



A Berkshire Hathaway Company

April 15, 2023

Duracell US Operations, Inc.  
14 Research Drive  
Bethel, CT 06801  
USA

To whom it may concern:

I, Alfonso Arteaga, in my capacity as North America Marketing Director for Duracell U.S. Operations, Inc. ("Duracell"), hereby state that Duracell maintains data that substantiates the claim made in the Duracell communications as submitted for clearance for use in the United States.

This substantiation data specifically addresses and supports the following claim used in the United States advertising:

**Claim:** #1 Trusted Brand ("Claim")  
**Product:** Duracell® Batteries ("Products")

Duracell holds an on-going sizeable consumer panel to continually be able to support said claim. Last read is from Q4 of 2022 and results were as follows:

Most Trusted Brand	US Rep
<i>Sample size</i>	<i>1,633</i>
% Respondents Who Trust Duracell	79%
% Respondents Who Trust Energizer	73%
% Respondents Who Trust Amazon Basics	41%
% Respondents Who Trust Kirkland	35%

*Table 1 – "Is a brand I trust"*

Statistical analysis of the results show Duracell is significantly higher than Energizer and any other brand for that matter. Statistical testing of "preferred" level differences was conducted at the 99% of confidence. The data demonstrates that Duracell is the #1 Trusted Brand in the United States.

**This data is sensitive and confidential commercial information.**

Please do not hesitate to contact me, should you have any questions.

Sincerely,

Alfonso Arteaga  
North America Marketing Director  
Duracell U.S. Operations, Inc.