

# P&G VALUES IN ACTION

OUR LONGSTANDING COMMITMENT CONTINUES



Equality and inclusion are fundamental to P&G. We aspire to create a better world **for everyone**—free from all types of bias based on race, ethnicity, culture, religion, sexual orientation, gender identity, disability, and background.

**EVERY DAY WE STRIVE TO GET THE FULL VALUE OF OUR DIVERSITY THROUGH INCLUSION—FOSTERING AN ENVIRONMENT WHERE P&G PEOPLE CAN BE THEIR BEST, FULL AND AUTHENTIC SELVES IN THE WORKPLACE. BUT OUR JOB DOESN'T END THERE—OUR BELIEF AND COMMITMENT EXTEND BEYOND P&G'S WALLS. WE ARE DRIVING ACTION ON THE WORLD STAGE TO MAKE A MEANINGFUL DIFFERENCE, AND WE CARE DEEPLY ABOUT OUR IMPACT, ALWAYS STRIVING TO MAKE THE WORLD A LITTLE BIT BETTER THROUGH OUR ACTIONS.**

P&G and our brands are stepping up our ongoing efforts to address racism, bias and brutality that Black Americans face. However, this is not something we've just started. We have been active in equality and inclusion for all people for a long time.



## EMPLOYEES

**Non-Discrimination:** We are deeply committed to an inclusive culture and do not discriminate against individuals on the basis of race, color, gender, age, national origin, religion, sexual orientation, gender identity and expression, marital status, citizenship, disability, veteran status, HIV/AIDS status or any other legally protected factor.

**Representation:** P&G is committed to a diverse organization at all levels that reflects the consumers we serve. Currently, across all levels, we are at historically high levels of AA representation in regards to hiring and promotion rates – and at historically low attrition rates. We're making progress, but it isn't where we want to be. We are committed to doing the work required to help create a more diverse and inclusive company for our future.

**Diversity recruiting, training and development:** We know the importance of diversity in the workplace to better understand our world and the consumers we serve. We're committed to attracting, hiring, advancing and retaining a diverse workforce, and we're investing in unique programs to develop our diverse people and ensure every employee has a great manager.

- **Managing for Inclusive Partnerships** is a P&G program designed to support the development, advancement, and retention of African Ancestry (AA) talent. It is anchored by the employee, the employee's manager, and the organization taking shared accountability to achieve the desired results.
- **Unbias** is a unique, immersive learning experience at P&G based on the latest research on unconscious bias. The interactive documentary combines real-life stories with games, quizzes and exercises. Participants gain a deeper understanding of bias, learn to activate their growth mindset, recognize the impact of micro-aggressions, and are prepared to take steps towards creating an organizational environment that is more inclusive and equitable.

**African Ancestry Leadership Network:** The African Ancestry Leadership Network (AALN) was the first employee affinity group established at P&G and reflects P&G's commitment to the African American community. In the early 1950s, the Company reaffirmed its commitment to diversity by hiring black skilled technicians and laborers. In 1958, with the launch of Drene Hair Care print advertising, we progressively evolved our advertising and media communications to include positive portrayals of diverse communities, which was not common at the time. African Ancestry employees have been integral in helping the Company become a corporate leader in innovation, leadership, diversity and inclusion by developing capabilities and insights that improve representation and contributions at all levels of the Company, and this has been a catalyst for other affinity organizations. The AALN's current focus includes recruiting, mentoring and sponsorship, talent development, and community engagement.

**CEO Action for Diversity and Inclusion:** P&G is taking deliberate steps inside and outside the Company to create a trusting workplace environment for dialogue, understand unconscious bias, and share best practices. In June 2017, P&G was a founding member of the CEO Action for Diversity & Inclusion, the largest CEO-driven business commitment to advance diversity and inclusion in the workplace signed by more than 1,000 CEOs. The power of this commitment is the bias towards action—seeing something, saying something and then doing something about it.

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- In December 2018 we kicked-off the **CEO Action – Day of Dialogue** where we held meaningful employee-led conversations by creating safe spaces within our workplace and engaging employees in a range of topics that might sometimes feel difficult or left unspoken. As part of this program, over 900 employees participated, many voicing that they felt empowered to share openly about the race-related issues they face inside and outside the workplace. This effort continues.

**Fair Pay:** P&G is committed to fair pay and transparent compensation principles. Based on audits we've conducted over in the U.S., Canada, Mexico, Germany, U.K., Switzerland, Australia and several other countries, we have confirmed that we pay equitably at P&G for similar roles and similar performance, regardless of ethnicity or gender.

**Supporting Flexible Work and Paid Leave:** P&G's robust health care benefits, Flex@Work program, paid sick leave and paid parental leave provide flexibility and resources to support employees through various life circumstances, from becoming a parent to taking care of elderly parents, managing unexpected illness, or working remotely.



## OUR COMPANY & BRANDS

We've made a choice to step up and use our voice in advertising as a force for good and a force for growth—by taking a stand on equality. We recognize that P&G and our leadership brands can make a meaningful impact with our wide reach, as images and portrayals of people in advertising embed memories which can lead to bias. That's why, as the world's largest advertiser, we've committed to use our voice to shed a light on bias and promote equality.

**The Talk:** In 2017, we launched a short video that depicts the inevitable conversations many black parents have with their children about racial bias to prepare, protect and encourage them. Throughout the film, there are scenes of parents having a version of The Talk with their son or daughter in various situations and across different decades. These depictions of The Talk illustrate that, while times have changed, racial bias still exists. Since it debuted, the film has generated widespread conversations in social media, news forums and millions of views online.

As additional context, "The Talk" is part of P&G's **My Black is Beautiful (MBIB) campaign**, an effort that has been underway for more than 12 years that has promoted positive images of black women and black beauty in the media.

**The Look:** Continuing the conversation about racial bias, in 2019 we followed "The Talk" with another short film called "The Look," which follows a Black man throughout his day as he encounters a variety of 'looks' that symbolize a barrier to acceptance—and differing levels of bias. These situations are all based on real-life examples that still happen every day. Through these films, in conjunction with educational resources and perspective at [www.talkaboutbias.com](http://www.talkaboutbias.com), we intend to raise awareness, encourage dialogue, and enable change in hearts and minds.

- In addition to these thought-provoking films, we're taking action. We've partnered with BET Networks on a comprehensive study of Black Men, called Black Men Revealed. Insights from the study are being shared with groups across the country to enable more accurate, positive portrayals of Black Men in film, television and news—all key factors in addressing the underlying bias in society.

**ACTIVATE:** The ACTIVATE partnership is the result of a shared commitment by National Geographic, P&G and Global Citizen to use our collective influence, audience, and scale to raise awareness and inspire the global community to take action. One of the episodes of the series is dedicated to racial bias and some of the systemic issues that exist throughout our society such as cash bail reform. Telling the stories of the consumers we serve humanizes the complexity of bias, which can lead to empathy and understanding, which in turn leads to action.

**Queen Collective:** The Queen Collective is a continuing effort in partnership with Queen Latifah and Tribeca Studios to accelerate gender and racial equality behind the camera by opening doors for the next generation of multicultural women directors through mentoring, production support, and distribution opportunities. This initiative aims to open doors for the next generation of multicultural women directors whose voices are crucial in diversifying the film and advertising industry. <https://www.tribecafilm.com/studios/queen-collective>

**My Black is Beautiful:** P&G's MBIB was founded in 2006 by a group of visionary Black women. Since its inception, MBIB has been about promoting a more positive representation of Blackness. The goal was to not only change the way that Black women were portrayed in the media, but also to uplift and celebrate all that they are. Today, MBIB is a community of almost 3 million women who join together to celebrate the many reasons why their own Black is Beautiful.

While MBIB has existed for more than a decade, P&G did not historically have the products that really delivered on the Black consumer's unique needs until just a few years ago. We now have a portfolio of products that meet the unique needs of Black consumers:

- **My Black is Beautiful Golden Milk Collection:** We have created a line of haircare product inspired and developed by and for Black women—with a unique understanding of, and respect for Black hair care desires and needs.

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- **Gold Series by Pantene:** Our team of passionate African Ancestry (AA) scientists, stylists, and dermatologists found emotional and historical connections behind AA hair not being accepted as mainstream in the beauty industry. The Pantene Gold Series—designed specifically for AA hair—challenges that norm by celebrating strong AA women and their incredible hair.
- **Royal Oils by Head & Shoulders:** Developed specifically for Black hair by a team of Black scientists, this breakthrough lineup provides expertly designed scalp relief and luxuriously moisturized hair for all natural, relaxed, kinky and coily crowns.
- **Walker & Company:** The recent acquisition of Walker & Company helps us to more completely serve Black men and women with shaving, hair and skin care products designed for them.

**MBIB Calls for Change: #RedefineBlack.** Words matter. They are foundational to how individuals think about themselves, and they can influence the perceptions of others. Negative associations tied to the word black are pervasive and continue to live through language, as evident in many dictionaries that link it to words like dirty, hostile and evil. That's why My Black Is Beautiful advocated to successfully change the entry for black in American dictionaries, prioritizing identity in the entry and removing outdated uses that can lead to unconscious associations with Black identity. Rather than prescribing a new definition, My Black is Beautiful partnered with social change organization dosomething.org to rally community dialogue and engage the varied and diverse perspectives of people who identify as Black. Because of #RedefineBlack and collaboration with language and cultural experts on the tactical changes that could and should be made, merriam-webster.com and dictionary.com completed updates to the entry for black, driving visual and semantic distance between Black identity and the association with something that is evil, soiled or stained. My Black Is Beautiful is committed to acknowledging and celebrating a robust, flexible and affirming picture of Blackness and continuing to spotlight all that is beautiful about Black culture (shapes, shades, textures, identities, ages and self-expression) <https://www.mbib.com/en-us/redefining-black>



### BUSINESS PARTNERS

**Supplier Diversity:** When our supplier ecosystem reflects the diversity of our consumers, our business grows and the communities in which we live and operate thrive. P&G's Supplier Diversity program in the United States aims to spend with businesses owned by minorities, women, LGBTQ+, disabled people and U.S. Veterans. For the last twelve years, we have spent more than \$2 billion annually with diverse-owned businesses in the U.S. And now we are excited to expand globally. **Recognition:** Corporation of the Year, Ohio Minority Supplier Development Council (OMSDC).

Our Supplier Citizenship team launched **Supplier Summits** that allow P&G's experts to share our learning journey in various areas directly with our suppliers. The intent of the summits is to inspire and catalyze change, creating ripple effects to achieve our Citizenship targets globally. The first summit focused on Diversity & Inclusion and over 300 people joined P&G business leaders and human resources professionals at P&G's headquarters to hear about our D&I programs and practices.



### COMMUNITY

**Take on Race Fund:** We are doubling down on our efforts to advance equality for all people, and especially, right now, for Black Americans who face racism, bias and brutality. Together with our brands, we have established a fund with an initial contribution of \$5 million to accelerate and expand this work alongside organizations that fight for justice, advance economic opportunity, enable greater access to education and health care and make our communities more equitable. The P&G "Take On Race" Fund will support larger, established organizations in North America like the [NAACP Legal Defense and Education Fund](#), [YWCA Stand Against Racism](#) and the [United Negro College Fund](#). It will also include smaller organizations that mobilize and advocate, such as [Courageous Conversation](#), and groups that hold our elected officials more accountable. More groups will be added in the coming days. These are all new and increased commitments that recognize this moment of urgency in our society.

**Convening others to Take On Race:** In 2019, we convened a group of committed companies across sectors in a non-competitive effort to pursue equity across a variety of issues including education, health care, wealth creation, social justice and image bias. These companies are focused on eliminating barriers to access and advancement for people of color, as well as the institutional structures that cause systemic disparities. *Take on Race: Advancing Racial Equity Together* promotes best practices and combines complementary efforts previously led by individual companies for greater collective impact.

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## Recognizing COVID-19 Impact on Communities of Color:

- We were a leading sponsor of Saving Our Selves, a fundraising relief effort led by BET and United Way that aired on April 22, 2020 to accelerate support for communities impacted by COVID-19.
- P&G is also providing \$1 million in short-term relief funding to benefit some of the hardest hit Black communities in America. And we're providing more than \$1 million worth of P&G products and more than 2 million masks and other supplies (including Safeguard hand sanitizer) to help stem the spread of COVID-19 in these communities.
- P&G released a short film, "Consequences," to shine a light on the systemic bias and inequality revealed by the COVID-19 pandemic. A virus doesn't discriminate but circumstances do.  
<https://www.youtube.com/watch?v=yGFPy9YYwcs>

**UNCF:** In 2020, P&G received the UNCF Keepers of the Flame Legacy Award in recognition of our longstanding partnership with the United Negro College Fund. We have supported UNCF for nearly 75 years through scholarships, community events aiding students and their families in the college process, and just recently started the HBCU Business Challenge in partnership with UNCF as a pipeline for recruiting talent. UNCF is also one of the recipients of the P&G Take On Race Fund.

**Congressional Black Caucus Foundation (CBCF) Annual Legislative Caucus:** P&G has been a multi-year sponsor, ensuring connection and engagement with a wide range of community leaders and influencers. In 2019 we helped convene two National Town Halls on issues of bias and racism, participated in the Leadership Prayer Breakfast and sponsored the Phoenix Awards Gala (the culminating event of the Annual Legislative Conference (ALC) that pays tribute to the legacy and achievements of remarkable individuals who positively impact the African-American experience).

**Connecting African ancestry male employees with law enforcement:** Our African Ancestry employees and police officers participate in both moderated and 1-on-1 sessions to develop new understanding and respect for the experiences of each group, which can ultimately build bridges between the two communities.

**Campaign for Black Male Achievement (CBMA):** We are partnering with CBMA to host a series of Community Conversations about racial bias to drive empathy and action.

**NAACP:** P&G was awarded the 2019 Community Outreach Award by the Cincinnati Branch of the NAACP. The Community Outreach Award recognizes organizations or persons that exemplify the values and missions of the NAACP in their outreach, efforts, and impact in the Greater Cincinnati area. P&G was selected to receive the award due to our support of the NAACP ACT-SO program over the last few years and support for minority kids' programs like the annual NOBCCHE Science Bowl/Science Fair & the UC Robotics Competition.

**Engagement in our world headquarters community of Cincinnati, Ohio:** P&G supports a wide range of community events and organizations in Greater Cincinnati, including: the Cincinnati Music Festival, the African American Chamber, Minority Business Accelerator, National Underground Railroad Freedom Center, InRoads, Cincinnati Youth Collaborative, Legal Aid Society of Cincinnati, YWCA, Elementz, Big Brothers Big Sisters, City Gospel Mission, NAACP, Urban League and the United Way.



## 2020 AWARDS AND RECOGNITIONS

Forbes Best Employers for Diversity

Diversity Inc. Top Companies for Diversity

Working Mother Best Places for Multicultural Women