



Nielsen has provided SC Johnson with the following data:

Category: Air Care excluding the category of Specialty Décor (aka "Air Aisle")

Season/Occasion: Holiday LTO (as defined by SC Johnson, based on Local Fragrances on the Air Care database)

Geography / Channel: Total United Kingdom (Great Britain on the database)

Time Period: September 2020 through December 2020 (aka "Holiday Season 2020")

The data was compiled in an unbiased manner without intervention from SC Johnson from the Air Care GTC database. The reported data shows that Glade sold \$7,788,525 USD (and 2,657,055 units) for the Holiday LTO (as defined by SC Johnson), which is a higher number of sales in dollars and units than any other brand in "Air Care excluding category Specialty Decor," as defined by SC Johnson for the time period and market reported in the Nielsen MarketTrack deliverable as described above.

Data supporting the claim:

Time In List (SEP 2020, OCT 2020, NOV 2020, DEC 2020)

PAGE-BY: REGION: EUROPE COUNTRY: GREAT BRITAIN Time Group: MAT - Latest Available LOCAL FRAGRANCE: Holiday LTO

Data

BRAND	Metrics	Last Time period	Value USD	Fixed	Value USD	Fixed	% Chg YA	Units	Sales	Units	% Chg YA
Total		--	23,836,090				-18.7%	7,278,374			-18.2%
GLADE		DEC 2020	7,788,525				-40.5%	2,657,055			-41.7%
AIR WICK		DEC 2020	7,432,411				-23.5%	1,741,394			-25.7%
FEBREZE		DEC 2020	5,913,301				53.3%	2,122,585			59.2%
AMBI PUR		DEC 2020	2,487,656				-1.2%	659,899			7.7%
PRIVATE LABEL		DEC 2020	172,278				96.6%	76,969			183.4%
WUNDER BAUM		DEC 2020	35,922				17.1%	18,450			-15.8%
ALL OTHER BRAND		DEC 2020	3,658				-67.5%	1,609			-44.5%
CRISTALINAS		DEC 2020	2,340				76.7%	413			97.6%