



24<sup>th</sup> November 2022

Beiersdorf UK Ltd  
Trinity Central / Trinity Park  
B37 7ES Birmingham  
United Kingdom

Dear Jordan,

This confirms that the information reported to Beiersdorf UK Ltd on the First Aid market in Ireland for the 52-week period ending 06.11.2022 shows that the ELASTOPLAST is ranked No.1 in Value and Unit sales amongst the First Aid Category for that period.

Our report shows Total Scantrack Coverage (Total Scantrack measures Multiples, Groups & Forecourts) for the Irish Health and Beauty market.

Please note that:

- While we have provided the above written confirmation of what we report in your 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 ©2022 NielsenIQ data, value & unit sales, First Aid Products 52Week Period w/e 06.11.2022 ROI Total Scantrack"
- Information provided by Nielsen is primarily designed for Beiersdorf UK Ltd's 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 attorneys fees) relating to Beiersdorf UK Ltd's disclosure of Nielsen information.

Sincerely,

Claire Cullen  
Head of customer success Ireland and Nordics