

January 2021

To Whom It May Concern,

The Nielsen data reported to Vitabiotics on the Vitamins and Minerals retail market in the United Kingdom, for the MAT period ending 31<sup>st</sup> Oct 2020, shows that Vitabiotics is ranked as the first brand in the Baby category in value and unit sales, based on Nielsen data for the 52 week period ending 31<sup>st</sup> Oct 2020.

**Total Vitamin Mineral Supplements Branded Baby Category Sales Data**

Category	Manufacturer/Brand	Rank by Value Sales	Manufacturer/Brand	Rank by Unit Sales
Baby	Vitabiotics -Wellbaby	1	Vitabiotics -Wellbaby	1
	Abidec	2	Abidec	2
	Haliborange Baby and Toddler	3	Haliborange Baby and Toddler	3

*Table 1 – Total VMS Branded Manufacturer Baby Category: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 Week, period ending 31/10/21.*

Based on the Nielsen data for 52 week period ending 31<sup>st</sup> Oct 2020, we can confirm that Vitabiotics is the No.1 Branded Vitamin Company for the Baby Category in both value and unit sales.

Yours faithfully,



Vitabiotics Ltd.