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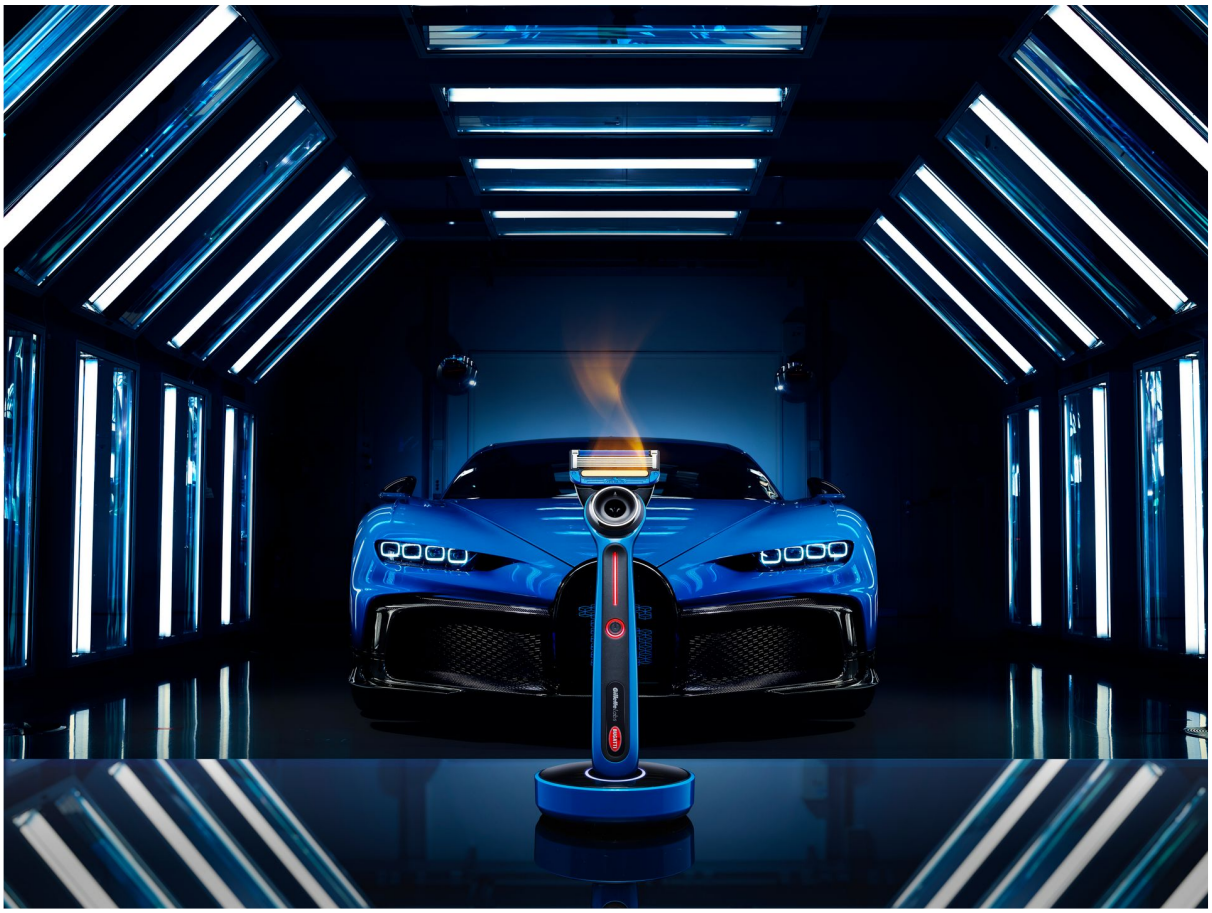
BUGATTI PARTNERS WITH GILLETTELABS TO LAUNCH SPECIAL EDITION HEATED RAZOR



Bugatti´s performance, revolutionary design, and unrivalled quality is transferred into the world of shaving.

Today, GilletteLabs, the premium innovation division of Gillette (NYSE: PG) announces the forging of an exciting new partnership with Bugatti, creator of the world's ultimate hyper sports cars, to launch a Special Edition Heated Razor. The GilletteLabs | Bugatti Special Edition Heated Razor combines the forces of two world-class innovators — one of luxury grooming and the

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other at the cutting-edge of automotive engineering and design — to make every shaving experience exceptional. Bugatti's philosophy of quality, precision and power is embodied by the Special Edition Heated Razor while delivering a hot towel, sensorial, experience at home. ''We are thrilled to be working with Bugatti — a marque universally renowned for its state-of-the-art automobiles. This collaboration is rooted in a shared passion for quality and sector-defining performance,'' said Gary Coombe, CEO, P&G Grooming. ''Just as each Bugatti embodies the incomparable driving experience, this ultra-precise razor was developed not just to shave, but to create the utmost luxury at-home shaving experience.''

The GilletteLabs | Bugatti Special Edition Heated Razor fuses award-winning technology with sophisticated design. With the push of a button, the Special Edition Heated Razor activates and delivers instant soothing warmth for a noticeably more comfortable shave and sensorial experience. Introduced in 2018 and recognized at its debut as one of the smartest inventions of the year by Time Magazine, this completely updated version takes the first-of-its-kind razor into another dimension.

The new GilletteLabs | Bugatti Special Edition Heated Razor is finished in Bugatti Agile Bleu, once the legendary French racing color reinterpreted for the Chiron Pur Sport — the most agile Chiron ever crafted at Bugatti's Atelier in Molsheim, France. The handle features the legendary Bugatti Macaron — the emblem that has symbolized the pioneering brand for over 110 years. Aesthetically designed, the premium-grade aluminum-zinc handle defines the razor's composition and appearance - inspired by the innovative lightweight materials of anodized aluminum and titanium molding the interior design of the Bugatti Chiron Pur Sport.

"Bugatti embodies passion for perfection, in addition to performance, revolutionary design, and unrivalled quality. GilletteLabs shares these very same values.'' said Wiebke Ståhl, Managing Director at Bugatti International. "We are therefore delighted to be working with the world's leading company in the field of grooming. At Bugatti, we pride ourselves on providing the pinnacle of luxurious experiences in everything we do, staying true to our mantra: ''If comparable, it is no longer Bugatti.''

Gillette and Bugatti have a long history of revolutionary advancements in their industry. In 1901, Gillette released the first system razor — a two-piece safety razor — and continues to set the standard for grooming innovation with the world's first Heated Razor. Bugatti, founded in 1909, transformed automotive engineering and the world of motorsport. To this day, Ettore Bugatti is celebrated for his visionary designs, and passion for innovation and craftsmanship.

The GilletteLabs | Bugatti Special Edition Heated Razor set includes the Heated Razor, magnetic wireless charging dock, two blades refill, co-branded custom cleaning cloth, and Smart plug. The Special Edition Heated Razor will launch across select markets starting September 2021.

ABOUT GILLETTE

For more than 115 years, Gillette has delivered precision technology and unrivalled product performance — improving the lives of over 800 million consumers around the world. From shaving and body grooming, to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams and creams), skin care, after shaves, antiperspirants, deodorants and body wash. For more information and the latest news on

Gillette, visit www.gillette.com. To see our full selection of products, visit www.gillette.com. Follow Gillette on Twitter, Facebook and Instagram.

ABOUT GILLETTELABS

GilletteLabs is Gillette's premium division that seeks to create beautiful, tech inspired, devices that fuse beautiful form and reimagined function. Products are designed to delight, elevate, and transform the grooming experience we currently know into one that's unexpectedly enjoyable and luxurious.

ABOUT PROCTER & GAMBLE

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Fairy, Febreze, Gain, Gillette, Head & Shoulders, Lenor, Olay, Oral-B, Pampers, Pantene, SK-II, Tide, Vicks, and Whisper. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

ABOUT BUGATTI

Bugatti Automobiles S.A.S has remained at the pinnacle of the automotive history for over 110 years. Company founder Ettore Bugatti and his son Jean created highly advanced, powerful and incredibly successful automobiles of the highest quality and engineering excellence in Molsheim, France. Their designs and constructions were a perfect symphony of art and technology. To this day, Bugatti's vehicles remain beyond compare. As company founder Ettore Bugatti put it: ''If comparable, it is no longer Bugatti''.

Handcrafted at Bugatti's Atelier at its global headquarters in Molsheim, France, the marque's range of hyper sports cars and highly exclusive few-of models sit at the pinnacle of automotive performance, design and luxury. The Chiron is the fastest, most powerful, and exclusive production hyper sports car in Bugatti's history. Its sophisticated design, innovative technology, and iconic, performance-oriented form make it a unique masterpiece of art, form and technique, that pushes boundaries beyond imagination. www.bugatti.com

Bugatti Communications Contact: Nicole Auger E-Mail: nicole.auger@bugatti.com

Nike Communications Contact: Richard Gallo E-Mail: rgallo@nikecomm.com

Gillette Contact: Ahmed Rizk E-Mail: rizk.aa@pg.com