



P&G Children's Safe Drinking Water Program Celebrates 10 Billion Liter Milestone Company offering 10-1 donation match to recognize the achievement

Cincinnati (May 3, 2016) – Procter & Gamble (P&G) announced today that the Company has delivered its 10 billionth liter of clean drinking water through its non-profit Children's Safe Drinking Water (CSDW) Program. The program, which started in 2004, works with more than 150 partners and organizations to provide clean drinking water to those who lack access to clean water.

P&G is celebrating this milestone with its NGO, government and private sector partners in 20 countries including Brazil, UK, Germany, Nigeria, South Africa, Jakarta and Singapore. The 10 billionth liter was shared with Margarita, Gabriel and their children Alejandro and Lorena who are part of a World Vision community project near Oaxaca, Mexico.

"We are proud to share P&G's water purification technology to help transform the lives of millions of people around the world, like Margarita, Gabriel and their children," said President and Chief Executive Officer, David Taylor. "Clean water can improve people's health, help children stay in school and provide better economic opportunities for their families. We are grateful to all our consumers who support our brands and help us bring clean water to families who need it."

To mark the occasion, the Company will be offering a 10-1 donation match – for every US\$1 donated to the program by consumers from May 3, 2016 – May 31, 2016, the Company will donate US\$10.*

P&G scientists used cleaning technology research to invent P&G Purifier of Water packets in partnership with the US Centers for Disease Control and Prevention. The Company, which has a strong history of cleaning performance with brands such as Tide, Dawn and Crest, used its innovative capability to pack the power of a water treatment plant into a small 4 gram sachet. The technology is simple to use, with only a bucket, a spoon, a cloth and a small P&G packet, people can purify 10 liters of dirty, potentially deadly water in only 30 minutes providing enough drinking water for a family of five for one day.

It only takes \$7.50 to provide a year's worth of clean water to a child and \$30 to share a year's worth of clean water with a family of five. For those wishing to donate and have P&G multiply their donation by ten, click [here](#).

*For every dollar donated between May 3, 2016 and May 31, 2016, P&G will match with a donation of US\$10, up to a total P&G contribution of \$1MM, to the Children's Safe Drinking Water Fund, which is a charitable fund managed by the Greater Cincinnati Foundation. For more information, visit csdw.org.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

Media Contact:

Damon Jones

Jones.dd@pg.com

1 513 983 0190