



18th February 2025

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

Dear Sir/Madam

This confirms that the information reported to Beiersdorf UK Ltd on the 'Total First Aid' (client defined) in United Kingdom (Great Britain + Northern Ireland Multiples) shows that Elastoplast ranked first in units and value within the "Plasters" Segment for the 52-week period ending 25.01.2025. Our report shows Total Coverage for the Great Britain in addition to Northern Ireland markets.

Please note that:

- While we have provided the above written confirmation of what we report in the '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 ©2025 NielsenIQ data, Value & Units, 'Total First Aid' (client defined) 52 w/e 28.12.24 (GB Total Coverage + NI Multiples)"
- Information provided by NielsenIQ 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 NielsenIQ, its officers and directors against all claims, damages, loss or expenses (including attorney's fees) relating to Beiersdorf UK Ltd.'s disclosure of NielsenIQ information.
- This letter is valid for 12 months from date of issue.

Sincerely,

Sarah Egan
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