

UK Iron Supplements

Category Data Report
July 2011



Category Performance - Iron Supplements

- The UK iron supplements category is growing in both volume and value. The total category is valued at approx £5.5m*, which represents an increase of 16% on the previous year.
- The category is currently dominated by a number of key brands and several niche players eg. **Spatone**, Floradix and Feroglobin.
- **Spatone continues to be the brand leader with 47% share of the total iron supplements category.** This equates to total brand sales of £2.6m*, driven by the launch of **Spatone Apple** as well as increased marketing and promotional investment, year on year.
- **Spatone continues to be one of the key drivers of the UK iron supplements category growth**
 - It is one of the **fastest growing brands** in the iron supplements category with double digit value growth of +19% compared to a category growth of +16% over the same period.

*Source: IRI HBA Outlets: 52 w/e 11th June 2011

Spatone value and volume sales data is based on Nelsons EPOS sales. IRI data is unavailable due to masking by Boots / Seven seas

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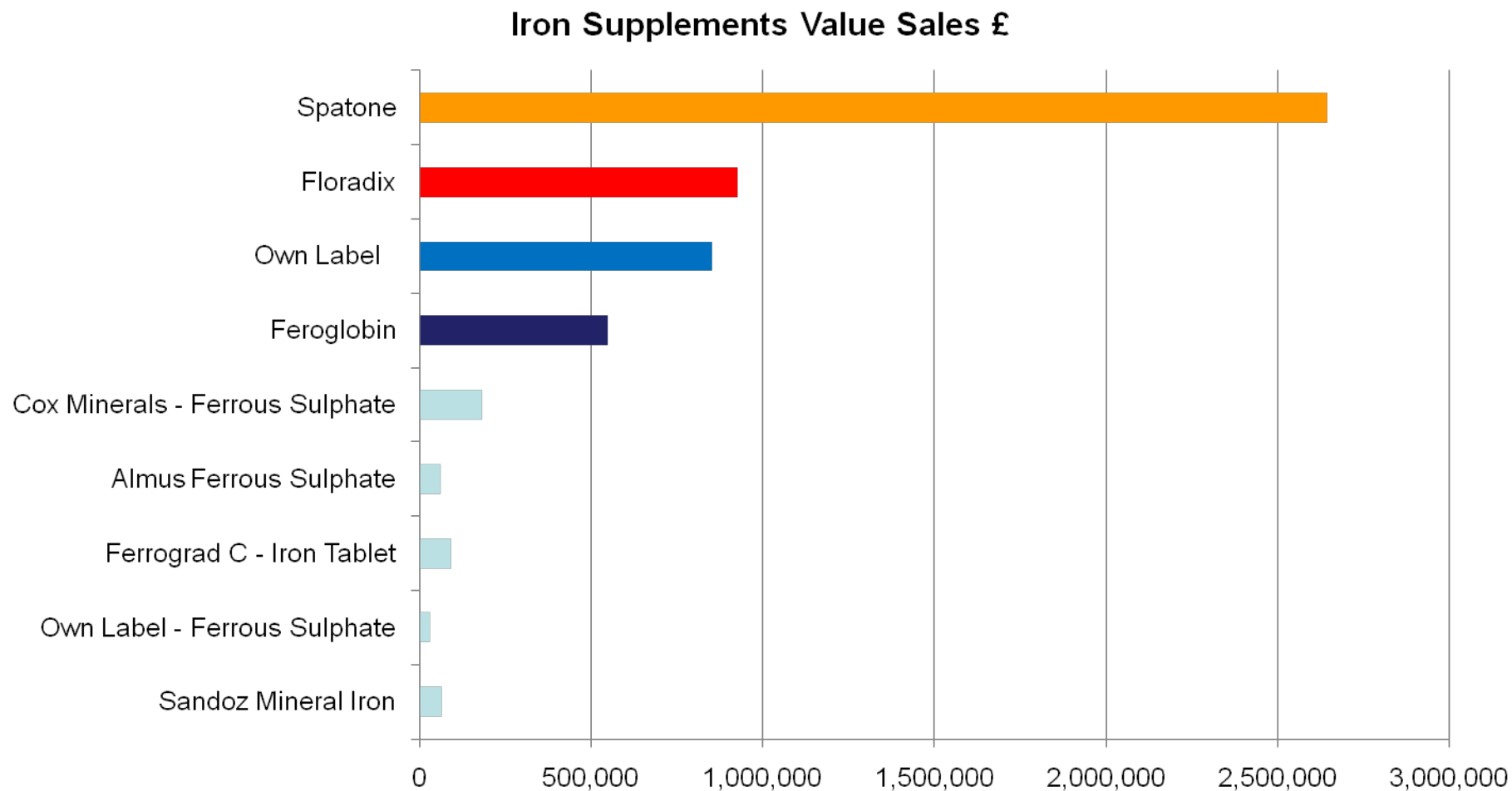
- Feroglobin is growing significantly in value and volume due to significant distribution wins in the multiple grocery channel including Boots. However unlike **Spatone**, Feroglobin is growing faster in volume (+121%*) than value (+99%*), suggesting promotionally lead growth.
- **Spatone's** growth is driven by a consumer preference to seek natural, effective and side effect- free remedies for common OTC ailments.

As the #1 brand within the iron supplements category, *Spatone* should be within the consumer offering of all key healthcare and/or grocery retailers.

*Source: IRI HBA Outlets: 52 w/e 11th June 2011

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Spatone is the #1 selling brand in the UK iron category with sales of £2.6m*

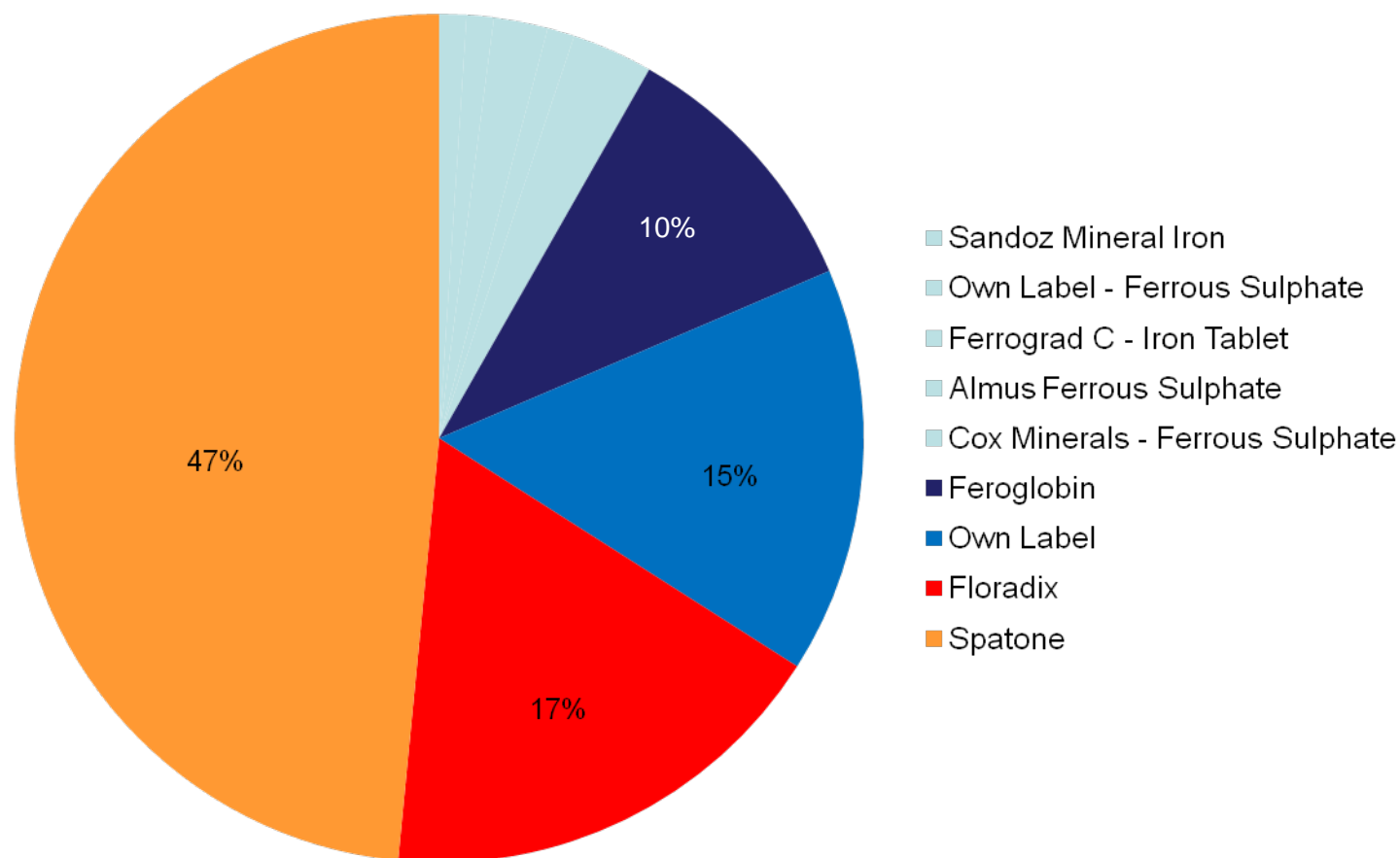


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Spatone has a 47% share of the iron category, followed by #2 brand Floradix at 17%.

Iron Supplements – Market Share



*Source: IRI HBA Outlets: 52 w/e 11th June 2011

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