



10th August 2021

This confirms that the information reported to L'Oréal (UK) Ltd on the Cosmetics market in Great Britain for the 52 week period ending 17/07/21 shows that Maybelline is ranked as the number one brand in value and unit sales within the Mascara segment. Our report shows Total Coverage for GB Health and Personal Care market.

| | VALUE SALES | UNIT SALES |
|------------|-------------|------------|
| MAYBELLINE | 1 | 1 |
| RIMMEL | 2 | 2 |
| L'OREAL | 3 | 3 |

Source:

©2021 NielsenIQ data, Value and Unit Sales, Cosmetics category, (client defined) 52 w/e 17/07/21 in Great Britain Total Coverage