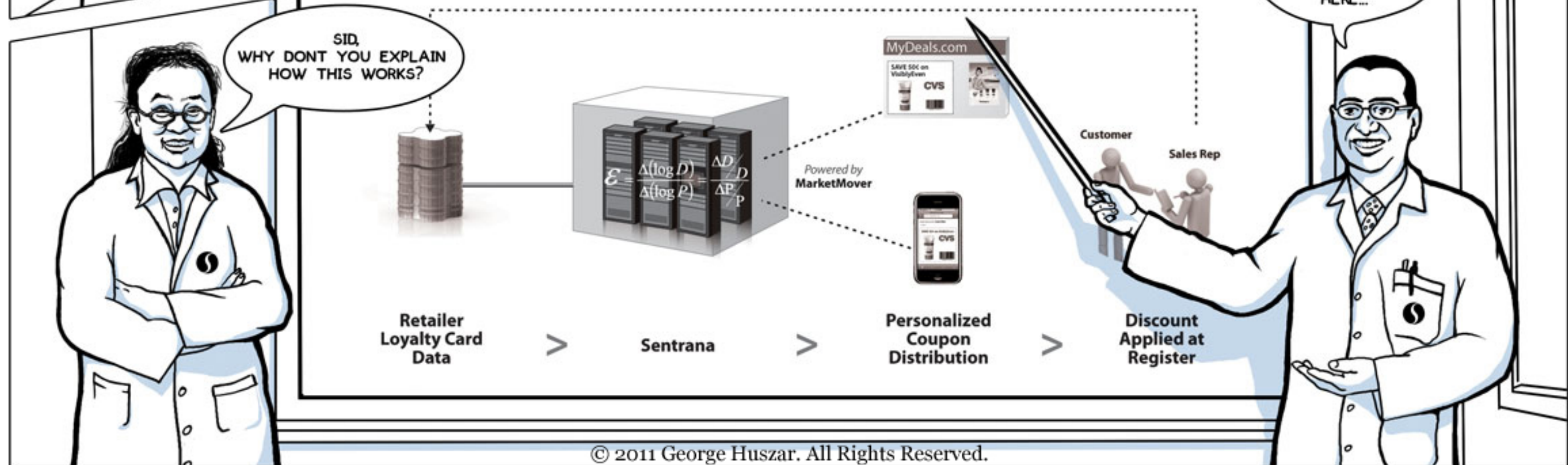
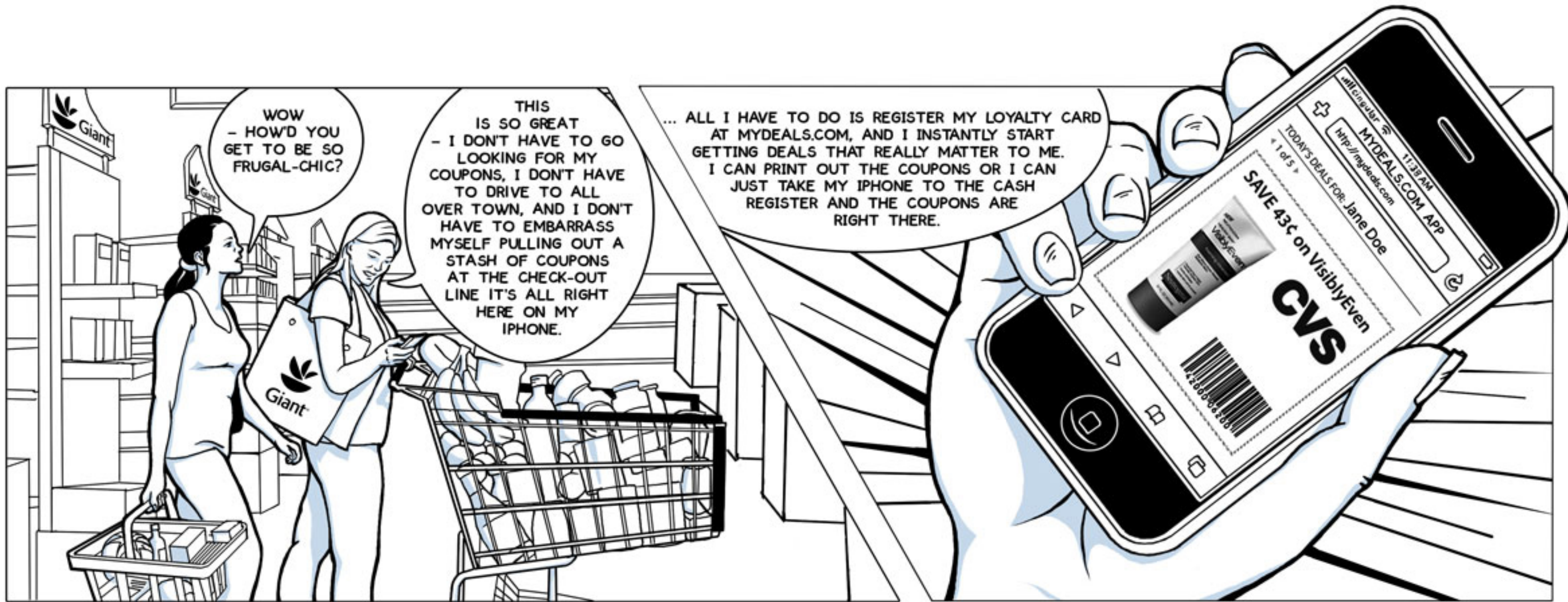


Data transferred back to retail







HAVE MARKETS GONE BERSERK - WE'RE SPENDING LESS ON TRADE PROMOTION, BUT PROFITS ARE UP... WHAT GIVES?

I THINK THAT MYDEALS.COM STRATEGY IS REALLY WORKING!

HMMM... DO WE REALLY KNOW IT'S WORKING FOR SURE?



YOU MEAN SINCE WE KNOW WHAT WE'RE RECOMMENDING TO EACH CUSTOMER WE CAN HELP MANAGERS SEE HOW MANY OF OUR PERSONALIZED RECOMMENDATIONS ARE USED BY EACH CUSTOMER EVERY WEEK?

HEY, WHY DON'T WE GIVE MANAGERS A DETAILED PERFORMANCE DASHBOARD THAT HELP THEM SEE HOW WELL MYDEALS.COM IS WORKING?

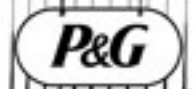
I THOUGHT WE'D NEED THAT - THAT'S WHY WE BUILT "MY DEAL ANALYTICS" - IT'S A PERFORMANCE DASHBOARD PORTAL THAT LETS MANAGERS GET REAL-TIME DATA AND METRICS ON JUST HOW WELLEVERYTHING'S WORKING!

THIS ISN'T JUST THE MOBILE INFORMATION AGE, IT'S THE MARKETING SCIENCE AGE!



PROCTER & GAMBLE SHAREHOLDER MEETING

IT REALLY LOOKS LIKE MARKETING SCIENCE IS WORKING FOR YOU GUYS!



YOU'VE REALLY NAILED DOWN "EVERYDAY MY PRICING" - AND IT'S SO MUCH BETTER THAN "EVERYDAY LOW PRICING"

HOW DO YOU GET MORE OF YOUR CUSTOMER'S EXCITED ABOUT THIS?"

WELL, THAT'S EASY. EVERY CUSTOMER CAN SEND ANY COUPON THEY RECEIVE ON THEIR IPHONE TO ANY OF THEIR FRIENDS. AND IF THEIR FRIEND USES THE COUPON, THE GUY THAT SENT IT GETS AN ADDITIONAL 10¢ OFF COUPON FOR THEIR NEXT PURCHASE

YEAH, AND DON'T FORGET ... THE APP IS ALSO INTEGRATES ALL E-MAIL CONTACTS, SO ANY PERSON CAN QUICKLY TAG ANYONE IN THEIR NETWORK TO SEND THEM CUSTOMIZED COUPONS.

THAT'S RIGHT. EVERY CUSTOMER BECOMES A SALES PERSON FOR US. AND WITH EACH CUSTOMER HELPING THEIR FRIEND SAVE A LITTLE MONEY WHILE GATHERING UP MORE SAVINGS FOR THEMSELVES, THIS WHOLE THING MARKETS ITSELF AND SPREADS CUSTOMER LOYALTY LIKE A CHAIN REACTION!

HOOORRAY!!!

BRAVO!

HOORAY!

WOW!
WHAT AN INCREDIBLE INCENTIVE FOR EVERY CUSTOMER TO GET THEIR FRIENDS TO START USING THIS APP, AND SINCE THEY KNOW WHAT THEIR FRIENDS LIKE TO BUY, THEY ARE HELPING DRIVE TRAFFIC TO YOUR STORE.

P&G