

13<sup>th</sup> November 2019

To whom it may concern,

We would like to confirm that Nicholas Hall Europe Ltd. is happy to substantiate the below claim:

**“ellaOne is the #1 selling morning after pill in Europe”**

We can confirm that this is in line with volume sales for the calendar year 2018 in Nicholas Hall’s global OTC database **DB6**.

Table 1:

**Leading OTC emergency hormonal contraceptives in Europe 2018:**  
Sales in Packs mn / 2018 Market Share %

1. ellaOne	1.8mn	27.7%
2. Norlevo	1.5mn	23.7%
3. Levonorgestrel - Biogaran	0.4mn	6.8%
4. Postinor	0.3mn	5.0%
5. Levonorgestrel - Mylan	0.3mn	4.8%
<b>TOTAL</b>	<b>6.5mn</b>	<b>100.0%</b>

Please source the data to “Nicholas Hall’s global OTC database, **DB6**”

Volume sales are based on absolute no. of packs sold unadjusted for pack size / dosage.

OTC emergency hormonal sales in Europe includes sales listed in Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Italy, Lithuania, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, UK.

**DB6** is based on a mix of audit data supplemented by manufacturer interviews, data from published material, industry estimates and numerous other sources provides comprehensive coverage of the global OTC market.

Best regards,



Celine Waller  
VP, **DB6**  
Nicholas Hall Europe Ltd.