

Claritin.

Brand Architecture



Brand Architecture

THE BRAND'S STRUCTURE & THE ROLES OF ITS FRANCHISES

With territories clearly defined, we come into the final piece of the puzzle for our Brand Frames, which is creating a Brand Architecture that brings clarity on how the brand and its sub-brands of products and services should be **structured, positioned, and communicated cohesively**, creating synergies across ranges to strengthen our overall market presence and making it easier for consumers and HCPs to navigate our offerings.

Unclear or **overlapping portfolios confuse our consumers, shoppers and customers** who cannot comprehend what the brand offers nor navigate it, leading to inefficient and inconsistent brand messaging, low trust, and dilution... That is why our Brand Architecture frames are vital for success.

The Brand architecture must serve as basis to **organize all key touchpoints**, from packaging naming and messaging, to PPA, to website content, etc.

BRAND
EQUITY

BRAND
VISUAL
WORLD

BRAND
SCIENCE

BRAND
SUSTAINABILITY

BRAND
GROWTH
STRATEGY

BRAND
ARCHITECTURE

What makes a clear architecture?



1

CONSUMER NEEDS

A solid architecture starts with the understanding of who we serve and their **need states** (why are they looking for the product, when do they use it, what do they expect to feel).

2

PORTFOLIO BENEFITS

Knowing what consumers need, we define our **brand's functional and emotional benefits**, connecting back to the Hive's Brand Benefit POD and staying true to our Brand Essence.

3

NAMING PRINCIPLES

With clarity on our offerings, we then select how to **organize our portfolio of sub-brands**, aiming for what best aligns with our strategy and relationships between the masterbrand and sub-brands and is reflected clearly in our product naming.

4

PRICING PRINCIPLES

Finally, we ensure there is a cohesive approach to **pricing** as the brand expands across demand spaces, addressing different needs.

Strategic elements that informed Claritin's brand architecture



Consumer Needs

The Claritin architecture focuses on the critical needs and JTBD in the allergy category.

By understanding these requirements, Claritin ensures its products meet consumer expectations for reliable and effective allergy relief.

Year-round Allergy Sufferers

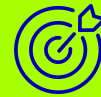
Basic symptom
Fast & Lasting
Back to Normal

Severe Sufferers

Strong & Recommended
Prevent Escalation
Prevent Attack

Parents of Allergic Children

Minimal Medical
Safely have pets
Avoid looking sick
Let them sleep



Category Setup

The current OTC Allergy landscape guided our choices by highlighting the main drivers and identifying areas of opportunity and growth within the category.

- Clean label trend and preferred forms driving growth in overall OTC market.
- More recently developed molecules grow at higher rate.
- Strong efficacy from Sprays (single or dual ingredient).
- Layering/toolkit approach.



Brand Development Model

There is a strong connection between how we expand into various segments of the architecture and the guidelines outlined in the brand development model. Both approaches follow a similar logic, ensuring that our expansion aligns with the overall brand strategy and objectives.

- Build a Core (Adults and Peds).
- Build Depth with efficacious solutions (Sprays/deslo).
- Breadth expansion into localized solutions.

Claritin - Brand Portfolio Architecture

Claritin

Brand Essence: **Clears You From The Limits of Allergies**

Brand Benefit: **Claritin Clears with Unbeatable Effective Relief**

Demand Space

Manage Everyday Symptoms Without Disruption

Targeted Relief exactly where I feel Symptoms

Stop Allergies Before they Start

Sub Segment & Sizing Mio Eur

Everyday Relief (Core)
6,125

Enhanced Relief (Plus) 510

Maximum Relief (Max Efficacy) 1,790

Localized Relief 453

FUTURE OPPORTUNITIES

Diagnostics 590

Prevention 468

Functional Benefit

Multi-Symptom allergy relief

Fast, long-lasting relief even from congestion

Most **complete** and **efficacious** relief

Specialized relief at a **particular site** (nose, eyes, skin)

Understand your allergies

Prevent/block allergies from happening

Emotional Benefit

Freedom to get on with my day

Freedom to get on with my day when symptoms are challenging

Reassured to take on my day, even on my worst days

I feel optimistic that I can get a handle on this

Clarity about my condition and to better address it

Live as someone without allergies

Product Attributes

Multi-symptom, 24 hour, Non-Drowsy Relief

Easy to use and easy to swallow, Relevant form,

Additional indication, Efficacious and powerful, Full prescription strength, Fast, Long lasting

Most powerful nasal congestion relief, Maximum Strength, #1 pharmacist recommended

Efficacious, Targeted relief, Medicated, Layered

Identification of **allergen sensitivity** or triggers

Ongoing or Long-term curative, **Drug-free**

Natural, non-medicated

Role in Portfolio

Build the Core / Build Breadth, Build Depth

Build **Core**, Differentiated forms: Build Depth by increasing frequency of use

Build **Breadth** by extending indications and offer extra benefits

Build up **Core** and build **Depth** by offering the most efficacious solutions

Breath expansion into localized solutions

Build **Breadth** by expanding into new territories

Naming Principles

Masterbrand, Subbrand, Variant, Subline, Endorser

Brand name should be close to Claritin or start with Clari / Clary / Clara, and then contain at least 3 letters which meaningfully communicate:

- 1) Benefit offered/need addressed –preferred,
- 2) Body part targeted,
- 3) Product format – last option if 1 or 2 not allowed

Branding & Naming Principles

Grounded in Architecture and Consumer Benefit

While we want all products in the architecture to be under the Claritin Masteband, regulations limit this due to active ingredient restrictions. For formulas without loratadine, we suggest using 'Clari/Clara' with a suffix to connect to the Masterbrand and leverage VBL for consumer to associate with the brand.

01 Naming Guidelines per Architecture Pillar

Demand Space

Subbrands

| | | | | | |
|----------|--|---|--|--|------------------------|
| | Manage Everyday Symptoms Without Disruption | | | Targeted Relief exactly where I feel Symptoms | Proactive Management |
| | Core | Plus | Maximum | Localized | Diagnostics Prevention |
| Claritin | ClariDes, ClariSpray Claritin Fast Release, ClariRapid | Claritin D, ClariSpray Control (INS), ClariSpray Max (Combi), ClariNase Max | ClariBreath, ClariNaze, ClariEye, ClariClear (Oxy) | ClariPrevent, ClariDefense, ClariNase Protect | |

02

The new brand name should be close to Claritin OR start with Clari (Clara)

and then contain at least 3 letters which meaningfully communicate

- Benefit offered/Need addressed – Preferred
- Body part targeted – Good Practise
- Product format – Third option if 1 or 2 not allowed

03

Ensure any new brand name is

- Distinctive and ownable - registerable
- Easily understood by/instinctive for consumers
- Checked by local LMR

04

If possible, add 'from the makers of Claritin' to the pack to cement brand heritage

- Be aware restrictions may apply on usage of full Claritin design 'vista'

Claritin[®] global naming principles

*Applies to
Claritin/Clarityn/Claratyne
dependent upon regional
brand registration

Some General Tips:

Use Claritin* to build an allergy management brand wherever possible within local regulations

- Use Claritin* brand name in full wherever possible
- If needed, a modifier to Claritin* can be used such as existing Claritin-D to signal this is not just the existing Loratadine product
- If use of Claritin* is not possible new brand names should follow the format ClariXXX (ClaraXXX)
 - ✓ Add a minimum of 3 letters (XXX) which communicate meaningfully - ideally signify benefit/need or body-part addressed
 - ✓ In addition, if allowed, add 'from the makers of Claritin' to the pack to cement brand heritage
 - ✓ Should follow the agreed 'Claritin* vista' design unless prohibited by regulatory. If vista not allowed in full, include as many elements as possible and retain core colors.

All naming/descriptors should distinctively build the overall Claritin* allergy management brand proposition and, wherever possible, be registerable to protect asset.

All local naming proposals need to follow global guidelines, and be aligned with Megabrand team and checked with local LMR team

Pricing Principles

Claritin

As a general guideline, **Claritin's** pricing strategy should align with **mass-market over-the-counter (OTC)** brands. While the brand may engage in healthcare professional (HCP) initiatives, the pricing approach must remain competitive against widely available OTC alternatives.



Rx Brands

Doctor Prescribed Solutions



SINGULAIR



Immunotherapy



DTC Brands

Direct-to-consumers Brands



Allermi

hims & hers



Mass OTC Brands

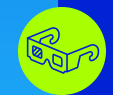
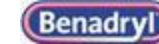
Widely available Allergy brands



Claritin



Allegra



Niche Brands

Semi-specialized Alternatives



Hyland's

Genexa
MEDICINE MADE CLEAN



Private Label & Generics

Low-tier alternatives



Global Strategic Pricing Guardrails

Ambition

Establish Claritin as the **leading brand** in allergy relief by offering **competitive pricing** that reflects **its value** in the market while driving market share growth

Positioning

- **Anchor on Top Brands:** Focus on the top 1-3 brands by market.
- **Leading Markets:** Set premium prices (5-10% above competitors) if share of market (SOM) and brand equity are higher, e.g., Middle East.
- **Challenger Markets:** In the top 3-5 positions, price at parity with the leader but not above (e.g., U.S., Canada). If SOM is significantly lower than the leader, a discount of 5-10% is suggested.
- **Entry Market:** Offer a unique product and charge a premium. If similar products exist, price at parity or lower.

Architecture

- **Users:** Adults and Kids
- **Sufferers:** Moderate and Severe
- **Core Segment:** Tablets (adults) or Syrups (kids). Anchor SKU (30 doses US / 10 doses ROW).
- **Core Extension:** Convenience benefits at a premium price.
- **Unique Experiences:** Coolmint & HoneyPot have a larger price premium.
- **Kids Products:** Chews/Reditabs priced at 130% vs. Kids core.
- **Severe Segment:** Less price elastic; premium pricing (35-65%).
- **Discounts:** Up to 20% base price discount per dose on larger packs.
- **Competitive Strategy:** Compete against heavy sufferers (95-100) in US big packs (45-70ct).

Channel & Promotion

- **Exclusive S-XS Sizes:** Offer sizes for discounters that align with the sustainability roadmap.
- **E-commerce Differentiation:** Provide exclusive sizes for e-commerce to distinguish from offline retailers and offer premium convenience products.
- **Price Promotions:** Use selective promotions in promo-driven markets while maintaining incentive curves.
- **Pre-Season Promotions:** Implement larger pack promotions to encourage stocking up through pricing and displays.
- **In-Season Discounts:** Apply discounts on core SKUs or larger packs and improve visibility for entry packs to enhance category and brand penetration.

Innovation

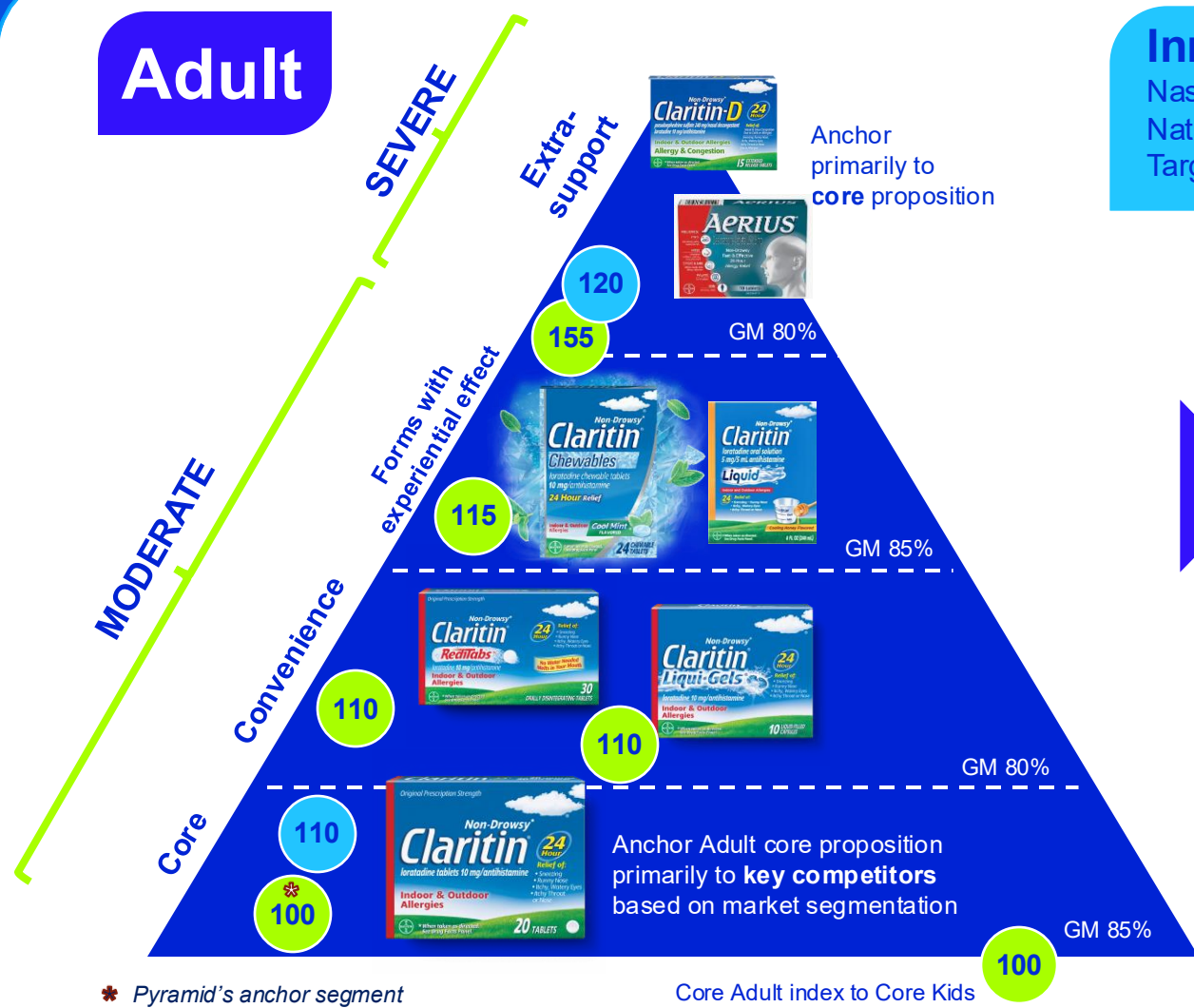
- The innovation pipeline focuses on added benefit forms that encourage consumers to trade up through premium pricing.
- **Multi-Symptom Plus:** Can be priced at 120-140% due to additional benefits.
- **Targeted Solutions:** To be assessed individually based on technology and consumer offerings.

Global Strategic Pricing

Executive Summary of Claritin Pricing Architecture

100 Competitive index

100 Portfolio index



Innovation

- Nasal sprays (anchor comp)
- Naturals (anchor vs base)
- Targeted solutions (to be assessed according to the technology and benefits)



Brand Portfolio Architecture – Our Template

Claritin

Brand Essence: Clears You From The Limits of Allergies

Manage Everyday Symptoms
Without Disruption

Targeted Relief exactly
where I feel Symptoms

Everyday Relief (Core)

Multi-Symptom allergy solutions that relieve allergy symptoms such as sneezing, runny nose/itchy nose, itchy or watery eyes, itchy throat.

Enhanced Relief (Plus)

Multi-Symptom solutions that provide **additional benefit(s)** in allergy treatment, such as **faster onset** of action, **longer duration**, and/or relief from **nasal congestion**, etc.

Maximum Relief (Max Efficacy)

Solutions that provide **superior efficacy** in allergy treatment, such as complete and most efficacious relief including congestion.

Localized Relief

Solutions that provide allergy support toward a **particular site** (nose, eyes, skin)

Sub Segment

Product Offering

Adults

Core



Tablets



Liquid Gels



12 Hr Reditabs



24 Hr Reditabs



Syrup



Chewables



Soft Chewable

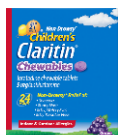
Speed Perception

Preferred Forms

Core



Syrup



Chewables



Chewables dye free

Preferred Forms



Clean Formula

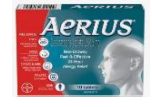


Soft Chewable

Peds



Moonshine Faster acting Liquid Gels



Desloratadine with congestion relief claim



Desloratadine LGs with congestion relief claim Novvy for RoW



7-Day relief patch with deslo



Multi-symptom Plus Congestion Natural Relief – ME, Asean

Pills



Loratadine + Pseudo fedrine



Single Ingr. Spray Mometasone – AUS, UK, SWD, MX, CH

Sprays



Combination Spray Aze+Fluti AUS



Combination Spray with superior experience

Sprays



Single Ingr. Spray Mometasone



Oxymetazoline Spray For Congestion – ME, CA, Asean



Eye Allergy Drops – CA, SWD



Sea water for cleansing and help with congestion relief – ME, Asean, AUS



Sea water for cleansing and help with congestion relief – ME, Asean, AUS



Extra Strength