

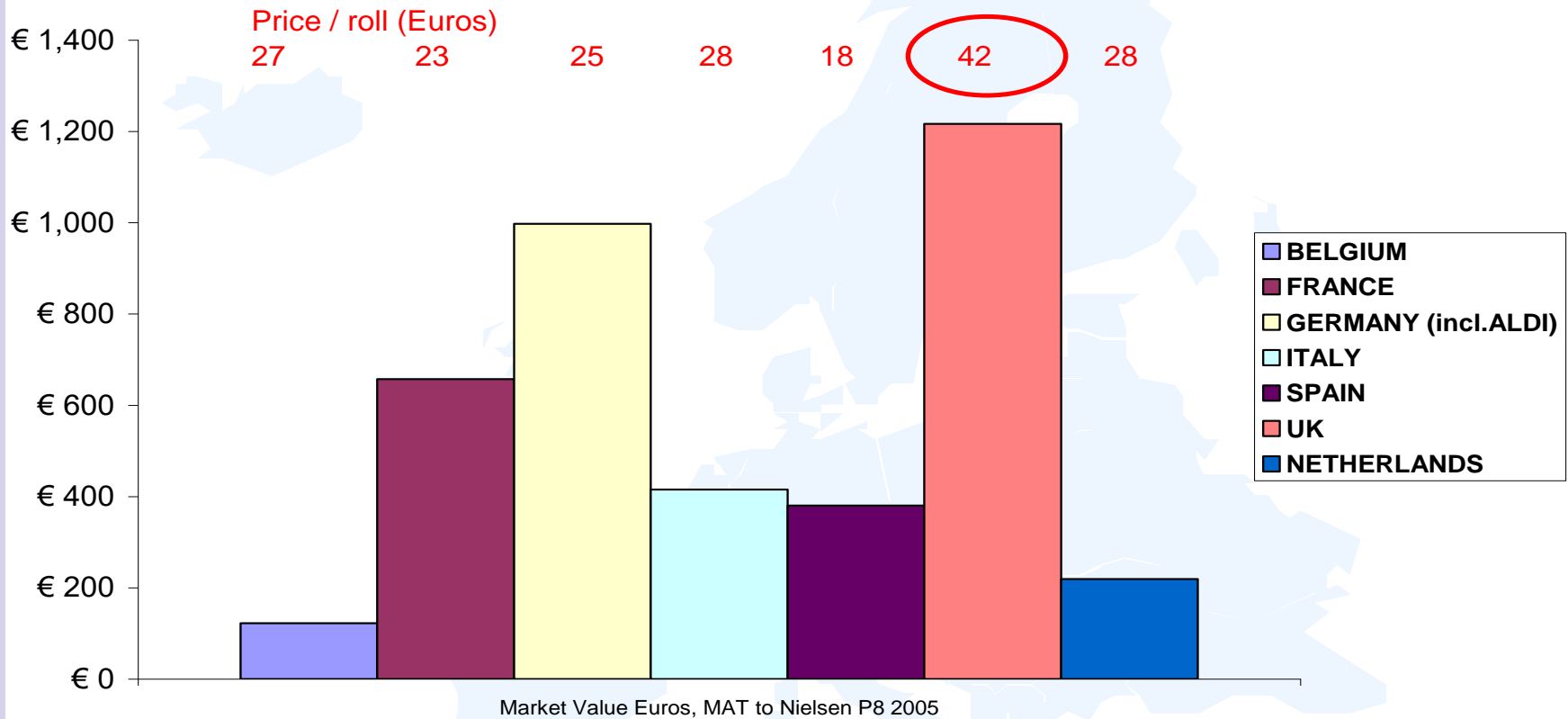


Andrex Aloe vera

*April 4, 2006
Tristram
Wilkinson*

Added value – The UK Case

Toilet Tissue Category Size & Price per Roll by European Market (Euros)



The role of brands - Andrex



Consistently and continuously advertised for 33 years

A top 10 grocery brand with 35% market share, 55% penetration and 45% loyalty

The Role of Innovation

Strong stream of innovation in launching new products, accelerated in the last 5 years



Andrex Aloe Vera



■ Launched 2001 based on the Customer, User and Shopper Insights

- ◆ User dissatisfaction with existing toilet tissue
 - In Use: “everything I use is too rough, especially for this part of my body”
 - Visual Appearance: “messy, wrinkled, looks untidy on the roll holder”
 - Consumer trend towards “natural care” products
- ◆ Low shopper interest in toilet tissue category/fixture
 - 12 seconds on the aisle
- ◆ Customer (retailer)
 - Category Deflationary pressures – price & promotion

■ Consumer willingness to pay a premium for added value product based on preference

■ Bringing to market – awareness / trial

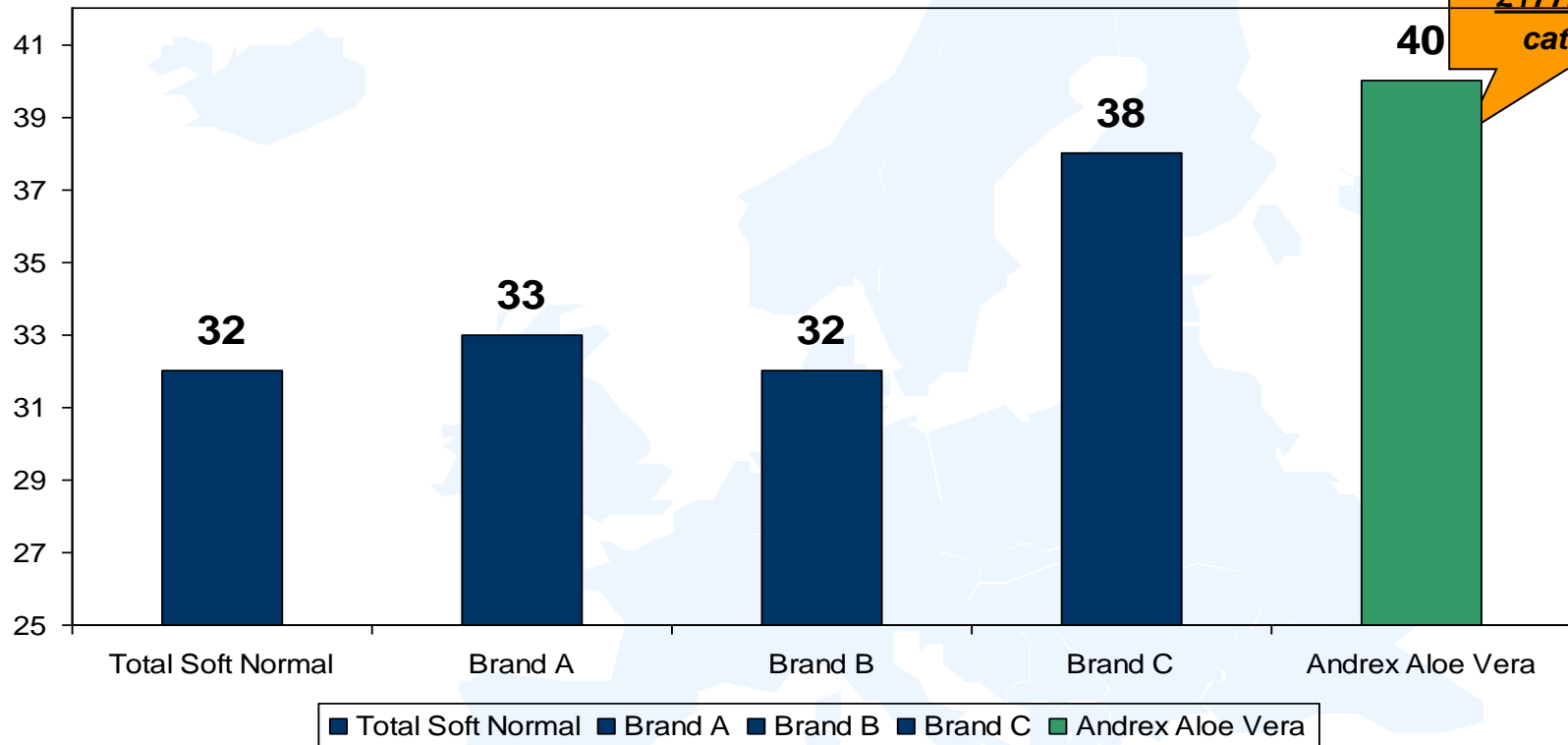
- ◆ August 2001 Launch
 - Single-minded advertising message .
 - Multiple campaigns, 5 waves over 4 years
 - In-store visibility & reasons to trial through price promotion



Andrex Aloe Vera delivers increased value to the category.



Realised price Per Roll In Pence



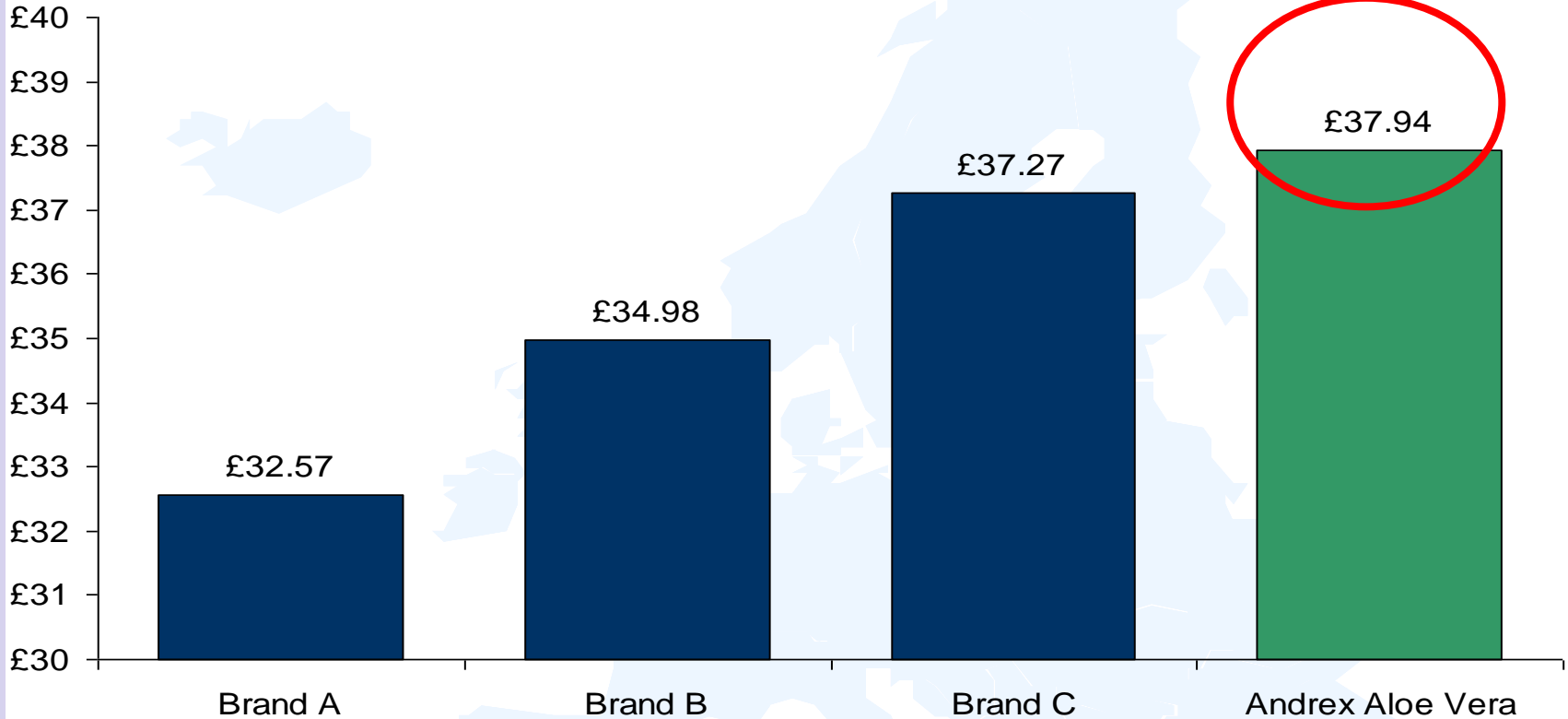
*If all the Soft Normal volume was sold at the same price per roll as Andrex Aloe Vera then this would add **£177m** to the category.*

Source: AC Nielsen

...and Andrex Aloe Vera shoppers spend more on the toilet tissue category



Spend per Buyer On The Total Category Per Annum



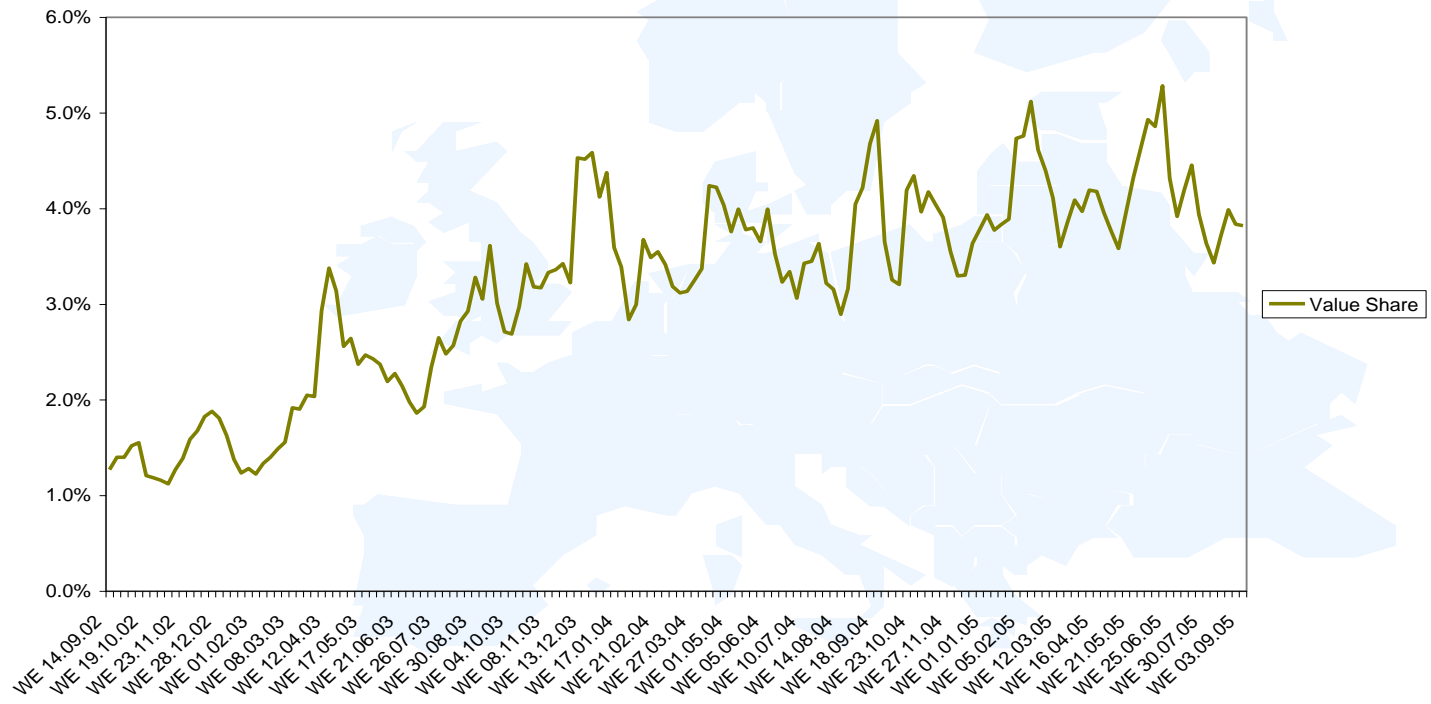
Source: AC Nielsen

Results



- 1 in 10 UK homes buy Andrex® Aloe Vera every year
- High loyalty & repeat purchase
- Andrex® Aloe has added more than £12m /17m euros to the UK toilet tissue category in the last 3 years ; helping to offset Price Deflation
- The entire premium segment has grown from £70m to £96m in the last 2 years

Andrex Aloe Value Share - 2002 - 2005



Making it work in store – Visibility on shelf

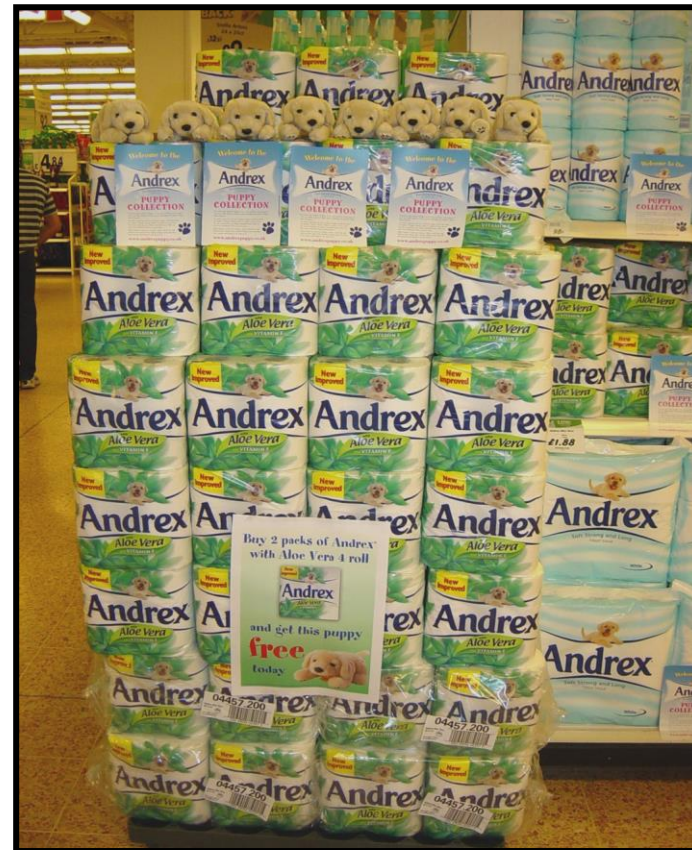


Making it work in store – Promotion for trial





2. Building trial



Making innovation work in store :

The importance of rapid and full distribution build
Typical speed and end of curve Weighted Distribution Build
achieved for NPD in UK Toilet Tissue Market

