

4th September 2020

This confirms that the information reported to Unilever UK Ltd on Simple in the Face Cleansing Segment (in the Face category), in Great Britain for MAT period ending 8th August 2020 (see table below) shows that Simple sold a total of 25,597,000 Units which was the highest in Unit sales than any other Face Cleansing brand (Unilever-defined) for that period. Our Retail Measurement Services covers Grocery and Impulse stores.

SEGMENT	BRAND	Sales Volume (in 1000 KG)		Sales Units (in 1000)	
		MAT - 1 (end 10-AUG-19)	MAT (end 08-AUG-20)	MAT - 1 (end 10-AUG-19)	MAT (end 08-AUG-20)
FACE CLEANSING	SIMPLE	4 794	3 665	27 580	25 597
FACE CLEANSING	GARNIER	3 338	3 558	16 530	16 252
FACE CLEANSING	NIVEA	5 704	4 608	15 405	13 980
FACE CLEANSING	CLEAN & CLEAR	916	774	5 020	4 350
FACE CLEANSING	JOHNSONS	5 586	3 811	5 849	3 978
FACE CLEANSING	MONTAGNE JEUNESSE	137	144	4 324	3 912
FACE CLEANSING	NEUTROGENA	642	590	3 434	3 225
FACE CLEANSING	L'OREAL PARIS	327	270	2 238	1 850
FACE CLEANSING	CLEARASIL	542	521	1 554	1 461
FACE CLEANSING	OLAY	165	129	1 446	1 110

Following is a summary based on the above information:

- While we have provided the above written confirmation of what we report in your Face database, Nielsen does not endorse any client claim. Nielsen is an independent research agency and cannot support or advise on advertisement or marketing campaigns or slogans or similar public disclosures.
- Unilever UK Ltd may only make use of our name in association with the information it may reference in its claim. Unilever UK Ltd may not state or imply that Nielsen is the source of the claim itself.
- Any Unilever UK Ltd claim that relies on Nielsen data must not be presented in a misleading manner and must contain the following citation, including Nielsen's copyright:



- Unilever UK Ltd calculation based on data reported by Nielsen through its Retail Measurement Service for the Face - Cleansing segment (Unilever-defined) for the 52-week period ending 08/08/2020, for the Great Britain total grocery market. (Copyright © 2020, The Nielsen Company.)”
- However, due to the elaborate nature of the above standard disclaimer, in certain circumstances (e.g. should it be difficult for Unilever to include this entire paragraph in certain communication), Nielsen allows Unilever to use simplified citations:

e.g “Unilever’s calculation is based on Nielsen volume/unit sales information for GB (latest 12 months)”. Details available on request.

- This letter is valid for 12 months from the date of issuance.
- Information provided by Nielsen is primarily designed for Unilever’s internal use. We consent to the use of the results referenced in this letter in an advertisement or public communication only and on the condition that Unilever indemnifies and holds harmless Nielsen and Nielsen’s affiliates and their officers, directors, shareholders, members, agents and employees against all claims, damages, loss or expenses (including attorneys’ fees) relating to Client’s disclosure of Nielsen information.
- While Nielsen’s Retail Measurement Services cover retail outlets Grocery and Impulse, it is possible that there are Face Cleansing products available outside Nielsen’s scope.

Yours sincerely,

Agreed and accepted by Unilever