

NIQ



MAM UK LTD

Marvan Court, Block C, 1 Waldegrave Road, TW11 8LZ

Re: Data Confirmation

Date: 2 December 2025

Dear Kathleen Lally,

With this letter **A. C. Nielsen Company Limited** with address at Nielsen House, John Smith Drive, Oxford, OX4 2WB ("**NielsenIQ**") confirms that the information reported to MAM UK Ltd ("Client") in the Baby Feeding & Baby Accessories Category in United Kingdom for the 12 month period ending 04/10/2025 shows that MAM UK Ltd is:

The UKs Best-Selling bottle & soother brand for the Baby Accessories & Baby Feeding category based on Sales Value for the 52- week period ending 04/10/2025 for the GB Total Retail Market. Copyright © 2025, Nielsen Consumer, LLC

Please note that:

While we provide this written confirmation of what NielsenIQ has reported to Client, NielsenIQ does not endorse any claim based on (or publication of) this data;

Client may only make use of our name in association with the information it may reference in a claim based on this data;

Client may not state or imply that NielsenIQ is the source of a claim itself;

Any Client claim that relies on NielsenIQ data must contain the following (or similar) citation, including NielsenIQ's copyright: "Based on NielsenIQ RMS data for the Baby Accessories & Baby Feeding for the 12-month period ending 04/10/25 for the Great Britain total retail market (Copyright © 2025, NielsenIQ)"; and

Information provided by NielsenIQ is primarily designed for the internal use of Client. We consent to the use of the results referenced in this letter in an advertisement or public communication (including but not limited to financial statements or offering memorandum) on the condition that Client indemnifies and holds harmless NielsenIQ, its officers and directors against all claims, damages, loss or expenses (including attorneys fees) relating to or attributable to this disclosure of NielsenIQ information. No data or results may be used in legal proceedings without the prior written consent of a member of the NielsenIQ legal department, except in the case of a court order and then only after Client's having notified NielsenIQ in sufficient time as to allow NielsenIQ to seek protection.

This letter is valid for 12 months from the date of issuance

Sincerely

Signed by:
Title:
Date:

Signed by:

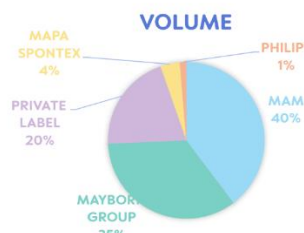
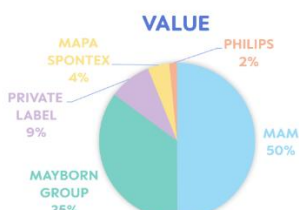
53E06D51D27E470...
Senior Sales Support Specialist

02 December 2025

Within Soothers, MAM remains UK's No.1 Supplier worth £14.2m



RANK	TRADING COMPANY	Latest 52 Wks YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	£ Change vs LY	£ Change % vs LY	£Share	YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	Unit Change vs LY	Unit Change % vs LY	Unit Share
1	MAM	£ 14,585,178	£ 14,187,809	£-397,369	-2.7%	47.8%	1,915,730	1,880,237	-35,493	-2%	35.8%
2	MAYBORN GROUP	£ 10,094,948	£ 9,998,531	£-96,417	-1.0%	33.7%	1,896,881	1,638,767	-258,114	-13.6%	31.2%
3	PRIVATE LABEL	£ 2,713,202	£ 2,488,801	£-224,402	-8.3%	8.4%	1,029,661	963,148	-66,514	-6.5%	18.3%
4	MAPA SPONTEX	£ 1,164,749	£ 1,274,960	£110,211	9.5%	4.3%	170,463	190,391	19,928	11.7%	3.6%
5	PHILIPS	£ 165,369	£ 458,585	£293,216	177.3%	1.5%	23,420	63,204	39,784	169.9%	1.2%
6	ALL OTHER	£ 396,509	£ 381,401	£-15,108	-3.8%	1.3%	349,706	317,381	-32,325	-9.2%	6.0%
7	LUV N'CARE	£ 208,276	£ 234,494	£26,218	12.6%	0.8%	60,164	62,008	1,845	3.1%	1.2%
8	BIBS DANMARK KAPS	£ -	£ 226,208	£226,208	#DIV/0!	0.8%	-	23,836	23,836	#DIV/0!	0.5%
9	VITAL BABY	£ 166,182	£ 117,453	£-48,729	-29.3%	0.4%	39,626	27,494	-12,132	-30.6%	0.5%
10	PAUL MURRAY	£ 114,430	£ 81,955	£-32,475	-28.4%	0.3%	17,836	13,079	-4,757	-26.7%	0.2%
	GRAND TOTAL	£29,883,505	£29,660,265	£-223,240	-0.7%	100.0%	5,609,664	5,257,900	-351,764	-6.3%	100.0%



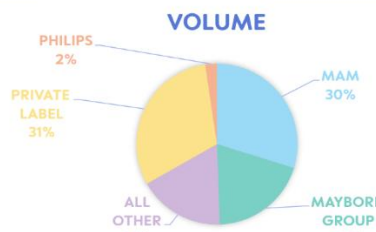
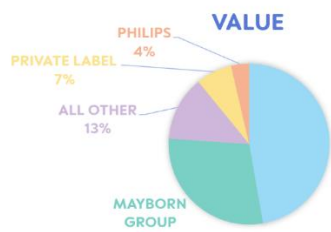
*Source Nielsen IQ Baby accessories & Baby feeding - GB Total Coverage - 52 weeks to WE 04/10/25

15

Similarly, within Bottles - MAM are the No.1 supplier, worth £15.2m +1.2% in value vs LY adding £0.2m and +2% in volume



RANK	TRADING COMPANY	Latest 52 Wks YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	£ Change vs LY	£ Change % vs LY	£Share	Latest 52 Wks YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	Unit Change vs LY	Unit Change % vs LY	Unit Share
1	MAM	£ 15,007,223	£ 15,189,967	£182,744	1.2%	43.9%	992,112	1,012,767	20655	2%	26.1%
2	MAYBORN GROUP	£ 8,950,210	£ 9,262,249	£312,039	3.5%	26.8%	681,372	668,321	-13051	-1.9%	17.2%
3	ALL OTHER	£ 3,296,275	£ 4,192,475	£896,200	27.2%	12.1%	491,429	589,134	97705	19.9%	15.2%
4	PRIVATE LABEL	£ 2,328,996	£ 2,334,104	£5,107	0.2%	6.7%	1,084,456	1,048,605	-35851	-3.3%	27.0%
5	PHILIPS	£ 540,242	£ 1,162,606	£622,364	115.2%	3.4%	33,815	79,708	45894	135.7%	2.1%
6	HANDI CRAFT	£ 918,011	£ 1,038,705	£120,695	13.1%	3.0%	63,680	73,206	9526	15.0%	1.9%
7	QUEST PERSONAL CARE GLOBAL LTD	£ 501,434	£ 447,269	£-54,164	-10.8%	1.3%	304,688	266,156	-38532	-12.6%	6.9%
8	MAPA SPONTEX	£ 656,293	£ 368,082	£-288,212	-43.9%	1.1%	63,130	34,468	-28663	-45.4%	0.9%
9	LANSINOH	£ 160,089	£ 337,012	£176,924	110.5%	1.0%	16,742	32,165	15423	92.1%	0.8%
10	MEDELA	£ 147,165	£ 121,916	£-25,249	-17.2%	0.4%	12,948	10,677	-2271	-17.5%	0.3%
	GRAND TOTAL	£32,684,168	£34,618,319	£1,934,151	5.9%	100.0%	3,805,566	3,880,947	75,381	2.0%	100.0%

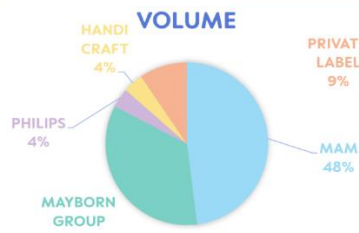
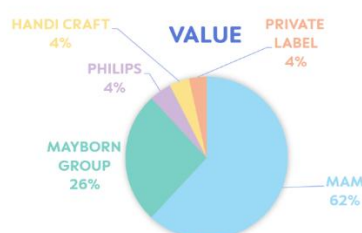


*Source Nielsen IQ Baby accessories & Baby feeding - GB Total Coverage - 52 weeks to WE 04/10/25

Within Teats MAM also No.1 worth £6.91m +2.8% vs LY adding £0.2m. Philips have growth within teats of +25.8% value and +32.8% volume



RANK	TRADING COMPANY	Latest 52 Wks YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	£ Change vs LY	£ Change % vs LY	£Share	Latest 52 Wks YA - w/e 05/10/24	Latest 52 Wks - w/e 04/10/25	Unit Change vs LY	Unit Change % vs LY	Unit Share
1	MAM	£ 6,719,919	£ 6,908,167	£188,247	2.8%	59.3%	945,692	958,336	12644	1%	45.6%
2	MAYBORN GROUP	£ 2,857,897	£ 2,922,951	£65,054	2.3%	25.1%	713,354	692,262	-21091	-3.0%	32.9%
3	PHILIPS	£ 390,787	£ 491,612	£100,825	25.8%	4.2%	57,973	76,992	19020	32.8%	3.7%
4	HANDI CRAFT	£ 403,414	£ 443,592	£40,179	10.0%	3.8%	73,868	80,152	6284	8.5%	3.8%
5	PRIVATE LABEL	£ 419,645	£ 388,254	£-31,390	-7.5%	3.3%	230,744	190,153	-40591	-17.6%	9.1%
6	LANSINOH	£ 151,958	£ 241,323	£89,365	58.8%	2.1%	25,911	42,779	16868	65.1%	2.0%
7	MAPA SPONTEX	£ 186,420	£ 163,245	£-23,174	-12.4%	1.4%	39,141	32,814	-6327	-16.2%	1.6%
8	MEDELA	£ 65,808	£ 39,940	£-25,868	-39.3%	0.3%	8,011	5,023	-2988	-37.3%	0.2%
9	LEWIS WOOLF GRIPTIGHT	£ 31,235	£ 32,374	£1,138	3.6%	0.3%	14,281	14,159	-122	-0.9%	0.7%
10	PAUL MURRAY	£ 8,106	£ 8,052	£-54	-0.7%	0.1%	4,095	4,206	111	2.7%	0.2%
	GRAND TOTAL	£11,308,257	£11,646,593	£338,337	3.0%	100.0%	2,133,909	2,101,045	-32864,3101	-1.5%	100.0%



*Source Nielsen IQ Baby accessories & Baby feeding - GB Total Coverage - 52 weeks to WE 04/10/25

17