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KIMBERLY-CLARK DE MÉXICO ANNOUNCES “ESCUDO” SOAP BRAND ACQUISITION

Kimberly-Clark de México S.A.B. de C.V. (Kimber or KCM) today announced the purchase of the Escudo soap brand in Mexico and other Latin American countries from The Procter & Gamble Company (NYSE:PG). The transaction, for an undisclosed amount, is expected to close during the first half of 2016 subject to necessary regulatory approvals.

Escudo, launched in Mexico more than 50 years ago, is the leading antibacterial soap brand. Its addition to KCM's portfolio is in line with KCM's strategy of entering into new branded consumer products categories.