April 24, 2026

To Whom It May Concern:

According to our research (detailed methodology provided below), **Medik8** is the **#1 British Clinical Skincare Brand** worldwide in 2025, based on manufacturer-level value sales in USD.

Best regards,



Yann Pencole
Vice President, Beauty + Wellbeing

About Kline's methodology:
Kline conducted thorough secondary research to identify British skincare brands with a clinical definition. This includes, but is not limited to:

- Medik8
- 111SKIN
- MZ Skin
- Crystal Clear
- Zelens
- Clinisept+
- Dermaesthetic MD
- Dermalogica
- Skinceuticals
- Augustinus Bader

Kline & Company, Inc.
10 Waterview Blvd. • Suite 305 • Parsippany • NJ 07054
Tel: +1-973-435-6262
www.KlineGroup.com

Kline then conducted further desk research as well as primary research, including comprehensive interviews with manufacturers, retailers, and distributors, to estimate the global revenues of these brands and compared these figures with the annual revenue from Medik8.

Kline determined that Medik8 is the #1 British Clinical Skincare Brand worldwide in 2025 within a +/-10% margin of error*.

*See "Guidelines for claim substantiation" available upon request.

Notes:

1- **Manufacturer-level value sales** mean the aggregate sales value of products sold by Medik8, or by competing brands, calculated at the level of the manufacturer, prior to the application of any retail mark-ups, discounts, rebates, or other downstream price adjustments. For the avoidance of doubt, this term refers to revenue attributable to Medik8, or to competing brands, in their capacity as manufacturer of the products, and does not refer to the final prices paid by end consumers or other downstream purchasers.

2- **Worldwide** means the total combined sales generated in countries in which the qualifying brands conduct business.

3- **British clinical skincare brands are defined as:**

3.1 **A British brand is defined as a brand that:**

- Was founded in the United Kingdom of Great Britain and Northern Ireland
- Has UK-rooted brand heritage and scientific or product development origins
- Maintains headquarters in the UK
- Brands that only sell in, operate in, or are popular within the UK do not qualify if they were founded elsewhere

All criteria must be met for qualification as a British brand

3.2 **Clinical skincare is defined as**

- Strength of scientific formulation / potency
- Use of clinical data to support efficacy
- Scientific research and backing for ingredient validation
- Credibility with medical professionals
- Distributed through skincare providers/clinics

Major global clinical skincare brands, including Dermalogica, Skinceuticals, and Augustinus Bader, were assessed against the British qualification criteria and were excluded as they did not meet the defined British origin requirements.

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