HALEON

Responsible Business Basis of Reporting 2024

2024 Basis of Reporting

This document details the reporting methodology for non-financial Environmental, Social and Governance (ESG) metrics included in our 2024 'Annual Report and Form 20-F', 'Responsible Business Report' and 'Environmental, Social and Governance (ESG) Data Book'.

Environmental KPIs

Scope 1 and 2 greenhouse gas emissions and energy

2024 reporting period: 1 December 2023 to 30 November 2024.

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 sites/leased assets where we have the authority to introduce and implement our operating policies and where we maintain the sites' facilities only. All our R&D and manufacturing sites are included. We are continuously improving our data and reporting methodology and in case of significant changes (>5%) we will restate the results.

Description	Unit of reporting	Definition	Methodology
Total Scope 1 GHG emissions	Thousands of tonnes of CO_2e	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.	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. GHG emissions are calculated in CO_2 equivalents (CO_2e) 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. 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.

Description	Unit of reporting	Definition	Methodology
			GHG emission factors and calorific factors for the combustion of natural gas, LPG, refrigerants, diesel, and other fuels are sourced from DEFRA. Scope 1 GHG emissions were calculated using DEFRA 2024 Conversion Factors
Total Scope 2 GHG emissions – location-based	Thousands of tonnes of CO_2e	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.	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. All purchased energy is converted into CO_2e using DEFRA conversion factors while all purchased electricity is converted to CO_2e using IEA emission factors which relies on the average grid emission factor for electricity in the country in which it is purchased. 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. Scope 2 GHG emissions were calculated using the following emission factors: Purchased Electricity December 2023: IEA 2024 Conversion Factors -January - November 2024: IEA 2024 Conversion Factors Purchased Steam -December 2023: DEFRA 2024 Conversion Factors -January - November 2024: DEFRA 2024 Conversion Factors N_2O and CH_4 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.
Total Scope 2 GHG emissions – market-based	Thousands of tonnes of CO_2e	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.	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. All energy purchased is converted into CO_2e using emission factors from contractual instruments purchased where they exist and using average conventional grid emission factors otherwise. 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

Description	Unit of reporting	Definition	Methodology
			agreements may cover more than 12 months, we have pro-rated the REGO agreements for the 12-month reporting period. 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. N_2O and CH_4 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.
Total Scope 1 & 2 GHG emissions – location based	Thousands of tonnes of CO_2e	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).	The sum of total scope 1 GHG emissions and total scope 2 location-based GHG emissions.
Total Scope 1 & 2 GHG emissions – market based	Thousands of tonnes of CO_2e	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_2e	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 offsets are purchased in 2024 and 2025, the offsets purchased apply to the December 2023 - November 2024 reporting period.
Reduction in net scope 1 & 2 GHG	%	Difference between the net market-based scope 1 & 2 market-based GHG emissions in the	The calculation is as follows:

Description	Unit of reporting	Definition	Methodology
emissions from a 2020 baseline - market-based		current reporting period compared to the 2020 baseline year.	$1 - \frac{(\text{Net amount of market} - \text{based scope 1 \&2 GHG emissions (tCO2e)})}{\text{Total market} - \text{based scope 1 \& 2 GHG emissions (tCO2e) in 2020}})$ x 100% 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. 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.
GHG emissions intensity (location-based)	Tonnes of CO_2e 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 £.
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).	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: • 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 Energy-related to third-party manufacturing for other companies cannot be isolated from those arising from our internal manufacturing and is included. Total energy consumed is calculated by summing the amount of energy (in GWh) from December 2023 to November 2024 across sites.

2024 Basis of Reporting

Description	Unit of reporting	Definition	Methodology
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.	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). The percentage of renewable energy is calculated by dividing the total amount of renewable energy by the total amount of energy consumed times 100%.
Total electricity consumed	GWh	Total amount of electricity purchased or self-generated.	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. Total electricity consumed is calculated by summing the amount of electricity from December 2023 to November 2024 (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.
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.	Each Haleon site records renewable electricity covered by renewable electricity certificates and electricity from renewable sources used in an online database (EHS One). Renewable electricity consumed is calculated by adding total self-generated renewable electricity (in GWh) with total renewable electricity purchased (in GWh). 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.
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%.

Scope 3 greenhouse gas emissions

2024 Reporting period: 01 July 2023 to 30 June 2024

Baseline reporting period: 01 January 2022 to 31 December 2022

Scope: Most Scope 3 greenhouse gas (GHG) emissions categories utilise data that covers 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 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.

Where appropriate we extrapolate to also cover third-party manufacturing, where possible using distinct extrapolation factors calculated at brand level or, alternatively, at category or Enterprise level. We assume that the energy efficiency of third-party manufacturing sites is similar to the energy efficiency of Haleon's manufacturing sites. We report on all relevant categories as defined in the GHG protocol (all except category 10, 13, and 14, as these are not applicable to Haleon). Our targets span all categories from source to sale (excluding GHG-protocol categories 6, 7, 10-15).

Category name	Unit of reporting	Definition	Methodology
1. Purchased goods and services	tCO_2e	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-clinical & development, lab animal services, and sales.	Each site records transactional data in an online database (ERP system). The quantity and spend are based on invoice data from suppliers. GHG emissions are calculated by multiplying tonnages by the appropriate regional carbon emissions factor for each packaging material type, raw and active material (for direct category transactions), and by multiplying spend by the appropriate emission factors for each spend category (for indirect categories). The sum of these calculations determines the total amount of GHG emissions for purchased goods and services.

Category name	Unit of reporting	Definition	Methodology
2. Capital goods	tCO_2e	All emissions of purchased capital goods e.g., Industrial machinery, heating, ventilation, and cooling equipment. etc.	Each site records transactional data from the purchase of capital goods in an online database (ERP system). Emissions from capital goods are calculated using US EPA Supply Chain GHG Emission Factors for US Commodities and Industries v1.1.1, applied to Haleon's Capital spend data and adjusted for inflation from 2018 to the reporting year.
3. Fuel and energy-related activities	tCO_2e	Well-to-tank emissions of purchased fuels & energy and transmission and distribution losses from purchased electricity	Each site records activity data from fuel and energy consumption in an online database (EHS One). GHG emissions from fuel- and energy-related activities are calculated by applying DEFRA 2024 well-to-tank emissions factors to Haleon's energy and fuel consumption data.
4. Upstream transportation and distribution	tCO_2e	Purchased transport & distribution services (freight)	Each site records transactional data from upstream freight in transportation and distribution in an online database (ERP system). GHG emissions from upstream transportation and distribution are calculated using US EPA Supply Chain GHG Emission Factors for US Commodities and Industries v1.1.1, applied to Haleon's transport and distribution spend data, adjusted for inflation from 2018 to the reporting year, and including unplanned delivery costs from Category 1, 2, and 4.
5. Waste generated in our Operations	tCO_2e	Waste and waste-water	Each Haleon site records waste disposal data in an online database (EHS One). GHG emissions from waste generated in operations are calculated using DEFRA 2024 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 treated as recycling, and on-site incineration is considered incineration without energy recovery.
6. Business travel	tCO_2e	Hotel stays, train travel & flights, car rental & taxi spend, fuel spend, and company cars	Each Haleon site records business travel in an online database (SAP Concur).

Category name	Unit of reporting	Definition	Methodology
		(average distance travelled and number of vehicles)	GHG emissions from hotel stays and train travel are calculated using 2024 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. GHG emissions from flights are calculated using 2024 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. 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. GHG emissions from fuel spend are calculated using IEA global average fuel price for diesel & petrol combined with DEFRA (2024) emissions factor average across petrol & diesel applied to spend data. GHG emissions from company cars are calculated using DEFRA 2024 emissions factor for average vehicle of unknown fuel (WTT + TTW) applied to average distance travelled and number of Haleon vehicles.
7. Employee commuting	tCO_2e	A default emissions factor for employee commuting applied to the total full time equivalent (FTE) in each country	The number of full-time employees by country is extracted from Workday. A default emissions factor for employee commuting from the Greenhouse Gas Protocol Scope 3 Screening Tool (Quantis) was applied to the total FTE in each country.
8. Upstream leased assets	tCO_2e	Energy consumption in leased assets (by country) split into energy sources according to EIA.	Haleon receives a real estate portfolio list from its asset manager (CBRE). 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 2024 fuel factors and IEA 2021 grid electricity factors were applied to the energy split by country.

Category name	Unit of reporting	Definition	Methodology
9. Downstream transportation and distribution	tCO_2e	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 2024 DEFRA average HGV emissions factor is applied to the total calculated km for a conservative estimate.
11. Use of sold products	tCO_2e	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 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_2e	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 2024 DEFRA emissions factors for waste disposal are applied to the adjusted tonnage of recycled, incinerated, and landfilled materials, using appropriate factors for composite materials.

Category name	Unit of reporting	Definition	Methodology
15. Investments	tCO_2e	Total value of pensions	Haleon obtains its pensions and investments data from its pensions trust. Weighted average carbon intensity of the specific Haleon funds was used where available

Water

2024 Reporting period: 1 December 2023 to 30 November 2024.

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.

Packaging recyclability

2024 Reporting period: 1 July 2023 to 30 June 2024.

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	%	Total amount of recycle-ready product packaging and devices purchased, as a percentage of the total amount of product packaging (>99.5% of the total packaging footprint) and devices (<0.5% of the total packaging footprint) purchased in the reporting period. '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. '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.	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 paid by the weight of the respective packaging or device component. 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). Following a data quality review of data in the reporting period, we decided to use averages instead of specification data for five out of 24 Haleon sites. As a result, for 2024 reporting, 66% of the total packaging footprint has been calculated using packaging specification data, 18% is based on averages, and 10% of the total packaging footprint is based on SME data (the remainder is already purchased by weight and do not require conversion). The total packaging footprint for internal Haleon sites is extrapolated to cover packaging used by third-party manufacturers (3PM) who make products on Haleon's behalf. Extrapolation factors are determined by grouping internal and 3PM sales volumes by brand (or Category if no brand-level footprint is available). To determine the part of the 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.

Description	Unit of reporting	Definition	Methodology
			The percentage recycle-ready packaging across internal – and third-party manufacturing is determined by dividing the recycle-ready part of the packaging footprint by the total packaging footprint, expressed as a percentage. We are continuously improving our packaging data and reporting methodology and in case of significant changes (>5%) we will restate the results.

Virgin plastic reduction

2024 Reporting period: 1 July 2023 to 30 June 2024.

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 packaging (>99.5% of the total packaging footprint) and devices (<0.5% of the total packaging footprint) purchased in the reporting period. 'Product Packaging' means primary and secondary packaging 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 doesn't include formulated medical devices such as toothpastes and creams/lotions. 'Plastic' refers to a wide range of synthetic or semi-synthetic materials that use polymer resins as a main ingredient. '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.	Each Haleon internal site records the quantity of plastic packaging and plastic devices or plastic for devices purchased in ERP systems. 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 number of packaging components paid by the weight of the respective packaging or device component. 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). Following a data quality review, we decided to use averages instead of specification data for five out of 24 Haleon sites. As a result, for 2024 reporting, 66% of the total packaging footprint has been calculated using packaging specification data, 18% is based on averages, and 10% of the total packaging footprint is based on SME data (the remainder is already purchased by weight and do not require conversion). The total packaging footprint for internal Haleon sites is extrapolated to cover packaging used by third-party manufacturers (3PM) who manufacture products on Haleon's behalf. Extrapolation factors are determined by grouping internal and 3PM sales volumes by brand (or Category if no brand-level footprint is available). The total tonnage of virgin plastic is calculated as follows: the weight of all plastic packaging minus the weight of all non-virgin plastic

Description	Unit of reporting	Definition	Methodology
		'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).	packaging (mechanically recycled plastic, chemically recycled plastic, and biobased plastic). The percentage change in the amount of virgin petroleum-based plastic packaging across internal – and third-party manufacturing is calculated as follows: $\frac{(\text{Virgin plastic in the current period (t)} - \text{Virgin plastic at baseline(t)})}{\text{Virgin plastic at baseline (t)}} * 100\%$

Sustainable sourcing

2024 Reporting period: 1 July 2023 to 30 June 2024.

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.

Description	Unit of reporting	Definition	Methodology
Sustainably sourced key materials	%	A topline sustainable sourcing percentage covering all key materials in scope for sustainable sourcing.	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%.
Sustainably sourced palm-oil derivatives	%	Proportion of key palm-oil derivatives sourced sustainably. 'Key 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. 'Sustainably Sourced' refers to these materials that are physically certified in line with RSPO supply chain certifications (Mass Balance, Segregated or Identity Preserved) or ISCC Plus certification requirements.	Each Haleon site records the quantity of palm-oil derivatives purchased in ERP systems. To identify the tonnage of palm oil derivatives within the total tonnage of materials purchased, the words "glycerine", "glycerin", "glycerol", "glicerin" or "glycerol" are searched for in the "material" or "material description" field (or equivalent). Similarly, Sodium Lauryl Sulphate, is identified using the keywords "sls","sulfate","lauril","empicol","lauryl","sod laur" and Cocamidopropyl Betaine/Tego Betaine using the words "betaine","betain". Within this filtered subset, materials managed by Global Procurement are identified. Next, Glycerine, Sodium Lauryl Sulphate and Cocamidopropyl Betaine/Tego Betaine derived from palm oil or palm kernel oil are identified based on Procurement Managers' or suppliers' knowledge of contracts and materials. For suppliers that use multiple feedstocks for in-scope derivatives, conversion factors provided by these suppliers help apportion derivatives to the respective feedstocks (e.g., supplier A sells 80% of glycerine from palm oil and 20% from soybean oil). This knowledge is summarized in a mapping table which assigns a

Description	Unit of reporting	Definition	Methodology
			percentage feedstock to each relevant supplier-material combination present in the dataset. To determine what proportion of palm-oil derived materials is RSPO/ISCC plus certified, a mapping file is used. The information whether palm oil derived material is RSPO certified is provided by suppliers on the invoice or CoA (Certificate of Analysis). Once a month the Procurement Team checks on the RSPO/ISCC website if a supplier's certificate is still valid. The subject matter expert then consolidates this information into a mapping file that helps identify by supplier what palm-oil derived material is RSPO/ISCC Plus certified. Then, to calculate the percentage of palm-oil derivatives from sustainably sourced palm-oil derivatives, the total tonnage of sustainably sourced palm-oil derivatives is divided by the total tonnage of palm-oil derivatives, expressed as a percentage.
Sustainably sourced paper-based packaging	%	Proportion of paper sourced sustainably. 'Paper' refers to corrugates, cartons, and leaflets made from materials that are harvested from forest environments. 'Sustainably Sourced paper' refers to paper that is: • Made from fully recycled material (≥97% as declared by the supplier), or • 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	Each Haleon site records the quantity of cartons, corrugates, and leaflets 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 it by the weight of the paper component. The weight data is obtained from a packaging specification system (this represents 50% of the total packaging footprint). Where data is not available in a packaging specification system the data is provided by subject matter experts (SME) (this represents 33% of the total packaging footprint), or the average weight of a group of packaging formats (this represents 10% of the total packaging footprint). To determine what proportion of paper is made from ≥97% recycled material or chain-of-custody deforestation-free, a mapping file is used. The information on whether paper is made from ≥97% recycled material or chain-of-custody deforestation-free is provided by suppliers following a request for information. The subject matter expert then consolidates this information into a mapping file that helps identify by

Description	Unit of reporting	Definition	Methodology
			supplier what paper is made from ≥97% recycled material or chain-of-custody deforestation-free. Then, 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 chain-of-custody deforestation-free, expressed as a percentage.
Sustainably sourced soy derivatives	%	Proportion of soy derivatives sourced sustainably. 'Soy derivatives' refers to materials derived from soy. 'Sustainably Sourced 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.	Each Haleon site records the quantity of soy-derived materials purchased in ERP systems. To identify the tonnage of soy-derived materials within the total tonnage of materials purchased, the words "soy", "glycerine", "glycerin", "glycerol", "glicerin" or "glycerol" are searched for in the "material" or "material description" field (or equivalent). Within this filtered subset, materials managed by Global Procurement are identified. Next, materials derived from soy are identified based on Procurement Managers' or suppliers' knowledge of contracts and materials. Soy-derived materials to be considered as 'Sustainably Sourced' must be confirmed through Procurement Managers' or suppliers' knowledge as being originated (grown/harvested) from low-risk countries. For soy-derived materials from high-risk countries, the procurement managers then work with their sustainable commodity credits supplier to purchase the equivalent number of RTRS credits to cover these volumes. Then, 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 is divided by the total tonnage of soy derivatives, expressed as a percentage.
Sustainably sourced corn/wheat derivatives	%	Proportion of corn/wheat derivatives sourced sustainably.	Each Haleon site records the quantity of corn- and wheat-derived materials purchased in ERP systems. To identify the tonnage of corn- and wheat-derived materials within the total tonnage of materials purchased, the words "sorbitol", "citric acid", "fructose", "starch",

Description	Unit of reporting	Definition	Methodology
		'Corn/Wheat derivatives' refers to materials derived from corn or wheat. 'Sustainably sourced corn- and wheat derivatives' refers to 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.	"ascorbic acid", "dextrose", "xanthan gum", "mannitol", "glucose" and "xylitol" are searched for in the "material" or "material description" field (or equivalent). Within this filtered subset, materials managed by Global Procurement are identified. Next, materials derived from corn and wheat are identified based on Procurement Managers' or suppliers' knowledge of contracts and materials. Corn- and wheat-derived materials to be considered as 'Sustainably Sourced' must be confirmed through Procurement Managers' or suppliers' knowledge as being originated (grown/harvested) from low-risk countries. For corn- and wheat-derived materials from high-risk countries, the procurement managers then determine 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 and validated by Procurement through evidence provided by suppliers in the form of copies of certificates and/or certification codes. Then, 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.
Sustainably sourced mint oils and flavours	%	Proportion of mint oils and flavours sourced sustainably. 'Mint oils and flavours' refers to mint oil, menthol, and de-mentholised mint oil (DMO) of natural origin. 'Sustainably sourced mint oils and flavours' refers to materials for which the mint feedstock is either sourced from a low-risk country, or material for which the mint feedstock is sourced from a high-	Each Haleon site records the quantity of mint oils and flavours purchased in ERP systems. To identify the tonnage of mint oils and flavours within the total tonnage of materials purchased, the words "Mint", "Menthol", "Mentol", "Menta" and supplier-specific mint flavour names are searched for in the "material" or "material description" field (or equivalent) within the Flavours/Fragrances category group. Within this filtered subset, materials managed by Global Procurement are identified. Next, mint oils and flavours of natural origin are identified based on Procurement

Description	Unit of reporting	Definition	Methodology
		risk country and procured from suppliers supporting a cohort of farmers with sustainable agriculture programmes.	Managers' or suppliers' knowledge of contracts and materials. Mint oils and flavours to be considered as 'Sustainably Sourced' must be confirmed through Procurement Managers' or suppliers' knowledge as being originated (grown/harvested) from low-risk countries based on the SEDEX commodity risk rating. For the remaining volume of mint oils and flavours originating from high-risk countries, as we cannot trace our mint back to specific farms in these areas, mint volumes are apportioned based on the number of farmers enrolled onto suppliers' sustainable agriculture programmes which Haleon recognises under its Healthy Mint Supply Chain requirements (which may or may not supply mint to Haleon) as a percentage of the estimated total number of farmers (based on averages) needed to produce the volumes of mint oils and flavours which Haleon uses which come from high-risk countries. Then, to calculate the total percentage of sustainably sourced mint, the sum of mint from low-risk countries and mint from high-risk countries adjusted for the percentage farmers enrolled in suppliers' sustainable agriculture programmes is divided by the total tonnage of mint and expressed as a percentage.
Sustainably sourced fish oil	%	Proportion of fish oil derivatives sourced sustainably. 'Fish oil derivatives' refers to materials derived from the tissues of oily fish. 'Sustainable 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 verified by a third-party sustainability certification body	Each Haleon site records the quantity of fish oil-derived materials purchased in ERP systems. To identify the tonnage of fish oil-derived materials within the total tonnage of materials purchased, the words "fish extract", "cod oil" or "cod liver oil" are searched for in the "material" or "material description" field (or equivalent). Within this filtered subset, materials managed by Global Procurement are identified. Next, materials derived from fish oil are identified based on Procurement Managers' or suppliers' knowledge of contracts and materials. Fish oil-derived materials to be considered as 'Sustainably Sourced' must be confirmed through Procurement

Description	Unit of reporting	Definition	Methodology
		such as MSC: Marine Stewardship Council Certification.	Managers' or suppliers' knowledge as being sourced through a recognised marine certification programme. Then, 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.
Sustainably sourced carrageenan	%	Proportion of carrageenan sourced sustainably. 'Carrageenan' refers to a natural material derived from red seaweed. '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 verified by a third-party sustainability certification body such as ASC-MSC Seaweed Standard or Red Seaweed Promise™	Each Haleon site records the quantity of carrageenan materials purchased in ERP systems. To identify the tonnage of carrageenan materials within the total tonnage of materials purchased, the word carrageenan" is searched for in the "material" or "material description" field (or equivalent). Within this filtered subset, materials managed by Global Procurement are identified. Next, materials derived from soy are identified based on Procurement Managers' or suppliers' knowledge of contracts and materials. Carrageenan materials to be considered as 'Sustainably Sourced' must be confirmed through Procurement Managers' or suppliers' knowledge as being sourced through a recognised marine certification programme. Then, 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.

Health & Safety KPIs

Health & Safety

2024 Reporting period: 1 January 2024 to 31 December 2024.

For the 2024 reporting period, our Health & Safety data is reported for the period 1 January 2024 to 31 December 2024, and covers Manufacturing, Research and Development, Commercial and Global Support Functions in every country we operate in. The commercial operations in Russia do not have access to EHS One, so incidents are reported to the central team and into EHS One via the Regional Business Unit EHS Manager and are included in the KPIs. Health and Safety performance data is reported externally in our Annual Report and Responsible Business Report. Any late reporting of data, outside of the reporting window (1 January 2024 to 31 December 2024) for all Health & Safety KPIs e.g. fatalities, reportable, lost time incident or Potential Serious Incident or Fatalities (pSIFs) after the year end will still internally be included in the year it occurred. For external reporting purposes, the subsequent Annual Report and Responsible Business Report in the following year will reflect any late reporting in the previous year, (changes in KPIs) in the numbers disclosed.

Description	Unit of reporting	Definition	Scope	Methodology
Fatalities (employees)	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 (Agency) across all Haleon operations.	Data reported and recorded in EHS One system. An investigation is undertaken following the Haleon Environment, Health & Safety and Engineering standard on Investigation and Reporting (the "EHS Investigation Standard"). The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.
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.	Data reported and recorded in the EHS One system. An investigation is undertaken following the EHS Investigation Standard. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.
Reportable injury and illness rate (employees)	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	All reportable injury and illness cases are reported and recorded in the EHS One system. An investigation is undertaken following the EHS Investigation Standard. To attain the hours worked, the monthly headcount is multiplied by a standardised 150 hours. The commercial operations in Russia do not have access to EHS

Description	Unit of reporting	Definition	Scope	Methodology
			(Agency) across all Haleon operations.	One, but incidents are reported to the central team and are included in the KPI. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.
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.	All reportable injury and illness cases are reported and recorded in the EHS One system. An investigation is undertaken following the EHS Investigation Standard. To attain the hours worked, hours are collected by the sites and facilities and submitted into EHS One with supporting evidence. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.
Lost time reportable injury and illness rate (employees)	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 (agency) across all Haleon operations.	All lost time reportable injury and illness cases are reported and recorded in the EHS One system. We use the number of lost time reportable incidents to calculate the rate (Number of events x 100,000 / hours worked). To attain the hours worked, the monthly headcount is multiplied by a standardised 150 hours. The commercial operations in Russia and do not have access to EHS One, but incidents are reported to the central team and are included in the KPI. An investigation is undertaken following the EHS Investigation Standard. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.
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 (excluding Agency) working at a Haleon site or facility.	All lost time reportable injury and illness cases are reported and recorded in the EHS One system. We use the number of lost time reportable incidents to calculate the rate (Number of events x 100,000 / hours worked). An investigation is undertaken following the EHS Investigation Standard. To attain the hours worked, hours must be collected by the sites and facilities and submitted into EHS One with supporting evidence. The commercial operations in Russia do not have access to EHS One, but incidents are reported to the central team and are included in the KPI. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.

Description	Unit of reporting	Definition	Scope	Methodology
Potential Serious Incident or Fatality (pSIF) (employees and contractors)	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 scored resulted in a life changing outcome / permanent impairment (score 4) or fatality (score 5). 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 (Agency) across all Haleon operations and contractors working at a Haleon site or facility.	All potential serious incidents or fatalities are reported and recorded in the EHS One system. A manual SIF/pSIF excel tracker is used supported with a global weekly call to review all incidents and track SIF/pSIFs. Incidents with a score of 4 or 5 are reported as actual SIFs. The process allows for 30 days to undertake the investigation. Potentially, if a case occurs at the end of December the final investigation could conclude at the end of January.

Social KPIs

Gender representation

2024 Reporting data point: 1 January 2024 to 31 December 2024

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

-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 representation in leadership roles	% women in leadership Grades 0-5	Ratio of employees in leadership roles who self-identify as female. 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 representation ratio in leadership roles is calculated as follows: Scope: Gender representation 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 and other non-employee types or external workers are excluded from the calculation. • 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) • Calculate the percentage of female employees in leadership roles (this is done in the Power BI Dashboard) using the below formula: (Number of compensation grade 0-5 employees where gender = "female") / (total # employees within compensation grades 0-5)

Description	Unit of reporting	Definition	Methodology
			Quarterly average methodology: • The figure for the quarter is taken the last day of the quarter (March, June, September, December) • At the end of each quarter the relevant figures are added together and divided across the quarters during the year. **Number refers to the actual employee count and not Full Time Employees* *All Haleon sites globally are within scope.*

Health Inclusivity

2024 Reporting period: 1 December 2023 to 30 November 2024 Scope: All markets in which Haleon brand or expert initiatives to improve self-care are active and data is available			
Description	**Unit of reporting**	**Definition**	**Methodology**
We aim to empower millions of people a year to be more included in opportunities for better everyday health, empowering 50 million people a year by 2025.	**Number of people empowered** Number of people engaging with a Haleon brand or expert initiative to improve their self-care	**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. **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. **People:** The unit of measure, and our performance is reported	<u>General Reporting Principles</u> We make all efforts to prepare a complete, accurate and consistent dataset, which reflects true performance and is meaningful to the user of the information. Where any assumptions or estimations have been required, or specific exclusions are made, we have outlined these within this document. <u>Overview</u> 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. Initiatives are included in scope following a full assessment of the data available to enable them to be reported in line with the criteria and requirements as set out in this reporting methodology. For each initiative in-scope we endeavour to ensure that we report on them as completely as possible, including all markets where data is available to do so. To count towards the performance measure, an initiative must meet the following criteria: • 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

		against the number of whom we engage. **Engaging with Brand initiatives:** An activity or set of related activities delivered by a brand with the aim to improve self-care. **Engaging with Expert initiatives:** An activity or set of related activities delivered by experts (Health Professionals) with the aim to improve self-care. **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 healthcare provider.	proportion of funding Haleon contributes to the initiative will be counted. Each initiative is assessed by the Haleon Social Goal Governance Group, a steering group of internal social impact subject matter experts and external independent advisors, to validate that they meet each of the criteria above and thus are in scope to be reported. <u>Data collection and preparation</u> 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. Each Haleon initiative owner submits supporting data into the Haleon Social Goal Reporting Platform to clearly evidence the result reported. This is then reviewed by the Social Impact Reporting Manager and approved by the Social Impact Director. Where any assumptions or estimations have been made, or specific exclusions are made, these are recorded. <u>Assumptions</u> Assumptions and extrapolations are required across a number of in-scope initiatives. 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. <u>Data de-duplication</u> It is recognised that the risk of double counting exists in several situations. In our reporting, we address double counting when it is probable that a person is empowered by the same health professional who has likely engaged with multiple activities (within or between initiatives), by applying a discount calculated using De Morgan's Law. The theorem is a mathematical equation that can be used to estimate the probability of double counting within a given population, and to generate a calculation to discount aggregated results.

			An internal review of initiatives is conducted to identify these situations, by checking: • For any instances where different initiatives have targeted the same types of health professionals in the same geographic location, and • If any repeated activities have been run in the same location within the reporting period. De Morgan's Law is then applied to these situations. The discount is applied at initiative level if double counting occurs within an initiative or at goal level if between initiatives. We do not apply a discount to the small number of cases where the same person could have been empowered by different types of health professionals (i.e. by visiting a doctor and a dentist who have engage with one of our expert initiatives) or by directly engaging in different initiatives, as people have different self-care needs which are addressed through engaging with different types of HCPs and initiatives. <u>Data consolidation</u> The data is consolidated for each in-scope initiative for the total number of unique people engaging with them to improve their self-care during the reporting period. <u>Calculation</u> 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. <u>Restating results</u> In principle, changes in data or calculation & reporting methodologies only lead to a restatement of externally published data when the cumulative impact of these changes on the KPI results exceeds 5%. That is: the KPI result increases or decreases by more than 5%.

Haleon Health Partner (Health Inclusivity)

2024 Reporting period: 1 December 2023 to 30 November 2024.

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

Description	**Unit of reporting**	**Definitions**	**Estimation Methodology**
To determine the number of people empowered by Dental, Medical and Pharmacy Health Professionals who have meaningfully engaged with the online Haleon HealthPartner Portal (HHP). 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.	Number of people helped to improve their self-care by a Health Professional who has meaningfully engaged with the HHP	**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. **Health Professional**: Includes: - Dental Health Professional: Dentist, Dental Specialist, Hygienist - Pharmacy Health Professional: Pharmacist, Pharmacy Other (Pharmacy Assistant) in Germany	Data Preparation A one-step process: Step 1*:* Extract relevant data from the HHP Engagement Dashboard of people empowered by Dental, Medical and Pharmacy Health Professionals who have meaningfully engaged with HHP Purpose of step: To determine the number of people empowered by Dental, Medical and Pharmacy Health Professionals who have meaningfully engaged with HHP in the reporting year. Process: - Using a unique identifier (Gigya ID), the number of unique Health Professionals by professional specialty who have 'meaningfully engaged' with the HHP at least once during the reporting period is populated in the HHP Engagement Dashboard. *This is the base number.* - The number of unique Health Professionals who have meaningfully engaged with the HHP is then multiplied by the average number of patients a month with whom

		- Medical Health Professional: GP/PCP Each type of Health Professional will have patients/customers of their own to empower through self-care advice. **Meaningfully engaged**: Registered users of the HHP in all in-scope countries that have performed at least one of the following actions through the HHP: - 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)	these Health Professionals provide self-care information, advice or recommendations. *This is the unique patient multiplier*. - To determine the *unique patient-multiplier*, a market research study of different types of health professionals (dental, medical and pharmacy) was conducted to determine the average number of patients that different health professionals 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. ○ The study was conducted by a third party, covering Brazil, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, UK and USA. The markets surveyed represent over 60% coverage of the global Health Professional population, and over 70% of the number of Health Professionals engaged on the Haleon HealthPartner Portal. The results were applied to those specific markets in scope, with an averaged result extrapolated to all other markets. The patient multiplier is based on a randomised sample of 75 health professionals surveyed per market (25 per professional specialty – dental, medical and pharmacy) across the 11 markets involved in the study. ○ Health professionals were also asked, on average, how many patients in a typical week they provide self-care advice to, using such information. This number was then converted from a week to a month. ○ To mitigate the risk of double counting of repeat patients, a discount has been applied based on average patients visits per year, sourced from OECD or academic data from available countries. This is applied on a per country basis where country-specific data is available. For example, if a patient in the UK visits a medical health professional (on average) 8.7 times a year, the number of patients seen by medical health professionals will be divided by 8.7. If the average number of visits a year is below one, no

			discount is applied to patients. Where it is unavailable an average of all countries is applied. For GPs that average is 6.9 and for dentists it is 1.2 which is sourced from OECD data. For pharmacists that average is 19.5 which is sourced from academic data. This then ensures that the multiplier is of unique patients. - This number is then multiplied by the number of working months left in the year after their engagement. The assumption being, because on average Health Professionals engage with the HHP multiple times across the year, then they will consistently engage patients to help them improve their self-care throughout the course of the year. The number of working months in a year is based on applying a discount that Health Professionals will work only 40 weeks of every calendar year. So, the Health Professional who engaged with the portal in December will have 11 calendar months of the reporting year (from January through to November) to empower patients. However, the Health Professional will not be working all the time over those months. Based on working 40 out of every 52 weeks in the years, then the monthly multiplier applied in this case will be 8.5 (40/52 of 11 months). For the rationale for this, please see the Assumptions section below. *This is the monthly multiplier.* <u>Calculation:</u> Number of unique Health Professionals who have meaningfully engaged with the HHP (*base number*) * Average number of unique patients a month to whom they provide information, advice or recommendations specifically on how to maintain or improve the self-care of themselves, their family or community originating from or supported by information or resources provided by consumer-healthcare companies (*unique patient multiplier*) * Working months left in the year subsequent to the engagement of the Health Professional (*monthly multiplier*) Result: Unique number of people helped to improve their self-care by unique Health Professionals who have meaningfully engaged with the HHP

			Assumptions, Estimations and Proxies There is a risk that the same person could visit more than one type of Health Professional (e.g., doctor and dentist) over the reporting year period. However, it is important to count the number of people receiving self-care advice from different types of Health Professionals. This is because people have different self-care needs (e.g., for their oral health and wider physical health) and should be empowered in multiple ways. Removing duplication would create a perverse incentive to focus on only singular healthcare needs. Therefore, dental, medical and pharmacy visits are all counted. We exclude Health Professionals that are registered, but not engaged with the HHP in the reporting year. For some markets, the number of consultations per year with a Dental or Medical Health Professional is unavailable. The dental and medical patient visit data set is from the OECD. This includes high-income and excludes lower-income countries. Therefore, we assume this extrapolation is a conservative one, as the markets from which the data has been sourced have the highest rates of Health Professionals per population and less access issues (Medical doctors (per 10 000 population) (who.int). 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] We assume that Health Professionals work on average 40 weeks out of every 52 weeks a year. This is based Haleon expert experience over many years and is also a global average. We have some data from a Pharmacy Foundations

[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)

			quantitative study across 4 markets from 2021-22 – but otherwise limited to experience. The logic on which the global average is based: • All Health Professionals take some holiday in the year and national holidays (will vary from market to market, and even at personal level, especially for those who run their own practice and can determine how much they work) – we assume 4 weeks. • We also know that all Health Professionals must complete a certain number of hours of Continuous Professional Development per year, to maintain their licence. Again, this varies from market to market and between professions – but assuming a minimum of 3 days per annum for this is a reasonable estimate. • On top of that, all practices undergo staff training (usually in addition to CPD which is individual) and/or attend conferences – we assume 4-5 days for this per year. • All Health Professionals must perform administrative tasks which take time away from seeing patients – record-keeping, filing for regulation purposes, accountancy, staff records/ hiring/ marketing/ ordering etc à we assumed an equivalent of 16 working hours/ 2 days per month for this = 24 days per year. We know that this goes up/ down depending on size of practice, part of a chain/ independent, role in the practice or pharmacy etc – but believe this is a conservative estimate. • Many Health Professionals do not work full-time. While we don't have the detailed stats per profession, per market to calculate this, we estimate that the % of profession in part-time work would be the equivalent of taking another 1.5 weeks off the total "load" across each professional universe. So that is what got us to our 40 "patient-facing" weeks per year. <u>Known Limitations</u>

			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). 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. The same person could visit more than one type of Health Professional (e.g., doctor and dentist) over the reporting year period. It is recognised that people have varied self-care needs and should be empowered in multiple ways. Given this, we count visits to more than one type of health professional. Removing duplication would create a perverse incentive to focus on only singular health needs. In the survey, Health Professionals were asked how many patients in a typical week they provide self-care advice to that comes from consumer healthcare companies, for example, Haleon (previously GSK) (but not specifically Haleon HealthPartner Online Portal), Johnson & Johnson and Bayer. 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. 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. A global webinar provider is being rolled out later this year which requires Single Sign On (SSO) and will then automatically assign Gigya IDs, therefore solving the current problem. 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 Professional engaged with it. 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 which could lead to a large understatement of engaged Health Professionals.

Theraflu Rest & Recover Initiative (Health Inclusivity)

2024 Reporting period: 1 December 2023 to 30 November 2024.

Scope: United States of America

Description	Unit of reporting	Definition	Estimation Methodology
To determine the unique number of people who can recall seeing the Theraflu Rest & Recover campaign and have been empowered to improve their self-care. 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.	Number of people empowered to improve their self-care by the Theraflu Rest & Recover 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 included in opportunities for better everyday health.	**Data Preparation** A one-step process: Step 1*:* Extract and consolidate number of unique people who can recall seeing the Theraflu Rest & Recover campaign and have been empowered to improve their self-care. Purpose: To determine the unique number of people who can recall seeing the Theraflu campaign and have been empowered (report a positive social impact on themselves, by agreeing with at least one impact statement). Process: • A market research study is conducted by Edelman DxI (third party supplier) with a nationally representative sample of US adults. • Included in this survey are several questions which are used to determine what percentage of the US population can 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. • Edelman conducted the survey with a representative sample of 1,000 adults, plus an oversample to ensure

			representation among the impact audience of Low-Income households (n=600). Low-income respondents were defined as those aged 18-64 and earning less than $50,000 per annum. • This sample size (660) at a 95% confidence interval gives a margin of error of +/- 3.85%. • Survey participants were shown 3 campaign assets (a version of the campaign video, an influencer video, and a statement describing the campaign) and asked two relevant questions on each of the campaign assets: (1) Had you read, seen or heard this campaign asset prior to taking this survey? (2) Thinking back to only the campaign material you saw before taking part in this survey, do you agree or disagree with the following statements? (Asked only to those who can recall seeing campaign material prior to taking the survey) Response options: - Disagree - Neither agree or disagree - Agree - Don't know Response statements: 1. I feel better informed about workers' rights to paid sick leave having seen the campaign 2. The campaign helped me realize how important it is to take time to rest and recover when sick 3. I intend to act on the information provided by the campaign (e.g. look for more information, advocate for sick day rights, take time to rest) 4. I have already acted based on information provided by the campaign (e.g. looked for more information, advocated for sick day rights, took time to rest)

			• These statements align with Haleon's definition of 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'. • The percentage of participants 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 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. • Other components are not measured in the survey, such as the federal petition and Senator "get-well" cards which were part of the 2023/24 campaign. However, the assumption is that many people who engage in these activities will also have been exposed to the campaign assets. <u>Calculation</u>: Number of US Adult Population aged 18 to 64 classified as Low Income - living in households with annual household income which is below 200% of the federal poverty threshold as of 2023 (as recorded in the 2023 US Census) * Percentage of respondents aged 18 to 64 with annual household income before taxes of <$50,000 aware of the Theraflu Rest & Recover campaign * Among those aware of the campaign, the percentage of respondents aged 18 to 64 with annual household income before taxes of <$50,000 who agree with one or more of the response statements. <u>Result</u>: The number of US adults aged 18-64 classified as low-income, who after having read, seen or heard the campaign agree to one or more of the following statements, which align with the Haleon definition of empowerment: 1. I feel better informed about workers' rights to paid sick leave having seen the campaign

			2. The campaign helped me realize how important it is to take time to rest and recover when sick 3. I intend to act on the information provided by the campaign (e.g. look for more information, advocate for sick day rights, take time to rest) 4. I have already acted based on information provided by the campaign (e.g. looked for more information, advocated for sick day rights, took time to rest) <u>Assumptions, Estimations and Proxies</u> Survey participants answer the questions only based off 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 the three campaign assets (video, influencer post, campaign statement) as a proxy for the entire Theraflu Rest & Recover 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. <u>Known Limitations</u> 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 +/- 3.85% exists. The US Adult Population aged 18 to 64 classified as Low Income is sourced from the U.S. Census Bureau, Current Population Survey, 2023 Annual Social and Economic

			Supplement.[2] An acknowledged limitation that more recent data is not available for the purpose of the calculation. As noted in the Estimations and Proxies above, the campaign changes year-on-year with different activations, and as such the survey only measures exposure to, and thus impact of, people to the most visible and material components of the campaign – which are influencer posts, videos and its campaign statement. Other components are not measured in the survey, such as the federal petition and Senator "get-well" cards which were part of the 2023/24 campaign. However, the assumption is that many people who engage in these activities will also have been exposed to the campaign assets. Due to above limitations all data is indicative.

[2] Number of US Adult Population aged 18 to 64 classified as Low Income. Source: U.S. Census Bureau, Current Population Survey, 2022 Annual Social and Economic Supplement (CPS ASEC). Raw data file link here.