

AUSTRALIA Reader's Digest

Direct Publishing Pty Limited (ABN 81 000 565 471)

Suite 6, 330 Wattle Street

ULTIMO NSW 2007

To whom it may concern:

I, Sheron White- Commercial Director APAC, am writing this official letter to hereby state that Dettol was the winner in 2024 for Reader's Digest Trusted Brands Award in Australia for the category of "Household Cleaning Products".

The Trusted Brands survey, commissioned by Reader's Digest, identifies which brands Australians trust the most, and provides an objective reference for consumers. Conducted by Catalyst Research, a third-party market research company, the survey provides a captivating and transparent analysis of consumer confidence in the brands driving the Australia economy.

Reader's Digest Trusted Brands is now in its 25th year in Australia, making it one of the longest standing consumer recognized awards. This is a totally independent survey voted by the consumers of Australia and weighted to the Australian Bureau of Statistics, giving a true footprint of the population on the brands they trust.

Dettol can use the 2024 logo and any past year logos from the 11th of March 2024



Kind regards,

Sheron White.

Advertising & Retail Director Asia Pacific