



18th March 2019

This confirms that the information reported to Beiersdorf UK Ltd on the First Aid market in Great Britain for the 52-week period ending 02.03.2019 shows that Elastoplast is ranked first in Value sales amongst First Aid brands (Client defined) for that period. It also confirms that Elastoplast ranked second in unit sales in the First Aid category, with Private Label ranking first in unit sales. Private label is the combination of numerous retailer own label brands, including those from retailers of Asda, Boots, Morrison's, Sainsbury's, Superdrug and Tesco. 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 your 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 ©2019 Nielsen data, units + value, First Aid (client defined) 52 w/e 02.03.19, GB Total Coverage"
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Sincerely,

The Nielsen Company
Nielsen House
John Smith Drive
Oxford OX4 2WB
www.nielsen.com