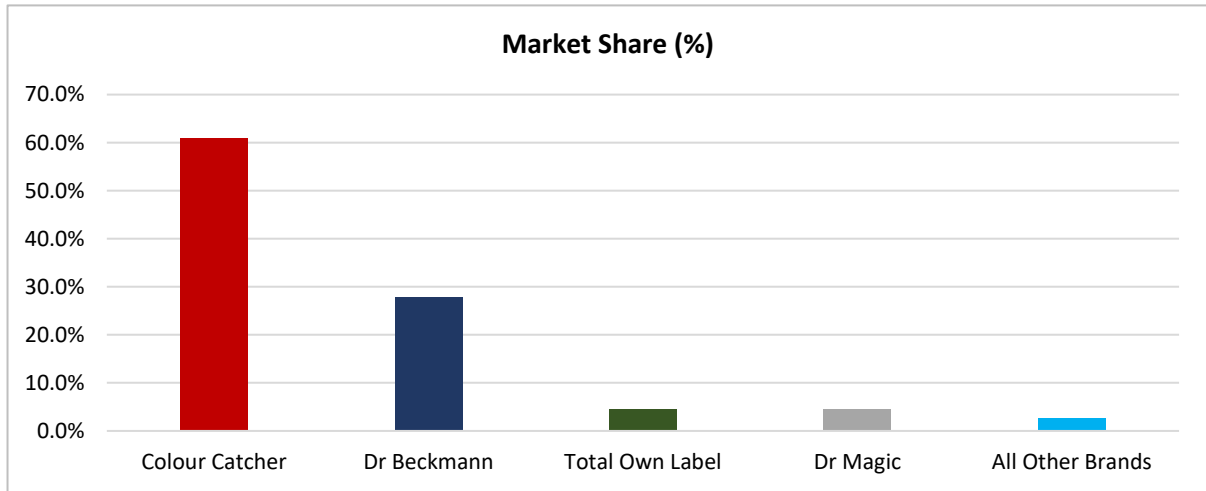




### Colour Catcher Number One Claim

The below information uses Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 01<sup>st</sup> October 2023 data to demonstrate that Colour Catcher is the No.1 Laundry Colour Sheet brand with 60.8% share of the category in the UK.

### MAT (52 weeks ending 01<sup>st</sup> Oct) Value Market Share



Brands	52w/e 01st Oct 2023
Colour Catcher	60.8%
Dr Beckmann	27.8%
Total Own Label	4.4%
Dr Magic	4.4%
All Other Brands	2.5%

Source: Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52we 01st October 2023

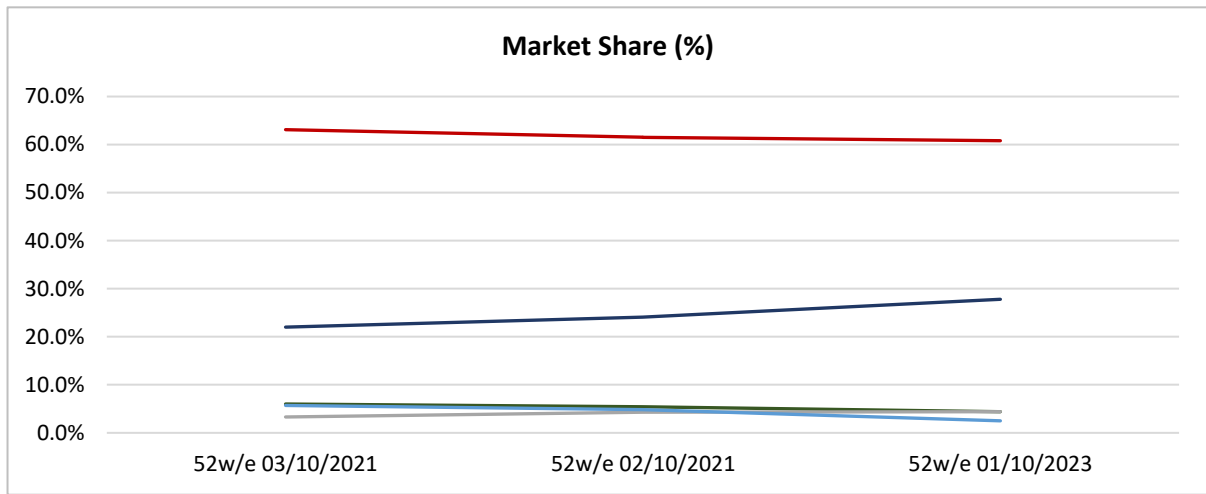




**Colour Catcher trusted by consumers claim**

The below information uses Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 03<sup>rd</sup> Oct 2021, 02<sup>nd</sup> Oct 2022 & 01<sup>st</sup> Oct 2023 data to demonstrate that Colour Catcher is trusted by consumers.

**MAT (52w/e 03<sup>rd</sup> Oct 2021, 02<sup>nd</sup> Oct 2022 & 01<sup>st</sup> Oct 2023) Value Market Share**



Brands	52w/e 03 <sup>rd</sup> Oct 2021	52w/e 02 <sup>nd</sup> Oct 2022	52w/e 01 <sup>st</sup> Oct 2023
Colour Catcher	63.1%	61.5%	60.8%
Dr Beckmann	22.0%	24.1%	27.8%
Total Own Label	6.0%	5.4%	4.4%
Dr Magic	3.3%	4.3%	4.4%
All Other Brands	5.7%	4.8%	2.5%

Source: Kantar | GB Market | Laundry Colour Sheets | Value Share % | 52w/e 03<sup>rd</sup> Oct 2021, 02<sup>nd</sup> Oct 2022 & 01<sup>st</sup> Oct 2023

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

