

18th November 2021

Dear Beiersdorf UK Ltd.

This confirms that the information reported to Beiersdorf UK Ltd on the 'Total Dermocosmetics' market in Great Britain for the 52-week period ending 06.11.21 shows that Eucerin is the number one brand in value and unit sales within the Depigmentation segment (Client Defined) for that period. Our report shows Total Coverage for the Great Britain Health and Beauty market.

Please note that:

- Whilst we have provided the above written confirmation of what we report in 'Total Dermocosmetics' 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 ©2021 NielsenIQ data, Value, Units, Dermocosmetics Depigmentation (client defined) 52 w/e 06.11.21 (GB Total Coverage)
- 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 disclosure of NielsenIQ information.
- This letter is valid for 12 months from the date of issuance.

Sincerely,

B. Hanson

Ben Hanson

Consultant – Health, Beauty and Personal Care