

PROCTER & GAMBLE Co  
Form DEFA14A  
August 23, 2017

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**SCHEDULE 14A**  
**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material under Rule 14a-12

**The Procter & Gamble Company**

**(Name of Registrant as Specified In Its Charter)**

**(Name of Person(s) Filing Proxy Statement, if other than the Registrant)**

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which transaction applies:
  
  
  
  
  
  
  
  
  
  
- (2) Aggregate number of securities to which transaction applies:
  
  
  
  
  
  
  
  
  
  
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  
  
  
  
  
  
  
  
  
  
- (4) Proposed maximum aggregate value of transaction:
  
  
  
  
  
  
  
  
  
  
- (5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid:
  
  
  
  
  
  
  
  
  
  
- (2) Form, Schedule or Registration Statement No.:
  
  
  
  
  
  
  
  
  
  
- (3) Filing Party:

(4) Date Filed:

The Procter & Gamble Company issued the following communications through various Internet outlets and may in the future issue the same or substantially similar communications from time to time:

Facebook and LinkedIn With your blue P&G proxy voting card, voting online takes less than 5 minutes. Learn more.  
SEC LEGEND: VoteBlue.PG.com. Vote the BLUE PROXY CARD today! [voteblue.pg.com](http://voteblue.pg.com)

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P&G issued the following online advertisements:

Advertisement 1

Vote The BLUE PROXY CARD

P&G shareholders have an important decision to make. Learn how to vote for P&G today.

Advertisement 2

How To Vote Blue For P&G

With your blue proxy voting card, voting online takes less than 5 minutes. Learn more.

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P&G Proxy Vote

Learn Why to Vote Blue

(<https://voteblue.pg.com/how-to-vote>) With your blue proxy voting card, voting online takes less than 5 minutes. Learn more.

Advertisement 4

P&G: Building a Better Company

Empowering Our Organization

Strengthening our design and culture to win everywhere we choose to compete.

Advertisement 5

P&G: Building a Better Company

A Strengthened Portfolio

Global leader in 10 categories with 65 brands leveraging P&G's core strengths.

Advertisement 6

P&G: Building a Better Company

A New Standard of Excellence

With value creation a top priority, P&G is leading in 10 product categories.

Advertisement 7

P&G's Leading Growth Strategy



A New Standard of Excellence

With value creation a top priority, P&G is leading in 10 product categories.

Advertisement 8

P&G: Building a Better Company

Delivering \$10B Productivity

Investing in a new standard of excellence.

Advertisement 9

P&G: Building a Better Company

Delivering \$10B Productivity

Global leader in 10 categories with 65 brands leveraging P&G's core strengths.

Advertisement 10

P&G: Building a Better Company

A Strengthened Portfolio

We've divested, discontinued or consolidated about 70% of our brands.

### **Important Additional Information and Where to Find It**

The Company has filed a definitive proxy statement on Schedule 14A and form of associated BLUE proxy card with the Securities and Exchange Commission ( SEC ) in connection with the solicitation of proxies for its 2017 Annual Meeting of Shareholders (the Definitive Proxy Statement ). The Company, its directors and certain of its executive officers will be participants in the solicitation of proxies from shareholders in respect of the 2017 Annual Meeting. Information regarding the names of the Company s directors and executive officers and their respective interests in the Company by security holdings or otherwise is set forth in the Definitive Proxy Statement. Details concerning the nominees of the Company s Board of Directors for election at the 2017 Annual Meeting are included in the Definitive Proxy Statement. BEFORE MAKING ANY VOTING DECISION, INVESTORS AND SHAREHOLDERS OF THE COMPANY ARE URGED TO READ ALL RELEVANT DOCUMENTS FILED WITH OR FURNISHED TO THE SEC, INCLUDING THE COMPANY S DEFINITIVE PROXY STATEMENT AND ANY SUPPLEMENTS THERETO AND ACCOMPANYING BLUE PROXY CARD, BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Shareholders may obtain a free copy of the Definitive Proxy Statement and other relevant documents that the Company files with the SEC from the SEC s website at [www.sec.gov](http://www.sec.gov) or the Company s website at <http://www.pginvestor.com> as soon as reasonably practicable after such materials are electronically filed with, or furnished to, the SEC.