

AVON LETTER

Today, we are proud to say that Avon is the biggest company produces more lipsticks than any other company worldwide the number one direct selling company in the world.

For more than a century, Avon has demonstrated a deep commitment to empowering women and a strong belief in the importance of corporate Responsibility.

One of the many ways we carry out these principles is through Avon's efforts in advancing women's issues.

Avon aquired the Family Cosmetics business in April last year, and has been making a number of changes to its business to better align it with the structure and processes within Avon internationally and to better equip the company to leverage the rescourses of the Avon Corporation and to grow Avon's business in Egypt.

For 50 years, the Avon Foundation has been dedicated to the areas of women's health, education and empowerment. The Foundation is globaly renowned for its work through the Avon Breast Cancer Crusade. But in recent years, the definition of corporate responsibility has come to mean far more than just philanthropy and community outreach.

In today's increasingly comples business environment, corporate integrity has become a key baromiter for a company's success.

To that end, Avon continues to adhere to the highest standards of integrity, ethical conduct and good corporate

citizenship.

Avon launched the Avon Breast Cancer Crusade in 1992 in the UK and it has expanded to more than 50 countries across the world, improving access to care and helping to find a cure.

The Avon Breast Cancer Crusade places special emphasis on reaching medically underserved women, and including those on low income, the elderly and those who do not have adequate health insurance.

The Crusade provides funding to support five main areas:

- * Awareness and education.
- * Screening and diagnosis.
- * Access to treatment.
- * Support services for breast cancer sufferers and their families.
- * Scientific research.
- * In each country where Avon has a Breast Cancer Crusade Program, the funds are

targeted where they are most needed and where they can have the biggest impact for the benefit of women.

To date the Avon Breast Cancer Crusade has raised more than \$ 500 million through a wide range of fundraising programs including the sale of special Crusade "Pink Ribbon" products by Avon's independent sales Representatives, and fundraising events including concerts, walks, races and other special events held throughout the year across the world and individual and corporate donations.