HEALTH • HYGIENE • HOME

RB

2013 Investor day 1

Cautionary note concerning forward-looking statements

The following presentations contain statements with respect to the financial condition, results of operations and business of Reckitt Benckiser and certain of the plans and objectives of the Group with respect to these items.

These forward-looking statements are made pursuant to the “Safe Harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. In particular, all statements that express forecasts, expectations and projections with respect to future matters, including trends in results of operations, margins, growth rates, overall market trends, the impact of interest or exchange rates, the availability of financing to the Company, anticipated cost savings or synergies and the completion of strategic transactions are forward-looking statements.

By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There are a number of factors discussed in this report, that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements, including many factors outside Reckitt Benckiser’s control.

Past performance cannot be relied upon as a guide to future performance.

Rakesh Kapoor

Chief executive officer

Our executive committee

HEALTH · HYGIENE · HOME

Heather Allen

Executive vice president
Category development

RB experience
17 years

Rob De Groot

Executive vice president
ENA

RB experience **25 years**

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Amedeo Fasano

Executive vice president Supply

RB experience
15 years

Roberto Funari

Executive vice president
LAPAC

HEALTH • HYGIENE • HOME

RB experience
13 years

Adrian Hennah

Chief financial officer

RB experience
1 year

Gareth Hill

Senior vice president
Information services

RB experience
7 years

Frederic Larmuseau

Executive vice president
RUMEA

HEALTH · HYGIENE · HOME

RB experience
12 years

Simon Nash

Senior vice president
Human resources

RB experience **4 years**

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Executive committee

HEALTH · HYGIENE · HOME

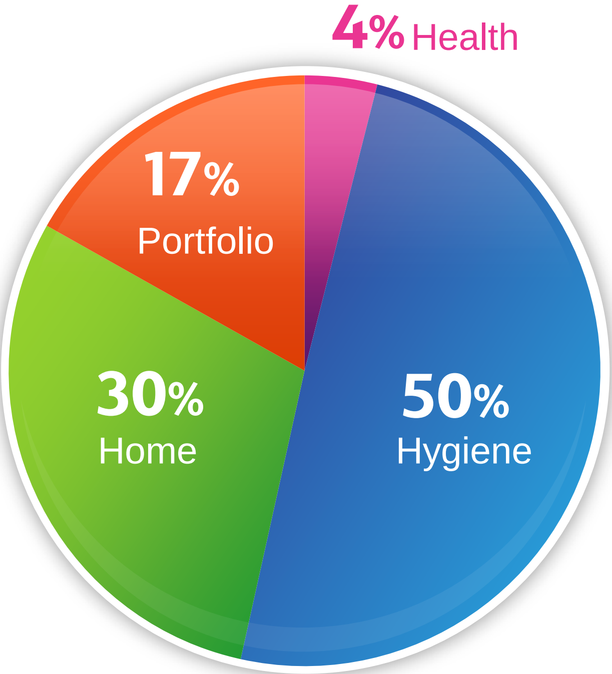
Years of experience at RB

>120 years

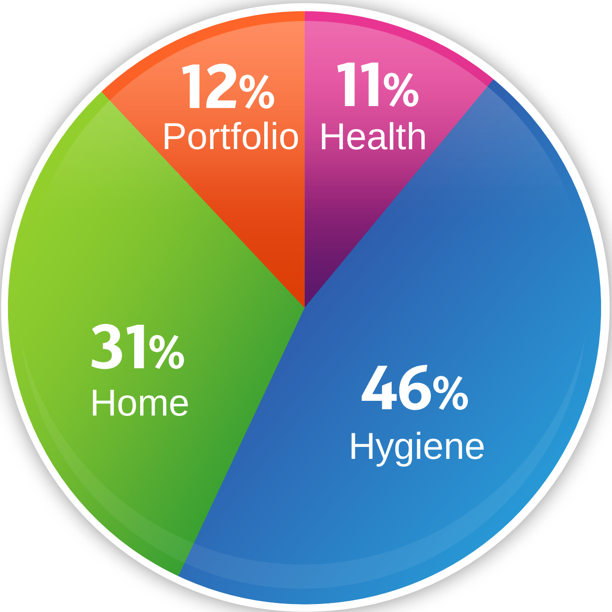
Ownership requirement

at £90 million

Our business 10 years ago



Our business 5 years ago



RB strategy

HEALTH · HYGIENE · HOME

POWERBRANDS

MARGINS

Our purpose

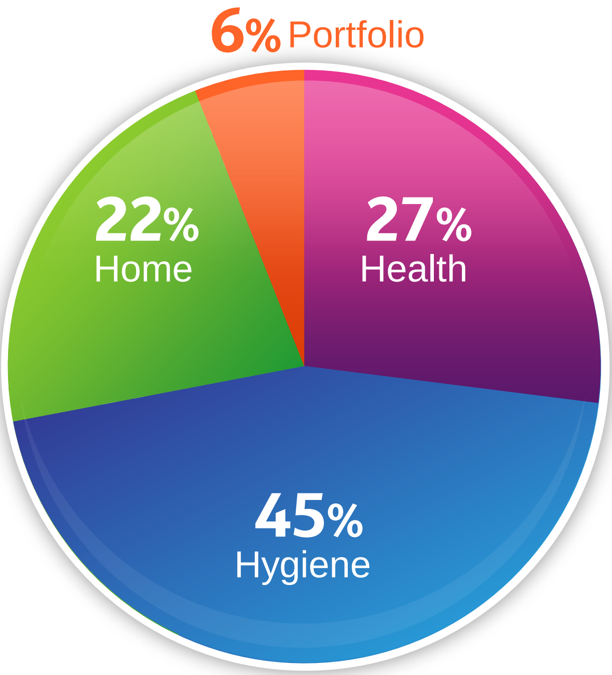
is to make a difference by giving people **innovative solutions** for healthier lives and happier homes

POWERMARKETS

ORGANISATION

Our business now

HEALTH • HYGIENE • HOME



HEALTH · HYGIENE · HOME

Building a global portfolio of consumer health brands

Both Powerbrands

Gaviscon
Nurofen
Scholl
Mucinex — Mucinex in. Mucus out.
Strepsils
durex

And market leading local heroes

Schiff MegaRed
Schiff Move Free
Digestive Advantage
Airborne
桂龙药业 GOLONG MEDICINE
Picot
Luftal simeticona 75mg/mL
Tempra 500 mg
SICO
Graneodin B
NALDECON

In larger, faster growing, higher margin categories

	HEALTH	HYGIENE	HOME
Market size @RSP	£59bn	£30bn	£9bn
CAGR	4-6%	3-5%	1-2%

Source: Global IMS OTC Market (+ Nicholas Hall VMS)

Building a global health manufacturing footprint

HEALTH • HYGIENE • HOME

5 major manufacturing locations

A significant force in consumer health…and growing

Company	Rank 2012	MAT 06/13 sales $000m @ MSP	% change year on year MAT 06/13
Total OTC	**-**	**124,5**	**+5**
J&J	1	5,1	+4
Bayer	2	4,2	+5
Sanofi	3	3,8	+5
Pfizer	4	3,8	+4
Novartis	5	3,5	-4
GSK	6	3,2	+2
RB	**7**	**3,0**	**+10**
BI	8	1,9	+4
Taisho	9	1,6	-4
Takeda	10	1,6	+6

Source: Nich Hall. Coverage all channels including Wal-Mart in the U.S.. Excludes Internet, Direct Sales and Mail Order.
RB Sales (2013 MAT 06/13) includes BMS LATAM and Guilong acquisitions. RB data includes OTC Dettol Clearasil and Scholl sales.

Consumer health landscape

HEALTH • HYGIENE • HOME

HPC

P&G

Henkel

Rx - Pharma

Johnson & Johnson

SANOFI

BAYER

Pfizer

Consumer health landscape

HPC

OTC

Rx - Pharma

Consumer health landscape

HEALTH · HYGIENE · HOME

HPC

P&G

Henkel

Consumer health

Rx - Pharma

Johnson & Johnson

SANOFI

BAYER

Pfizer

Winning recipe in consumer health

HEALTH · HYGIENE · HOME

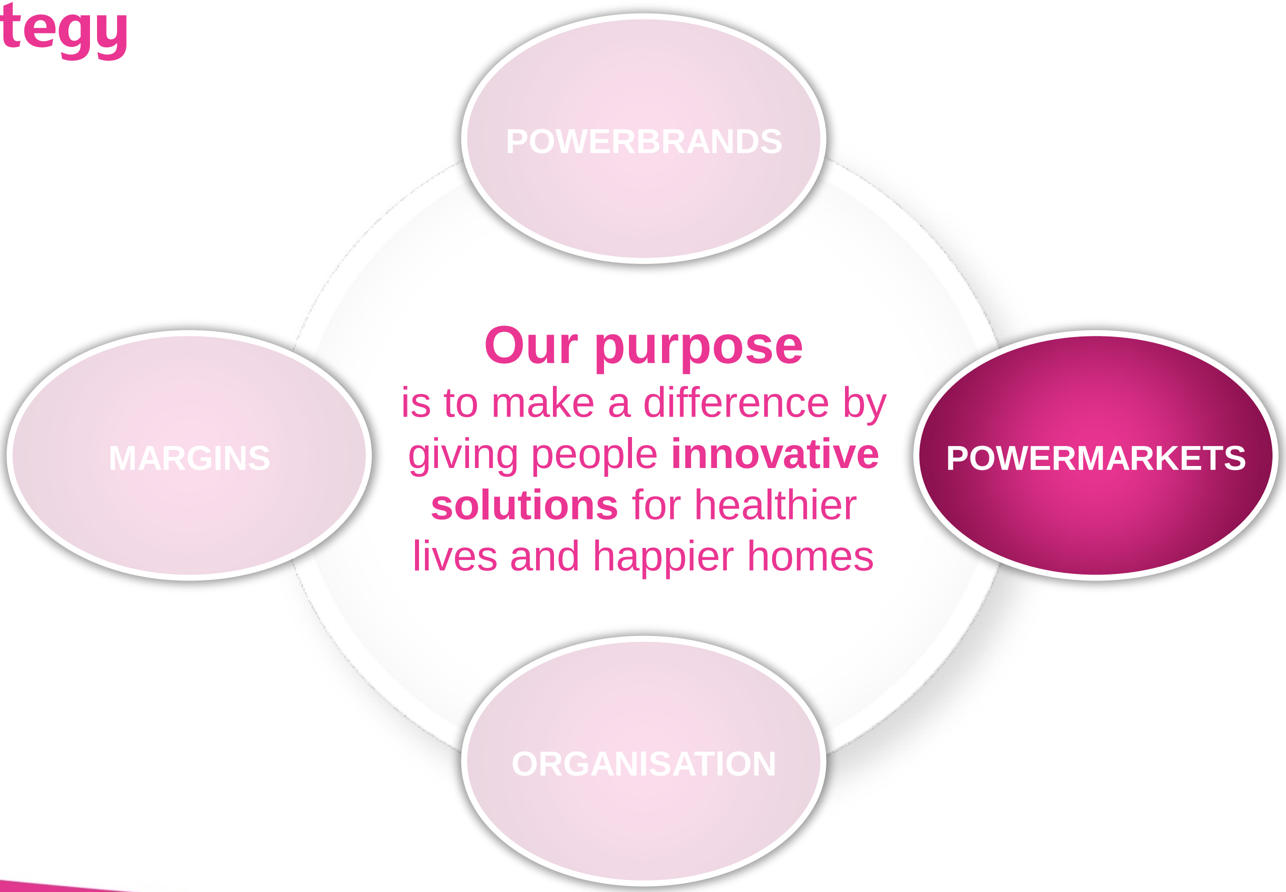
Consumer health mindset

- Consumer centric
- Competitive advantage in innovation and GTM across channels
- Branding and marketing expertise

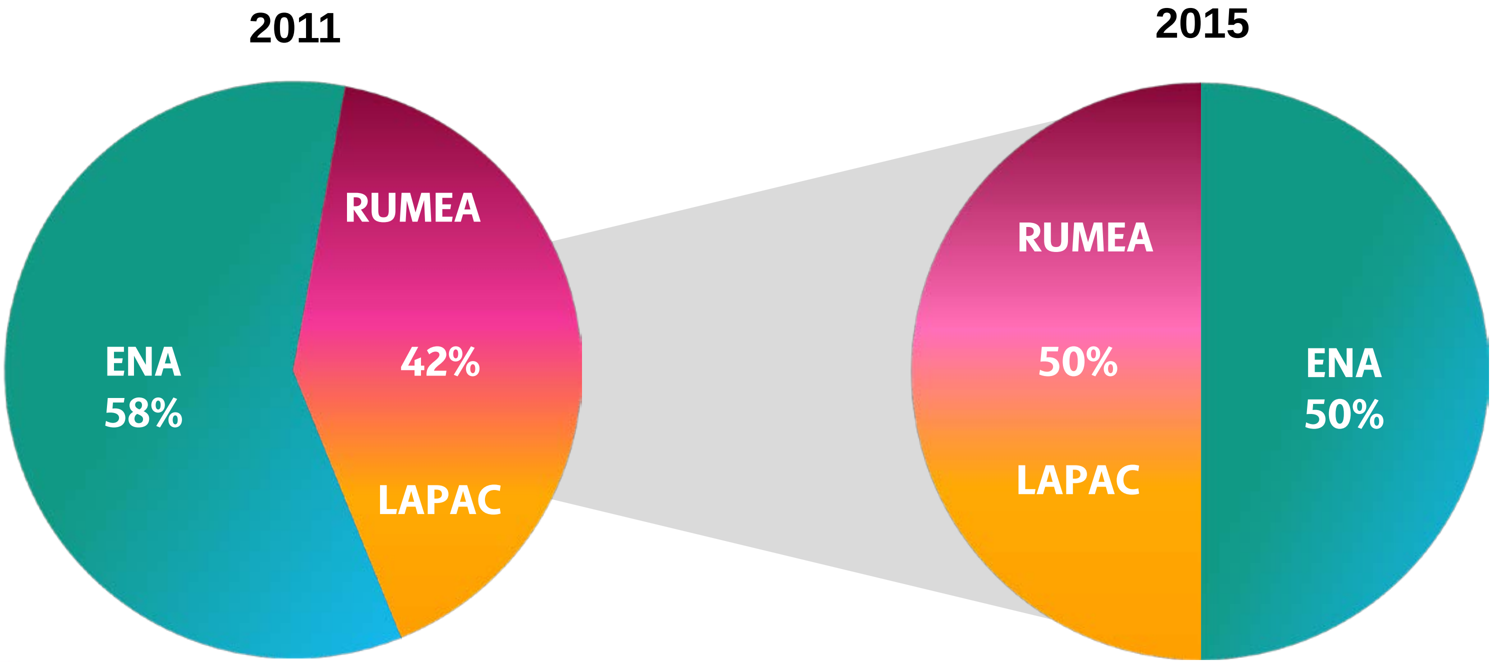
OTC mindset

- Molecule and disease centric
- Competitive advantage in drug discovery and regulatory compliance
- Doctor detailing and key opinion leader expertise

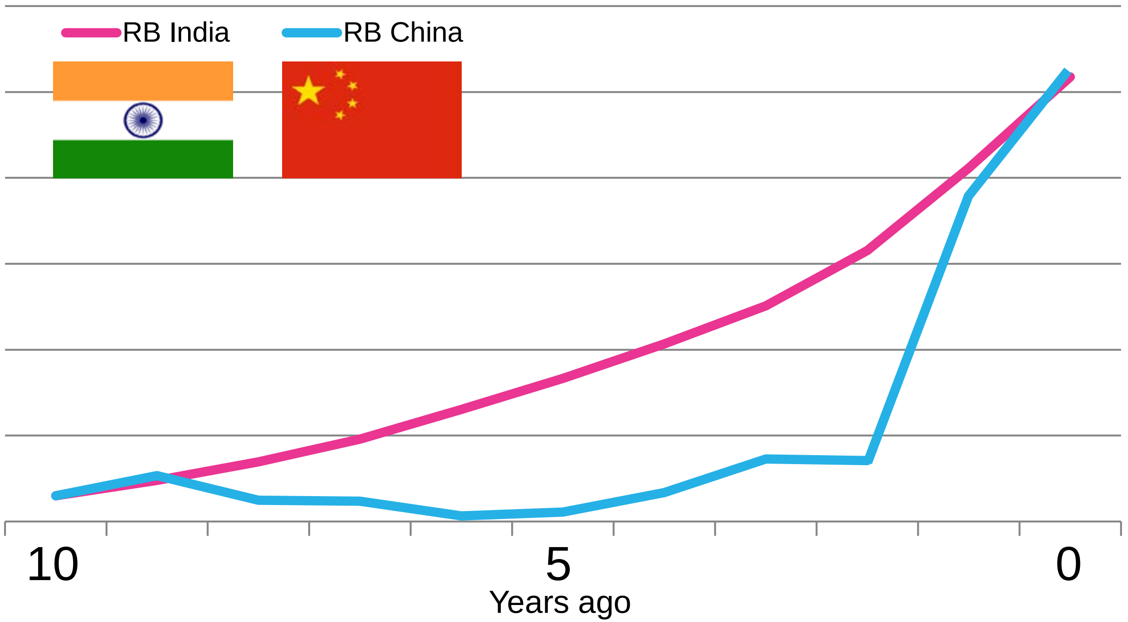
RB strategy


POWERBRANDS
MARGINS
Our purpose
is to make a difference by giving people **innovative solutions** for healthier lives and happier homes
POWERMARKETS
ORGANISATION

Core markets prioritized on growth potential



Powermarket focus driving growth



The rise of emerging markets

				
RB ranking **10 years ago**	12	16	9	33
RB ranking **5 years ago**	8	9	11	43
RB ranking **Now**	6	5	4	14

RB strategy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MARGINS
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is to make a difference by giving people **innovative solutions** for healthier lives and happier homes
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ORGANISATION

Driving greater speed and scaling-up in ENA

ENA

	Northern Europe	Southern Europe	Central Europe	Western Europe	North America
Double hat leaders	UK	Italy	Germany	France	USA

RB strategy

POWERBRANDS

MARGINS

Our purpose
is to make a difference by giving people **innovative solutions** for healthier lives and happier homes

POWERMARKETS

ORGANISATION

Agenda

HEALTH • HYGIENE • HOME

Day 1

Winning in
consumer health

Day 2

Winning in
emerging markets

Focus on health to outperform

Heather Allen

Health and hygiene categories are the biggest categories where we compete

HEALTH · HYGIENE · HOME

	HEALTH	HYGIENE	HOME
Market size @RSP	£59bn	£30bn	£9bn
CAGR	4-6%	3-5%	1-2%

Source: Global IMS OTC Market (+ Nicholas Hall VMS)

Global health is changing

HEALTH • HYGIENE • HOME

Life expectancy

is **dramatically increasing** across all geographies.

This, along with urbanization in developing markets

is leading to a **profound increase**

in the **cost to manage health**

Global health is changing

This is putting a
massive burden
on **healthcare systems** across the globe,
leading to changes in governmental policies to drive
self medication
and make free medication
a thing of the past

Global health is changing

Consumers are wanting to

feel younger for longer

and health is becoming more of a **lifestyle issue**

and not just a **medical issue**

Global health is changing

HEALTH • HYGIENE • HOME

Putting **health** at the centre of RB's **growth strategy** together with hygiene enables us to capitalise on these **profound changing trends**

Outperformance has propelled RB to #7 position in global OTC

HEALTH · HYGIENE · HOME

Company	Rank 2004	Rank 2012	MAT 06/13 Sales $000m @ MSP	% change year on year MAT 06/13
Total OTC	-	-	124,5	+5
J&J	1	1	5,1	+4
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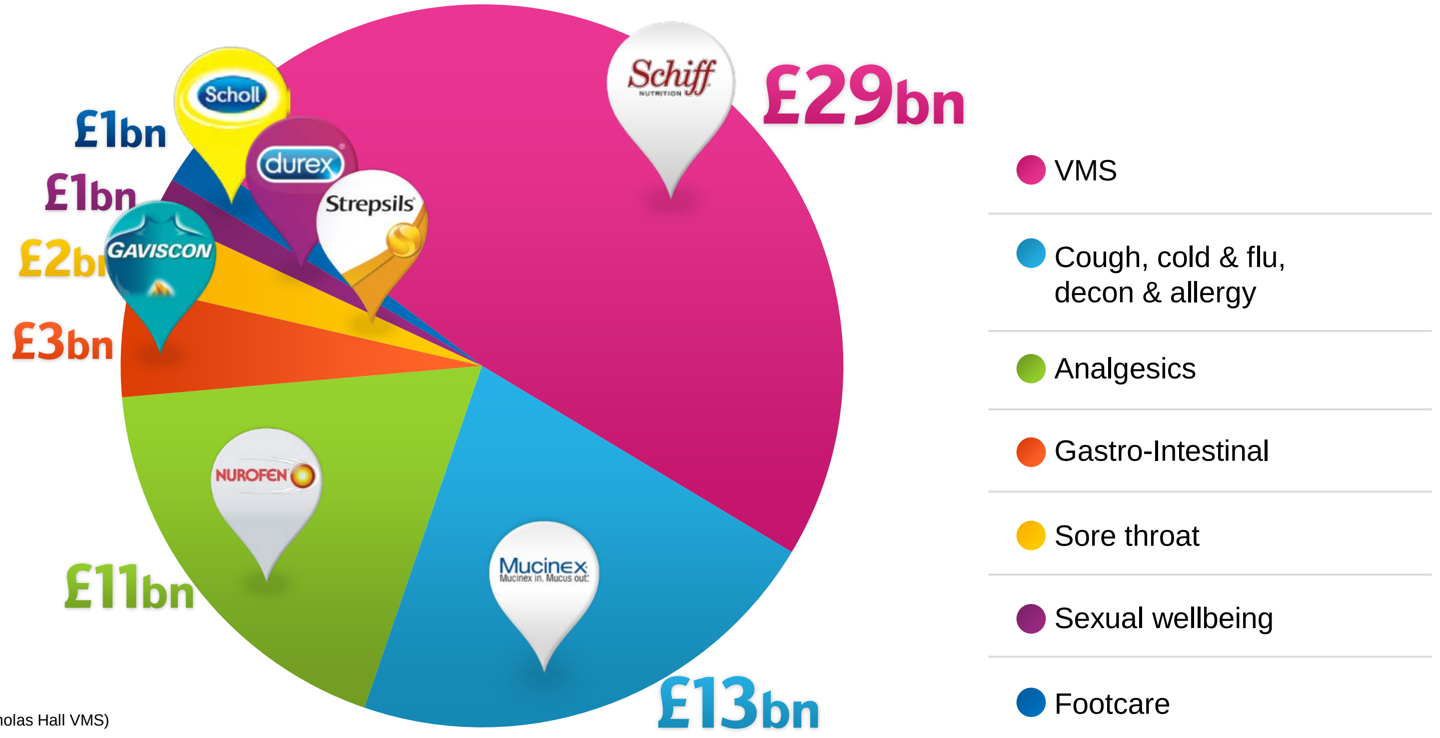
GSK	2		3,2	+2
RB	**24**	**7**	**3,0**	**+10**
BI	8		1,9	+4
Taisho	7	9	1,6	-4
Takeda	14	10	1,6	+6

2013 mid year global OTC ranking, sales & growth

Source: Nich Hall. Coverage all channels including Wal-Mart in the U.S.. Excludes Internet, Direct Sales and Mail Order.
RB Sales (2013 MAT 06/13) includes BMS LATAM and Guilong acquisitions. RB data includes OTC Dettol Clearasil and Scholl sales.

Global health categories



Source: Global IMS OTC Market (+ Nicholas Hall VMS)

Our health Powerbrands have leading global positions in their respective categories

HEALTH • HYGIENE • HOME

Global #1
Children's Analgesic

Global #2
Oral Ibuprofen Analgesic

Global #1
Medicated Sore Throat

Global #1
Upper GI

Global #1
Footcare

Global #1
Condom

US #1
Cough & Cold

And a strong portfolio of local heroes provide a very large opportunity

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MegaRed — US #1
VMS Healthy Heart

Move Free — US #2
VMS Healthy Joints

Luftal — Brazil #1
LGI

China #1
Sore Throat

Lemsip — UK #1
C&F

E45 — UK #1
Dry Skin

Senokot — UK #1
LGI

Optrex — UK #1
Eye Care

Contex — Russia #1
Condoms

Tempra — Mexico #1
Children's Analgesic

Picot — Mexico #1
UGI

Sico — Mexico #1
Condoms

Kohinoor — India #2
Condoms

How RB's competitive advantage will drive success in health

01

Leverage our FMCG expertise

02

Drive innovation

03

Build brands with stronger equities

04

White space roll outs & acquisitions

FMCG excellence means RB is starting from a holistic view of **consumers** and shoppers, **linking** these insights to **science** in order to develop products that really work

Consumer pathway - regular pain journey (e.g. headache)

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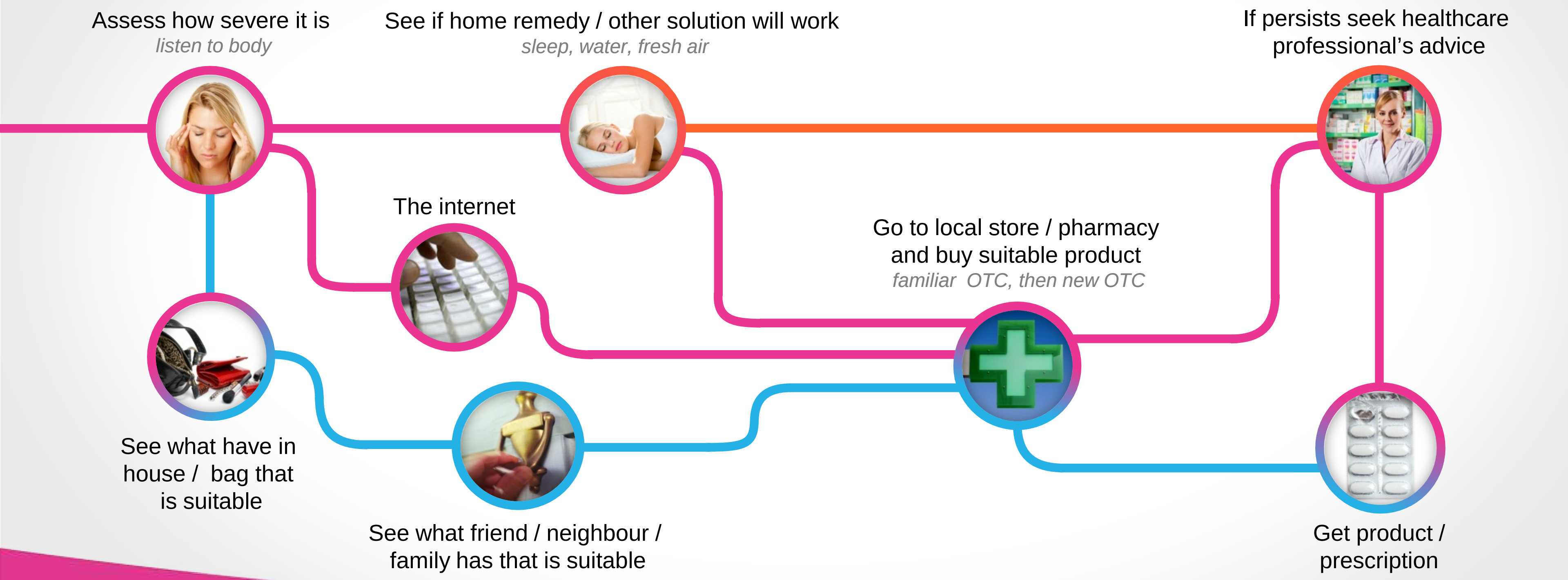

How RB's competitive advantage will drive success in health

01
Leverage our FMCG expertise

02
Drive innovation

03
Build brands with stronger equities

04
White space roll outs & acquisitions

Drive innovation to build consumer base

Roles of innovation

Attract new consumers

New **products** to expand into new categories

New **propositions** to meet new needs

Keep existing consumers loyal

New **benefits** to upgrade existing consumers

New **claims** to refresh the existing brand offer

Offering a more natural skin on skin feeling

Consumer need

For sex to feel as natural as possible

Markets

Europe, Asia, US, Russia, Australia

Our most advanced and easy to use electronic foot file

Consumer need

Perfectly smooth skin in one application

Markets

Europe

The 1st to help mothers treat the pains of their youths

Consumer need

Appropriate dose of medicine for youth for effective pain relief

Markets

Europe, Australia

A unique anti-inflammatory medicine, flurbiprofen, in a lozenge

Consumer need

Pain relief delivered directly where it hurts

Markets

Now present in 29 markets

Nurofen - consistent long term outperformance in innovation

Benefit	2x fast* * vs standard Ibu	Stronger for longer	2x as effective, half the dose
Difference	1st to launch a speed range	Best pain relief without a prescription	1st to leverage a concentrated children's formula

Hard hitting claims

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durex

Easy on fit for an even more pleasurable experience

NUROFEN

Long lasting relief with just one dose

Strepsils

Sore throat relief to work **exactly where it hurts**

GAVISCON

Works **3x faster** than Antacids

How RB's competitive advantage will drive success in health

HEALTH · HYGIENE · HOME

01

Leverage our FMCG expertise

02

Drive innovation

03

Build brands with stronger equities

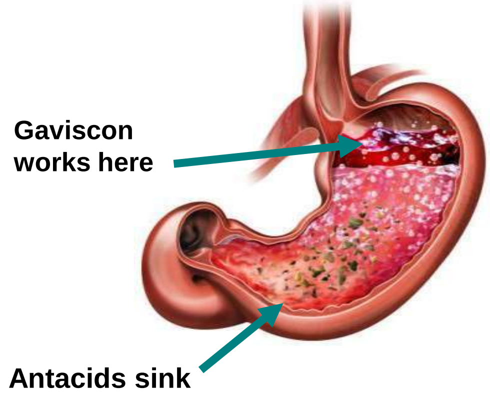
04

White space roll outs & acquisitions

Develop brands with purpose

across all geographies and touch points with consumers, healthcare professionals and trade

Science to build equity with healthcare professionals



Consumer need

Instant magical relief of heartburn, by targeting 'acid pocket'

Markets

Global roll out to GPs & Gastroenterologists

Science to build equity with healthcare professionals
via leading congresses

Educational satellite symposia at leading GI congresses

Gastro 2013 (APDW)
Shanghai, China, September 2013

UEG Week 2013
Berlin, Germany, October 2013

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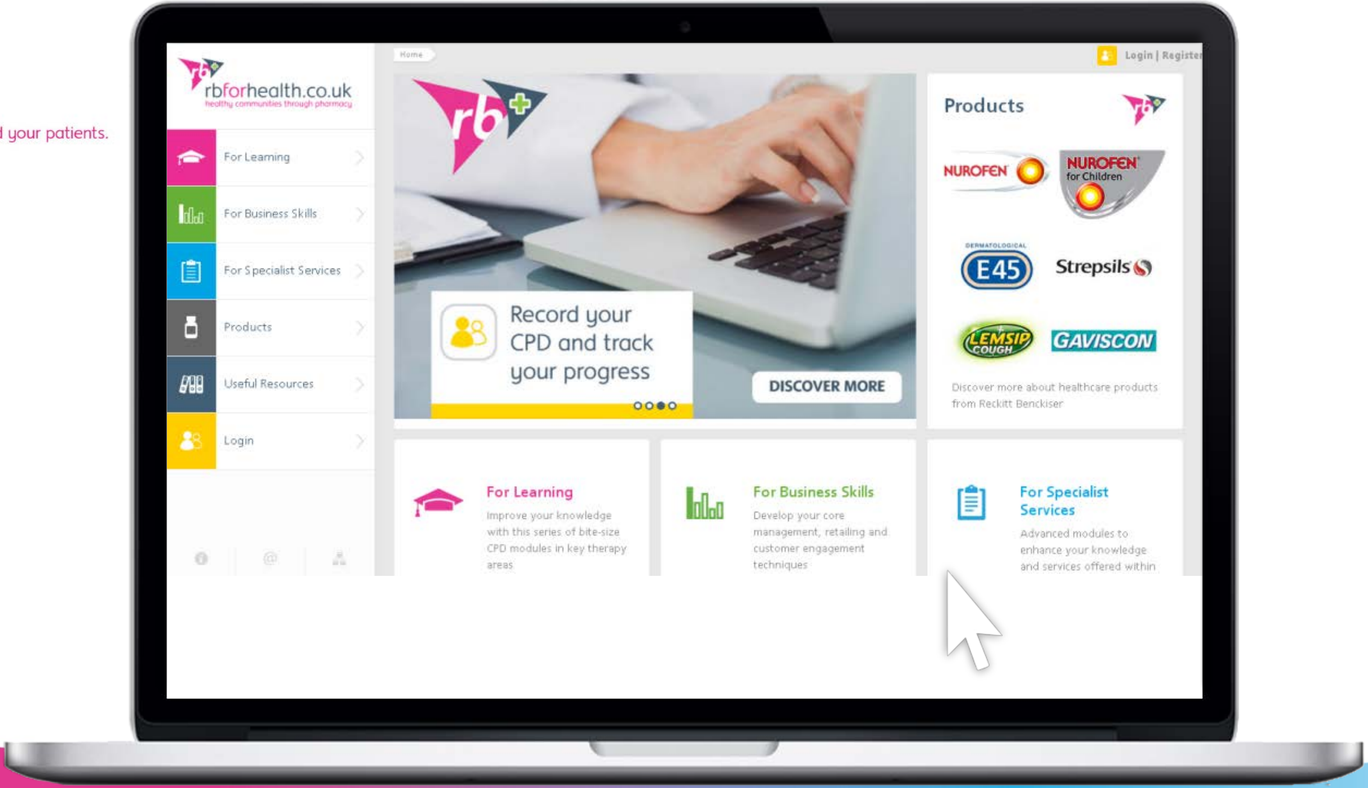
GAVISCON

Engage key opinion leaders & healthcare professionals via new portal

RBforhealth.com
Delivering the best for your business and your patients.

24/7



Engage key opinion leaders & healthcare professionals via new portal

HEALTH • HYGIENE • HOME

RBforhealth.com

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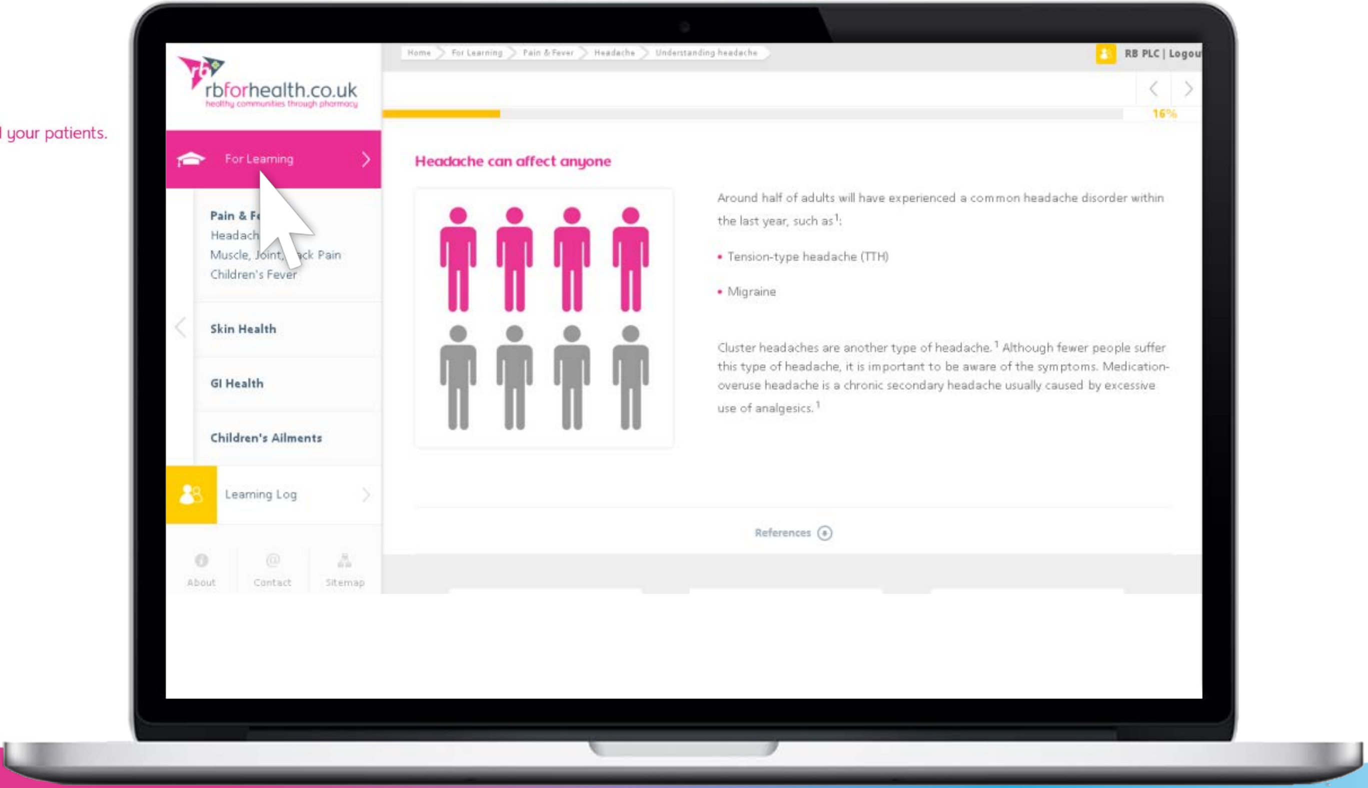
24/7

Best in class education



How RB's competitive advantage will drive success in health

HEALTH · HYGIENE · HOME

01

Leverage our FMCG expertise

02

Drive innovation

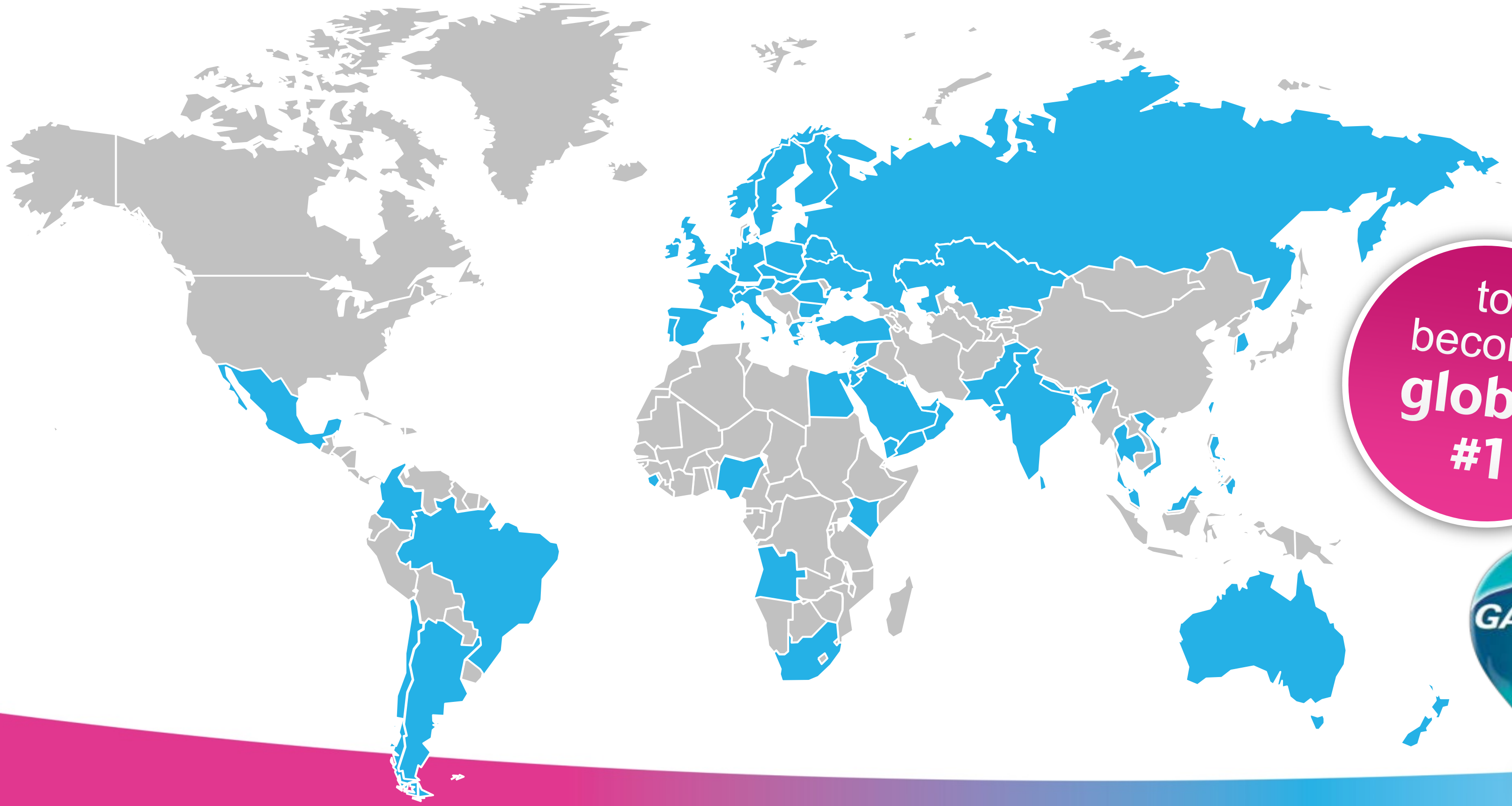
03

Build brands with stronger equities

04

White space roll outs & acquisitions

From 19 to 55 countries



to become global #1

GAVISCON

In summary

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01

The consumer is at the heart of our health business

02

We link relevant science to drive innovation

03

We engage with consumers, KOLs and HCPs

04

We build global health brands

How does RB win in the fight against cold & flu?

Camillo Pane

Global health categories

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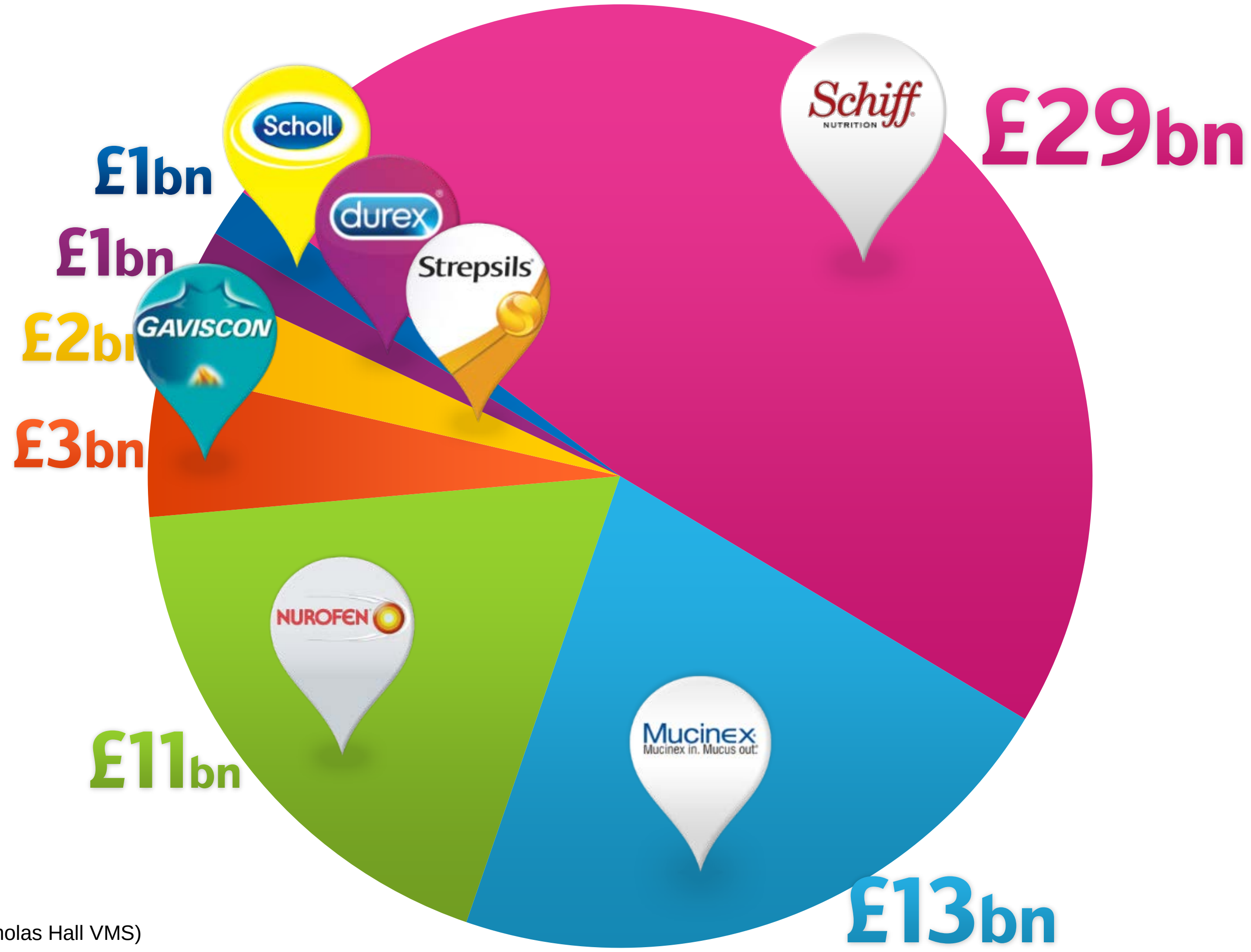

- VMS
- Cough, cold & flu, decon & allergy
- Analgesics
- Gastro-Intestinal
- Sore throat
- Sexual wellbeing
- Footcare

Source: Global IMS OTC Market (+ Nicholas Hall VMS)

How RB's competitive advantage will drive success in health

01

Leverage
our FMCG expertise

02

Drive
innovation

03

Build brands with
stronger equities

04

White space
roll outs &
acquisitions

Developing brands rooted in deep consumer understanding and connecting this to real science

Understanding consumers are **real people** with both **symptomatic** and **emotional** needs

Using our **scientific knowledge** on what causes colds & flu to develop products that **really work**

Deep understanding of the cold & flu journey

First signs

Developed cold

Aggressive cold

Flu / complications

US cold & flu segmentation, 2012

We know that cold & flu affect people not just physically but emotionally

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BATTLERS ⟷ **MANAGERS** ⟷ **WALLOWERS**

US cold & flu segmentation, 2012

We know that cold & flu affect people not just physically but emotionally

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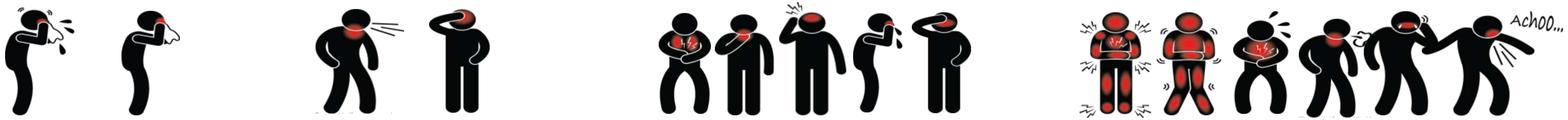
" I am determined to get my cold/flu under control as soon as possible so I can continue with my everyday life. "
(85%)

" I think women deal with cold/flu symptoms better than men. (60%) "

" I feel guilty when I have cold/flu for not pulling my weight around the house or at work. "
(48%)

US cold & flu segmentation, 2012

The number and severity of symptoms increase with flu



MILDER COLDS | **MORE SEVERE FLU**

Fewer symptoms | Multiple symptoms

Mucinex URI segmentation report

People try different things to prevent their symptoms getting worse before resorting to OTC medication

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Get more sleep
(55%)

Drink more water
(57%)

Wash hands more
(46%)

Take more vitamins
(23%)

US cold & flu segmentation, 2012

Lets have a closer look at our approach to cold & flu

How countering antibiotic misuse fits the RB Vision

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Antibiotic resistance facts:

Europe
25,000 people die
from **multi-drug resistant infections**

South Africa
600,000 infant deaths
from
antimicrobial resistance

USA
MRSA kills more
Americans annually than Emphysema, HIV/Aids, Parkinson's disease

RB has a role to play across health and hygiene as a brand leader

Around 50% of antibiotic usage in Europe is for respiratory conditions & largely inappropriate usage

Global Respiratory Infection Partnership (GRIP)

Professor Dr Altiner: Head of the Institute of the General Practice, University of Rostock, Germany

Mr Bell: Community pharmacy in Sydney

Dr Duerden: Senior Lecturer in microbiology, Cardiff & Bangor University, Wales

Professor Essack (B. Pharm., M. Pharm., PhD): Dean of the School of Health Sciences, S. Africa

John Oxford: Professor of Virology, St Bartholomew's & Royal London Hospital

Professor Pignatari: Director of the Special Clinical Microbiology, University Sao Paolo, Brazil

Dr Sessa: family physician, Arcisate, Italy

Dr van der Velden: Assistant Professor at the University Medical Center, Utrecht, Netherlands

Dr Noonan: GP, Eire

How we are working with GRIP

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Purpose of GRIP

To reduce inappropriate usage of antibiotics by changing healthcare professionals behaviours through education

RB's role:

Build long term partnerships with global GRIP members

Work with local country experts and get them involved with the global GRIP programmes

RB has a portfolio of strong cold & flu brands to cover all the key symptoms

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Sore throats

Strepsils · 桂龙药业 GOLONG MEDICINE · GraneodinB

Cough, multi symptoms of cold & flu and sinus

Mucinex — Mucinex in. Mucus out.

Aches & pains caused by cold & flu. Children's cold & flu

NUROFEN for Children · NUROFEN

Multi symptoms of cold & flu

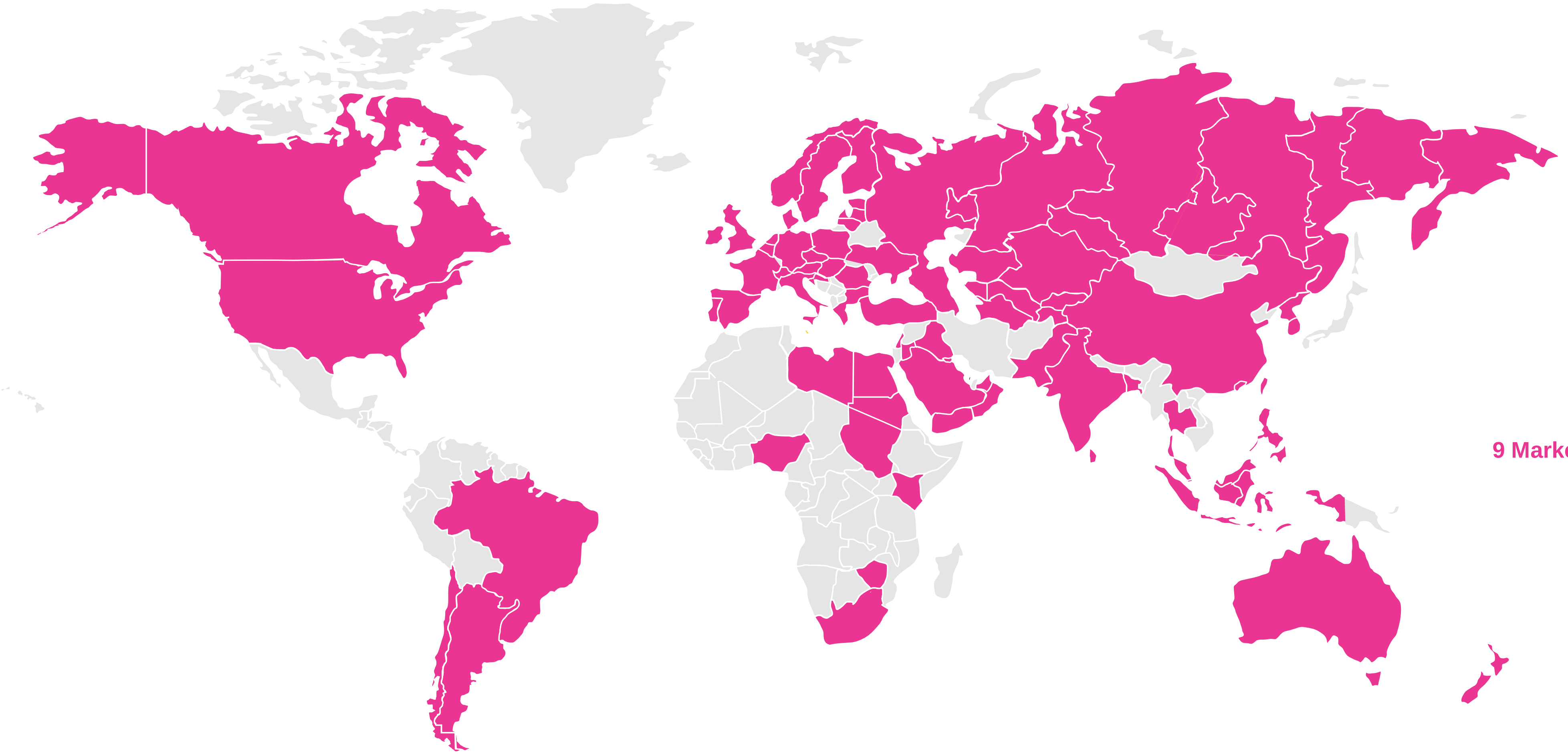
LEMSIP · D'cold · NALDECON

RB global reach

58 Markets

30 Markets

7 Markets



9 Markets

To help people express themselves, so they can keep **making their difference in moments that matter**

Strepsils

Iconic advertising

Global #1 medicated sore throat brand

2x

market


Mucinex
clears the way
from all bothersome mucus
related symptoms

Iconic advertising

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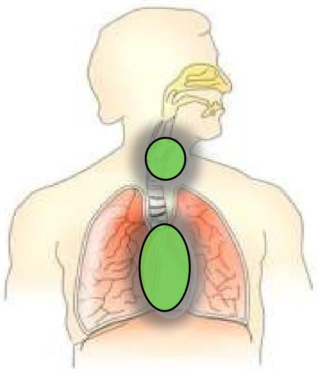
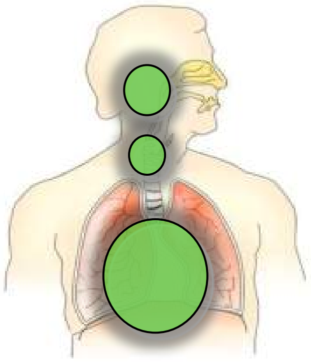
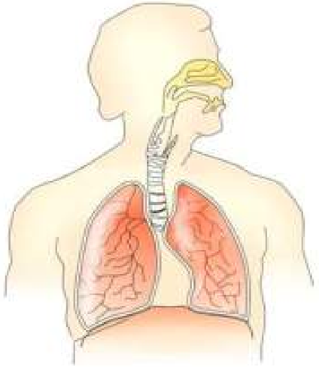
Expanding Mucinex: we identify other symptoms where mucus relief is key



Core congestion



Multi-symptoms of cold & flu



Sinus

Mucinex has expanded into multi symptom cold & flu and most recently into Sinus and Night time

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Chest congestion

#1 Chest Congestion Brand

Multi-symptom cold & flu

Launch of Mucinex FastMax & Night time through '12/'13

Sinus

Launch of Mucinex Sinus Max in 2013

And this expansion into new segment has driven strong growth since acquisition

More than

2x

market

No.1 OTC brand in US (value)

from #7 to
#1 in 5 years

IRI 2013

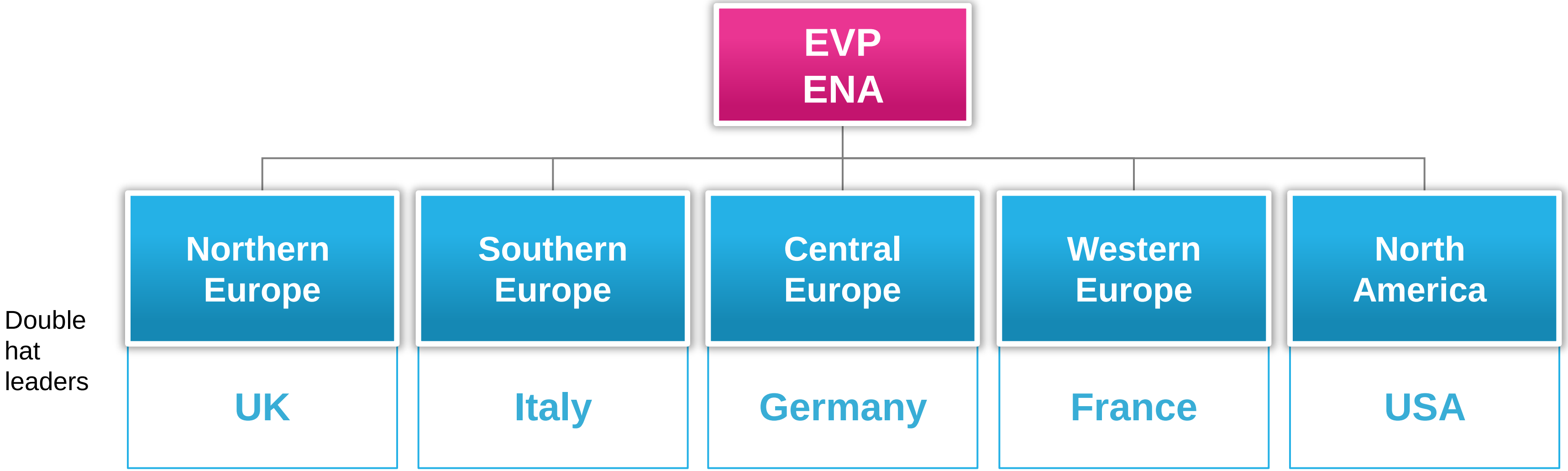
In summary

Consumer centric view of cold & flu

Strong brands in all key markets covering all symptoms of cold & flu

Proven success in expanding our brands into adjacent categories


ENA


EVP
ENA
Northern Europe
Southern Europe
Central Europe
Western Europe
North America
Double hat leaders
UK
Italy
Germany
France
USA

Driving growth in ENA through scale-up and speed

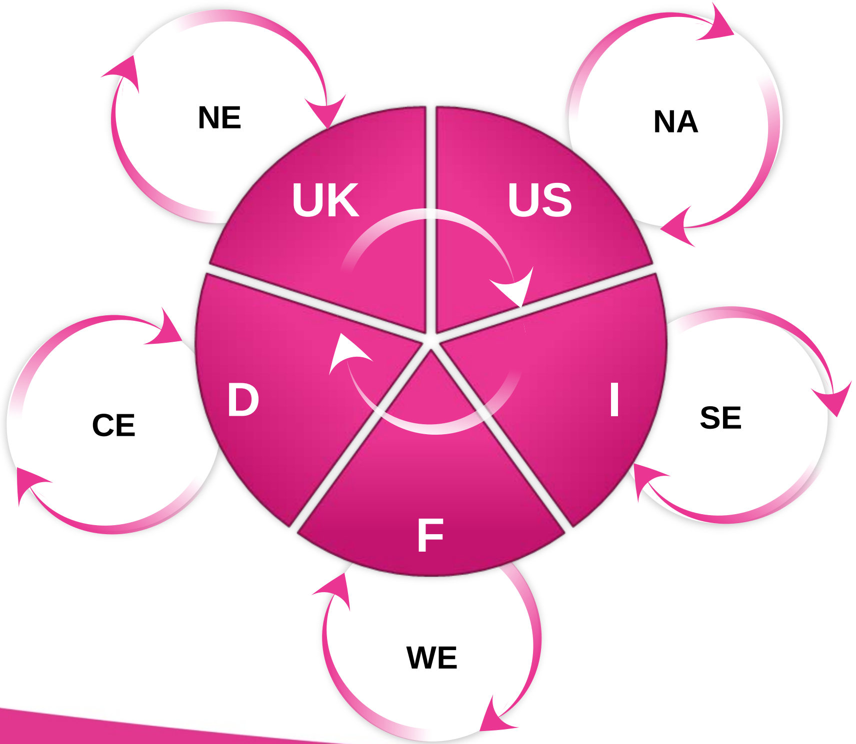
Driving growth in ENA through scale-up and speed with 4 pillars

People	Innovation	Execution	Earnings model

Driving growth in ENA

People

Driving growth in ENA



Reduced layers in ENA organisation to increase speed

Decision = implementation

Driving growth in ENA

People

Innovation

ENA innovations: fewer and bigger

NPD 2013

Scale-up innovations

42%
reduced number of initiatives

59%
increased total value

+251%
average size of initiatives

Add the magic of business development initiatives

+16%

penetration growth

Driving growth in ENA

People

Innovation

Execution

Mucinex has expanded into new segments

Chest congestion
<2008

Multi-symptom cold & flu
2011 onwards

Sinus
2013 onwards

Mucinex
Mucinex in. Mucus out.

Mucinex

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Old

Mucinex
Mucinex in. Mucus out.

Mucinex has created a sign post brand through execution

Current

No.1 OTC brand in US market (value)

from #7 to #1 in 5 years

IRI 2013

Driving growth in ENA

People	Innovation	Execution	Earnings model

The ENA earnings model

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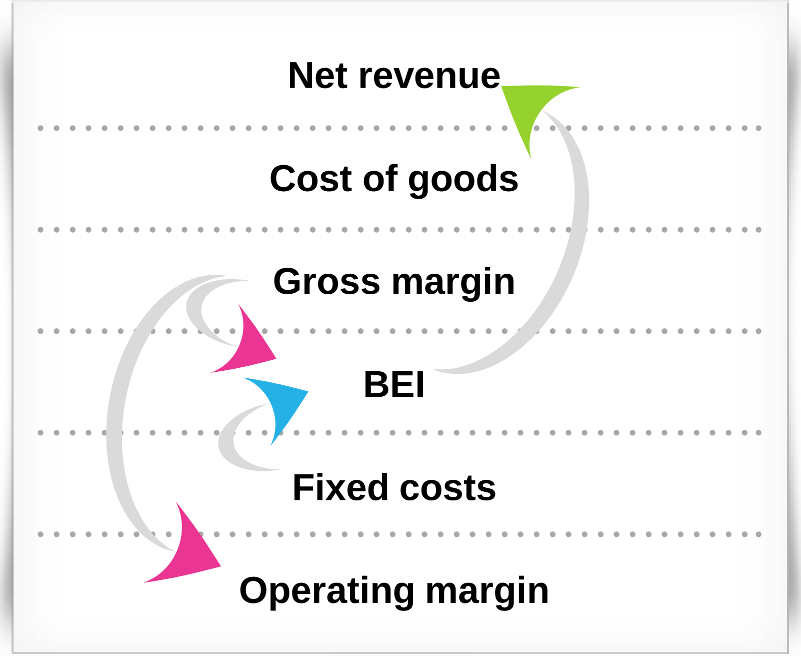
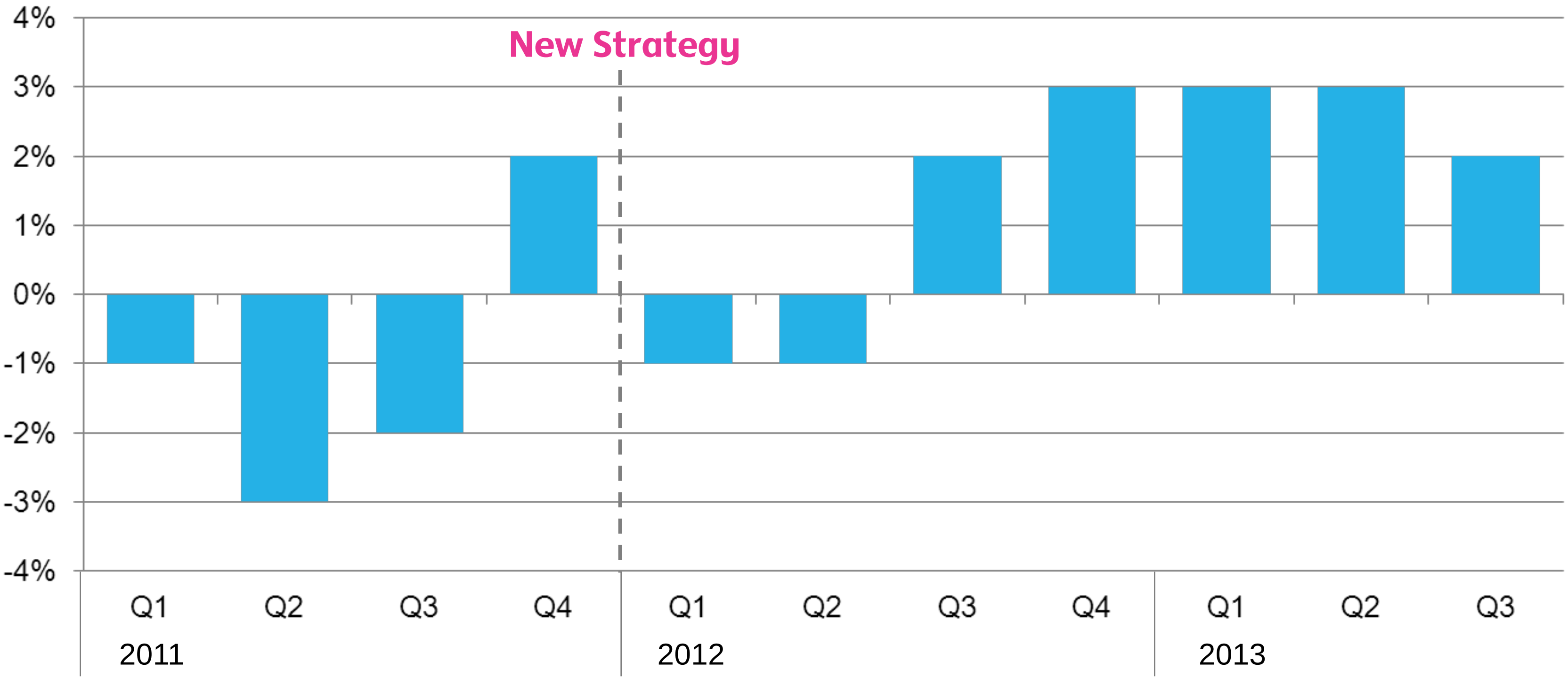


1. Improve gross margin
2. Fixed cost synergies
3. Reinvest part into BEI to drive net revenue growth harder behind higher margin innovations

ENA revenue progression



ENA strategy for scale-up and speed

Culture, people

Innovation

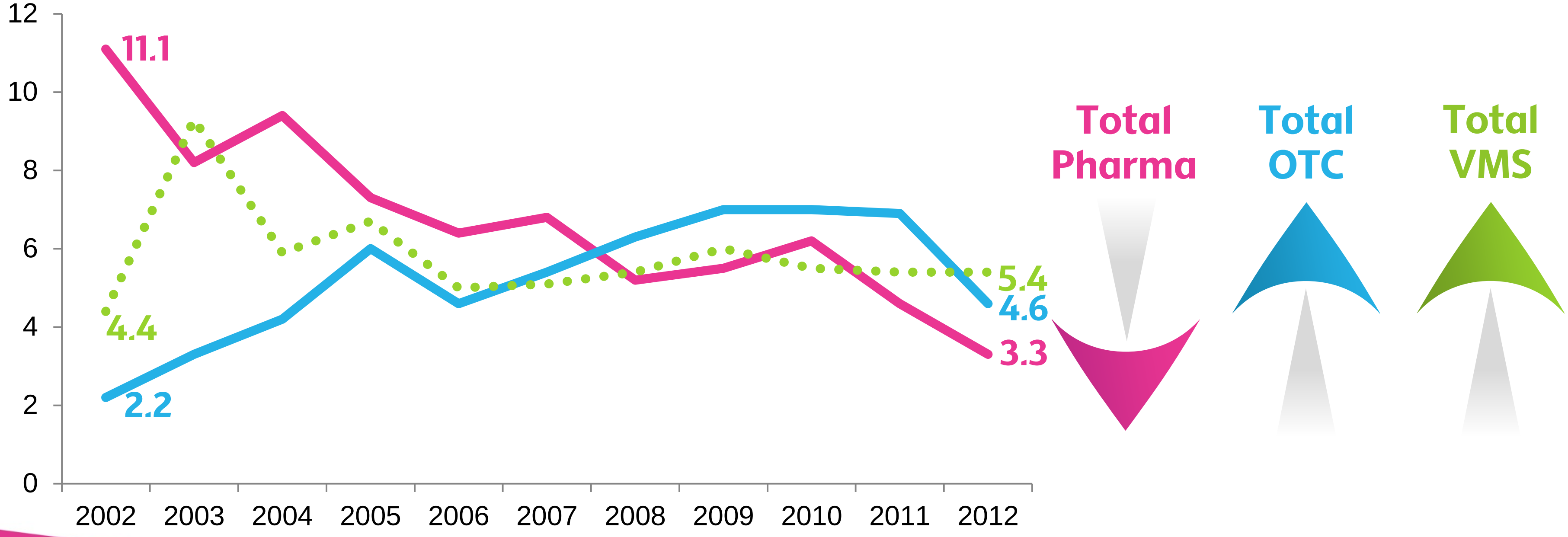
Execution

Growth and profit expansion

Vitamins, Minerals, Supplements

A new category for RB

The global VMS market continue to grow at mid single digit, in line with OTC and ahead of prescription medication



Source: Rx & OTC IMS OTC Global Analysis (includes estimates for all channels eg USA Walmart, UK Grocery, Internet, Direct Sales
VMS – Euromonitor (@ MSP - Coverage all channels including Walmart, Internet, Direct Sales)

The VMS market is highly fragmented, with the leading company at a 5% market share

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	Global company	MS%
1	Amway Corp	5.2
2	Pzifer Inc	2.5
3	Otsuka Holdings	2.4
4	Bayer AG	2.2
5	NBTY	2.3
6	Taisho Pharmaceutical	1.7
7	Living Essentials	1.6
8	Herblife Ltd	1.6
19	**RB**	**0.5**

RB has 4.4% market share in US and is #6 VMS manufacturer

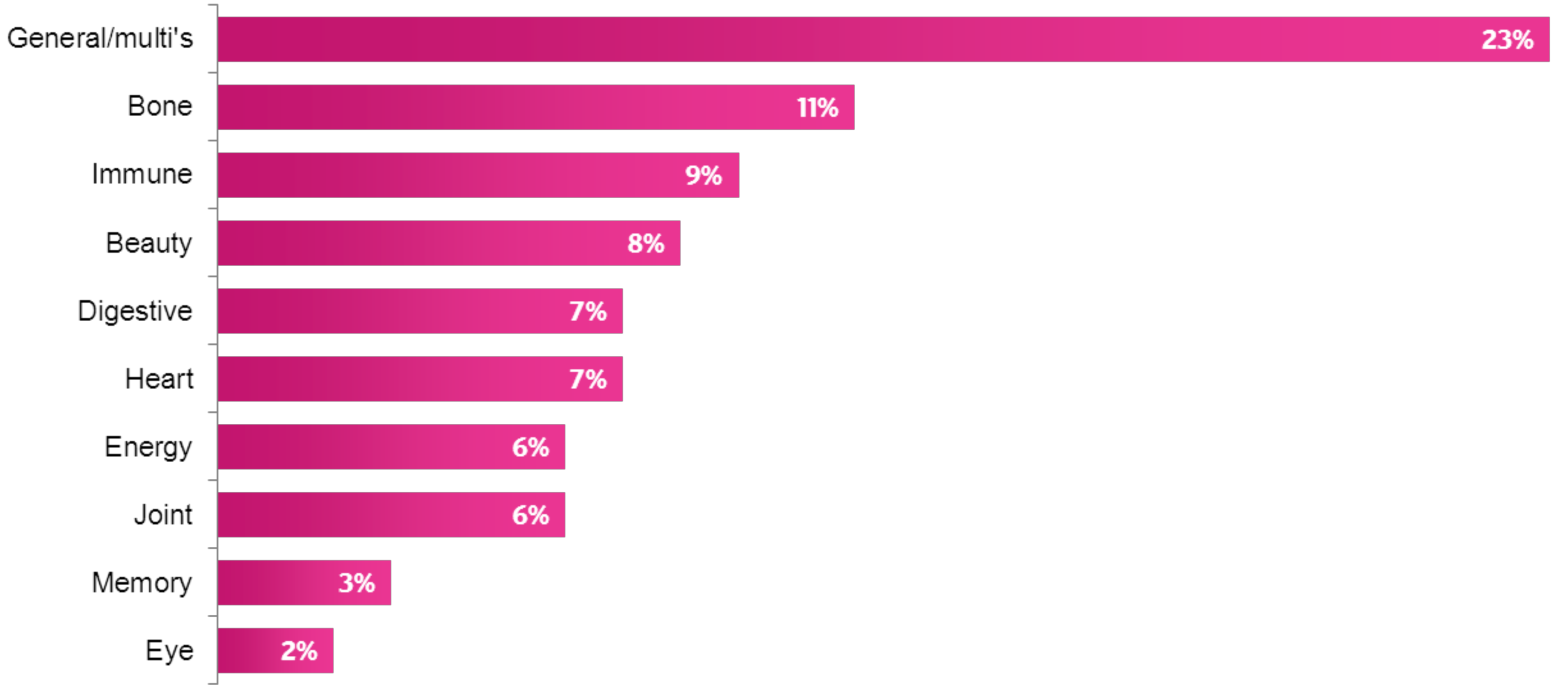
The global vast majority of VMS products are single ingredient, or simple multivitamins

Source: EuroMonitor Report: Vitamins and Dietary Supplements - 2011

Source: IRI Oct 2013 $ share


The VMS category is now mainstream
health and wellbeing

VMS – top 10 key benefit platforms
(% global sales split)



Euromonitor Report: Vitamins and Dietary Supplements – 2011

In the US Schiff is a leading player with a portfolio focused on 4 leading brands

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A 75-year history of providing high-quality nutrition products

Heart health

Joint care

Immune support

Digestive health

Omega-3 fatty acid

Omega-3s are essential fatty acids we need to obtain from our diet

What are sources of Omega-3s?



Oily fish | Walnuts | Flax seeds

Supplements

Why are they important?

A. Form part of the **structure of the cells** in the body

B. Help our **metabolism** to work better

C. Anti-inflammatory effect on the body

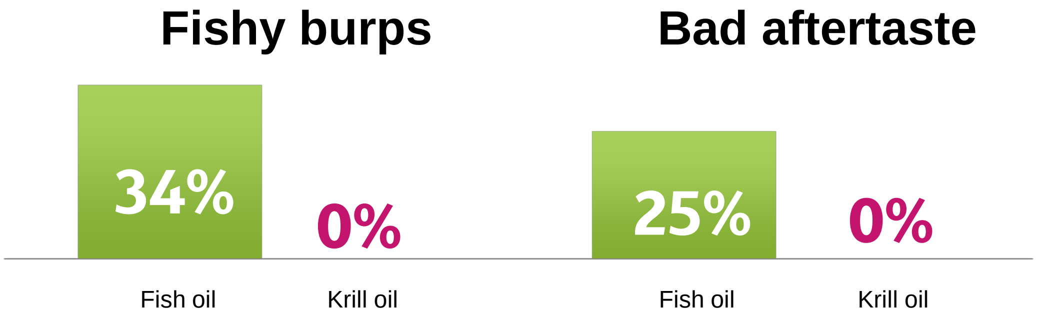
D. Efficacy confirmed by over **2,000 randomized controlled human clinical trails**

Omega-3 provides benefits for the whole body, but

HEART HEALTH

is the core of overall well being

Standard fish oil is currently the most common source of Omega-3's, but it comes with downsides



Consumers who stopped using Omega-3 supplements usually do because of these reasons

And that's why RB are interested in

Antarctic krill

tiny but resilient creatures

1Nutrition Business Journal, NBJ's Supplement Business Report 2011

Building competitive advantage with core technology platforms

What are krill?

- Small crustaceans, mostly found in the Arctic and Antarctic oceans
- Low down in the food chain and live in a very pure environment

Why is krill oil special and different ?

- Omega-3s from krill are rich in phospholipids meaning more soluble in water than other sources of Omega-3s so easier to digest:
  - No fishy burps
  - Smaller pill vs. fish oil


May Reduce
the Risk of Coronary
Heart Disease
Schiff
SINCE 1936
MegaRed
100% PURE
OMEGA-3 KRILL OIL 300 mg
COMPARE TO FISH OIL
Just 1 Small Softgel Per Day
No Fishy Odor or Aftertaste
ACTUAL SIZE SOFTGEL SHOWN
60 DAY SUPPLY
SUPERBA
MADE WITH SUPERBA KRILL OIL
60 SOFTGELS
DIETARY SUPPLEMENT

VMS / RB

The right category

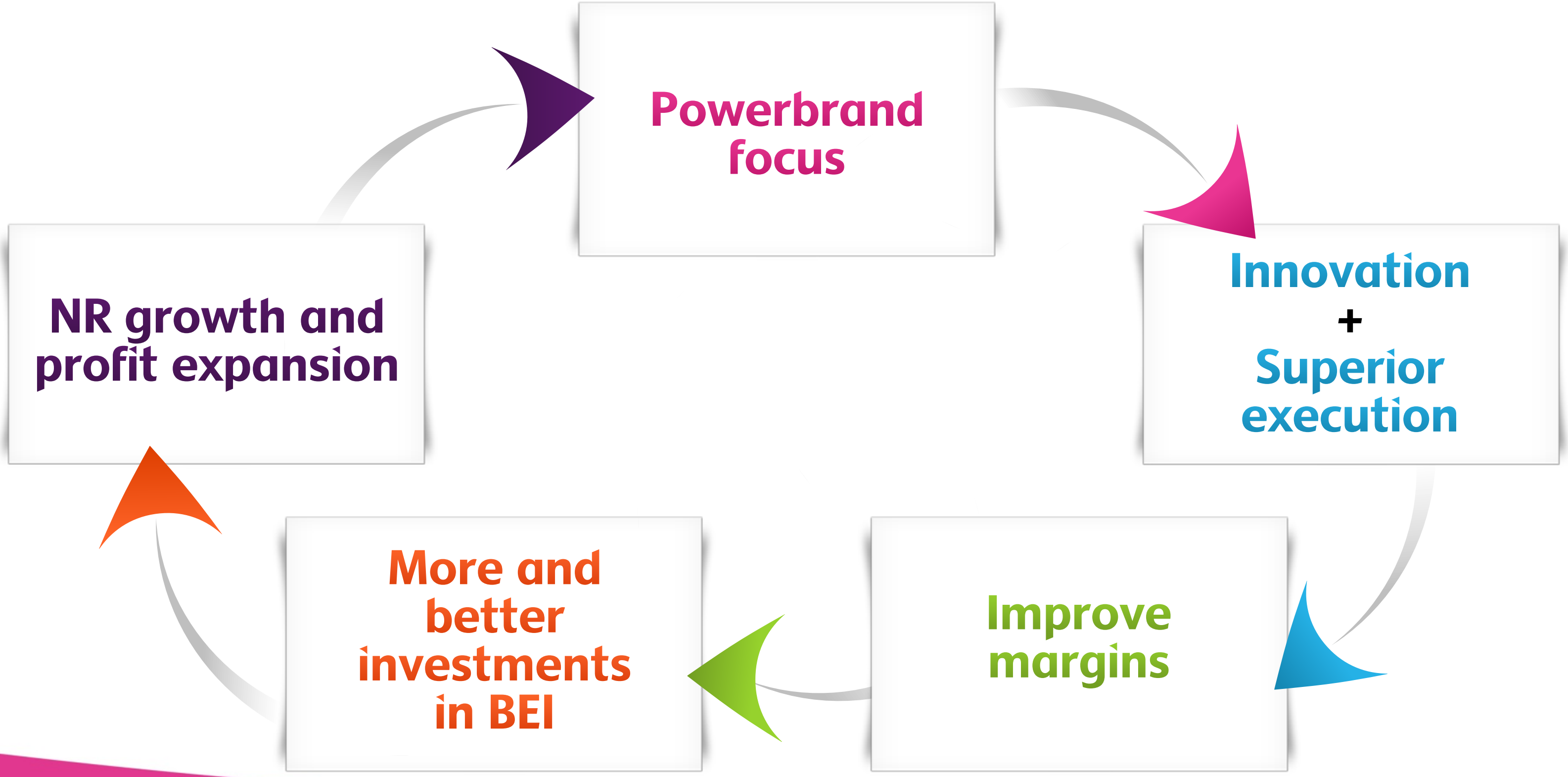
- Largest OTC category at £29bn
- Good growth trends, both in developed and developing markets
- Fragmented marketplace

The right acquisition

- Leading brands in the world's largest VMS market
- Differentiated proposition e.g. Krill vs. fish oil
- Focused portfolio with higher growth segments

RB - The right owner

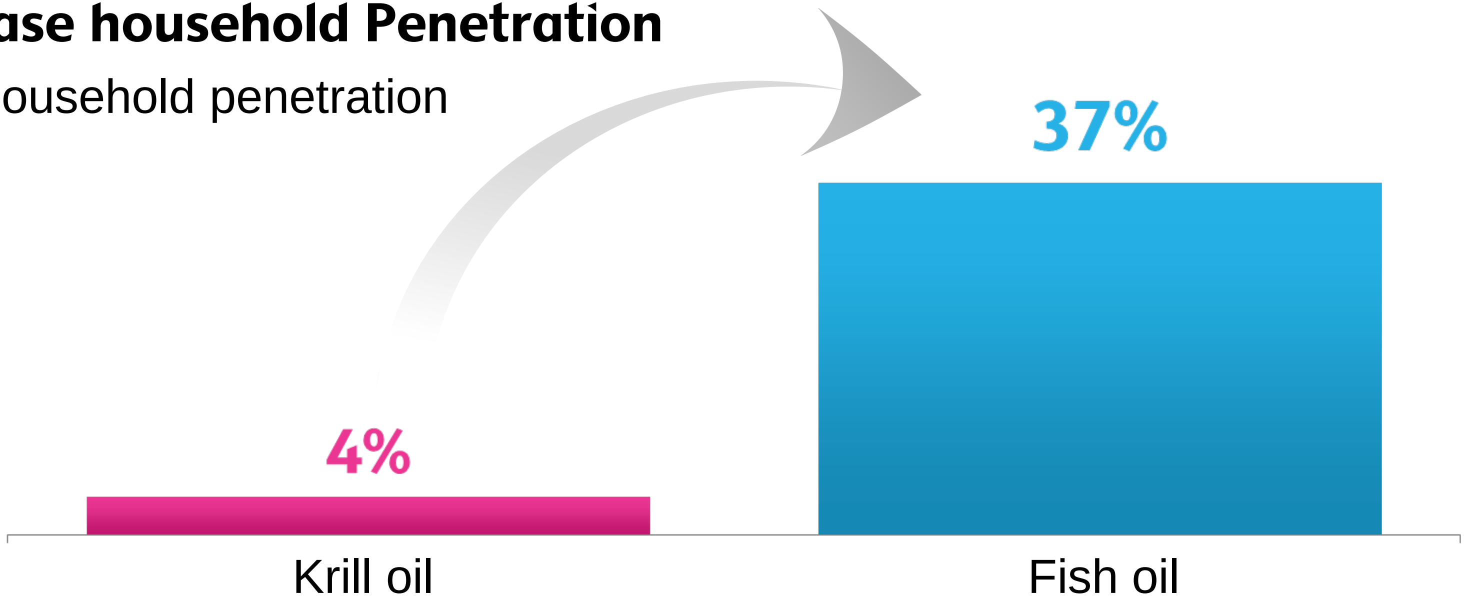
RB Powerbrand strategy



RB has an opportunity to step change the category

Increase household Penetration

USA household penetration



Drive growth through innovation

Digestive health

Digestive Advantage Gummies with probiotics + fiber

Heart health

MegaRed Ultra 1000mg

The VMS shopper of our brands is significantly more valuable

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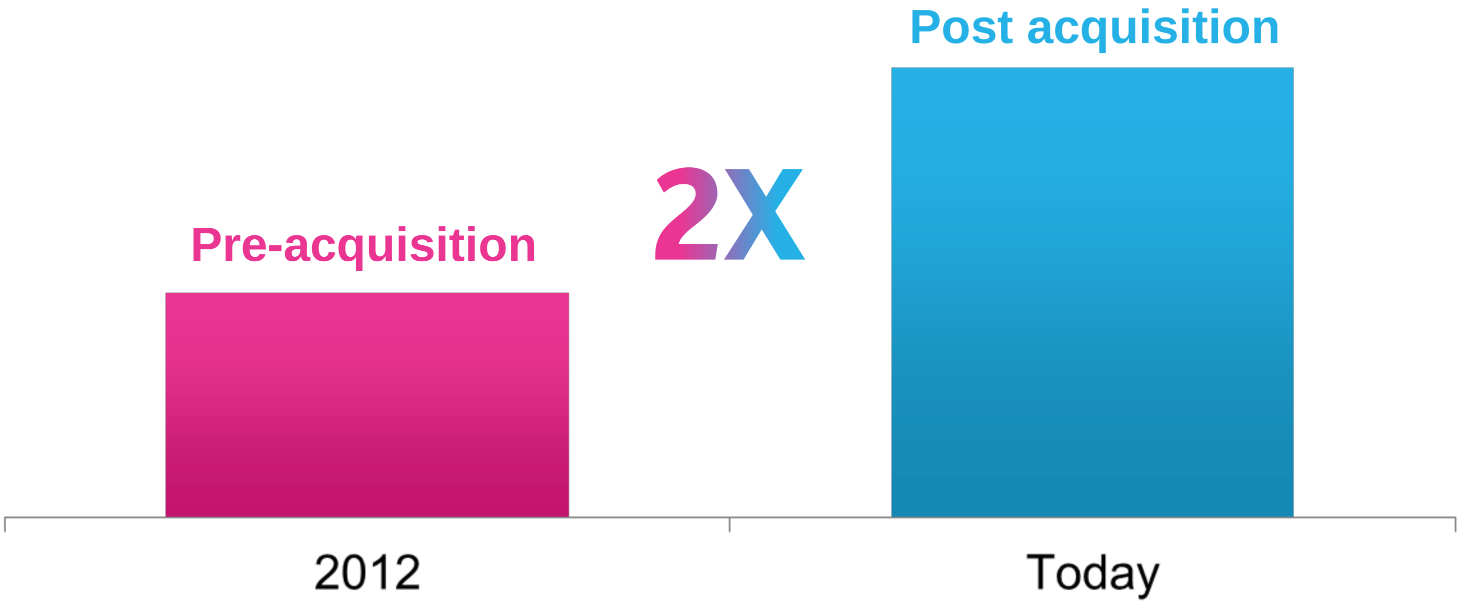
Schiff MegaRed	Airborne	Digestive Advantage	Schiff Move Free Total Joint Health
$117	$63	$88	$98

Average US basket $31

Go to market excellence with retailers, 2X more points of distribution



Source: Internal RB distribution points tracker

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Breaking the madness, creating visibility and improving presence…

Creating heart health block in Walgreens

Best placement on immune health in Wal-Mart

Combined with 2nd placement across channels

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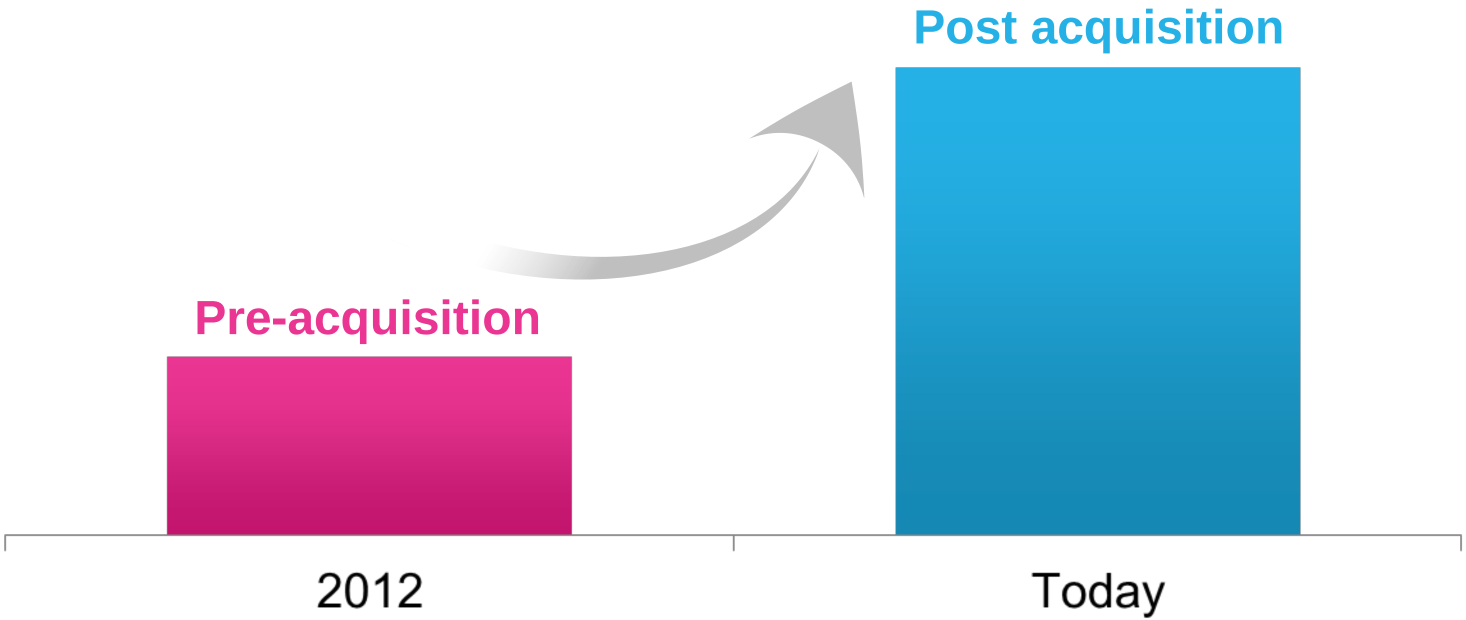
Drug

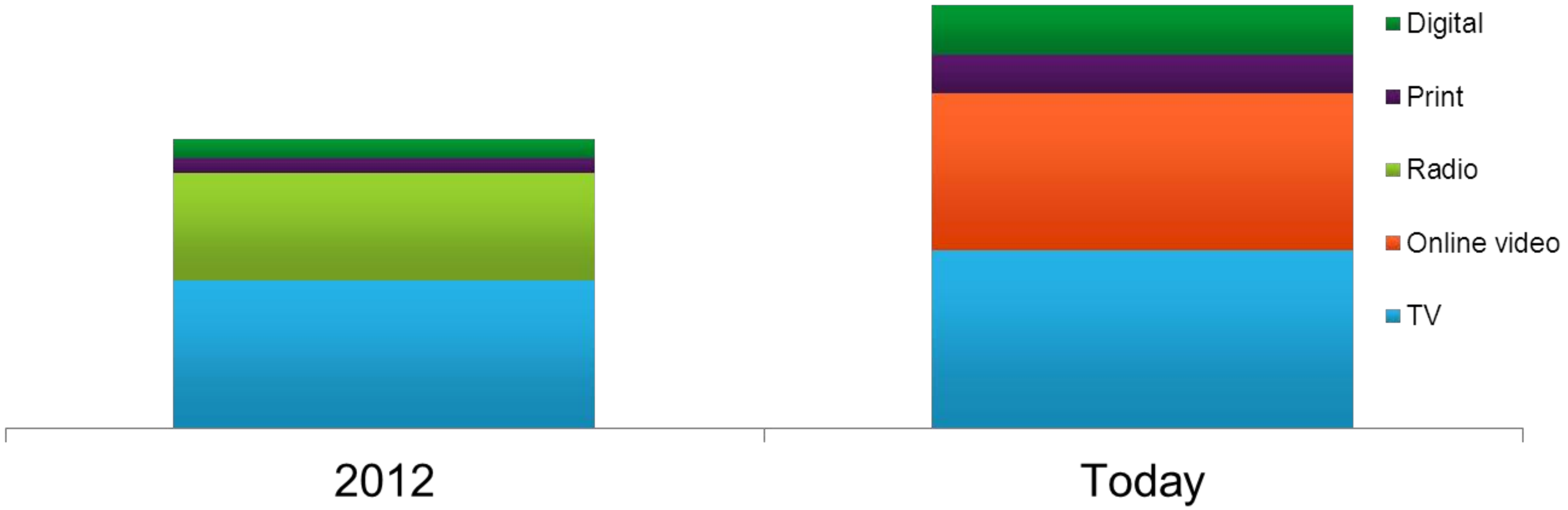
Mass

Airborne®
Immune Support Supplement with Herbs, Vitamins & Minerals

Exceeding gross margin expansion plan



Increased investment in digital & social media mix



Opinion leaders to build awareness & recommendation

60%

sales uplifts

during TV integration with Dr. Oz

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While delivering strong point of difference vs. competition & driving trial

2.4M

samples distributed in 2013

to fish oil users

Leveraging RB consumer health capabilities to reach 35,000 healthcare professionals

Product education & samples to be given to patients

Doctors recommendation #1 reason to buy Omegas

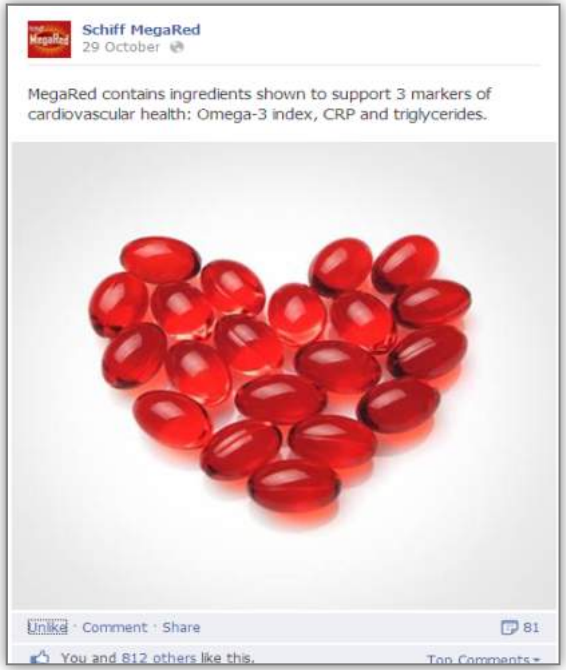
Creating brands with purpose, "we care to the core"

>19.000 likes

in 1 single Facebook post with **700 comments**

Emotional pillar

Science/experience pillar



Increasing household penetration

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Schiff NUTRITION

2 years ago	1 year ago	Now
8.5%	9.4%	10.4%
	+80bps	+110bps

Source IRI : Geography : Total US - All Outlets

VMS / RB

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RB - The right owner

- Powerbrand focus
- Continuous innovation
- In store excellence
- Superior and increased BEI
- Driving household penetration


Its now time to unleash
MegaRed across >20 new
markets in 2014!

Innovating for healthier lives and happier homes

Investor Day 2013

Sharon James
SVP R&D

Agenda

R&D
at RB

Regulatory
capability

Innovating
for health

Q&A

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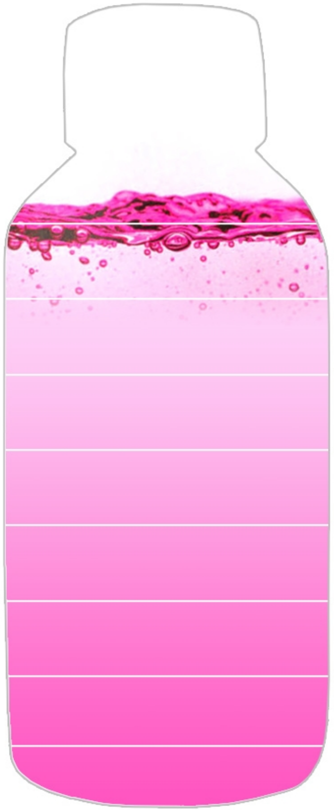
We take a unique, holistic approach to product innovation

Formulation Innovation

We take a unique, holistic approach to product innovation



- Scientific services
- Sustainability
- Packaging
- Regulatory
- Clinical & medical
- Consumer & sensorial science
- Formulation
- Innovation

We take a unique, holistic approach to product innovation

Scientific services

Sustainability

Packaging

Regulatory

Clinical & medical

Consumer & sensorial science

Formulation

Innovation

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We have R&D operations around the world

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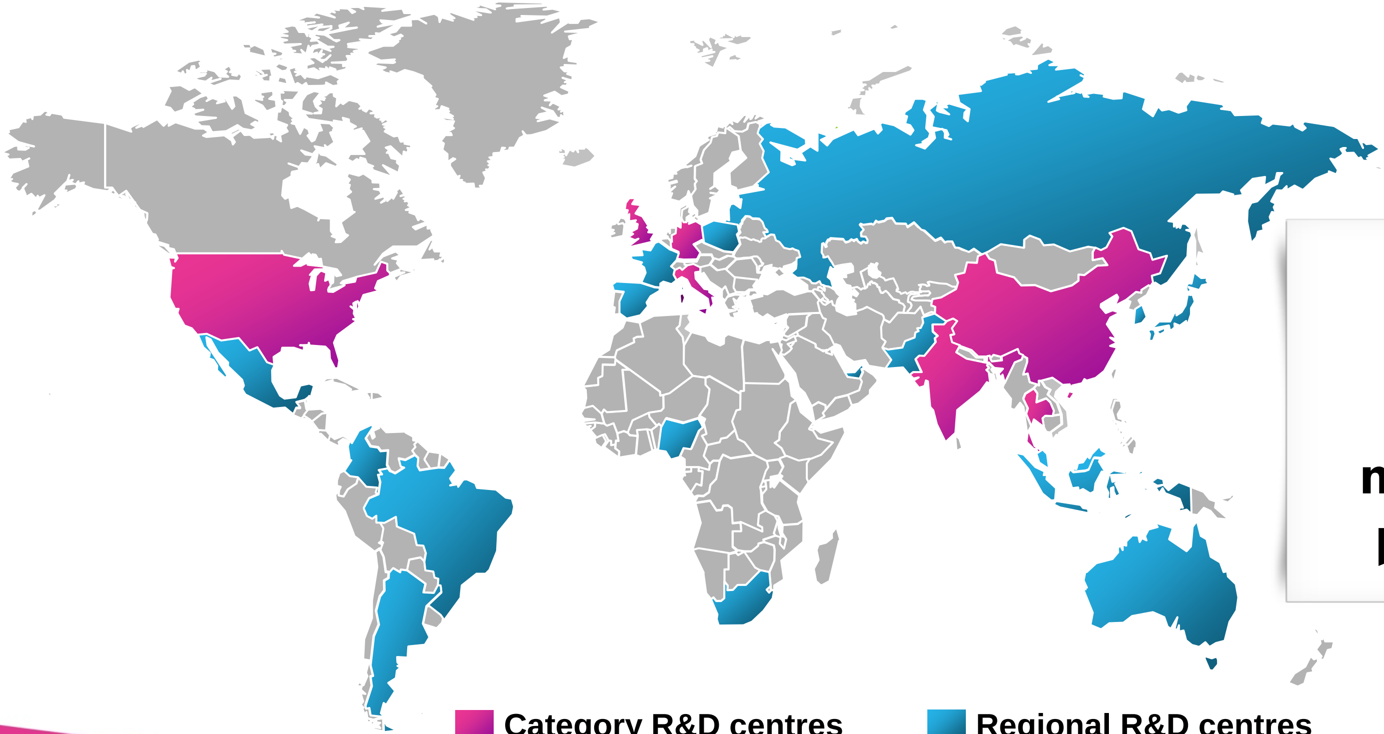


Three new R&D centres in emerging markets in the past 10 years

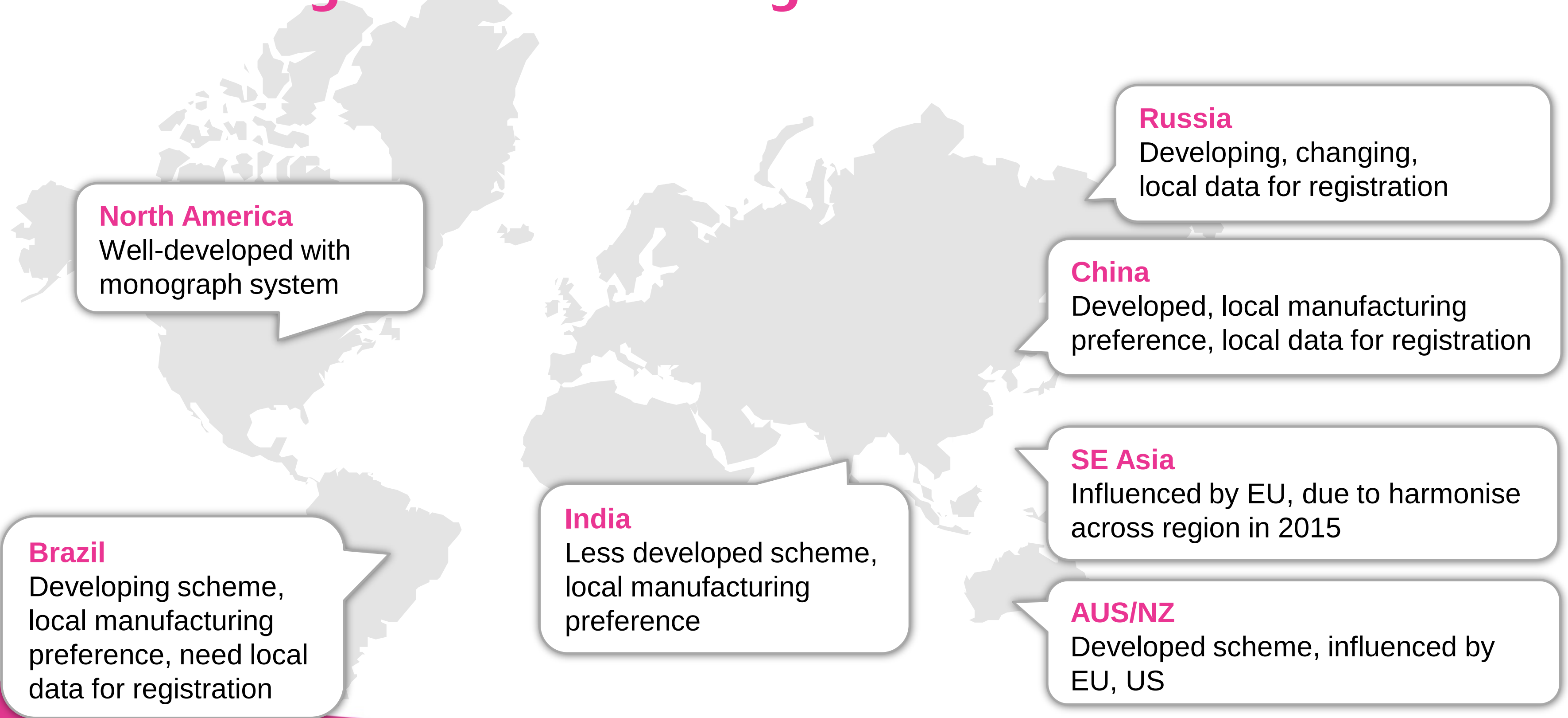
Category R&D centres

Regional R&D centres

We are strengthening skill sets

Responding to a changing regulatory landscape

Medicine regulation is evolving



RB regulatory and medical affairs teams are now in many locations around the globe

Leveraging expertise and capability

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Agência Nacional de Vigilância Sanitária

MHRA
Regulating Medicines and Medical Devices

EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

asean

FDA

Australian Government
Department of Health
Therapeutic Goods Administration

CFDA China Food and Drug Administration

Regulatory authorities around the world have conducted over 40 audits so far in 2013

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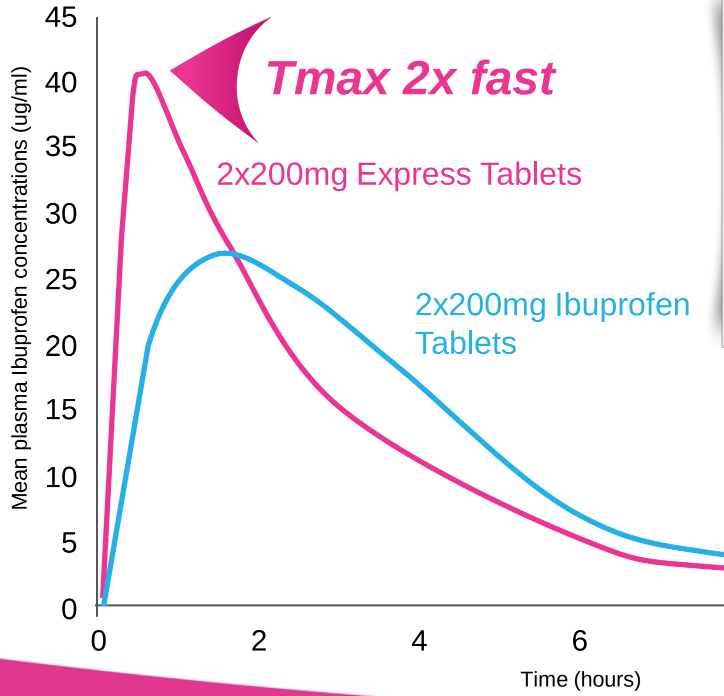
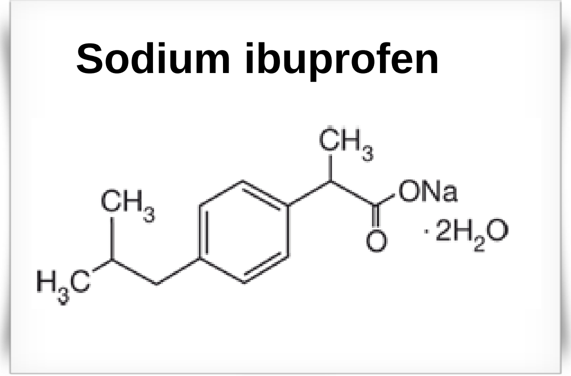
Innovating in health

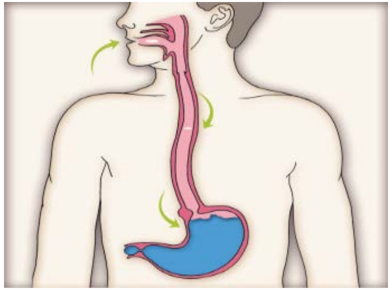
We deliver against consumer expectations in analgesics

Fastest relief is the **number 1** emotional driver and one of the **top 3** usage drivers in pain relief

The technology in Nurofen Express



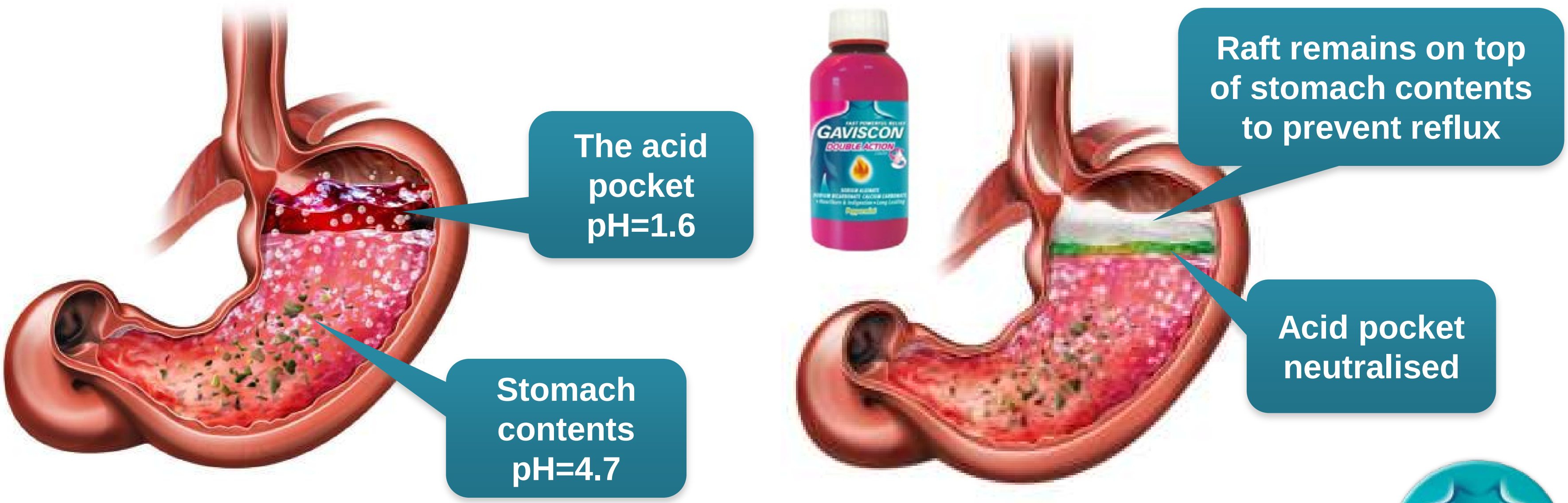




Improved solubility giving more **rapid dissolution** and **absorption**

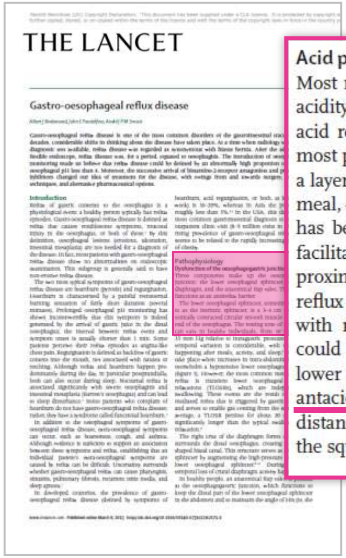
Leveraging the Express platform for growth

A deeper understanding of Gaviscon



New science confirms **Gaviscon is the only product** that **directly targets** and can **eliminate the acid pocket**

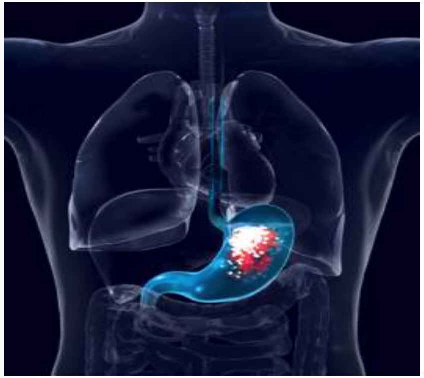
This puts us at the forefront of global research in reflux


THE LANCET

Gastro-oesophageal reflux disease

Acid pocket

Most meals have a buffering effect that leads to reduced acidity of the stomach in the postprandial phase. However, acid reflux (as detected by pH monitoring) is generally most pronounced after meals. In the postprandial period, a layer of unbuffered acidic gastric juice sits on top of the meal, close to the cardia, ready to reflux.[32] This occurrence has become known as the acid pocket (figure 1) and is facilitated by an absence of peristaltic contractions in the proximal stomach.[33] In patients with gastro-oesophageal reflux disease, the acid pocket is located more proximally with respect to the squamocolumnar junction, and it could even extend above the manometrically defined lower oesophageal sphincter.[34] Treatment with alginate-antacid preparations abolishes the pocket or increases the distance between the upper border of the acid pocket and the squamocolumnar junction.[35]

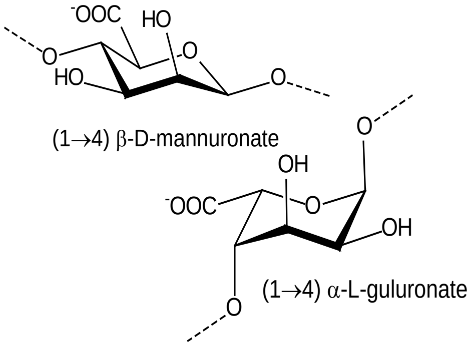


Radiation imagery showing co-localisation of **Gaviscon** & the acid pocket

Supporting the role of **raft-forming products** as the **most appropriate treatment for heartburn**

Our scientific understanding supports innovation of new products

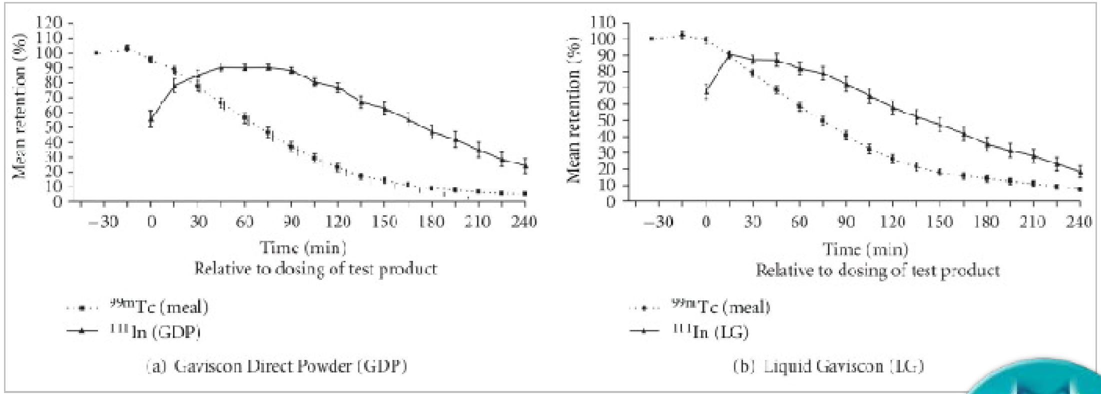
Sodium Alginate



ISRN Pharm

Gaviscon Instant Granules

Liquid Gaviscon



Because **we know exactly how it works** we can develop **new products** to meet consumers’ needs

Different science for different consumer needs and formats

Summary

The right people
in
the right locations
with
the right capabilities

Scientific services

Sustainability

Packaging

Regulatory

Clinical & medical

Consumer & sensorial science

Formulation

Innovation