



9<sup>th</sup> September 2020

This confirms that the information reported to Beiersdorf UK Ltd on the 'Total First Aid' market in Great Britain for the 52-week period ending 29.08.20 shows that Elastoplast is the number one brand in value and unit sales within the First Aid category (Client defined) for that period. Our report shows Total Coverage for the Great Britain Health and Beauty market.

Please note that:

- While we have provided the above written confirmation of what we report in 'Total First Aid' database, Nielsen does not endorse any client claim.
- Beiersdorf UK Ltd may only make use of our name in association with the information it may reference in its claim. Beiersdorf UK Ltd may not state or imply that Nielsen is the source of the claim itself.
- Any Beiersdorf UK Ltd claim that relies on Nielsen data must contain the following citation, including Nielsen's copyright:
  - "Source ©2020 Nielsen data, Value, Units, First Aid (client defined) 52 w/e 29.08.20 (GB Total Coverage)"
- Information provided by Nielsen is primarily designed for Beiersdorf UK Ltd internal use. We consent to the use of the results referenced in this letter in an advertisement or public communication on the condition that Beiersdorf UK Ltd indemnifies and holds harmless Nielsen, its officers and directors against all claims, damages, loss or expenses (including attorney's fees) relating to Beiersdorf UK Ltd disclosure of Nielsen information.
- This letter is valid for 12 months from date of issue

Sincerely

Head of Analytics – Health, Beauty & Personal Care