



## PRESS RELEASE

### **PepsiCo Becomes Exclusive “Benefactor” of The Arab International Women’s Forum, Supporting Advancement of Business Women in the Arab World**

**DUBAI, United Arab Emirates, 06 January 2010:** PepsiCo, one of the world’s largest food and beverage companies, and The Arab International Women’s Forum (AIWF) announced an exclusive agreement to make PepsiCo AIWF’s first and only partner with Benefactor status. AIWF is an independent non-profit organisation established in 2001 with a mission to bring together Arab business and professional women in the 22 Arab countries, both with each other and importantly with their international counterparts, to exchange knowledge and experience and to develop their business potential. The agreement, which reaffirms PepsiCo’s long-standing commitment to women in the Arab world, was formalised through a Memorandum of Understanding (MOU), signed at a ceremony Monday in the presence of H.E. Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade and a founding Member of the AIWF board of trustees.

The MOU signing underscores the long-standing relationship between PepsiCo and AIWF, which began in 2002, as well as PepsiCo’s unwavering commitment to the region. PepsiCo and AIWF have a common determination to break stereotypical views of women and create greater public awareness of their capabilities and potential internationally.

“PepsiCo is pleased to strengthen our alignment with the Arab International Woman’s Forum, highlighting our staunch commitment to Arab women and to developing their immense potential,” said Saad Abdul-Latif, CEO of PepsiCo Asia, Middle East and Africa (AMEA). “It is through our partnerships with



organizations such as the AIWF that we are able to give back to the communities in which we operate, which is central to our mission of achieving business success while leaving a positive imprint on society - what we call Performance with Purpose. While stereotypes of women still exist in many business circles throughout the Arab world and beyond, we wholeheartedly support the significant steps that AIWF is taking towards breaking these down. Through this exclusive level of partnership, we hope to help AIWF build the power of professional women in all Arab countries."

"We are extremely happy to move to this new elevated partnership with PepsiCo, a company whose Global Chairman and CEO, Indra Nooyi, is an outstanding global business woman and an inspiring example of what women are able to achieve," added Haifa Fahoum Al Kaylani, Founder and Chairman of the AIWF. "The AIWF Board of Trustees consists of Arab women, like Founder Member, H.E. Sheikha Lubna Bint Khalid Al Qasimi, who are hugely successful in all fields of public life, business and civil society and are role models inspiring women in the Arab world to aim high and make an impact in any arena in which they operate. This enhanced key alliance of PepsiCo and AIWF will be a major force in upholding strong diversity policies, assisting and encouraging the region's emerging female business talent to participate and make a difference in all aspects of economic and public life in the Arab world."

The Benefactor status with AIWF is the latest example of PepsiCo's 'Performance with Purpose' agenda, a unique pledge to sustainable growth and giving back to the communities in which the company operates. PepsiCo employs close to 200,000 people selling products in 200 countries, many of whom are personally involved with the company's various socially responsible sustainability projects, including a number in the Arab world:

- The 'Tomoooh' education project is aimed at empowering economically challenged Arab youth, both male and female, to become the leaders



of tomorrow. Since its launch in 2006, Tomooh has collectively enabled over 2,000 Arab students across Lebanon, Jordan and Egypt to overcome financial difficulties and advance their educations.

- Each year PepsiCo sponsors Emirati students from Sharjah Women's College, United Arab Emirates, to help Habitat for Humanity build homes for families in need of simple, decent and affordable shelter in developing countries. Recent trips have included home building projects in Egypt (2007), South Africa (2008) and Vietnam (2009).
- In partnership with AIWF, PepsiCo plans to launch an award in 2010 to recognize leading Arab women who have made a significant impact by giving back to their communities.

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## NOTES TO EDITORS

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## About PepsiCo

PepsiCo (NYSE: PEP) offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. Our main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than \$43



billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit [www.pepsico.com](http://www.pepsico.com).

### **About the Arab International Women's Forum (AIWF)**

The Arab International Women's Forum stands unique as the first and only non-profit organisation launched in 2001 in London to link Arab business and professional women in the 22 Arab countries with each other and with their counterparts in the international community. AIWF acts as a conduit for its members to widen key contacts, foster business cooperation, enhance their marketing and investment skills and keep abreast of regional and global economic trends. Through its programme of advocacy and capacity building, AIWF has become the voice of Arab women in business, government and public life, showcasing women's contribution to economic development and growth in the Arab region and globally. It is through 'Building Bridges, Building Business that AIWF will best offer its members value-added service and contribute further to prosperity in their respective communities. For more information please visit [www.aiwfonline.com](http://www.aiwfonline.com).