

19th February 2018

Neil Baker
Customer Marketing Controller
Church & Dwight (UK) Limited
Premier House
Shearway Business Park
Folkestone CT19 4RJ

Dear Neil,

This confirms that the information reported to Church & Dwight UK Ltd on the Shampoo market in Great Britain for the 52 week period ending 27.01.2018 shows that Batiste is ranked first in Value and Unit sales amongst Dry Shampoo 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 Shampoo database, Nielsen does not endorse any client claim.
- Church & Dwight UK Ltd may only make use of our name in association with the information it may reference in its claim. Church & Dwight UK Ltd may not state or imply that Nielsen is the source of the claim itself.
- Any Church & Dwight UK Ltd claim that relies on Nielsen data must contain the following citation, including Nielsen's copyright:
 - "Nielsen ScanTrack Data, Shampoo (Client defined), GB Total Coverage, 52 we 27.01.18 (Copyright © 2017, Nielsen)"
- Information provided by Nielsen is primarily designed for Church & Dwight 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 Church & Dwight UK Ltd indemnifies and holds harmless Nielsen, its officers and directors against all claims, damages, loss or expenses (including attorneys fees) relating to Church & Dwight UK Ltd's disclosure of Nielsen information.

Sincerely,



James Oates
UK Analytics Director

The Nielsen Company
Nielsen House, London Road
Headington
Oxford OX3 9RX
tel +44 (0)1865 737 768
mobile +44 (0)7767 621 704
www.nielsen.com

