

HALEON

Health Inclusivity and Sustainability Basis of Reporting 2025



2025 Basis of Reporting

This document details the reporting methodology for Environmental, Social and Governance (ESG) metrics included in our 2025 'Annual Report and Form 20-F', 'Health Inclusivity and Sustainability Report' and 'Environmental, Social and Governance (ESG) Data Book'.

We are continuously improving our data and reporting methodologies, and, in accordance with our Restatement policy, in the case of significant changes (>5%) we will consider the need to restate the results.

Environmental KPIs

Scope 1 and 2 greenhouse gas emissions and energy

2025 reporting period: 1 December in the prior year to 30 November in the year stated.

2020 baseline reporting period: 1 January 2020 to 30 December 2020.

All greenhouse gas (GHG) emissions are reported in accordance with the GHG Protocol Corporate Accounting and Reporting Standard (GHG Protocol). The GHG emissions quantification process is subject to: scientific uncertainty, which arises because of incomplete scientific knowledge about the measurement of GHGs; and estimation (or measurement) uncertainty resulting from the measurement and calculation processes used to quantify emissions within the bounds of existing scientific knowledge.

Scope: As per the GHG Protocol, our data covers our Research and Development (R&D) and manufacturing sites where we have the authority to introduce and implement our operating policies. Leasehold sites are excluded unless we have full authority to implement operating policies. The included leasehold sites are Cape Town, Guayama, Kuala Lumpur, Nairobi, and Brentside.

Description	Unit of reporting	Definition	Methodology
Total Scope 1 GHG emissions	Thousands of tonnes of CO ₂ e	Direct GHG emissions occurring from sources that we own or control. Emissions sources include emissions from combustion in company owned or controlled boilers, furnaces, sales fleet, and losses from refrigerant leakage in Haleon owned ancillary equipment.	<p>Each Haleon site records energy, fuel (e.g. gas, oil) and refrigerants in an online database (EHS One). The energy data is based on invoice data from utility companies and meter readings. Each energy use is converted to kilowatt hours (kWh), using standard conversion factors and calorific values.</p> <p>GHG emissions are calculated in CO₂ equivalents (CO₂e) in tonnes by multiplying the amount of energy and fuel in kWh by the associated carbon emission factor and multiplying refrigerant losses in kg by the associated Global Warming Potential (GWP) per the GHG Protocol Corporate Accounting and Reporting Standard.</p>

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Description	Unit of reporting	Definition	Methodology
			<p>GHG emissions related to third-party manufacturing for other companies cannot be isolated from those arising from our internal manufacturing and are included. Scope 1 GHG emissions from third-party manufacturing by others on behalf of Haleon are included in our scope 3 GHG emission reporting.</p> <p>GHG emission factors and calorific factors for the combustion of natural gas, LPG, refrigerants, diesel, and other fuels are sourced from DEFRA.</p> <p>Scope 1 GHG emissions were calculated using the following emission factors:</p> <ul style="list-style-type: none"> December 2024: DEFRA 2024 Conversion Factors. January - November 2025: DEFRA 2025 Conversion Factors. <p>Non-CO₂ emissions (N₂O and CH₄) from biomass-derived fuels (biomass, biomethane and biodiesel HVO) are quantified centrally and assessed annually for Group-level materiality. These emissions contribute under 1% of our scope 1 GHG emissions.</p> <p>Consistent with prior years, these emissions are considered immaterial and excluded from reported Scope 1 GHG totals, with the associated biogenic emissions disclosed separately as out-of-scope emissions in line with the GHG Protocol (See Out of Scope GHG Emissions below – these are reported in our ESG Databook 2025-ESG-Databook.pdf).</p>
<p>Total Scope 2 GHG emissions – location-based</p>	<p>Thousands of tonnes of CO₂e</p>	<p>Indirect GHG emissions occurring from the generation of purchased electricity, steam, chilled water and heating or cooling consumed by Haleon using the average conventional grid emission factors of the country's energy mix without taking any renewable energy contracts into account.</p>	<p>Each Haleon site records purchased electricity and steam in an online database (EHS One). The energy data is based on invoice data from utility companies and meter readings.</p> <p>All purchased energy is converted into CO₂e using DEFRA conversion factors while all purchased electricity is converted to CO₂e using IEA emission factors which relies on the average grid emission factor for electricity in the country in which it is purchased.</p> <p>GHG emissions related to third-party manufacturing for other companies cannot be isolated from those arising from our internal manufacturing and are included. Scope 2 GHG emissions from third-party manufacturing by others on behalf of Haleon are included in our scope 3 emissions reporting.</p> <p>Scope 2 GHG emissions were calculated using the following emission factors:</p> <p>Purchased Electricity December 2024 - November 2025: IEA 2025 Conversion Factors</p> <p>Purchased Steam December 2024 - DEFRA 2024 Conversion factors</p>

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Description	Unit of reporting	Definition	Methodology
			<p>January - November 2025: DEFRA 2025 Conversion factors</p> <p>N₂O and CH₄ emissions are included in DEFRA conversion factors but not in IEA conversion factors; they account for <5% of our total scope 2 location-based emissions and are therefore immaterial.</p> <p>Due to the nature of the grid in Puerto Rico, our emission factor for electricity from our Puerto Rico site is from the aggregated energy data from the 2024 IEA emission factors.</p>
<p>Total Scope 2 GHG emissions – market-based</p>	<p>Thousands of tonnes of CO₂e</p>	<p>Indirect GHG emissions occurring from the generation of purchased electricity, steam, chilled water and heating or cooling consumed by Haleon after taking contractual instruments such as renewable energy contracts into account.</p>	<p>Each Haleon site records purchased electricity and steam in an online database (EHS One). The energy data is based on invoice data from utility companies and meter readings.</p> <p>All energy purchased is converted into CO₂e using emission factors from contractual instruments purchased where they exist and using average conventional grid emission factors otherwise.</p> <p>Renewable energy certificates (RECs) are applied based on RE100 guidance which allows for RECs to be used against electricity consumed in the same country as where the RECs are purchased or used within the same market. We also apply Renewable energy Guarantees of Origin (REGOs) based on RE100 guidance. Whilst REGO agreements may cover more than 12 months, we have pro-rated the REGO agreements for the 12-month reporting period.</p> <p>For our Montreal site in 2020 and 2021, we utilized Hydro Quebec's regional emission factors to more accurately reflect the Quebec region's >95% renewable electricity generation, offering a more precise alternative to the Canadian national grid averages for our emissions calculations. From January 2022 and onwards, we have purchased RECs to cover electricity consumption in Montreal.</p> <p>The GHG emission factors for scope 2 GHG emissions are applied as per GHG Protocol guidance.</p> <p>N₂O and CH₄ emissions are included in DEFRA conversion factors but not in IEA conversion factors; they account for <5% of our total scope 2 market-based emissions and are immaterial.</p>
<p>Total Scope 1 & 2 GHG emissions – location based</p>	<p>Thousands of tonnes of CO₂e</p>	<p>Total GHG emissions from sources that we own or control (direct emissions) and from the generation of purchased electricity, steam, chilled water and heating or</p>	<p>The sum of total scope 1 GHG emissions and total scope 2 location-based GHG emissions.</p>

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		cooling consumed by Haleon (indirect emissions).	
Total Scope 1 & 2 GHG emissions - market based	Thousands of tonnes of CO ₂ e	Total GHG emissions from sources that we own or control (direct emissions) and from the generation of purchased electricity, steam, chilled water and heating or cooling consumed by Haleon (indirect emissions), after taking contractual instruments such as renewable energy contracts into account.	The sum of total scope 1 GHG emissions and total scope 2 market-based GHG emissions.
Total GHG emissions offset	Thousands of tonnes of CO ₂ e	Total amount of GHG emissions offset by reduction or removal of GHG emissions in order to compensate for part of our emissions.	The sum of purchased offsets that have been applied to the reporting period. Whilst the discrete purchasing year for the offsets purchased is the 2025 calendar year, the offsets purchased apply to the December 2024 - November 2025 reporting period.
Reduction in net scope 1 & 2 GHG emissions from a 2020 baseline - market-based	%	Difference between the net market-based scope 1 & 2 market-based GHG emissions in the current reporting period compared to the 2020 baseline year.	<p>The calculation is as follows:</p> $1 - \left(\frac{\text{Net amount of market – based scope 1 \& 2 GHG emissions (tCO}_2\text{e)}}{\text{Total market – based scope 1 \& 2 GHG emissions (tCO}_2\text{e) in 2020}} \right) \times 100\%$ <p>The net amount of market-based scope 1 & 2 GHG emissions is calculated by subtracting the total amount of GHG emissions offset from the total amount of market-based scope 1&2 GHG emissions.</p> <p>The reduction in net scope 1 & 2 GHG emissions versus the baseline was calculated by dividing the net market-based scope 1 & 2 GHG emissions in the current reporting period (total market-based scope 1 & 2 GHG emissions minus offsets) by the total market-based scope 1 & 2 GHG emissions in 2020 (when offsets were zero), expressed as a percentage. This reflects the reduction of our GHG emissions and takes our market interventions (renewable electricity and offset purchases) into account.</p>

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Description	Unit of reporting	Definition	Methodology
Carbon emissions intensity (location-based)	Tonnes of CO ₂ e per million £ revenue	Normalised total amount of GHG emissions per unit of economic output.	The sum of total scope 1 GHG emissions and total scope 2 location-based GHG emissions divided by the total amount of revenue in £million.
Out-of-scope GHG emissions (reported in the ESG Databook 2025-ESG-Databook.pdf)	Thousands of tonnes of CO ₂ e	Direct GHG emissions occurring from sources that we own or control that are immaterial to HALEON and therefore excluded from Scope 1 GHG emissions reporting.	<p>Non-CO₂ emissions (N₂O and CH₄) from biomass-derived fuels (biomass, biomethane and biodiesel HVO) are quantified centrally and assessed annually for Group-level materiality. These emissions contribute under 1% of our scope 1 and under 0.5% of combined Scope 1 and Scope 2 GHG emissions.</p> <p>Consistent with prior years, these emissions are considered immaterial and excluded from reported Scope 1 and 2 GHG totals, with the associated biogenic emissions disclosed separately in the Databook as out-of-scope emissions in line with the GHG Protocol.</p> <p>Each HALEON site records biomass-derived fuels in an online database (EHS One).</p> <p>The energy data is based on invoice data from utility companies and meter readings. Each energy use is converted to kilowatt hours (KWh), using standard conversion factors and calorific values.</p> <p>GHG emission factors and calorific factors for the combustion biomass-derived fuels are sourced from DEFRA.</p> <p>Scope 1 GHG emissions were calculated using the following emission factors:</p> <ul style="list-style-type: none"> December 2024: DEFRA 2024 Conversion Factors January 2025 - November 2025: DEFRA 2025 Conversion Factors
Energy			
Total energy consumed	GWh	Total amount of energy purchased or self-generated, from non-renewable sources (grid electricity, natural gas, diesel, heavy fuel oil, and steam/hot water) and renewable sources (such as solar and biomass).	<p>Each HALEON site records energy purchased or self-generated e.g. gas, oil, and purchased electricity and steam in an online database (EHS One). The energy data is based on invoice data from utility companies, invoices for fuel purchases and meter readings. Sites report energy from fuels in two ways:</p> <ul style="list-style-type: none"> Monthly purchased fuel volumes are entered in the month the purchase occurs with the total volume prorated across relevant months, starting from the last month of purchase until the reporting month in cases where the purchased fuel is used over multiple months. Logged fuel consumption records.

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Description	Unit of reporting	Definition	Methodology
			<p>Energy-related to third-party manufacturing for other companies cannot be isolated from those arising from our internal manufacturing and is included.</p> <p>Total energy consumed is calculated by summing the amount of energy (in GWh) from December 2024 to November 2025 across sites.</p>
Total renewable energy	%	Proportion of energy covered by renewable electricity certificates and energy from renewable sources (such as solar and biomass) out of the total amount of energy purchased or self-generated.	<p>Each Haleon site records renewable energy covered by renewable electricity certificates and energy from renewable sources, e.g. solar energy, biomass, and purchased renewable electricity, in an online database (EHS One).</p> <p>The percentage of renewable energy is calculated by dividing the total amount of renewable energy by the total amount of energy consumed times 100%.</p>
Total electricity consumed	GWh	Total amount of electricity purchased or self-generated.	<p>Each Haleon site records electricity purchased or self-generated in an online database (EHS One). The electricity data is based on invoice data from utility companies and meter readings.</p> <p>Total electricity consumed is calculated by summing the amount of electricity from December 2024 to November 2025 (in GWh) across sites. Electricity produced by diesel backup generators and Combined Heat and Power (CHP) installation (at our Guayama site) is not included in this total. However, the fuels used for these sources are accounted for in our total energy calculation.</p>
Total renewable electricity consumed	GWh	Total amount of electricity covered by renewable electricity certificates and electricity from renewable sources (such as solar) purchased or self-generated.	<p>Each Haleon site records renewable electricity covered by renewable electricity certificates and electricity from renewable sources used in an online database (EHS One).</p> <p>Renewable electricity consumed is calculated by adding total self-generated renewable electricity (in GWh) with total renewable electricity purchased (in GWh).</p> <p>Electricity produced by diesel backup generators and Combined Heat and Power (CHP) installations (at our Guayama and Aprilia sites) is not included in this total. However, the fuels used for these sources are accounted for in our total energy calculation.</p>
Total renewable electricity	%	Proportion of electricity from renewable sources (such as solar and biomass) out of the total amount of electricity purchased or self-generated.	Each Haleon site records electricity used in an online database (EHS One). The percentage of renewable electricity is calculated by dividing the total amount of renewable electricity by the total amount of electricity consumed times 100%.

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Scope 3 greenhouse gas emissions

Reporting period: 01 July in the prior year to 30 June in the year stated.

Baseline reporting period: 01 January 2022 to 31 December 2022.

Scope: Most Scope 3 greenhouse gas (GHG) emissions categories utilise data that cover our Research and Development (R&D) and manufacturing sites where we have the authority to introduce and implement our operating policies and where we own and maintain the sites' facilities. Where appropriate we also cover third-party manufacturing using third-party data or distinct extrapolation factors calculated at brand level, category level, or Enterprise level.

We report on all relevant categories as defined in the GHG protocol (all except category 10 Processing of sold products, 13 Downstream leased assets, and 14 Franchises, as these are not applicable to Haleon). Our targets span all categories from source to sale and cover Category 1 (Purchased goods and services), Category 2 (Capital goods), Category 3 (Fuel- and energy-related activities), Category 4 (Upstream transportation and distribution), Category 5 (Waste generated in operations), Category 8 (Upstream leased assets), and Category 9 (Downstream transportation and distribution).

Where appropriate for the Scope 3 GHG emissions category, we also include commercial sites and further employee data, pension investment data, and real estate portfolio data, amongst other sources.

Category name	Unit of reporting	Definition	Methodology
1. Purchased goods and services	tCO ₂ e	All upstream (cradle-to-gate) emissions of purchased goods and services, including raw materials, active pharmaceutical ingredients, packaging materials, products supplied by contract manufacturers, logistics, marketing, corporate services, laboratory, HR services, R&D outsourced services, IT, marketing and sales, water supply, tech, clinical services, project chemicals, medical & regulatory, discovery; pre-	<p>Purchased goods:</p> <p>For internal manufacturing, each site records transactional data in an online database (ERP system). The quantity and spend are based on invoice data from suppliers. For third-party manufacturing, the quantity and spend are based on invoice data from third-party manufacturers (3PM).</p> <p>GHG emissions are calculated by multiplying tonnages by the appropriate regional or supplier-specific carbon emissions factor for each packaging material type (internal and 3PM), raw and active material (for direct category transactions; internal manufacturing). Where primary activity data or supplier-specific emission factors are not available, emissions are estimated using extrapolated emission factors derived from weighted averages of known emission factors by category and region, applied consistently across relevant material categories.</p> <p>Where data and evidence are available, we account for non-virgin plastic across internal and 3PM, and for renewable electricity usage by our suppliers.</p>

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Category name	Unit of reporting	Definition	Methodology
		clinical & development, lab animal services, and sales.	<p>Purchased services:</p> <p>Emissions from purchased services are calculated using the US EPA Supply Chain GHG Emission Factors for US Commodities and Industries (v1.3.1), applied across all Haleon operations to purchased services spend data, with expenditure values inflation-adjusted from the 2022 base year to the reporting year using the average inflation rate applicable to each specific year.</p> <p>The sum of the purchased goods and purchased services determines the total amount of GHG emissions for purchased goods and services.</p>
2. Capital goods	tCO ₂ e	All emissions of purchased capital goods e.g., Industrial machinery, heating, ventilation, and cooling equipment. etc.	<p>Each site records transactional data from the purchase of capital goods in an online database (ERP system).</p> <p>Emissions from capital goods are calculated using the US EPA Supply Chain GHG Emission Factors for US Commodities and Industries (v1.3.1), applied across all Haleon operations to capital spend data, with expenditure values inflation-adjusted from the 2022 base year to the reporting year using the average inflation rate applicable to each specific year.</p>
3. Fuel and energy-related activities	tCO ₂ e	Well-to-tank emissions of purchased fuels & energy and transmission and distribution losses from purchased electricity.	<p>Each site records activity data from fuel and energy consumption in an online database (EHS One).</p> <p>GHG emissions from fuel- and energy-related activities are calculated by applying DEFRA 2025 well-to-tank emissions factors to Haleon's energy and fuel consumption data.</p>
4. Upstream transportation and distribution	tCO ₂ e	Purchased transport & distribution services (freight).	<p>Each site records transactional data from upstream freight in transportation and distribution in an online database (ERP system).</p> <p>GHG emissions from upstream transportation and distribution are calculated using the US EPA Supply Chain GHG Emission Factors for US Commodities and Industries (v1.3.1), applied across all Haleon operations to transportation and distribution spend data. Expenditure values are inflation-adjusted from the 2022 base year to the reporting year using the average inflation rate applicable to each specific year and include unplanned delivery costs reported within Scope 3 Categories 1, 2, and 4.</p>
5. Waste generated in our operations	tCO ₂ e	Waste and waste-water.	<p>Each Haleon site records waste disposal data in an online database (EHS One).</p> <p>GHG emissions from waste generated in operations are calculated using DEFRA 2025 factors applied to waste data by end-of-life, using a commercial and industrial waste factor for solid waste. On-site material reuse is excluded, off-site reuse is</p>

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Category name	Unit of reporting	Definition	Methodology
			treated as recycling, and on-site incineration is considered incineration without energy recovery.
6. Business travel	tCO ₂ e	Hotel stays, train travel & flights, car rental & taxi spend, fuel spend, and company cars (average distance travelled and number of vehicles).	<p>Each Haleon site records business travel in an online database (SAP Concur). This includes all Haleon sites within the reporting boundary, except for Russia, which is not captured in this system. Based on Haleon's current assessment, emissions from Russia are considered to be of low materiality and are therefore excluded from the reporting.</p> <p>GHG emissions from hotel stays and train travel are calculated using 2025 DEFRA factors applied to room nights by country and rail distance split by "international rail" if outside the UK and "national rail" if within the UK.</p> <p>GHG emissions from flights are calculated using 2025 DEFRA emissions factors for travel class and distance (short-haul and long-haul). For flights from or to the UK, domestic factors distinguishing between short-haul to/from UK for flights < 3700km, and long-haul to/from UK for flights >3700km.</p> <p>GHG emissions from car rental & taxi spend are calculated using US EPA Supply Chain GHG Emission Factors for US Commodities and Industries v1.1.1, adjusted for inflation, applied to spend data.</p> <p>GHG emissions from fuel spend are calculated using IEA global average fuel price for diesel & petrol combined with DEFRA (2025) emissions factor average across petrol & diesel applied to spend data.</p> <p>GHG emissions from company cars are calculated using DEFRA 2025 emissions factor for average vehicle of unknown fuel (WTT + TTW) applied to average distance travelled and number of Haleon vehicles.</p>
7. Employee commuting	tCO ₂ e	A default emissions factor for employee commuting applied to the total full time equivalent (FTE) in each country.	Emissions are estimated using a standard formula based on headcount, working days, commute mode split, average travel distance, and mode-specific emission factors. Workforce commute patterns are sourced from official national statistics and recognised mobility datasets, with regional proxies applied where country-specific data is unavailable. Commute distances are derived from reported travel times and average speeds by transport mode, with proportional allocation used where distance data is missing. Emissions are calculated using DEFRA emission factors (kg CO ₂ e per passenger-km), with carpool emissions adjusted for shared occupancy. Where reported, work-from-home and active transport shares are redistributed across motorised modes to ensure consistency and transparency.
8. Upstream leased assets	tCO ₂ e	Energy consumption in leased assets (by country) split into	Haleon receives a real estate portfolio list from its asset manager (CBRE).

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Category name	Unit of reporting	Definition	Methodology
		energy sources according to EIA.	GHG emissions from upstream leased assets are calculated using the EU average building energy consumption per m2 is used to estimate leased asset energy consumption, split into energy sources based on IEA ratios. DEFRA 2025 fuel factors and IEA 2021 grid electricity factors were applied to the energy split by country.
9. Downstream transportation and distribution	tCO ₂ e	Emissions from downstream transport and distribution estimated based on based on the total weight of Haleon raw materials and packaging purchased for the manufacture of Haleon products.	Each site records transactional data in an online database (ERP system). GHG emissions from downstream transportation and distribution are estimated using average data from EUROSTAT. The total weight of raw materials and packaging purchased and is converted to road freight distance, assuming each journey moves 14.3 tonnes over 139km, including a return empty journey. The 2025 DEFRA average HGV emissions factor is applied to the total calculated km for a conservative estimate.
11. Use of sold products	tCO ₂ e	Toothpaste (ambient water), denture fixative, denture cleanser (warm water), tablet/caplet/capsule, powder (hot water), and powder (ambient water).	Sales data are recorded in an online database (ERP system). GHG emissions from use of sold products are assessed for key products based on sales volume and likely use-phase emissions. This included ambient and warm water consumption for various products, and energy consumption for heating liquids. Ecoinvent 3.8 emission factors for water supply and wastewater treatment were applied to the total water consumption associated with product sales, and IEA global average factors are applied to energy consumption associated with heating liquids.
12. End-of-life treatment of products	tCO ₂ e	Tonnage of packaging split by packaging materials.	Each site records transactional data in an online database (ERP system). The quantity and spend are based on invoice data from suppliers. GHG emissions from end-of-life treatment of products are calculated using procurement data on packaging tonnage split by materials. Global average end-of-life treatment ratios are sourced for each material, with a default 80:20 landfill to incineration split for non-recycled waste when material-specific data was unavailable. For unspecified or combined materials, the global average for all waste is used. A scale-up factor to account for third-party manufacturing is included, and 2025 DEFRA emissions factors for waste disposal are applied to the adjusted tonnage of recycled, incinerated, and landfilled materials, using appropriate factors for composite materials.
15. Investments	tCO ₂ e	Total value of pensions.	Haleon obtains its pensions and investments data from its pensions trust. Where fund-level emissions data are available, emissions from investments are estimated using the weighted average carbon intensity of the specific Haleon investment funds, applied to Haleon's proportional ownership. Where fund-level

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Category name	Unit of reporting	Definition	Methodology
			emissions data are not available, emissions are estimated using appropriate proxy carbon intensity data for comparable asset classes, applied consistently across the investment portfolio.

Packaging recyclability

Reporting period: 1 July in the prior year to 30 June in the year stated.

Reporting scope: The KPI spans our entire packaging and devices (items that deliver or are integral to delivering product benefits) portfolio.

Description	Unit of reporting	Definition	Methodology
Recycle-ready packaging	%	<p>Total amount of recycle-ready product packaging and devices purchased, as a percentage of the total amount of product packaging (97% of the total packaging footprint) and devices (3% of the total packaging footprint) purchased in the reporting period.</p> <p>“Product Packaging” means primary and secondary packaging and devices a consumer receives when they buy a product. “Devices” refers to items that deliver or are integral to delivering product benefits (e.g. toothbrush, baby aspirator, patch, measuring cup). It does not include formulated medical devices such as toothpastes and creams/lotions.</p>	<p>Each Haleon internal site records the quantity of product packaging and devices purchased in ERP systems. To determine the total packaging footprint where this quantity is not recorded in a weight unit of measure, the quantity is converted to weight by multiplying the number of packaging components purchased by the weight of the respective packaging or device component.</p> <p>The packaging component weight data is preferably obtained from our packaging specification system. Where data is not available in our packaging specification system, we use the average weight of a group of packaging formats (e.g. the average weight of a subset of labels and shrink sleeves), or data provided by subject matter experts (SME).</p> <p>In our ERP systems we also record the quantity of SKUs manufactured by third-party manufacturers (3PM) who make products on Haleon’s behalf. To determine the total 3PM packaging footprint, this SKU quantity is converted to packaging weight by multiplying SKU quantity by the number of packaging components per SKU (from the bill of materials, or BOM) times the weight of the respective packaging or device component.</p> <p>3PM packaging component weight, packaging type, and material type data and BOM data is obtained from each product manufacturer based on 3PM self-declaration and stored in a dedicated SharePoint site.</p> <p>Where 3PM packaging specification data and/or BOM data are not available, the remaining 3PM packaging footprint is estimated using extrapolation. Extrapolation factors are determined by grouping internal and 3PM sales volumes by brand (or</p>

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Description	Unit of reporting	Definition	Methodology
		<p>“Recycle-Ready” means product packaging and devices that are made of materials that are proven to be compatible with existing or emerging recycling infrastructure. In line with the CDP definition of “technical recyclability” this does not take into account whether the collection, sorting, and recycling of the packaging or device happens in practice, at scale, and with reasonable economics.</p>	<p>category if no brand-level internal footprint is available). To estimate the remaining 3PM packaging footprint not based on 3PM BOM and specification data, the internal packaging footprint is multiplied by these extrapolation factors. This extrapolation is done by packaging material type.</p> <p>The total Haleon packaging footprint is calculated by summing the internal packaging footprint + 3PM packaging footprint + extrapolated packaging footprint.</p> <p>To determine the part of the total Haleon packaging footprint that is recycle-ready and proven to be compatible with existing or emerging recycling infrastructure, a mapping file at material type level based on expert knowledge of industry standards is applied. This expert knowledge is based on various industry standard sources, including RecyClass, Association of Plastics Recyclers and Ceflex. Where for a fraction of the materials recycle-readiness has not yet been mapped in detail, we conservatively assume this packaging is not recycle-ready.</p> <p>The percentage recycle-ready packaging across internal – and third-party manufacturing is calculated as follows:</p> $\frac{\text{Recycle ready packaging (t)}}{\text{Total packaging (t)}} \times 100\%$

Virgin plastic reduction

Reporting period: 1 July in the prior year to 30 June in the year stated.

2022 baseline reporting period: 1 January 2022 to 30 December 2022.

Scope: The KPI spans our entire packaging and devices (items that deliver or are integral to delivering product benefits) portfolio.

Description	Unit of reporting	Definition	Methodology
Virgin petroleum-based plastic reduction	%	Difference in the amount of virgin plastic in packaging and devices purchased between the current reporting period and the baseline, as a percentage of the total amount of product	<p>Each Haleon internal site records the quantity of plastic packaging and plastic devices or plastic for devices purchased in ERP systems.</p> <p>To determine the total plastic footprint where this quantity is not recorded in a weight unit of measure, the quantity is converted to weight by multiplying the</p>

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Description	Unit of reporting	Definition	Methodology
		<p>packaging (97% of the total packaging footprint) and devices (3% of the total packaging footprint) purchased in the baseline reporting period.</p> <p>“Product Packaging” means primary and secondary packaging a consumer receives when they buy a product.</p> <p>“Devices” refers to items that deliver or are integral to delivering product benefits (e.g. toothbrush, baby aspirator, patch, measuring cup). It does not include formulated medical devices such as toothpastes and creams/lotions.</p> <p>“Plastic” refers to a wide range of synthetic or semi-synthetic materials that use polymer resins as a main ingredient.</p> <p>“Virgin petroleum-based plastic” means plastic that is made from petrochemical feedstock such as natural gas or crude oil that has come from a fossilized source and/or embedded in geological formations and has never been used or processed before.</p> <p>“Non-virgin petroleum-based plastic” means plastic which has been recovered from plastic waste converted back into plastic either through mechanical or advanced/chemical recycling or made from a bio-sourced or other novel non-virgin petroleum feedstock(s).</p>	<p>number of packaging components purchased by the weight of the respective packaging or device component.</p> <p>The packaging component weight data is preferably obtained from our packaging specification system. Where data is not available in our packaging specification system, we use the average weight of a group of packaging formats (e.g. the average weight of a subset of labels and shrink sleeves), or data provided by subject matter experts (SME).</p> <p>In our ERP systems we also record the quantity of SKUs manufactured by third-party manufacturers (3PM) who make products on Haleon’s behalf. To determine the total 3PM packaging footprint, this SKU quantity is converted to packaging weight by multiplying SKU quantity by the number of packaging components per SKU (from the bill of materials, or BOM) times the weight of the respective packaging or device component.</p> <p>3PM packaging component weight data and BOM data is obtained from each product manufacturer and stored in a dedicated SharePoint site.</p> <p>Where 3PM packaging specification data and/or BOM data are not available, the remaining 3PM packaging footprint is estimated using extrapolation. Extrapolation factors are determined by grouping internal and 3PM sales volumes by brand (or category if no brand-level internal footprint is available). To estimate the remaining 3PM packaging footprint not based on 3PM BOM and specification data, the internal packaging footprint is multiplied by these extrapolation factors. This extrapolation is done by packaging material type, including virgin and non-virgin petroleum-based plastic packaging.</p> <p>The total Haleon plastic footprint is calculated by summing the internal plastic footprint + 3PM plastic footprint + extrapolated plastic footprint.</p> <p>The total tonnage of virgin plastic is calculated as follows: the weight of all plastic packaging minus the weight of all non-virgin plastic packaging (where supplier evidence has been provided through self-declarations, chain of custody certifications or component specification documents). The percentage change in the amount of virgin petroleum-based plastic packaging across internal – and third-party manufacturing is calculated as follows:</p> $\frac{(\text{Virgin plastic in the current period (t)} - \text{Virgin plastic at baseline(t)})}{\text{Virgin plastic at baseline (t)}} \times 100\%$

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Water and Waste

Reporting period: 1 December in the prior year to 30 November in the year stated for total water withdrawal, and calendar year for number of sites certified (AWS and TRUE).

Scope: As per the GHG protocol, our data includes sites where we have the authority to introduce and implement our operating policies and where we own and maintain the sites' facilities only.

Description	Unit of reporting	Definition	Methodology
Total water withdrawal	Million m ³	Sum of all water drawn from municipal sources, tankers, groundwater, or rainwater	Each Haleon site records water withdrawn in an online database (EHS One). The majority of the water withdrawal data is based on invoice data from suppliers, telemetric data from building management systems and meter readings at our sites. If sites are unable to measure water withdrawal, estimates based on historical performance are used until they are replaced with actual values. Water data is recorded in m ³ and converted to million m ³ .
Alliance for Water Stewardship (AWS) certified	Ratio of sites certified to the total number of manufacturing sites	Ratio of manufacturing sites that have achieved a core level of Alliance for Water Stewardship Certification out of the total number of manufacturing sites.	The AWS Standard is a framework that helps water users understand their own water use and how it impacts those around them. The AWS Standard can be used by any company, in any industry around the world that wants to work collaboratively and transparently to improve their water performance and contribute to wider water sustainability goals (AWS Standard Alliance for Water Stewardship). The performance measure is expressed as the number of manufacturing sites that have achieved a core level of Alliance for Water Stewardship Certification out of the total number of manufacturing sites.
Total Resource Use and Efficiency (TRUE) certified	Ratio of sites certified to the total number of manufacturing sites	Ratio of sites that is certified by TRUE Certification and meets certification requirements out of the total number of manufacturing sites.	TRUE certification is an independent external program led by Green Business Certification Inc. that certifies sites as having demonstrated that they have diverted an average of ≥90% of their waste in a 12-month period from landfill, incineration, or from the environment (for solid, non-hazardous wastes). Sites must also fulfil requirements related to waste policies, compliance with waste management laws, and documentation of waste diversion. There are four certification levels: certified, silver, gold and platinum. The level of certification depends on a number of TRUE rating system credits that a site is compliant with.

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
			<p>Waste data is classified by its hazardousness, disposal route and submitted to TRUE for review. Sites that adhere to TRUE criteria will be awarded a TRUE certificate.</p> <p>The performance measure is expressed as the number of sites that are TRUE certified out of the total number of manufacturing sites in scope for the TRUE program.</p>

Sustainable sourcing

Reporting period: 1 July in the prior year to 30 June in the year stated.

Scope: The KPI spans globally managed spend on our key agricultural, forestry- and marine-derived materials. Globally managed spend covers the majority of our internal spend and expands across some of our third-party manufacturing network.

Key materials are those considered significant from both an ESG impact perspective and a spend perspective.

Globally managed spend refers to the spend on materials procured by the Global Procurement team.

The materials reported represent > 95% of the total volume of key agricultural, forestry, and marine-derived materials purchased during the reporting period.

Description	Unit of reporting	Definition	Methodology
Sustainably sourced key materials	%	A topline sustainable sourcing percentage covering all key materials in scope for sustainable sourcing.	<p>The total tonnage of material in scope for sustainable sourcing is derived based on the quantities recorded in our ERP systems.</p> <p>The total tonnage of material that has been sourced sustainably is determined based on information from suppliers obtained through a request for information specific to each feedstock. If no supplier information is received, we conservatively assume that the material has not been sourced sustainably.</p> <p>The KPI is calculated by dividing the total tonnage of materials scored as sustainably sourced across the key materials in scope for reporting divided by the total tonnage of materials across the key materials in scope for by reporting, multiplied by 100%.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
<p>Sustainably sourced palm-oil derivatives</p>	<p>%</p>	<p>Proportion of palm-oil derivatives sourced sustainably.</p> <p>“Palm-oil derivatives” include Glycerine / Glycerol / Glycerin, Sodium Lauryl Sulphate and Cocamidopropyl Betaine / Tego Betaine, which account for >95% by volume of all identified palm oil derived materials purchased by Haleon.</p> <p>“Sustainably Sourced and deforestation-free palm oil derivatives” refers to these materials that are certified in line with either Roundtable on Sustainable Palm Oil (RSPO) supply chain certifications (Mass Balance, Segregated or Identity Preserved) or International Sustainability and Carbon Certification (ISCC) Plus certification requirements.</p> <p>A small amount of non-RSPO certified palm oil volumes is covered using RSPO Book & Claim credits.</p>	<p>Each Haleon site records the quantity of palm-oil derivatives purchased in ERP systems.</p> <p>To identify the tonnage of palm oil derivatives (<u>glycerine, sodium lauryl sulphate, and betaine</u>) within the total tonnage of materials purchased, local iterations of material names used in our ERP systems, are searched for in the material description field. Glycerine, sodium lauryl sulphate and betaine derived from palm oil or palm kernel oil are identified based on supplier information.</p> <p>For suppliers that use multiple feedstocks, conversion factors provided by these suppliers using the request for information to help apportion derivatives to the respective feedstocks (e.g., supplier A sells 80% of glycerine from palm oil and 20% from soybean oil).</p> <p>The proportion of palm-oil derived materials is RSPO/ISCC plus certified is determined based on information provided suppliers, consolidated by the procurement team in a mapping file. The Procurement Team checks on the RSPO/ISCC website if a supplier’s certificate is still valid.</p> <p>To calculate the percentage of palm-oil derivatives from sustainable sources, the total tonnage of sustainably sourced palm-oil derivatives is divided by the total tonnage of palm-oil derivatives, expressed as a percentage.</p>
<p>Sustainably sourced paper-based packaging</p>	<p>%</p>	<p>Proportion of paper sourced sustainably.</p> <p>“Paper” refers to corrugates, cartons, and leaflets made from materials that are harvested from forest environments.</p> <p>“Sustainably Sourced and deforestation-free paper” refers to paper that is:</p> <ul style="list-style-type: none"> • Made from fully recycled material (≥97% as declared by the supplier), or 	<p>Each Haleon site records the quantity of cartons, corrugates, and leaflets purchased in ERP systems. Each Haleon internal site records the quantity of paper purchased in ERP systems. To determine the total paper footprint where this quantity is not recorded in a weight unit of measure, the quantity is converted to weight by multiplying the number of paper packaging components purchased by the weight of the paper packaging component.</p> <p>The packaging component weight data is preferably obtained from our packaging specification system. Where data is not available in our packaging specification system, we use the average weight of a group of packaging formats (e.g. the average weight of a subset of labels and shrink sleeves), or data provided by subject matter experts (SME). The proportion of paper made from ≥97% recycled material or chain-of-custody deforestation-free certified material is determined</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
		<ul style="list-style-type: none"> • Wholly virgin paper material which has been “chain of custody” certified through a recognized third-party programme (e.g. FSC, PEFC, or SFI), or • A mix of recycled and virgin paper material, the virgin element of which has been chain of custody certified deforestation-free through a recognized third-party programme 	<p>based on information provided by suppliers, consolidated by the Procurement team into a mapping file.</p> <p>To calculate the percentage of sustainably sourced paper, the total tonnage of paper is divided by the total tonnage paper that is made from ≥97% recycled material or certified chain-of-custody deforestation-free, expressed as a percentage.</p>
Sustainably sourced soy derivatives	%	<p>Proportion of soy derivatives sourced sustainably.</p> <p>“Soy derivatives” refers to materials derived from soy.</p> <p>“Sustainably Sourced and deforestation-free soy derivatives” refers to materials derived from soy which were either grown and harvested in a low-risk country based on the SEDEX commodity risk rating, or if the material is sourced from a high-risk country based on the SEDEX commodity risk rating, Haleon has purchased Roundtable on Responsible Soy (RTRS) credits to cover the volume purchased.</p>	<p>Each Haleon site records the quantity of soy-derived materials purchased in ERP systems.</p> <p>To identify the tonnage of soy-derived materials (e.g. glycerin) within the total tonnage of materials purchased, local iterations of material names used in our ERP systems, are identified in the material description field. Materials derived from soy are identified based on supplier information.</p> <p>The proportion soy-derived materials originating (harvested) from low-risk countries is determined based on information provided by suppliers. For soy-derived materials from high-risk countries, procurement purchases RTRS credits to cover these volumes.</p> <p>To calculate the percentage of soy derivatives from sustainable sources, the sum of soy-derived materials from low-risk countries and soy-derived materials from high-risk countries covered by RTRS credits is divided by the total tonnage of soy derivatives, expressed as a percentage.</p>
Sustainably sourced corn/wheat derivatives	%	<p>Proportion of corn/wheat derivatives sourced sustainably.</p> <p>“Corn/Wheat derivatives” refers to materials derived from corn or wheat.</p> <p>“Sustainably sourced corn- and wheat derivatives” refers to</p>	<p>Each Haleon site records the quantity of corn- and wheat-derived materials purchased in ERP systems.</p> <p>To identify the tonnage of corn- and wheat-derived materials (such as sorbitol and xylitol, citric acid and ascorbic acid, glucose and fructose and starches) within the total tonnage of materials purchased, local iterations of material names used in our ERP systems are identified in the material</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
		<p>materials for which the corn or wheat feedstock is harvested from a low-risk country based on the SEDEX commodity risk rating, or if the material is sourced from a high-risk country based on the SEDEX commodity risk rating, it has been certified against Haleon's recognized certifications list for corn and wheat (International Sustainability and Carbon Certification (ISCC), Sustainable Agriculture Initiative Farm Sustainability Assessment (SAI-FSA), Global Good Agriculture Practice (Global GAP), Red Tractor, or Roundtable Responsible Soy (RTRS) corn certifications), or have been verified by Haleon (or a chosen third-party) to adhere to the Haleon crop production standard.</p>	<p>description field. Materials derived from corn and wheat are identified based on supplier information.</p> <p>The proportion of corn- and wheat-derived materials originating (harvested) from low-risk countries is determined based on information provided by suppliers. For corn- and wheat-derived materials from high-risk countries, procurement determines by material, by supplier, and by site whether the material is covered by one of Haleon's recognised certifications based on information from the suppliers, validated based on certification codes.</p> <p>To calculate the percentage of corn - and wheat derivatives from sustainable sources, the sum of corn- and wheat-derived materials from low-risk countries and corn- and wheat-derived materials from high-risk countries certified against Haleon's recognized certifications list is divided by the total tonnage of corn - and wheat derivatives, expressed as a percentage.</p>
<p>Sustainably sourced mint oils and flavours</p>	<p>%</p>	<p>Proportion of mint oils and flavours sourced sustainably.</p> <p>"Mint oils and flavours" refer to mint oil, menthol, and de-mentholised mint oil (DMO) of natural origin.</p> <p>"Sustainably sourced mint oils and flavours" refers to materials for which the mint feedstock is harvested from a low-risk country based on the SEDEX commodity risk rating, or if the material is sourced from a high-risk country based on the SEDEX commodity risk rating then volumes are deemed sustainably</p>	<p>Each Haleon site records the quantity of mint oils and flavours purchased in ERP systems.</p> <p>To identify the tonnage of mint oils and flavours within the total tonnage of materials purchased, local iterations of material names used in our ERP systems are identified in the material description field. Mint oils and flavours of natural origin are identified based on supplier information.</p> <p>The proportion of natural mint oils and flavours originating (harvested) from low-risk countries is determined based on information provided by suppliers. The proportion of natural mint oils and flavours from high-risk countries harvested by farmers which are part of sustainable agriculture programmes which Haleon recognize under our Healthy Mint Supply Chain requirements is determined based on internal information.</p> <p>To calculate the percentage of natural mint oils and flavours from sustainable sources, the sum of mint oils and flavours from low-risk countries and natural mint oils and flavours from high-risk countries harvested by farmers which are part of sustainable agriculture programmes which Haleon recognize under our Healthy Mint</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
		sourced if the natural mint is grown by farmers which are part of sustainable agriculture programmes which Haleon recognises under its Healthy Mint Supply Chain requirements.	Supply Chain requirements is divided by the total tonnage of natural mint oils and flavours, expressed as a percentage.
Sustainably sourced fish oil	%	<p>Proportion of fish oil derivatives sourced sustainably.</p> <p>“Fish oil derivatives” refers to materials derived from the tissues of oily fish.</p> <p>“Sustainably sourced fish oils” refers to materials which are sourced through a recognized marine certification programme, or a supplier managed programme which addresses the key impacts of the Fish Oil supply chain and has been certified by a third-party sustainability certification body such as MSC: Marine Stewardship Council Certification.</p>	<p>Each Haleon site records the quantity of fish oil-derived materials purchased in ERP systems.</p> <p>To identify the tonnage of fish oil-derived materials within the total tonnage of materials purchased, local iterations of material names used in our ERP systems are identified in the material description field. Materials derived from fish oil are identified based on supplier information.</p> <p>The proportion of fish oil-derived materials sourced through a recognised marine certification programme is determined based on information provided by suppliers.</p> <p>To calculate the percentage of fish oil derivatives from sustainable sources, the sum of fish oil-derived materials covered by a recognised marine certification programme is divided by the total tonnage of fish oil derivatives, expressed as a percentage.</p>
Sustainably sourced Carrageenan	%	<p>Proportion of carrageenan sourced sustainably.</p> <p>“Carrageenan” refers to a natural material derived from red seaweed.</p> <p>“Sustainable sourced carrageenan” refers to materials which are sourced through a recognized marine certification programme, or a supplier managed programme which addresses the key impacts of the carrageenan supply chain and has been certified by a third-</p>	<p>Each Haleon site records the quantity of carrageenan materials purchased in ERP systems.</p> <p>To identify the tonnage of carrageenan within the total tonnage of materials purchased, the word “carrageenan” is identified in the material description field. The proportion of carrageenan sourced through a recognised marine certification programme is determined based on information provided by suppliers.</p> <p>To calculate the percentage of carrageenan from sustainable sources, the sum of carrageenan materials covered by a recognised marine certification programme is divided by the total tonnage of carrageenan, expressed as a percentage.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
		party sustainability certification body such as ASC-MSC Seaweed Standard or Red Seaweed Promise™	

Health & Safety KPIs

Health & Safety

The reporting period for our Health & Safety data is the calendar year, and covers manufacturing, Research and Development, Commercial and Global support functions in every country we operate in. Health and Safety performance data is reported externally in our Annual Report and Health Inclusivity and Sustainability Report. Any information relating to the reporting period that becomes available after the reporting has been finalised will be treated as a prior period adjustment and, if material, may result in a restatement of the relevant metric.

Description	Unit of reporting	Definition	Scope	Methodology
Fatalities	Number of employees	A death that occurs while a person is at work or performing work related tasks.	All employees and Haleon supervised third-party temporary workers across all Haleon operations.	Any work-related fatality is reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances.
Fatalities (Contractors)	Number of contractors	A death that occurs while a person is at work or performing work related tasks.	All Contractors working at a Haleon site or facility ("Contractors" are defined as people who are directly supervised and paid by another person or	Any work-related fatality is reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances.

2025 Basis of Reporting

Description	Unit of reporting	Definition	Scope	Methodology
			business but perform services at our sites).	
Reportable injury and illness rate	Rate per 100,000 hours worked	A reportable injury or illness requiring medical treatment beyond first aid.	All employees and Haleon Supervised third-party temporary workers across all Haleon operations.	<p>All work-related reportable injury and illness cases are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances. We use the number of reportable incidents to calculate the rate</p> $\frac{(\text{Number of events} \times 100,000)}{\text{Hours worked}}$ <p>To attain the hours worked, the monthly headcount is multiplied by a standardised 150 hours.</p>
Reportable injury and illness rate (Contractors)	Rate per 100,000 hours worked	A reportable injury or illness requiring medical treatment beyond first aid.	All Contractors working at a Haleon site or facility.	<p>All work-related reportable injury and illness cases are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances. We use the number of lost time reportable incidents to calculate the rate</p> $\frac{(\text{Number of events} \times 100,000)}{\text{Hours worked}}$ <p>The hours worked are determined using reported time from contractors.</p>
Lost time reportable injury and illness rate	Rate per 100,000 hours worked	A reportable injury or illness that has resulted in lost time (restricted days / job transfer / days away from work).	All employees and Haleon supervised third-party temporary workers across all Haleon operations.	<p>All work-related lost time reportable injury and illness cases are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances. We use the number of reportable incidents to calculate the rate</p> $\frac{(\text{Number of events involving lost time} \times 100,000)}{\text{Hours worked}}$ <p>To attain the hours worked, the monthly headcount is multiplied by a standardised 150 hours.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Scope	Methodology
Lost time reportable injury and illness rate (Contractors)	Rate per 100,000 hours worked	A reportable injury or illness that has resulted in lost time (restricted days / job transfer / days away from work).	All contractors working at a Haleon site or facility.	All work-related lost time reportable injury and illness cases are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances. We use the number of lost time reportable incidents to calculate the rate $\frac{\text{(Number of events involving lost time x 100,000)}}{\text{Hours worked}}$
Potential Serious Incident or Fatality (pSIF)	Number of Events	Haleon uses a 1 to 5 rating for classification of its EHS incidents. A potential severity score of 4 or 5, are events which on another occasion had the potential to result in a more serious outcome resulting in a life changing outcome / permanent impairment (score 4) or fatality (score 5).	All employees and Haleon supervised third-party temporary workers (External Workers) across all Haleon operations and contractors working at a Haleon site or facility.	All potential serious incidents or fatalities (pSIF) are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances. Incidents with an actual score of 4 or 5 are reported as actual SIFs.
Serious Incident or Fatality (SIF)	Number of Events	Haleon uses a 1 to 5 rating for classification of its EHS incidents. A Serious Incident or Fatality (SIF) is an actual incident which resulted in a life changing outcome / permanent impairment (score 4) or fatality (score 5).	All employees and Haleon-supervised third-party temporary workers (External Workers) across all Haleon operations and contractors working at a Haleon site or facility.	All serious incidents or fatalities (SIF) are reported and recorded in the EHS One system, except for Russia, where incidents are reported to the central team for inclusion in the KPI. An investigation is undertaken within 30 days to confirm data and circumstances.

2025 Basis of Reporting

Social KPIs

Inclusion and belonging

Reporting period: Measured at 31 December and via quarterly average methodology.

Quarterly average methodology: measurement at end of each quarter (March, June, September, December) and averaged across the four quarters.

Reporting scope:

-Permanent employees only (active and on leave) across all locations excluding US and Puerto Rico. However, for the purposes of the Performance Share Plan, permanent employees in the US and Puerto Rico are included in the KPI scope.

-Fixed-term contract (temporary) employees, other non-employee types or external workers/contractors are excluded from the calculation.

-Compensation grades 0 to 5 only (Haleon's leadership roles).

-Employees who did not self-identify their gender (blank) or answered: "Prefer Not To Say" are excluded from the calculation.

Description	Unit of reporting	Definition	Methodology
Gender Diversity Ratio in Leadership Roles	% women in leadership Grades 0-5	Ratio of employees in leadership roles who self-identify as female to all employees in leadership roles. Leadership roles are employees within our compensation grades 0 to 5. These roles include members of the Executive Team, their direct reports (excluding administration support), heads of department and other upper management.	Employees can self-identify their gender during the application process, or at any point once they join the company, on Haleon's Human Resource Information System (HRIS, Workday). The gender diversity ratio in leadership roles is calculated as follows: Scope: Gender diversity calculation includes only regular (permanent) employees, both active and on leave within personal compensation grades 0-5 in the HRIS system Workday. Fixed-term contract (temporary) employees, other non-employee types or external workers are excluded from calculation. <ul style="list-style-type: none"> · Count the number* of employees where gender = "female" · Count the total number* of employees in scope (excluding employees who did not self-identify their gender or answered "Prefer Not To Say") (information available in the HRIS)

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
			<p>· Calculate the percentage of female employees in leadership roles (this is done in the Power BI Dashboard) using the below formula:</p> $\frac{\text{Number of compensation grade 0 – 5 employees where gender = "female"}}{\text{Total \# of regular employees within compensation grades 0 – 5}}$ <p>Quarterly average methodology:</p> <ul style="list-style-type: none"> • The figure for the quarter is taken the last day of the quarter (March, June, September, December) • The relevant figures at the end of each quarter are averaged across the year. <p><i>*Number refers to the actual employee count and not Full Time Employees</i></p>

Health Inclusivity

<p>Reporting period: 1 December in the prior year to 30 November in the year stated.</p> <p>Scope: All markets in which Haleon brand or expert initiatives to improve better everyday health through self-care are active and data is available</p>

Description	Unit of reporting	Definition	Methodology
<p>We aim to empower millions of people a year to be more included in opportunities for better everyday health, empowering 50</p>	<p>Number of people empowered</p> <p>Number of people engaging with a Haleon</p>	<p>Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more</p>	<p>Overview</p> <p>We measure and report annually against this goal based on the number of people engaging with a Haleon brand or initiative and/or through our network of health professionals, with a view to improving their self-care.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
<p>million people a year by 2025.</p> <p>6 initiatives contribute towards this goal:</p> <ul style="list-style-type: none"> • Haleon Health Partner Portal • Theraflu Rest & Recover Initiative • Ageism Off. Life On • Sensodyne Neurodiversity • Project Amplify • Continuing Education (CE) courses 	<p>brand or expert initiative to improve their self-care between 1st December and 30th November each year.</p>	<p>included in opportunities for better everyday health.</p> <p>Opportunities for better everyday health: The circumstances for people to take proactive steps to maintain and improve their health and quality of life through the products they use as well as the behaviours, habits, and lifestyle they maintain to treat and manage self-limiting conditions, as well as to prevent ill health with or without the support of a healthcare provider.</p> <p>People: The unit of measure, and our performance is reported against the number of whom we engage.</p> <p>Engaging with Brand initiatives: An activity or set of related activities delivered by a brand with the aim to improve self-care.</p> <p>Engaging with Expert initiatives: An activity or set of related activities delivered by experts (Health Professionals) with the aim to improve self-care.</p> <p>Self-care: The ability of individuals, families, and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of a health worker.</p>	<p>To count towards the performance measure, an initiative must meet the following criteria:</p> <ul style="list-style-type: none"> • Be consistent with the aim of improving self-care. • Be of appropriate duration – running for at least one quarter of the calendar year. • Be supported by a material financial commitment – Haleon contributing at least one quarter of the annual initiative budget if a co-funded initiative, or if a smaller contribution, then only the number commensurate to the proportion of funding Haleon contributes to the initiative will be counted. <p>Data collection and preparation</p> <p>Measurable engagement of people with in-scope initiatives is recorded by the initiative owner, who is the assigned member of Haleon responsible for reporting the initiative.</p> <p>Initiative owners record results and submit supporting evidence in the Haleon Social Goal Reporting Platform. The Social Impact Reporting Manager reviews the data, and the Social Impact Director approves it. Any assumptions, estimates, or exclusions are documented.</p> <p>Assumptions</p> <p>Where it has been necessary to apply assumptions and extrapolations during calculation, information or data used for the assumptions has been sourced in a clear order of priority: e.g., internal business systems, commissioned market research, reputable publicly available data sources.</p> <p>Data consolidation</p> <p>The data is consolidated for each in-scope initiative for the total number of unique people engaging with them to improve their self-care between 1st December and 30th November each year.</p> <p>Calculation</p> <p>The total unique number of people who have engaged with an in-scope Haleon brand or expert initiative to improve their self-care for the reporting period is aggregated.</p>

2025 Basis of Reporting

Haleon Health Partner Portal (Health Inclusivity)

Reporting period: 1 December in the prior year to 30 November in the year stated.

Scope: Australia, Brazil, Canada, Colombia, Czech Republic, Egypt, France, Germany, GNE (United Arab Emirates, UAE, Oman, Qatar, Bahrain, Jordan, Kuwait, Lebanon), Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, New Zealand, Pakistan, Poland, Portugal, Romania, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, United States of America.

Haleon Health Partner Portal is an online platform with the latest expert resources for Health Professionals to better serve their patients, including access to guides, webinars and product samples.

Description	Unit of reporting	Definitions	Estimation Methodology
<p>To determine the number of people empowered by Dental, Medical and Pharmacy Health Professionals who have meaningfully engaged with the Haleon Health Partner Online Portal (HHP).</p> <p>This initiative, together with five other social impact initiatives, contributes to Haleon's singular Health Inclusivity goal to empower 50 million people a year by 2025 to be more included in opportunities for better everyday health.</p>	<p>Number of people helped to improve their self-care by a Health Professional who has meaningfully engaged with HHP</p>	<p>Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more included in opportunities for better everyday health.</p> <p>Health Professional: Includes:</p> <ul style="list-style-type: none"> - Dental Health Professional: Dentist, Dental Specialist, Hygienist - Pharmacy Health Professional: Pharmacist, Pharmacy Other 	<p>Data Preparation</p> <p>The number of unique Dental, Medical and Pharmacy Health Professionals who 'meaningfully engaged' with the HHP for each calendar month is extracted from the HHP Engagement Dashboard. This forms the <i>Base Number</i>.</p> <p>A <i>Unique Patient Multiplier</i> is then applied to the Base Number. This represents the average number of unique patients each month who receive information, advice, or recommendations from Health Professionals about self-care. These recommendations are based on resources or information from consumer-healthcare companies. The Unique Patient Multiplier is based on a third-party study across dental, medical and pharmacy professionals and is conducted across 11 markets (covering the majority of the global Health Professionals on the HHP Portal). In each market, 75 Health Professionals (25 per specialty) were surveyed to determine the average number of patients they provide self-care advice to in a typical week, which was then converted to a monthly figure.</p> <p>To ensure the multiplier reflects unique patients rather than repeat visits, a country specific discount is applied based on annual average patients visits per year (from OECD or academic sources). Where no country data is available, an average across available markets is used.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definitions	Estimation Methodology
		<p>(Pharmacy Assistant) in Germany</p> <ul style="list-style-type: none"> - Medical Health Professional: GP/PCP <p>Each type of Health Professional will have patients/customers of their own to empower through self-care advice.</p> <p>Meaningfully engaged: Registered users of HHP in all in-scope countries that have performed at least one of the following actions through the HHP:</p> <ul style="list-style-type: none"> - Requested a product sample through the HHP - Attended a webinar through the HHP - Viewed a video through the HHP - Accessed personal learning content - Downloaded a resource through the HHP (such as patient brochure) 	<p>This number is then multiplied by the number of working months remaining in the reporting year period after the Health Professional's engagement. A discount is applied to reflect that Health Professionals are working for only 40 of 52 weeks per year. For the rationale for this, please see the Assumptions section below. <i>This is the Monthly Multiplier.</i></p> <p>Calculation</p> <p style="text-align: center;">Base Number x Unique Patient Multiplier x Monthly Multiplier</p> <p>Result: Unique number of people helped to improve their self-care by unique Health Professionals who have meaningfully engaged with HHP.</p> <p>Assumptions, Estimations and Proxies</p> <p>The same person may visit more than one type of Health Professional (e.g., doctor and dentist) within a reporting year period. We count interaction with each Health Professionals type, as these represent different self-care needs, and excluding duplicates would distort the measure.</p> <p>It is recognized that the risk of double counting may occur. When it is likely that the same person was empowered by a Health Professional who participated in multiple activities, we apply a discount based on De Morgan's Law to adjust aggregated results. We identify these cases by reviewing initiatives for overlaps in Health Professional target type, geography, and repeated activities within the reporting period.</p> <p>The discount is applied at initiative level (for within initiative overlap) or at goal level (for in between initiatives overlap).</p> <p>Health Professionals who are registered but did not engage with HHP during the reporting year are excluded.</p> <p>Where country data on annual dental or medical consultations is unavailable, we use OECD figures from high income countries as a conservative proxy, as these countries typically have the highest rates of Health Professionals per population and less access issues (<u>Medical doctors (per 10 000 population) (who.int)</u>). The average for high income countries is used to extrapolate that number to low income countries, which is considered the most conservative approach.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definitions	Estimation Methodology
			<p>OECD (or a reliable alternative) does not offer data on the average number of consultations with Pharmacy Health Professionals each year for every market. As such, we use the data from academic studies for markets in scope where available and then use an average of those numbers to extrapolate for all other markets where data is not available.¹</p> <p>We assume that Health Professionals work on average 40 weeks out of every 52 weeks a year. This is based on Haleon expert experience over many years, and is also a global average. This estimate reflects typical holiday leave, mandatory professional development, training, administrative duties, and part-time working patterns.</p> <p>Known Limitations</p> <p>The data set on patient visits a year to Dental or Medical Health Professionals is limited to high-income countries in membership of OECD. Therefore, we take an average for all markets where data is available and extrapolate that number to all other markets (low-income countries, where OECD data is unavailable).</p> <p>2019 OECD data was used as it is the most complete data set available and more indicative of current trends than newer datasets. 2020 and 2021 data are not representative due to Covid which disrupted normal practise.</p> <p>Health Professionals in the survey were asked how many patients they typically provide self-care advice to each week based on information from consumer healthcare companies in general (but not specifically HHP). Under expert guidance from Ipsos and Kantar, and in line with market standards, the survey intentionally asked about consumer healthcare companies in general to ensure the answer was an unbiased average. This means that the multiplier is an indicative number.</p>

¹ Data sources on patient visits to pharmacy: Evaluation of Frequency of Encounters With Primary Care Physicians vs Visits to Community Pharmacies Among Medicare Beneficiaries, University of Pittsburgh School of Pharmacy, 2020 (Source: <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2768247>); Community Pharmacy - helping provide better quality and resilient urgent care, NHS England, 2014 (<https://www.england.nhs.uk/wp-content/uploads/2014/11/comm-pharm-better-quality-resilient-urgent-care.pdf>); Determinants of community pharmacy utilisation among the adult population in Malaysia: findings from the National Health and Morbidity Survey 2019, BMC Health Services Research, 2021 (Source: <https://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-021-06656-1>); Pharmacy Barometer 2021, The Pharmacy Guild of Australia, 2021 (Source: <https://www.uts.edu.au/sites/default/files/2022-05/GSH-Pharmacy-Barometer-2021.pdf>)

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Description	Unit of reporting	Definitions	Estimation Methodology
			<p>It is possible that Health Professionals can participate in webinars through registration by email, which does not generate a Gigya ID and as such they are not included in the count of engaged Health Professionals</p> <p>It is possible that users can view a recorded webinar at a later date from when the webinar was conducted, though the system then records their engagement with it from the date that they webinar was recorded – not at the date that the Health Professionals engaged with it.</p> <p>The Health Professionals engaging in activities tracked by Google Analytics are only able to be recorded if cookies are accepted on the website (as this enables a unique Gigya ID). Not all choose to do so resulting in an understatement of engaged Health Professionals.</p>

Theraflu Rest & Recover Initiative (Health Inclusivity)

<p>Reporting period: 1 December in the prior year to 30 November in the year stated.</p> <p>Scope: United States of America</p> <p>Theraflu created the Right to Rest & Recover campaign in 2021. This is a brand activation/campaign focused on (1) raising awareness of the importance of resting and recovering when sick and (2) advocating for sick pay for all US workers. Without access to paid sick time, workers in the U.S. are more likely to experience financial hardship, food insecurity and to risk working while sick. This year’s Theraflu activation launched a multifaceted campaign that leveraged earned media, influencer and advocacy support through key partnerships.</p>
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Description	Unit of reporting	Definition	Estimation Methodology
To determine the unique number of people who can recall seeing the Theraflu	Number of people empowered to improve their self-care by the	Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take -	Data Preparation The number of unique people who can recall seeing the Theraflu Rest & Recover campaign and have been empowered to improve their self-care is based on the market research study by Edelman DxI. This was conducted with a nationally representative sample of US adults where survey participants were

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
<p>Rest & Recover campaign and have been empowered to improve their self-care.</p> <p>This contributes to Haleon’s singular Health Inclusivity goal to empower 50 million people a year to be more included in opportunities for better everyday health by 2025.</p>	<p>Theraflu Rest & Recover Initiative</p>	<p>e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more included in opportunities for better everyday health.</p>	<p>shown 3 campaign assets (a version of the campaign video, an influencer video, and a statement describing the campaign) and asked to respond to specific questions. The research study is refreshed annually and was most recently conducted in March 2025.</p> <p>Edelman surveyed a representative sample of 1,000 US adults, with an additional oversample of 589 low income respondents (defined as those aged 18-64 earning less than \$50k).</p> <p>The percentage of participants who recall seeing at least one campaign asset and agree to one or more of the response statements, is then extrapolated to calculate the number of the US adult population of working age (18-64) classified as low-income (those with incomes below 200% of the federal poverty threshold) that engaged with the Theraflu Rest & Recover Initiative and have been empowered.</p> <p>Calculation:</p> <p>Number of US Adult Population aged 18 to 64 classified as Low Income - as of 2024 (as recorded in the 2025 US Census) X Percentage of respondents aged 18 to 64 with annual household income before taxes of <\$50kaware of the Theraflu Rest & Recover campaign X Among those aware of the campaign, the percentage of respondents aged 18 to 64 with annual household income before taxes of <\$50kwho agree with one or more of the response statements.</p> <p>Result:</p> <p>The number of US adults aged 18-64 classified as low-income, who after having read, seen or heard the campaign have been empowered to improve their self-care.</p> <p>Assumptions, Estimations and Proxies:</p> <p>We assume that exposing the respondents to the campaign assets during the survey does not implant a false memory of being exposed to the campaign assets prior to the survey.</p> <p>We assume that increased exposure during the survey to previously seen campaign assets will not positively bias responses.</p> <p>We use the three campaign assets as a proxy for the entire Theraflu Rest & Recover campaign, though there are other components that the campaign potentially includes (such as newsletters, podcasts, federal petition, senator “get-well” cards, case studies, resources). However, the assumption is that</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
			<p>many people who engage in these activities will also have been exposed to the campaign assets. We use agreement with one or more impact statement as a proxy for empowered.</p> <p>The sample size allows us to extrapolate the survey result to the entire US Adult Population aged 18 to 64 classified as Low Income with a 95% confidence interval. However, a margin of error of +/- 4% exists.</p> <p>Known Limitations</p> <p>The US Adult Population aged 18 to 64 classified as Low Income is sourced from the U.S. Census Bureau, Current Population Survey, 2025 Annual Social and Economic Supplement.² An acknowledged limitation is that more recent data is not available at the point of calculation. Therefore, the KPI is based on the most current data available at the time of calculation preparation.</p> <p>Due to above limitations all data is indicative.</p>

² Number of US Adult Population aged 18 to 64 classified as Low Income.

Source: U.S. Census Bureau, Current Population Survey, 2025 Annual Social and Economic Supplement (CPS ASEC).
Raw data file link [here](#).

2025 Basis of Reporting

Ageism Off. Life On Initiative (Health Inclusivity)

Reporting period: 1 December in the prior year to 30 November in the year stated.

Scope: Hungary

In 2025, Haleon launched the 'Ageism Off. Life On' campaign to encourage older adults to take charge of their health, through improved self-care. The campaign specifically addresses negative attitudes towards ageing, which research shows can reduce life expectancy by seven and a half years³. Targeted at older adults in Hungary, 'Ageism Off. Life On' aims to their shift perceptions of ageing by promoting a more positive outlook on getting older. The initiative inspires individuals to remain active and enjoy fulfilling lives as they age. It is supported by a range of online information, tools, and resources designed to help those aged 55 and over stay healthy and feel youthful. Looking ahead, Haleon intends to expand this campaign to additional countries and settings in 2026.

Description	Unit of reporting	Definition	Estimation Methodology
<p>To determine the unique number of people (older adults, age 55+) who can recall seeing the Ageism Off, Life On campaign and have been empowered to improve their self-care.</p> <p>This contributes to Haleon's social goal to empower 50 million people a year to be more included in opportunities for better</p>	<p>Number of people empowered to improve their self-care by Ageism Off, Life On campaign.</p>	<p>Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more included in opportunities for better everyday health.</p>	<p>Data Preparation</p> <p>A market research study is conducted by a third-party supplier with a nationally representative sample of +55 adults living in Hungary.</p> <p>In 2025 the sample size of 700 adults was used to conduct the survey.</p> <p>Survey participants were shown 2 campaign assets (a Haleon ad campaign video and several stills from Haleon's website which provides health information targeted at older adults) and asked if 1) They recall seeing the ad before taking part in the survey and 2) If they recall seeing the ad before taking part in the survey, to what extent they agree with a selection of impact statements.</p> <p>These statements align with Haleon's definition of empowered.</p>

³ Source: [hcaf_haleon_whitepaper_en.pdf](https://www.haleon.com/hcaf-haleon-whitepaper-en.pdf)

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
everyday health by 2025.			<p>Calculation:</p> <p>Total Hungarian Adult Population aged 55+ x Percentage of survey respondents who can recall seeing at least one in-scope campaign assets and agree with 1+ impact statement.</p> <p>Result:</p> <p>The number of Hungarian adults aged 55+, who after having read or seen the campaign agree to one or more of the response statements from the survey, which align with the Haleon definition of empowerment.</p> <p>Assumptions, Estimations and Proxies</p> <ul style="list-style-type: none"> • Survey participants answer the questions only based on campaign assets seen prior to taking part in the survey. • We assume that exposing the respondents to the campaign assets during the survey does not implant a false memory of being exposed to the campaign assets prior to the survey. • We assume that increased exposure during the survey to previously seen campaign assets will not positively bias responses. • We use agreement with one or more impact statement as a proxy for empowered. <p>Known Limitations</p> <ul style="list-style-type: none"> • Although the sample size enables the survey results to be extrapolated to the entire Hungarian 55+ population, some statistical uncertainty naturally remains when results from a sample are applied to an entire population.

2025 Basis of Reporting

Sensodyne Neurodiversity Initiative (Health Inclusivity)

Reporting period: 1 December in the prior year to 30 November in the year stated.

Scope: United States of America

Sensodyne Neurodiversity is a brand activation/ campaign focused on (1) raising awareness of the impact of sensory sensitivity when accessing healthcare and (2) improving the accessibility and inclusivity of dental healthcare. This year’s campaign supported key partnerships with earned media and Health Professionals. This included a partnership between Sensodyne and Vox Media to produce a short documentary, a partnership between Sensodyne and the American Dental Association (ADA) to sponsor Continuing Education/ CE courses to educate dental Health Professionals (DHPs) on sensory sensitivity, and a partnership between Sensodyne and KultureCity to provide Sensory Inclusive Certification to accredited DHPs.

Description	Unit of reporting	Definition	Estimation Methodology
<p>To determine the unique number of people with Sensory Hypersensitivity who can recall seeing the Sensodyne Neurodiversity campaign and have been empowered to improve their self-care.</p> <p>This contributes to Haleon’s social goal to empower 50 million people a year to be more included in opportunities for better everyday health by 2025.</p>	<p>Number of people empowered to improve their self-care by the Sensodyne Neurodiversity Initiative.</p>	<p>Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more included in opportunities for better everyday health.</p>	<p>Data Preparation:</p> <p>To determine the unique number of people with Sensory Hypersensitivity who can recall seeing the Sensodyne Neurodiversity campaign and have been empowered, a market research study is conducted by a third-party supplier with a nationally representative sample of US adults.</p> <p>A national sample of 1,000 U.S. adults, along with an additional oversample of Sensory Hypersensitive individuals was surveyed to ensure representation among the impact audience of Sensory Hypersensitive.</p> <p>Included in this survey are several questions which are used to identify whether a participant has Sensory Hypersensitivity and then determine what percentage of Sensory Hypersensitivity individuals recall seeing campaign material and self-reporting a positive impact by agreeing with at least one impact statement. These social impact statements align with Haleon’s definition of empowered.</p> <p>The percentage of participants with Sensory Hypersensitivity who recall seeing at least one campaign asset and agree to one or more of the responses statements, is then extrapolated to calculate the number of the US adult population (18+)</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
			<p>estimated to live with Sensory Hypersensitivity⁴ that engaged with the Sensodyne Initiative and have been empowered.</p> <p>Calculation:</p> <p>Number of US Adult population estimated to be living with Sensory Hypersensitivity x Percentage of Sensory Hypersensitive survey respondents (aged 18+ who self-reported Sensory Hypersensitivity symptoms and met the relevant threshold for severity) who can recall seeing the campaign assets x Among those Sensory Hypersensitive individuals aware of the campaign, the percentage who agree with one or more of the response statements.</p> <p>Result:</p> <p>The number of US adults (18+) who experience Sensory Hypersensitivity, who after having read, seen or heard the campaign agree to one of the response statements, which align with Haleon’s definition of empowered.</p> <p>Assumptions, Estimations and Proxies</p> <ul style="list-style-type: none"> • We assume that exposing the respondents to the campaign assets during the survey does not implant a false memory of being exposed to the campaign assets prior to the survey. • We assume that increased exposure during the survey to previously seen campaign assets will not positively bias responses. • Survey participants answer the questions only based on campaign assets seen prior to taking part in the survey. • The symptoms and thresholds used in the survey, based off academic literature and verified by an independent expert, are effective at identifying those who experience Sensory Hypersensitivity. • The 20% stat of people with Sensory Hypersensitivity is correct and reflects the population of the US. • We use the three campaign assets as a proxy for the entire campaign, though there are other assets that the campaign potentially includes (such as newsletters, podcasts, case studies, resources). This likely results in an underestimation. • We use agreement with one or more impact statement as a proxy for empowered. <p>Known Limitations:</p> <ul style="list-style-type: none"> • Although the sample size enables the survey results to be extrapolated to the entire US Adult Population who experience Sensory

⁴ 20% of US Adult is estimated to live with Sensory Hypersensitivity according to Aron, E. N., & Aron, A. (1997), Journal of Personality and Social Psychology

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
			<p>Hypersensitivity, some statistical uncertainty naturally remains when results from a sample are applied to an entire population.</p> <ul style="list-style-type: none"> The US Adult Population is sourced from the latest census data. An acknowledged limitation is that more recent data is not available for the purpose of the calculation. The percentage of population that experience Sensory Hypersensitivity is taken from a study from 1997. An acknowledged limitation is that the study is not US focused and was published some time ago. However, this estimate is the most recent and robust and continues to be referenced in recent academic reports.

Project Amplify (Sensodyne) Initiative (Health Inclusivity)

<p>Reporting period: 1 December in the prior year to 30 November in the year stated.</p> <p>Scope: India</p> <p>Project Amplify was launched in 2018, with the aim of improving oral health in individuals across India. The focus is on educating underserved communities on teeth sensitivity and gum health. The initiative offers dental check-ups and referrals at dental clinics, colleges and hospitals, where participants receive advice on how to care for their teeth and gums. In 2025, a digital dental-check-up was introduced, expanding the reach of the initiative.</p>
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Description	Unit of reporting	Definition	Estimation Methodology
To determine the unique number of people who have completed an oral health check-up conducted at a dental clinic, dental college or hospital as part of the	Number of people empowered to improve their self-care by the Project Amplify initiative.	Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more	<p>Data Preparation</p> <p>Designated oral health advisors record the number of people that receive a free oral health check-up as a part of the Project Amplify initiative. This data is manually input into a dedicated mobile app, recording the check-up date and real time geo-location. This is approved by the partner clinic/ college dentist faculty using a confirmation letter, following each session.</p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
<p>Project Amplify initiative.</p> <p>This contributes to Haleon’s social goal to empower 50 million people a year to be more included in opportunities for better everyday health by 2025.</p>		<p>included in opportunities for better everyday health.</p>	<p>The partner agency checks the data submitted in the app against confirmation letter provided by the dentist faculty, using sense checks against the expected footfall of the clinic, observing spikes and cross-checking the sample.</p> <p>The Data Preparer (Haleon Expert Brand Manager) receives the data from the agency and completes a further check on the data, conducting a random sample test.</p> <p>Social Impact Support receives the data from the Data Preparer, in the form of a dashboard, which can be downloaded as an Excel document. Social Impact Support conduct additional control checks and data transformation to ensure data is complete and correct.</p> <p>Calculation and Result</p> <p>Total unique number of people who have completed an oral health check-up (as per the excel sheet shared by Data Provider extracted from the online web app). At initiative level no further calculation is required.</p> <p>Assumptions, Estimations and Proxies</p> <ul style="list-style-type: none"> We assume that each individual receives only one free check-up through the initiative and does not visit multiple dentists or the same dentist multiple times during the reporting period. This assumption is supported by academic research⁵ indicating that only about 24% of adults in India visit a dentist each year. We assume that the information provided during the free check-ups is sufficient to empower individuals to improve their self-care, by improving their skills, understanding and knowledge on oral health. We assume that the data collected and reported by the reputable third-party agency is both accurate and reliable. This is based on several controls, which provide evidence of data quality. <p>Known Limitations</p> <ul style="list-style-type: none"> We do not track the number of people who then use the recommendations and guidance to improve their self-care. We do not have the data to determine whether any of the people engaged through Project Amplify are also engaged by Dental Health Professionals who provide self-care advice to their patients through the Haleon Health Partner initiative. Though the number of people engaged through both

⁵ Source: [Utilization of dental care services among adult Indian population: A meta-analysis of evidence from 2011–2022 - PMC](#)

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
			initiatives is small (under 200,000 people in each case) and thus the risk of overlap is minimal in a country with a population of over 1 billion.

Continuing Education (CE) courses US Initiative (Health Inclusivity)

<p>Reporting period: 1 December in the prior year to 30 November in the year stated.</p> <p>Scope: United States of America</p> <p>The Continuing Education (CE) courses initiative provides Dental Health Professionals (DHPs) with access to further education courses, through an unrestricted educational grant. The Haleon funded courses allow DHPs to complete required certifications, required to help them progress in their career; these guidelines are outlined by ADA-CERP, AGD-PACE, AADHA and other medically approved platforms. Haleon has supported a number of vendors including CE Zoom, Conexisent/ CDE World and organisations such as the American Dental Association (ADA). These courses aim to help enhance DHPs understanding of the latest industry standards and category science.</p>
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Description	Unit of reporting	Definition	Estimation Methodology
<p>To determine the unique number of people empowered by Dental Health Professionals (DHPs), who have meaningfully engaged with the Continuing Education (CE) courses by attending one or more courses made possible by Haleon through an unrestricted educational grant.</p> <p>This contributes to Haleon’s social goal to empower 50 million</p>	<p>Number of people helped to improve their self-care by a Health Professional who has meaningfully engaged with Continuing Education (CE) courses made possible by Haleon.</p>	<p>Empowered: For a person to be empowered they require agency (capability to act or to choose what action to take - e.g. skills, knowledge, understanding) and/or resources (the means to act - e.g. tools, products) to be more included in opportunities for better everyday health.</p>	<p>Data Preparation</p> <p>The Continuing Education (CE) course vendor or organisation that was granted an unrestricted educational grant from Haleon confirms the number and unique IDs of attendees who participated in each event. Haleon analyses this data to identify the number of unique Health Professionals (including dentists, hygienists and dental specialists only) and the first date of engagement in the reporting year. <i>This is the base number.</i></p> <p>A market research study of US Dental Health Professionals was conducted to determine the average number of patients they provide self-care information, advice or recommendations to in a week originating from or provided by consumer-healthcare companies. This weekly number is then converted into a monthly number. <i>This is the unique patient multiplier.</i></p>

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
<p>people a year to be more included in opportunities for better everyday health by 2025.</p>			<p>No discount is applied to mitigate the risk of double counting repeat patients as, according to OECD data (2021), an average patient in the US visits a Dental Health Professionals less than once a year⁶ .</p> <p>This number is then multiplied by the number of working months remaining in the reporting year period after the Dental Health Professional’s engagement with the CE course. A discount is applied to reflect that Health Professionals are working for only 40 of 52 weeks per year. For the rationale for this, please see the Assumptions section below. <i>This is the monthly multiplier.</i></p> <p>Calculation:</p> <p style="text-align: center;">Base Number x Unique Patient Multiplier x Monthly Multiplier</p> <p>Result:</p> <p>Unique number of people helped to improve their self-care by a Dental Health Professional who has meaningfully engaged with the CE US Initiative in the reporting year.</p> <p>Assumptions, Estimations and Proxies</p> <ul style="list-style-type: none"> • We assume that a Health Professional will continue to use the information and resources made accessible to them through engagement with the CE initiative to continue to inform and educate their patients on how to improve their self-care over the course of the reporting year. • We assume that Dental Health Professionals work on average 40 weeks out of every 52 weeks a year. This is based on an educated assumption. • Average weekly recommendation (AWR) data is sourced from the Haleon Health Partner Portal (HHP) Initiative Survey commissioned in December 2022 and independently conducted by Kantar. That survey, which was ran across 11 markets, enabled us to approximate the average number of patients a month with whom Dental Health Professionals in the US provide self-care information, advice or recommendations originating from or supported by information, or resources, provided by consumer-healthcare companies. • It is recognized that the risk of double counting may occur. When it is likely that the same person was empowered by a Health Professional who participated in multiple activities, we apply a discount based on De Morgan’s Law to adjust aggregated results. We identify these cases by

⁶ Source: OECD (2021), Healthcare Utilisation: Dental Consultations ([OECD Data Explorer • Consultations](#)) (Accessed on 6th March 2026)

2025 Basis of Reporting

Description	Unit of reporting	Definition	Estimation Methodology
			<p>reviewing initiatives for overlaps in Health Professional target type, geography, and repeated activities within the reporting period. The discount is applied at initiative level (for within initiative overlap) or at goal level (for in between initiatives overlap).</p> <p>Known Limitations</p> <ul style="list-style-type: none"> For the purpose of the metric, we only include the following professional speciality types that will have patients of their own to empower through self-care advice: <ul style="list-style-type: none"> Dental Health Professional: Dentist, Dental Specialist*, Hygienist. <p>*Dental Specialists refers to subject-specific expert dental practitioners, such as orthodontist, prosthodontist, etc.</p>