



October 7, 2020

Dear Valued Customer:

As you know, we have faced various unforeseen challenges over the past year with our Excedrin business. Despite these difficult times, you have provided us with your patience and understanding and we would like to thank you for your continued support and collaboration. We fully recognize that we have not delivered to the commitments expected of us and apologize for the business disruption and inconvenience that this may have caused.

Be assured that our focus remains on delivering high-quality standards and an unwavering commitment to customer service that you have come to expect from us. To this end, we are closely monitoring the health of Excedrin Migraine and Excedrin Extra Strength and want to share details on the latest developments.

Actions Taken to Help Improve Supply Availability:

Given our most recent challenges from the current Excedrin recall and increased consumer demand to component and API materials availability, we have actively and quickly taken the below responsible actions to better identify, address and mitigate risks and minimize supply disruption to ensure business continuity.

- Engaging with our primary supplier to expedite the needed additional components.
- Processing a qualified secondary API supplier – with the anticipation of that qualification concluding by the end of November.
- Partnering with a third-party manufacturer to assist us with the production of **Excedrin Extra Strength (24, 100, 200 counts)** SKUs in order to effectively manage the demand to optimize consumption and shelf inventory. (Note that this is standard practice in pharmaceutical manufacturing and is only a temporary measure to ensure business continuity.)

Assortment Focus and Projected Availability:

As we work to implement these actions and accelerate the recovery across the total portfolio, we will be limiting assortment in the short term to the **24ct Extra Strength & 24ct Migraine SKU's** to ensure maximum product availability for our customer(s) with a phased return planned on the balance of the portfolio through 2021. In order to return a SKU to the marketplace, we are going to ensure that we can support both pipe and turn volume before we begin shipping any item. With that, we are actively working on our recovery plans for the **Excedrin Extra Strength & Migraine 100ct and 200ct** and commit to providing **recovery dates by 10/20/2020**.

GSK Consumer Healthcare
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Lastly, please know that we are working tirelessly to accelerate our supply recovery plans and apologize for the business disruption and inconvenience that this may cause. As the Excedrin business remains in flux, we will continue to monitor this situation closely and provide updates as they become available. Should you require additional information, please contact your GSK sales representative.

Thank you again for your continued support and partnership.

Sincerely,

Andrew Helveston
Senior Director, U.S. Customer Supply Chain & N.A. Logistics
GSK Consumer Healthcare