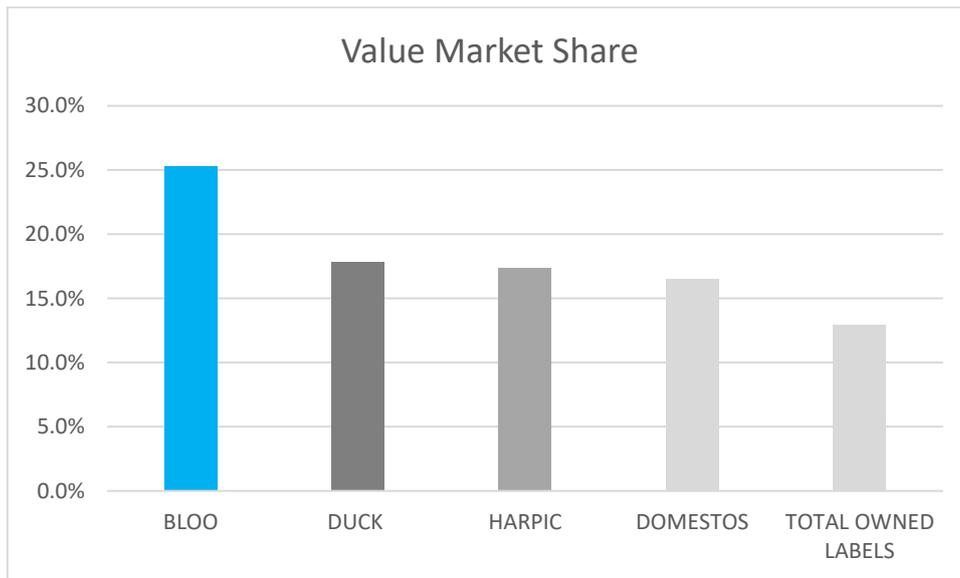




The below information uses Kantar | GB Market | Toilet Care (excluding bleach) | Value Share % | 52we 01st October 2023 to demonstrate that Bloo is the No.1 Toilet Care brand (excluding bleach) with 25.3% share of the category in the UK.

MAT (52 weeks ending 01st Oct) Value Market Share 2023



BRANDS	MAT 23
BLOO	25.3%
DOMESTOS	16.5%
DUCK	17.8%
HARPIC	17.4%
TOTAL OWNED LABELS	12.9%

**Source: Kantar | GB Market | Toilet Care (excluding bleach) | Value Share % | 52we 01st October 2023*

Kantar Worldpanel monitors the grocery retailer take home purchasing habits of 30,000 demographically representative GB households.

