

P&G responds to Myanmar floods by providing nearly 50 million liters of clean drinking water

P&G is working through its partners to reach the families affected by the crisis

August 6, 2015

Yangon, Myanmar - P&G (Procter & Gamble) is working in Myanmar through its not-for-profit initiative - Children's Safe Drinking Water Program (CSDW) to respond to the devastating floods happening in Rakhine, Mandalay, Chin, Sagaing and Ayeyarwaddy states as distribution of nearly 50 million liters worth of clean drinking water has started in the first few days of the response.

P&G is working with more than a dozen local and international partner organizations including USAID, non-governmental organizations like PSI and World Vision, UN agencies, business partners Forever Group and CMHL, local charity groups and many more who are in turn working with government and other agencies to reach the victims of the disaster with critical supplies.

Through its corporate social responsibility CSDW initiative P&G will continue to provide additional P&G Purifier of Water packets from our plant in Singapore as the need for clean water continues to grow. Leveraging the ongoing USAID and P&G 'Partnership for a Healthier Burma' project, PSI Myanmar is providing logistics coordination and training on safe water and handwashing education for the coalition of partners distributing clean water to help prevent the outbreak of diarrheal disease in flood areas.

P&G has been providing clean drinking water for more than a decade since the not-for-profit Children's Safe Drinking Water Program was founded in 2004. Working with governments, private and NGO partners, P&G has shared hundreds of millions of *P&G Purifier of Water* packets to families in need of clean water across the world. The powdered water purification product is a simple and effective way to make clean drinking water for the entire family, as the packets turn dirty, potentially deadly water into clean and drinkable water in only 30 minutes. Each sachet of *P&G Purifier of Water* contains 4 grams of powder that clean 10 liters of water, helping to reduce diarrheal disease incidence in the developing world by up to 90%. In November, 2012, *The Economist* magazine recognized it as one of the world's most amazing social innovations. To date, this simple but powerful innovation has provided more than 8.5 billion liters of clean water which is estimated to have saved thousands of lives and prevented millions of days of diarrheal illnesses in more than 75 countries.

Emergency relief organizations who are interested in further information on the distribution of P&G packets to flood victims, please contact P&G's NGO partner – PSI Myanmar at floodrelief@psimyanmar.org

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Our thoughts are with all the families suffering from the disaster.

About Procter & Gamble and Children's Safe Drinking Water Program

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

The P&G Children's Safe Drinking Water Program (CSDW) is a non-profit initiative that partners with a diverse network of over 150 organizations to help distribute water purification sachets in developing countries. To learn more about the P&G CSDW Program, and see how the water purification sachets work, please visit www.csdw.org.

About Population Services International

PSI is a global health organization dedicated to improving the health of people in the developing world by focusing on serious challenges like a lack of family planning, HIV and AIDS, barriers to maternal health, and the greatest threats to children under five including malaria, diarrhea, pneumonia and malnutrition. PSI has worked in Myanmar since 1995 and is one of the largest providers of health products and services in the country. It has four channels of delivery and works in six health areas: HIV/AIDS and sexually transmitted infections (STIs), malaria, tuberculosis, reproductive health, pneumonia, and diarrhea.