



## We Stand With P&G

If you haven't noticed, Cincinnati is in the midst of a big campaign. No, not that one. This one involves a potentially monumental change to one of the cornerstone businesses in our community.

Our friends at Procter & Gamble are fighting an attempt by an activist investor to gain a seat on P&G's Board of Directors. The investor, who has no ties to P&G or to Cincinnati, could undermine much of the success that P&G has achieved and shared with our region over the last century and a half.

I've seen firsthand that P&G is on the path to success. Senior management at the company, led by CEO David Taylor, is driving new innovation, growing sales in new markets, and ensuring the company runs with a level of efficiency that today's business environment demands. I have great confidence in the direction of the company and you should too. The right decision as a stockholder is to Vote Blue.



But P&G's strong performance is not the only reason to Vote Blue. P&G is a critical part of Cincinnati's DNA. From a bathtub where James Gamble first floated a bar of soap, to a headquarters in downtown Cincinnati where innovation still reigns supreme, P&G is uniquely Cincinnati.

In my role as Mayor, I've worked with P&G leaders to reduce poverty, improve minority inclusion, fund our startup culture, redevelop neighborhoods, and attract new businesses. P&G's associates are deeply engaged in the community: as volunteers, board leaders, funders, creators, and mentors. They are generous, dedicated, and they are invested in the future of this community.

One thing that I love about P&G is that many people in our community own individual shares of stock. Grandmothers buy a share for their grandchildren. A high school graduation present from an uncle might be a couple of shares of the "soap company." P&G retirees keep the stock to pay for their kids' college or their dream vacation. And because P&G is a community-owned stock, many Cincinnatians have the chance to vote.

So now, at the end of this campaign, it's time to get out the vote. Consider the positive direction that P&G is headed. And consider the total impact of P&G on our regional economy and future success. When you consider all of that, the choice is clear. Vote Blue.

***I'm standing with P&G, because they stand with us, always.***

**John Cranley, Mayor, City of Cincinnati**

