

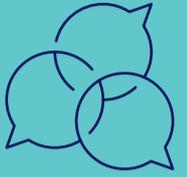
BOOTS CONTINUES TO CHAMPION WOMEN'S HEALTH AS NEW RESEARCH¹ POINTS TO GREATER AWARENESS



82% believe there is better understanding in key areas of women's health



55% of women in the UK feel more empowered to talk about their health issues



61% think there is better awareness of menopause

75% think there is better awareness of issues surrounding either fertility or pregnancy



46% believe there is better awareness of periods

Boots has been championing women's health for over 170 years and that continues today

Boots offers **125** healthcare services – more than ever before



This includes **over 15** dedicated women's healthcare services



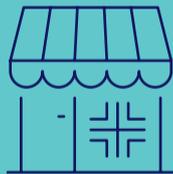
It has launched **dedicated new training modules** for its pharmacists



The training focuses on **periods, fertility, pregnancy** and **menopause**



There are over **4,500** pharmacists at Boots



And over **85%** of the UK population lives within **10 minutes** of a Boots store

As part of this campaign Boots has **expanded** its Price Advantage scheme to include a wide range of women's health products

PRICE ADVANTAGE **£8.00**
USUALLY £11.99

PRICE ADVANTAGE **£10.50**
USUALLY £21

PRICE ADVANTAGE **£1.40**
USUALLY £2.99

My ADVANTAGE CARD

PRICE ADVANTAGE



¹Censuswide survey, 2,005 nationally representative UK respondents aged 18+, Jan 2023