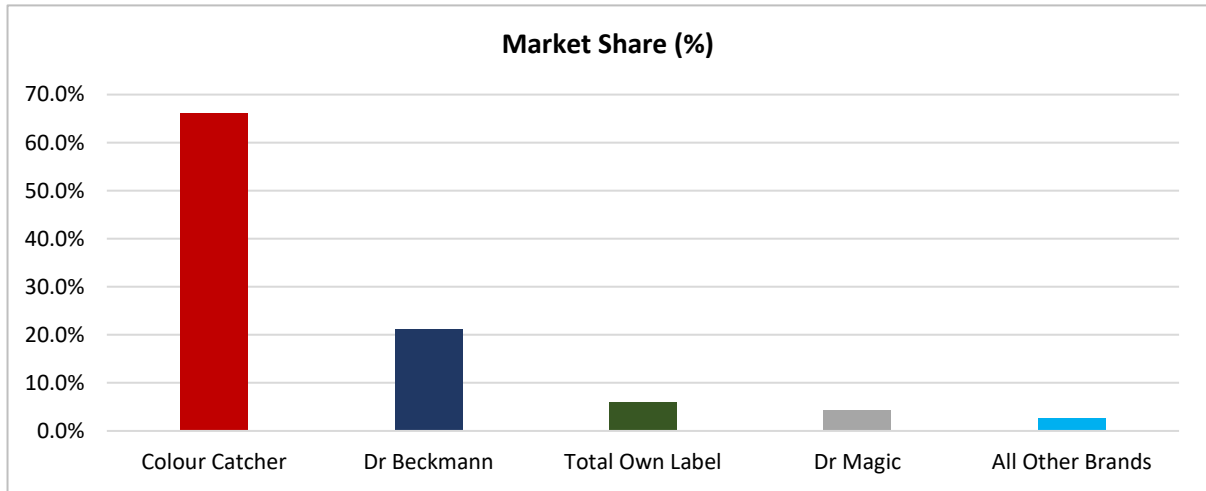




Colour Catcher Number One Claim

The below information uses Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 07th July 2024 data to demonstrate that Colour Catcher is the No.1 Laundry Colour Sheet brand with 66.0% share of the category in the UK.

MAT (52 weeks ending 07th July) Value Market Share



| Brands | 52w/e 07th July 2024 |
|------------------|----------------------|
| Colour Catcher | 66.0% |
| Dr Beckmann | 21.1% |
| Total Own Label | 6.0% |
| Dr Magic | 4.2% |
| All Other Brands | 2.7% |

Source: Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52we 07th July 2024

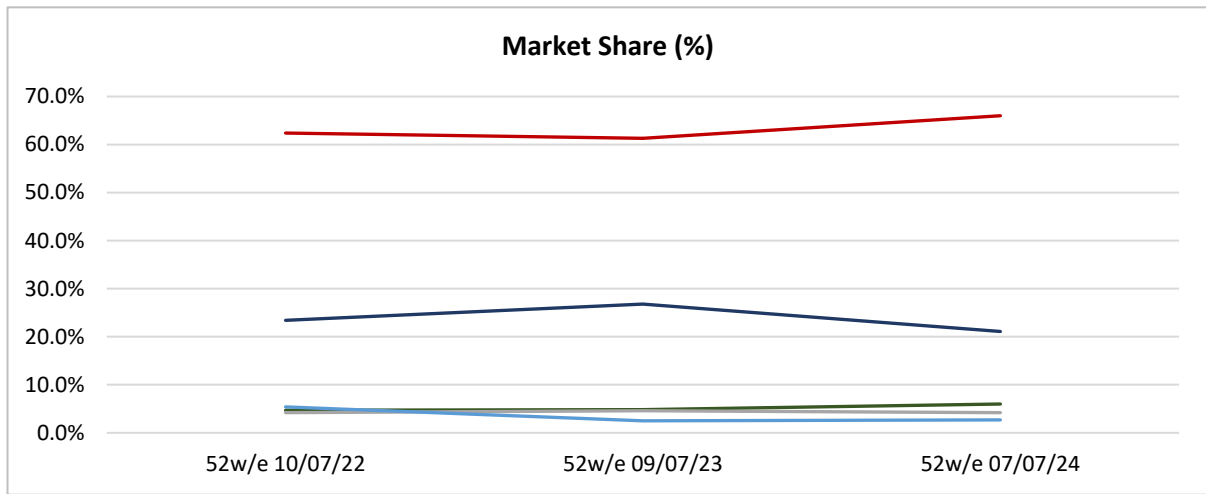




Colour Catcher trusted by consumers claim

The below information uses Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 10th July 2022, 09th July 2023 & 7th July 2024 data to demonstrate that Colour Catcher is trusted by consumers.

MAT (52w/e 10th July 2022, 09th July 2023 & 07th July 2024) Value Market Share



| Brands | 52w/e 10th July 2022 | 52w/e 09th July 2023 | 52w/e 07th July 2024 |
|------------------|----------------------|----------------------|----------------------|
| Colour Catcher | 62.4% | 61.3% | 66.0% |
| Dr Beckmann | 23.4% | 26.8% | 21.1% |
| Total Own Label | 4.7% | 4.8% | 6.0% |
| Dr Magic | 4.2% | 4.6% | 4.2% |
| All Other Brands | 5.4% | 2.5% | 2.7% |

Source: Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 10th July 2022, 09th July 2023 & 07th July 2024

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

