



IQVIA & NIELSEN

Substantiation Letter

Tuesday 11th May 2021

Melrose
16-18 Lionel Road
Mt Waverley, VIC 3149

Re: #1 SKU in super greens and reds segment by units sold in pharmacy

This letter verifies that the scan sales data below confirms that Melrose is the highest ranked SKU in super greens and reds segment in Australian pharmacy in terms of total unit sales.

This is based on the below data points:

- 52 weeks of data to March 2021.
- Melrose Pharmacy Sell-Out database including competitors.
- Includes unit sales.

SKU	Category (CHC1)	Segment (CHC3)	Sub-Segment (CHC4)	Company	Brand	Units till Mar 2021
ORG ESSENTIAL GRN POWDER 200 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	MELROSE	MELROSE	45,000.33
VITAL JUST GREENS ORGANIC 200 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	MARTIN & PLEASANCE	VITAL JUST	24,526.50
N/W SUPER GREENS + POWDER 100 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	PHARMACARE	NATURES WAY	20,312.21
N/W SUPER GREENS + WLD REDS PDR 100 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	PHARMACARE	NATURES WAY	19,317.04
N/W SUPER GREENS + POWDER 300 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	PHARMACARE	NATURES WAY	17,702.18
H/C SUPER GREENS POWDER 120 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	NATURES CARE	HEALTHY CARE	8,457.85
H/C SUPER GREENS POWDER 600 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	NATURES CARE	HEALTHY CARE	6,328.52
MELROSE ESS RED PDR 120 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	MELROSE	MELROSE	4,162.20
MELROSE ESS GRN+V/C 30 X 3 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	MELROSE	MELROSE	1,548.14
B/G SUP MULTI GRNS TROPICAL PDR 250 G	HEALTH AND WELLBEING	SUPERFOOD SUPPLEMENTS	SUPER GREENS AND REDS	PHARMACARE	BIOGLAN	1,402.00

Please note that:

- While we have provided the above written confirmation of what we report in your Superfood Supplements database, IQVIA does not endorse any client claim.
- Melrose may only make use of our name in association with the information it may reference in its claim. Melrose may not state or imply that IQVIA is the source of the claim itself.
- Any Melrose claim that relies on IQVIA data must contain the following citation, including copyright:
- IQVIA™, RMS/Sell Out Service, Vitamins and Dietary Supplements, Australia Pharmacy, Total units, MAT to March 2021.
- This letter is valid for 12 months from the date of issuance.
- We consent to the use of the results referenced in this letter in an advertisement or public communication on the condition that Melrose indemnifies and holds harmless IQVIA and IQVIA's affiliates and their officers, directors, shareholders, members, agents and employees against all claims, damages, loss or expenses (including attorney's fees) relating to Client's disclosure of IQVIA information.



Best Regards,

Gerard Mulroney

Gerard Mulroney (May 12, 2021 09:28 GMT+10)

Gerard Mulroney
Principal, Consumer Health
IQVIA Australia


super greens and reds segment _May 2021_MELROSE IQVIA PHARMACY SCAN VALIDATION LETTER

Final Audit Report

2021-05-11

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