

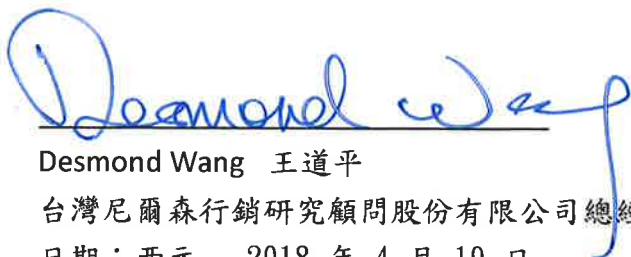
零售資料證明

致：好來化工股份有限公司

茲以此函確認尼爾森行銷研究顧問股份有限公司（以下簡稱尼爾森）提供好來化工股份有限公司（以下簡稱好來化工）關於台灣牙膏品類市場截至2018年3月止之連續十二個月期間內資料顯示：黑人牙膏全亮白系列在該期間內以總銷售金額名列該美白牙膏品類之第一名品牌。尼爾森零售資訊服務系統涵蓋的通路範圍包含量販店、便利商店、超級市場、個人用品店、合作藥房及傳統雜貨店。

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Desmond Wang 王道平

台灣尼爾森行銷研究顧問股份有限公司總經理

日期：西元 2018 年 4 月 19 日

Substantiation – Retail Data

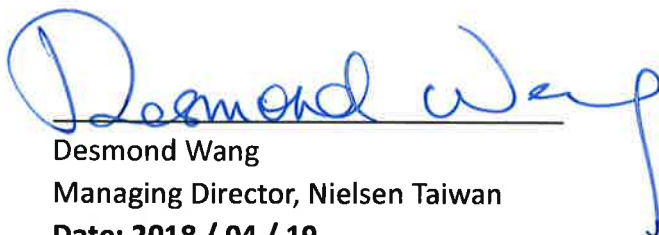
Dear Hawley & Hazel,

This confirms that the information reported to Hawley & Hazel Chemical (Taiwan) Co., LTD. on the Toothpaste market in Taiwan for the MAT period ending March 2018 (see attachment) shows that Darlie All Shiny White ranked first in brand sales value in the Whitening segment of Toothpaste market for that period. Our Retail Index report covers Hypermarkets, Convenience stores, Supermarkets, Personal Care Store, Coop. Pharmacy and Traditional stores.

Please note that:

- While we have provided the above written confirmation of what we report in your Toothpaste database, The Nielsen Company Taiwan Ltd. (“Nielsen”) does not endorse any client claim.
- H&H may only make use of our name in association with the data it may reference in its claim. H&H may not state or imply that Nielsen is the source of the claim itself.
- Any H&H claim that relies on Nielsen data must contain the following citation, including Nielsen’s copyright:
 - “H&H calculation based in part on data reported by The Nielsen Company Taiwan Ltd. through its Retail Index Service for the defined Toothpaste Category for the 12-month period ending March 2018, for the defined Taiwan total grocery market. (Copyright © 2018 The Nielsen Company)”
- Information provided by Nielsen is primarily designed for H&H internal use. We consent to the use of the data referenced in this letter in an advertisement or public communication on the condition that H&H indemnifies and holds harmless Nielsen, its officers and directors against any loss suffered (including attendant expenses and damages) relating to H&H disclosure of Nielsen information.

Sincerely,



Desmond Wang
Managing Director, Nielsen Taiwan
Date: 2018 / 04 / 19

Attachment

Total Toothpaste as 100%
HH

MAT TY	VALUE (Million)	VALUE % SHARE
Total H&H Toothpaste	3,537.4	100.0
Whitening	459.6	13.0
Darlie	327.5	9.3
Darlie All Shiny White	284.0	8.0
Darlie Whitening	23.0	0.7
Darlie Expert White	20.5	0.6
Brand A	67.4	1.9
Brand B	16.2	0.5
Brand C	13.5	0.4