

Canesten®

「BRAND」

ARCHITECTURE



Brand Architecture



Canesten's architecture clarifies how the brand, its sub-brands and products **should be structured, positioned, and communicated cohesively**, creating synergies across ranges to strengthen overall market presence, and making it easier for consumers, shoppers, and HCPs to navigate our offerings.

Brand Architecture is vital for any brand's success. It serves as basis to **organize all key touchpoints**, from packaging naming and design, to shopper activation, to website content, etc.

	Severity of issue						Frequency of use								
	PUNCTUALLY FIX						CONSISTENTLY MANAGE			ACTIVELY PREVENT					
DEMAND SPACES	Intimate Infections			Intimate Discomfort			Menopause		Menstrual & Hormonal		Intimate Care & Hygiene				
	Self Test	VYI	BV	UTI	Dryness	Irritation	Varied Symptoms		Future WTP		Healthy Flora	Hydrated Vulva	Others		
	Creams, ovules, tablets, oral						Gel, pessaries		Oral		Gel		Calm cream gel, spray, wash		
NEED STATES	Sufferers who seek to rapidly and effectively treat an active infection or relief a discomfort episode and its associated symptoms						Women who seek to effectively and safely manage symptoms triggered by changes in their body during different stages in life						Women who seek to proactively nurture intimate health to reduce likelihood of issues and promote wellbeing		
	Distress, anxiety, uncertainty, embarrassment, pressure, solution mode						Discomfort, confusion, frustration, repression						Apprehension, responsibility, proactiveness, curiosity		
	<i>"I want to resolve this as fast and as effectively as possible, because not only the physical discomfort is really bothersome, but I also fear someone noticing it and judging me."</i>						<i>"I want to manage ongoing concerns that arise as my body matures. These changes are disruptive and make me lose sense of control."</i>						<i>"I want to take good care of my intimate health so I can keep my body healthy and avoid any future issues."</i>		
BENEFITS	Scientifically proven and effective treatments and symptom relief, developed by the pioneer of clotrimazole and leader in innovation						Specialized solutions tailored for women at different life stage with scientifically proven efficacy and safety for long term use						Scientifically proven, gentle yet effective self-care for active intimate health balance, comfort and protection		
	Calming reassurance, relief from shame, sense of freedom						In control, confidence, empowerment, sense of normalcy						Peace of mind, in control, sense of wellness		
ROLE	Infections core business builds base penetration, science and efficacy credentials carried into Discomfort adjacencies to unlock more usage						Broaden our expertise and equity perceptions in key fields where a true WH expert can't afford not to be present						Become an integral part of consumers lives and dominate category in all moments that matter		
NAME	Masterbrand Prefix + Range Suffix Condition or Need Product Benefit Product Format														

Naming Conventions Informed by Architecture

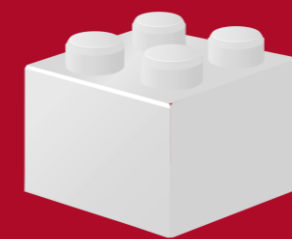
Canesten follows a **simple product naming recipe** in line brand architecture and its pillars:

Masterbrand Prefix + Range Suffix: due to regulatory restrictions, we cannot leverage the full masterbrand name Canesten across OTC, MD, FS, and Cosmetics. Adaptations are needed. Therefore, as a standard, we maintain the prefix **“Canes”** as identifier of the mother brand for trust and endorsement, followed by a **suffix that must easily identify the specific product range**. It is important that the choice of suffix is as intuitive and understandable as possible for consumers, being validated in quick research. For example, **CanesMeno for Menopause**, **CanesFlora for Probiotics**.

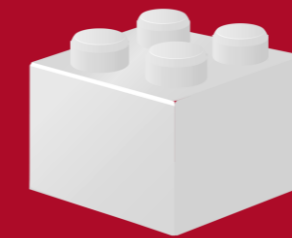
Intimate Condition or Need: once the brand name has been adapted, next in naming hierarchy is the health condition or need we are addressing, for example Vaginal Dryness, Bacterial Vaginosis, Cystitis, etc.

Product Benefit: next in hierarchy is the main benefit being delivered by the product for that condition or need, for example, Vaginal Dryness > Hydration & Comfort, Bacterial Vaginosis > Symptom Relief.

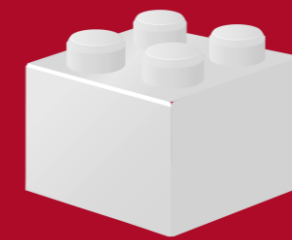
Product Format: finally, format helps consumers navigate and understand what to expect from the product experience, for example CanesMeno > Vaginal Dryness > Hydration & Comfort > Gel, or another example CanesBalance > Bacterial Vaginosis > Symptom Relief > Pessaries.



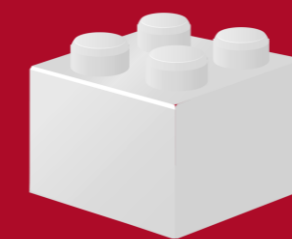
MASTERBRAND PREFIX
+ RANGE SUFFIX



INTIMATE
CONDITION OR NEED



MAIN PRODUCT
BENEFIT



PRODUCT
FORMAT

Example Step 1
CanesMeno

Example Step 2
Vaginal Dryness



Example Step 3
Hydration & Comfort

Example Step 4
Gel

Disclaimer: local regulations and commercial nuances will naturally influence the implementation of the naming architecture guidance. Please refer to global master artworks (MAWs) for reference on the recommended and optimal product name. Local adaptations can then be implemented based on MAWs foundation, respecting local regulatory mandates, language and cultural dynamics of the category.

Pricing Principles Informed by Architecture

Canesten's Pricing Principles ensure a cohesive commercial approach as the brand expands across demand spaces, addressing different needs. Having a strong strategic pricing rationale is not only decisive for growth as a profitability lever, but also in correctly communicating our intended positioning and benefits across products and pillars, as per brand architecture.

As general guidance, Canesten's competitive pricing target is to sit in mid-to-upper tier vs. pharmacy brands, leveraging its science credentials, expertise and holistic offerings to justify RSP premiums.

Naturally, that varies across demand spaces, with more medicated treatment offering set at higher pricing tiers.



We follow **4 Pricing Principles** when defining Canesten PPA:

1

Cost per daily usage is aligned with degree of consumer need / severity of issue.

2

Adjusted premium tiers for treatments in higher severity vs higher frequency of use.

3

Narrowed price difference across **VVI core range**.

4

Adjusted premium tiers for **symptom-led offers vs multi-benefits in Menopause**.

Pricing Principles

Informed by Architecture

Details across pricing principles are being developed and will be released in H1 2026.



EXAMPLE

Portfolio Tiering

