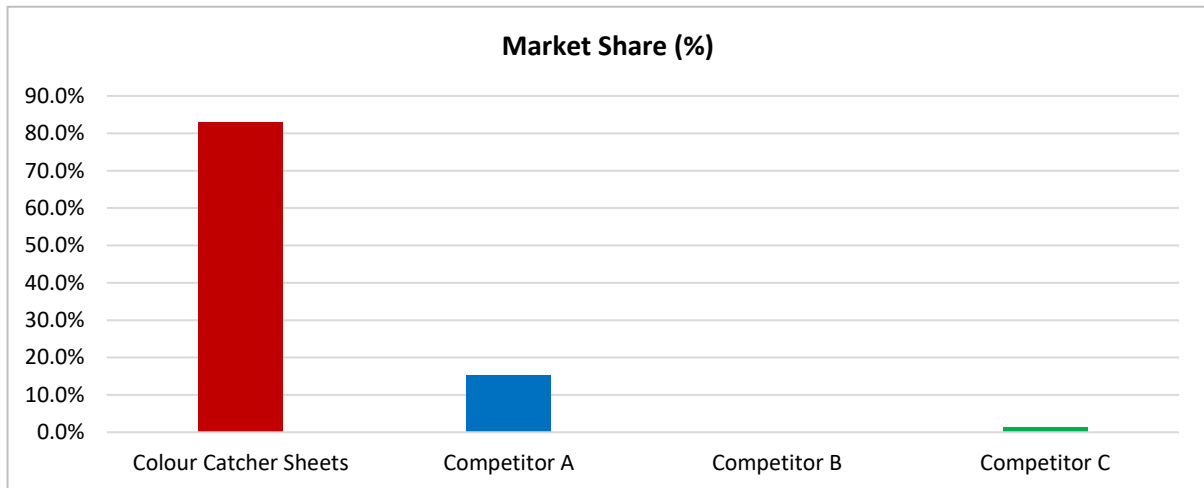




Colour Catcher No.1 in the UK Claim

The below information uses Full Year IRI Market Share Data for the Total UK Laundry Sheets Market to demonstrate that Colour Catcher is the No.1 Laundry Sheet in the UK and trusted by consumers.

Full Year Market Share 2022 (%)



UK Laundry Sheets	FY 22
Colour Catcher Sheets	83.0%
Competitor A	15.3%
Competitor B	0.0%
Competitor C	1.3%

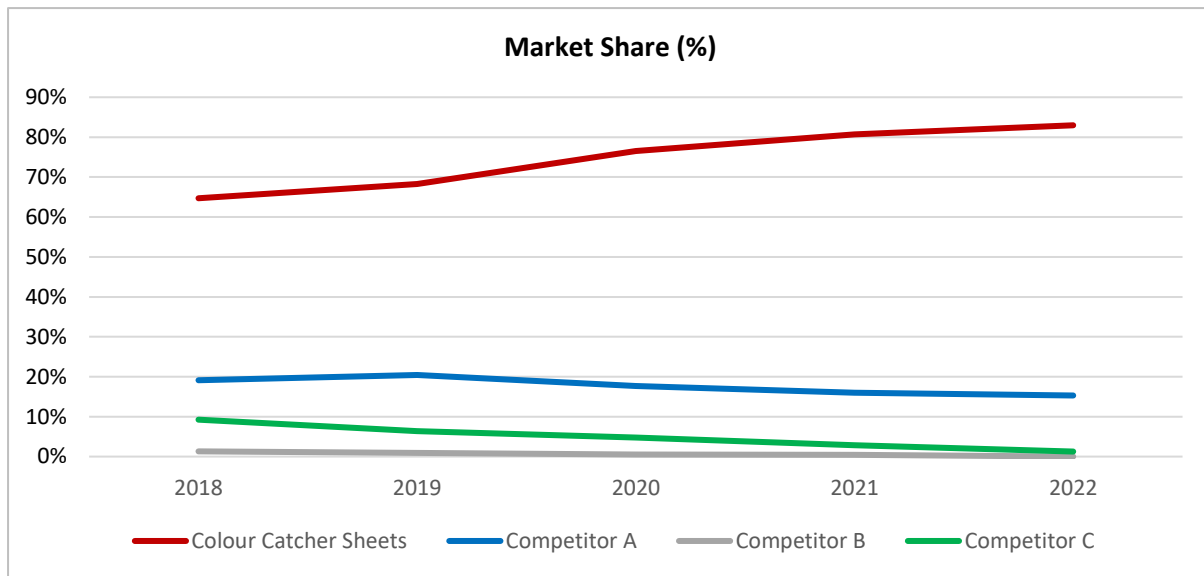
Source: IRI All Outlets LAUNDRY ADDITIVES All Groups COLOUR SHEETS Value Sales YTD P13 25/12/2022

Source: IRI All Outlets LAUNDRY ADDITIVES All Groups COLOUR SHEETS Value Sales YTD P01 22/01/2023





Full Year Market Share 2018-2022 (%)



UK Laundry Sheets (FY)	2018	2019	2020	2021	2022
Colour Catcher Sheets	64.7%	68.3%	76.6%	80.7%	83.0%
Competitor A	19.1%	20.4%	17.7%	16.0%	15.3%
Competitor B	1.3%	0.9%	0.6%	0.4%	0.0%
Competitor C	9.2%	6.3%	4.8%	2.8%	1.3%

Source: IRI All Outlets LAUNDRY ADDITIVES All Groups COLOUR SHEETS Value Sales YTD P13 26/12/2020

Source: IRI All Outlets LAUNDRY ADDITIVES All Groups COLOUR SHEETS Value Sales YTD P13 25/12/2022

Source: IRI All Outlets LAUNDRY ADDITIVES All Groups COLOUR SHEETS Value Sales YTD P01 22/01/2023

This chart demonstrates that Colour Catcher laundry sheets are trusted by most consumers in the UK.