

27 March 2015

Bayer Australia Limited
875 Pacific Highway
Pymble NSW 2073

As per Aztec data, week ending 22.02.15, Elevit Pregnancy is the number one brand within the Australian Combined Grocery and Pharmacy market, based on dollars share for the MAT To 22.02.15.

	Australia Grocery Pharmacy	
	MAT To 22/02/15	
	Rank product in First measure	Dollars(000s) Share of Total Pregnancy Multi Vit & Folic Acid
Total Pregnancy Multi Vit & Folic Acid Elevit	1	52.1
Total Pregnancy Multi Vit & Folic Acid Blackmores	2	32.0
Total Pregnancy Multi Vit & Folic Acid Megafol	3	5.2
Total Pregnancy Multi Vit & Folic Acid Swisse	4	3.0
Total Pregnancy Multi Vit & Folic Acid Fgf	5	2.1

Market: Australian Combined Grocery & Pharmacy Market (Weighted)

Category: Pregnancy Dietary Supplements

Measure: Dollars Share of Total Pregnancy Dietary Supplements

Time Period: MAT To 22.02.15