

**LAUNDRY BRAND Fact Sheet Updated through Q3**

Category Information			
US Fab. Detergent	\$ (B)	HH Pen %	EQ (MM)
Total Laundry Detergents	\$6.8	91.2%	526
Liquids	\$5.2	80.8%	433
Powder	\$0.9	15.4%	59
Single Dose	\$0.7	19.6%	32
TTL Corp Sun	\$1.0	39.5%	112
Key Brands	\$ Share	HH Pen %	EQ Share
A&H	\$8.9	21.5%	12.5
Purex	\$6.2	20.3%	9.9
Xtra	\$4.6	16.3%	11.1
Private Label	\$2.7	13.9%	3.6

Source: ACNielsen Data 52 Weeks Ending XXXXXX, HH Pen is Q3 XXXX

Liquid Segment	Liquid
2013 HH Pen %	80.8%
Buying HH - 000	97,027
Buy Rate (Lds Basis)	470
Occs. Per Buyer	5.6
Vol Per Occas. (Lds)	83
Share of Req's (% Lds)	89.3%
% EQ volume on Deal	46.0%
Purchase Cycle	56

Source: ACNielsen Data for Q3 XXXX

Powder Segment	Powder
2013 HH Pen %	15.4%
Buying HH - 000	18,517
Buy Rate (Lds Basis)	326
Occs. Per Buyer	3.6
Vol Per Occas. (Lds)	90
Share of Req's (% Lds)	52.1%
% EQ volume on Deal	21.0%
Purchase Cycle	68

Source: ACNielsen Data for Q3 XXXX

% Repeat Buyer (%2+ Time Buyers)	
Total Laundry	87.5%
Xtra	57.8%
A&H	53.8%
Private Label	64.8%
Purex	56.8%
Sun	52.2%

Source: ACNielsen Data for Q3 XXXX

Brand / Consumer / Usage			
<b>Brand Positioning/Target</b>	Choiceful Savers, who are struggling between paychecks, yet still want a product that works		
<b>Target:</b>	Choiceful Savers, who are struggling between paychecks, yet still want a product that works		
<b>USP:</b>	For the Choiceful Saver, Sun Laundry is a trusted laundry brand that satisfies her cleaning needs and brightens her day. That's because Sun gives her a surprisingly good clean at a great price, so she can happily afford other important things for her family.		
<b>Demos:</b>	Middle Aged (45-44) 5+ households, income < \$50K Majority Caucasian (70%), 20% African American, 13% Hispanic 10% other		
LAUNDRY BRAND KPIs	Liquid	Powder	Overall
2013 HH Pen %	9.4%	1.5%	10.6%
Buying HH - 000	11,254	1,781	12,763
Buy Rate (Lds Basis)	308	143	293
Vol Per Occasion (Lds.)	110	63	104
Occs. Per Buyer	2.8	2.3	2.8
Share of Req's (% Lds)	41.6%	25.2%	41.3%
% EQ volume on Deal	24.8%	4.2%	23.3%
Purchase Cycle	69	56	67

Source: ACNielsen Data for Q3 XXXX

LAUNDRY Brand Interaction	Liquid	Comments
Xtra Liquid	45.4	% of Sun liquid buyers who purchase liquid Xtra
Purex Liquid	25.2	% of Sun liquid buyers who purchase liquid Purex
A&H Liquid	21.9	% of Sun liquid buyers who purchase liquid A&H
Private Label Liquid	18.8	% of Sun liquid buyers who purchase liquid Private Label
	Powder	
Gain Powder	17.3	% of Sun powder buyers who purchase powder Gain
Surf Powder	14.6	% of Sun powder buyers who purchase powder Surf
Purex Powder	14.3	% of Sun powder buyers who purchase powder Purex
Private Label Powder	8.2	% of Sun powder buyers who purchase powder Private Label

Source: ACNielsen Data 52 weeks ending XXXXXX

Market / Customer Dynamics				
Channel Sales Split	% of Sales	Share by Region	\$ Share	
Walmart	32%	East	1.1	
Family Dollar	21%	Central	1.9	
Food West	15%	South	2.9	
Dollar General	12%	West	4.1	
Food South	11%			
Food Central	3%	<b>Share/%ACV by Channel</b>	<b>\$ Share</b>	<b>\$ Chg vs. YAG</b>
Target	1%	Mass (66%)	2.2	0.0
Food East	1%	Food (51%)	2.4	0.1
		Drug (37%)	1.1	0.8
		Dollar (100%)	6.7	0.1
Size - Liquids	(\$)	Retail	Cost Per Ld	\$ Sales Per MM ACV
Sun Liquid	100%	NA	NA	2914
30ld / 45oz	6%	\$2.00	\$0.07	348
41ld / 62.5oz	5%	\$2.49	\$0.06	1405
50ld / 75oz	8%	\$2.75	\$0.06	3502
78ld / 117oz	7%	\$4.25	\$0.06	1167
100ld / 150oz	10%	\$5.00	\$0.04	10862
125ld / 188oz	50%	\$6.00	\$0.05	1752
166ld/250oz	15%	\$8.00	\$0.05	891
A/O Sizes	0%			
Size - Compacted Powders	(\$)	Retail	Cost Per Ld	\$ Sales Per MM ACV
Sun Powder	100%	NA	NA	498
40ld / 41oz	26%	\$3.00	\$0.07	109
80ld / 83oz	52%	\$5.00	\$0.06	217
120ld / 125oz	22%	\$7.00	\$0.06	155
Size - Non-Compacted Powders and All Purpose Cleaners	(\$)	Retail	Cost Per Load	\$ Sales Per MM ACV
19oz Mountain Fresh with Bleach	7%	\$1.00	NA	31
19oz Clean and Fresh	1%	\$1.00	NA	307
Sun Oxygen Cleaner 30oz	2%	\$2.00	NA	317
Sun Oxygen Cleaner 56oz	17%	\$3.75	NA	1083
Sun Oxygen Cleaner 96oz	18%	\$5.50	NA	139
Sun 22lb Mountain Fresh	45%	\$11.00	\$0.06	245
Sun 22lb Mountain Fresh with Bleach	0%	\$11.00	\$0.08	434
Sun 22lb Tropical Breeze	10%	\$11.00	\$0.08	122
Variant - Liquids	(\$)	% ACV	\$ Sales Per MM ACV	
Sun Liquid	100%	62%	2914	
Tropical Breeze	35%	59%	1083	
Oxi	25%	47%	945	
Clean & Fresh	20%	46%	765	
Fresh Morning Breeze	9%	10%	1617	
Mountain Fresh*	8%	6%	2414	
Vanilla Lavender	1%	3%	948	
Mountain Fresh with Bleach	2%	4%	843	
Original Fresh with Cuddlesoft	1%	4%	790	
Free & Clear	1%	4%	453	
*%ACV and \$ Per MM ACV Includes MF, MFwB and Cuddlesoft				
Variant - Powders	(\$)	% ACV	\$ Sales Per MM ACV	
Sun Powder	100%	35%	498	
Clean and Fresh	30%	28%	194	
Mountain Fresh	35%	28%	221	
Tropical Breeze	32%	22%	259	
Fresh Morning Breeze	0%	0%	662	
Free Clear	2%	2%	152	
Mountain Fresh with Bleach	6%	26%	41	
Vanilla Lavender	0%	0%	85	
*Mountain Fresh %ACV and \$ Per MM ACV includes MFwB				
ANI	Overall	Liquid	Powder	
A&H	13.5	9.9	2.6	
Purex	13.1	10.3	2.1	
Sun	6.0	4.0	3.6	
Xtra	5.7	5.6	1.0	
Private Label	7.0	6.1	1.5	
Promotion	% of \$ sold on Promo	% of EQ sold on Promo		
Sun	33%	36%		
Xtra	36%	39%		
A&H	43%	48%		
Purex	39%	42%		
Private Label	41%	45%		

Source: ACNielsen Data 52 Weeks Ending XXXXXX