perfume devices in 1992 and the highly successful 3volution in 2006.
- Ambi Pur launched the first liquid rim block toilet freshener in 1997.
- Ambi Pur was the first and most successful brand of liquid car fresheners, first launched in 2000 (predated by magic trees and non-liquid car fresheners).

The technologies behind Ambi Pur products complements the strong P&G Febreze presence in fabric refreshers and aerosols.