

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> October 2020, shows that Vitabiotics is ranked as the first brand in the Pregnancy/Conception category in value and unit sales, based on Nielsen data for the 52 week period ending 31<sup>st</sup> October 2020.

**Total Vitamin Mineral Supplements Branded Pregnancy/Conception Category Sales Data**

Category	Manufacturer/Brand	Rank by Value Sales	Manufacturer/Brand	Rank by Unit Sales
Pregnancy/ Conception	Vitabiotics – Pregnacare	1	Vitabiotics – Pregnacare	1
	Seven Seas	2	Seven Seas	2
	Vitabiotics – Wellman Conception	3	Vitabiotics – Wellman Conception	3

*Table 1 – Total VMS Branded Manufacturer Pregnancy/Conception Category: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 Week, period ending 31/10/20.*

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

Yours faithfully,



Vitabiotics Ltd.