

Billion Dollar Brands

Which \$1B Brand is missing ?

The one that is out-of-stock
8 to 12% of the time.

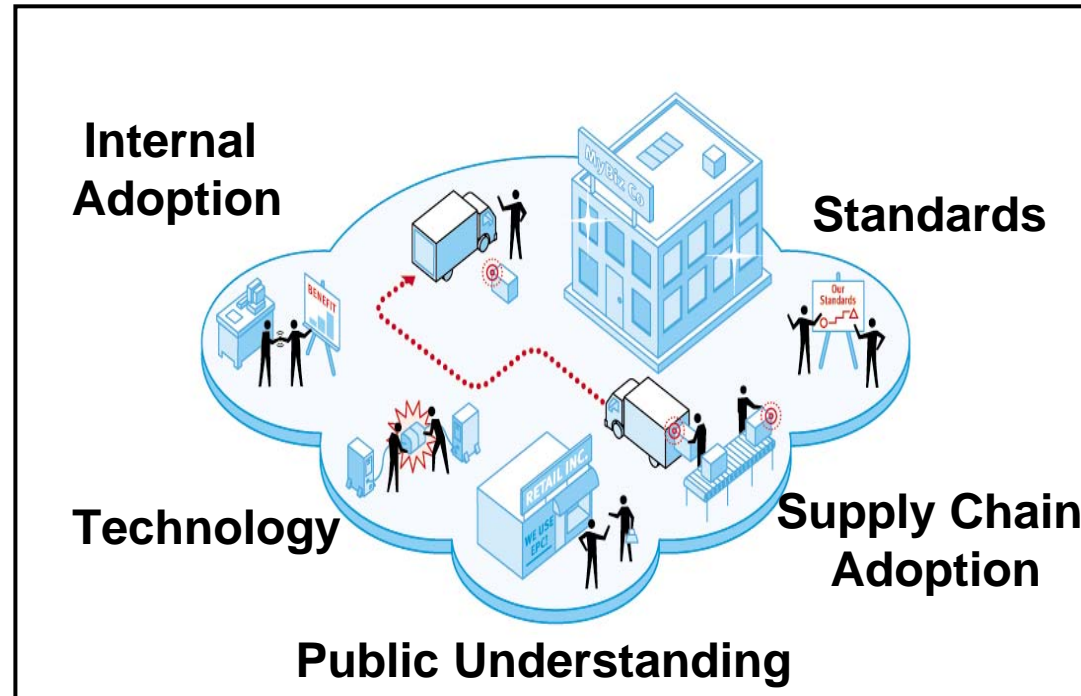
Why is P&G Interested in EPC?

- EPC is about putting the right product, in the right place, at the right time, at the right price!
- Potential to benefit entire supply chain: consumers, manufacturers, retailers & suppliers
- Manage inventory, prevent theft and counterfeiting, & reduce out-of-stocks



The EPC Adoption Issues – Success Depends on Collaboration, Global Standards & Affordable Technology

- Technology Testing – performance at the right cost is critical!
- Supply Chain & Internal Adoption – requires quantification of the supply chain benefits...consumer thru to supplier.
- Standards – requires global EPC standards development...Dual systems (EPC and non-EPC) are costly
- Public Understanding – Balance benefits with solutions to meet consumer needs for privacy, health/safety, etc.




Global Privacy Objective

Create an environment of trust and confidence...

- ...where consumers (et.al) willingly share information so we can better meet their needs with information, services and products**



Consumer Marketing Successes

- P&G #1 Consumer Products Company for ensuring consumer privacy (#3 overall)
 - >4% of www.pg.com hits are to P&G Privacy Statement
 - >2 million subscribers to Pampers Newsletter
 - 400% growth over 2 years in HomeMadeSimple.com with <1% opt out
- 



Company

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Your Privacy



Corporate Privacy Information

▶ P&G Privacy Policy

Procter & Gamble takes pride in the high standards we set for consumer privacy.

▶ P&G Privacy Statement

▶ P&G Position on Electronic Product Coding (EPC)

Procter & Gamble is pursuing the use of EPC to create efficiencies in the supply chain. Read more.

▶ EPC FAQs

Learn more about EPC technology.

▶ Privacy News

Consumer privacy issues continue to garner a great deal of press. Follow the emerging conversation.

▶ EPC Technology Test Locations

Follow this link for a complete list of testing locations.



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- Who We Are
- Science Behind the Brands
- Our Commitment
- Social Responsibility
- Your Privacy
- Corporate Governance
- In the Community

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Your Privacy

EPC Technology Test Locations

We are currently testing the costs and benefits of EPC technology with our retail partners at the following locations.

Approximate dates of the test	City, state, country	Number of stores participating	Brand(s) participating in the test	Where is the tag?
Now through 30 June 2004	Minneapolis, MN	1 store	Charmin	Pallet/case
3 May 2004 to 31 October 2004	Dallas, TX	7 stores	Pantene, Bounty	Pallet/case
April 2003 to present	Rheinberg, Germany	1 store	Pantene	Case/item

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