



11th April 2024

Beiersdorf UK
Trinity Central, Trinity Park
Bickenhill Lane
Birmingham, B37 7ES

This confirms that the information reported to Beiersdorf UK Ltd on the 'Children's plasters segment in Total First aid' market in Great Britain for the 52-week period ending 23.3.2024 shows that Elastoplast is the number one brand in Value, and units within the "Children's plasters" Brands (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 your 'Total First Aid' database, NielsenIQ 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 NielsenIQ is the source of the claim itself.
- Any Beiersdorf UK Ltd claim that relies on NielsenIQ data must contain the following citation, including NielsenIQ's copyright:

"Source ©2024 NielsenIQ data, (Value and Units sales) Children's plasters segment - Total First aid (client defined) 52 w/e 23.3.2024 (GB Total Coverage)"
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- This letter is valid for 12 months from the date of issuance.

Sincerely,

Carron Boyce

