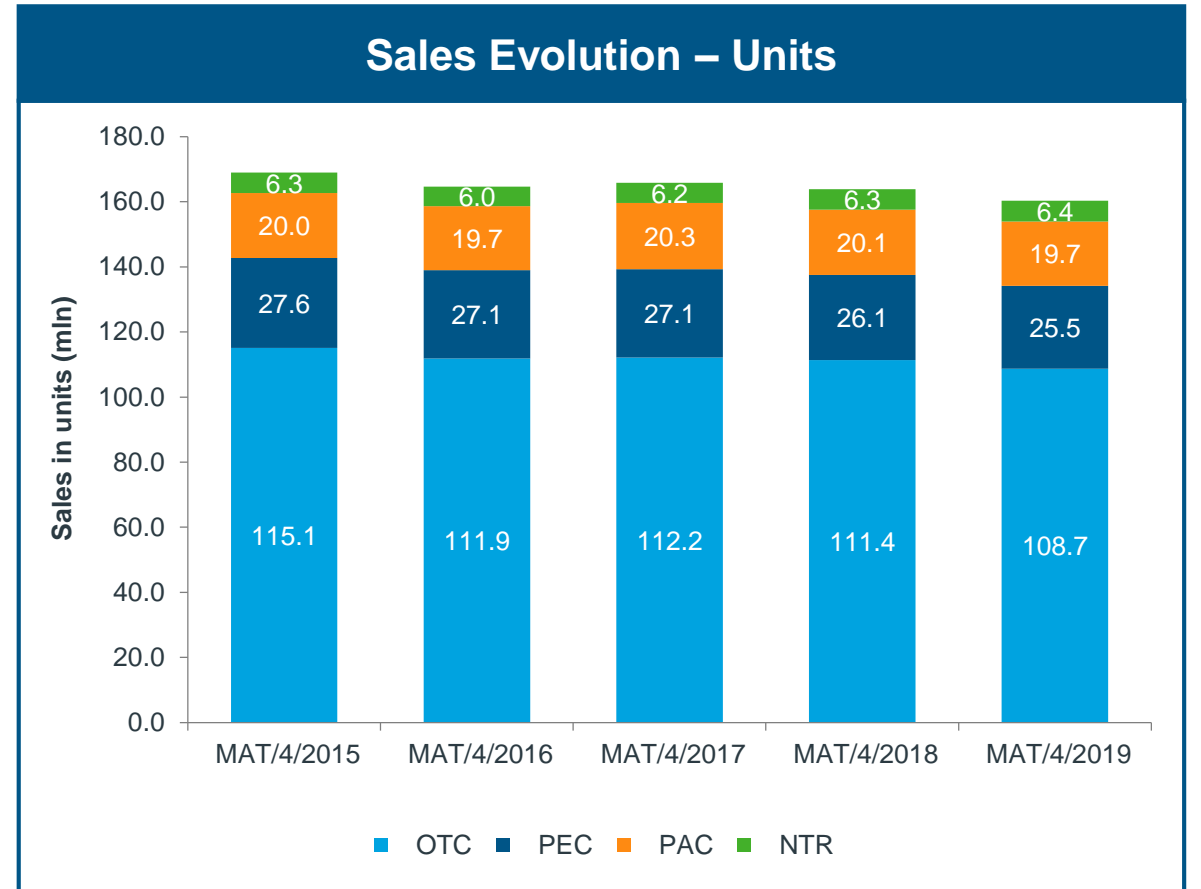
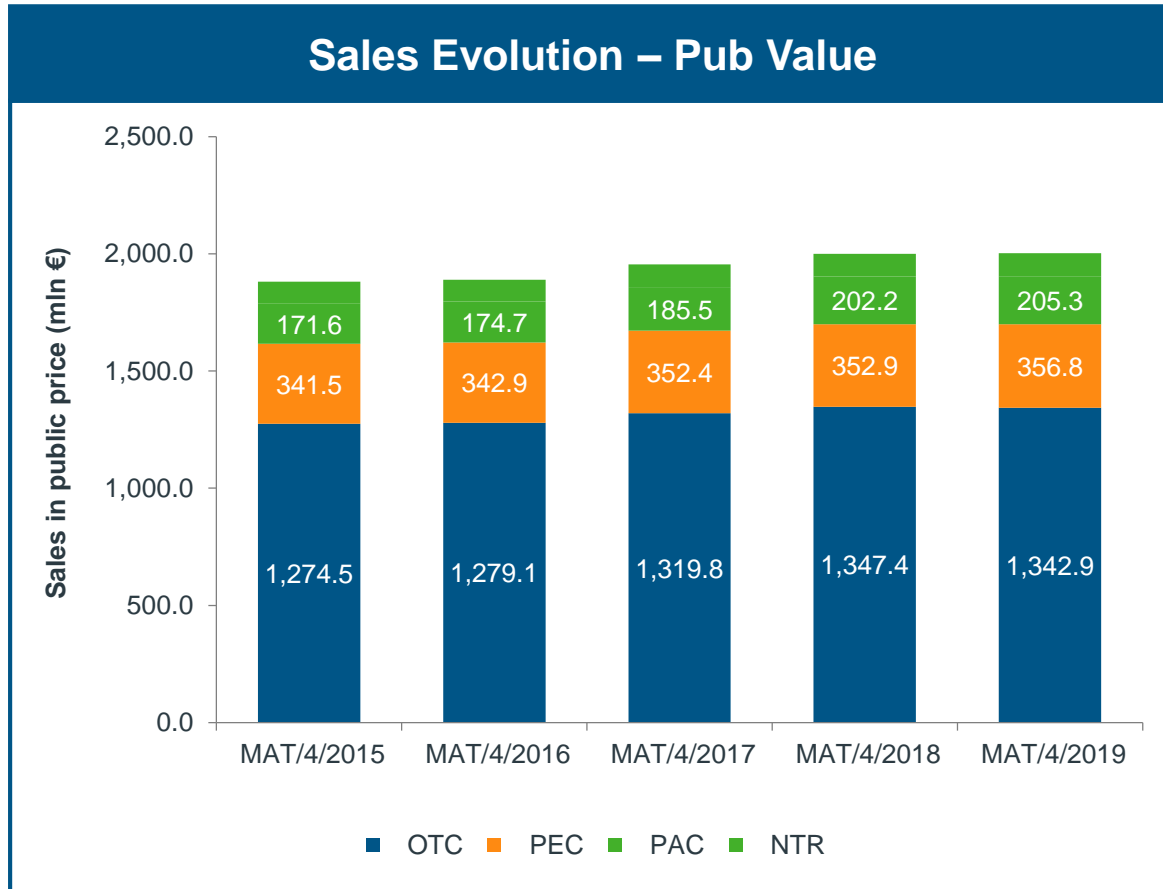
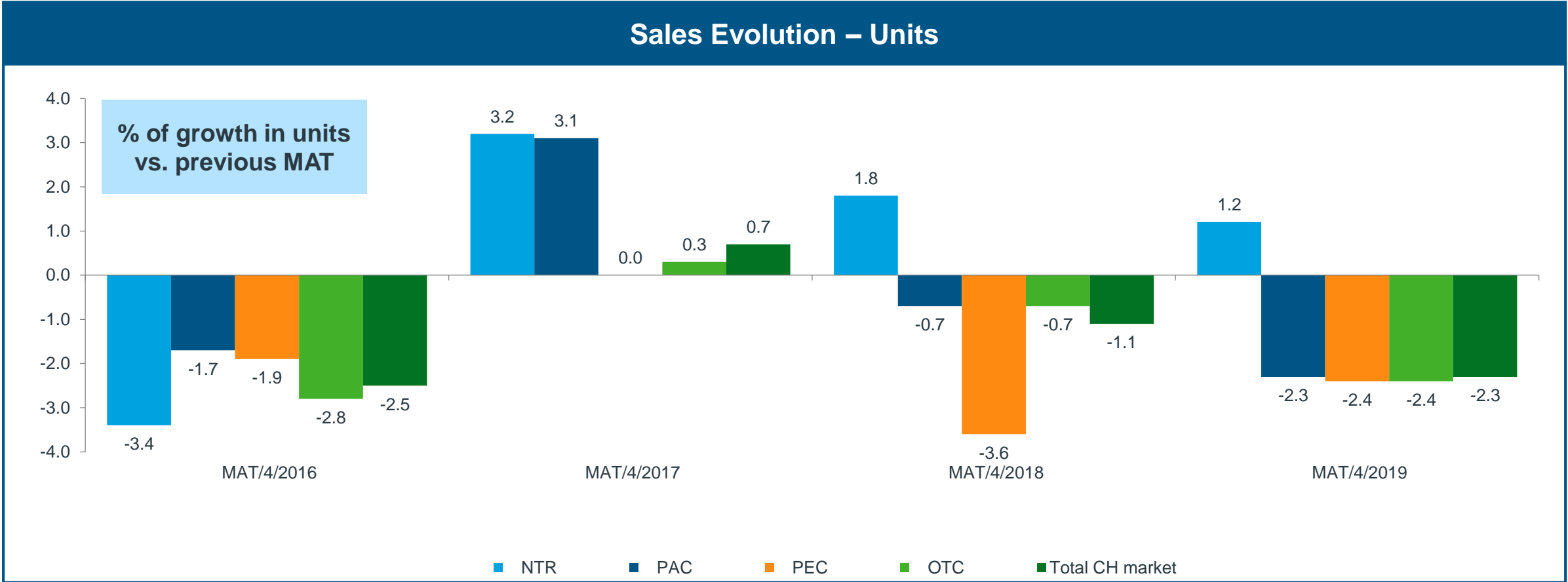


The Belgian Consumer Health market is worth €2 billion



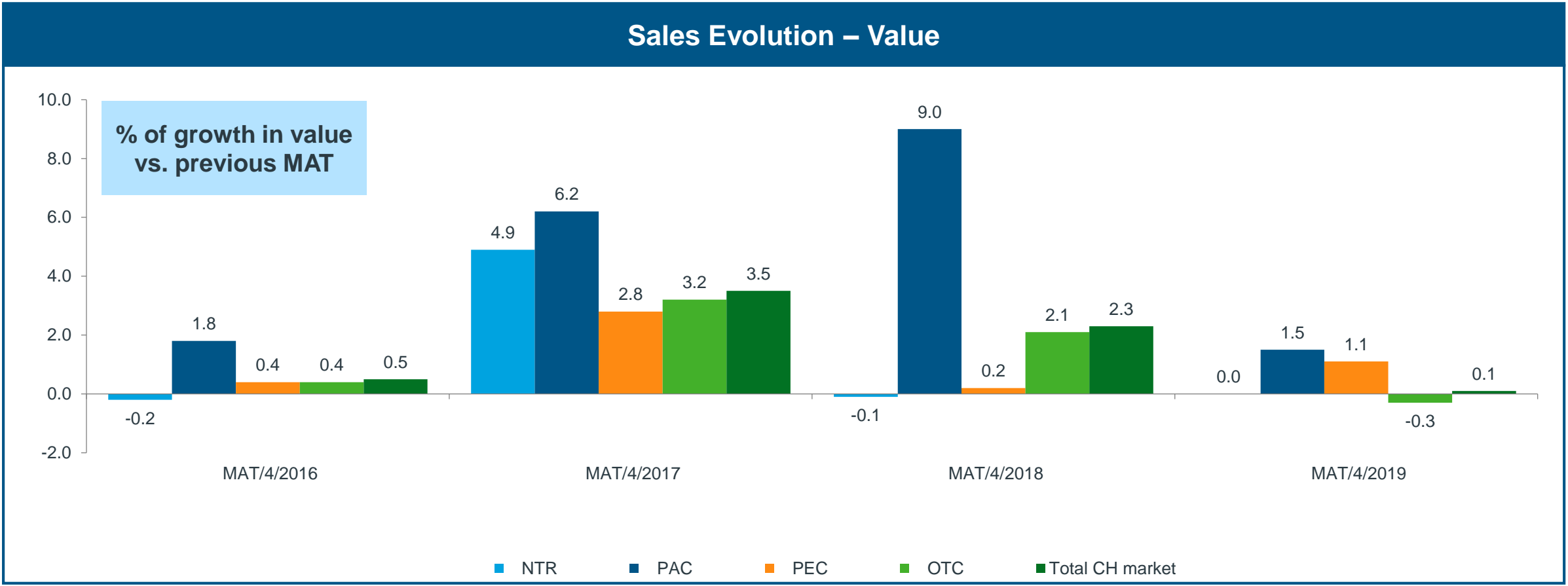
Source: IQVIA – CH Audits – Selling Out data

The total CH market in units shows a decrease of -2,3% while only the NUT market grows with 1,2% in units



Source: IQVIA – CH Audits – Selling Out data

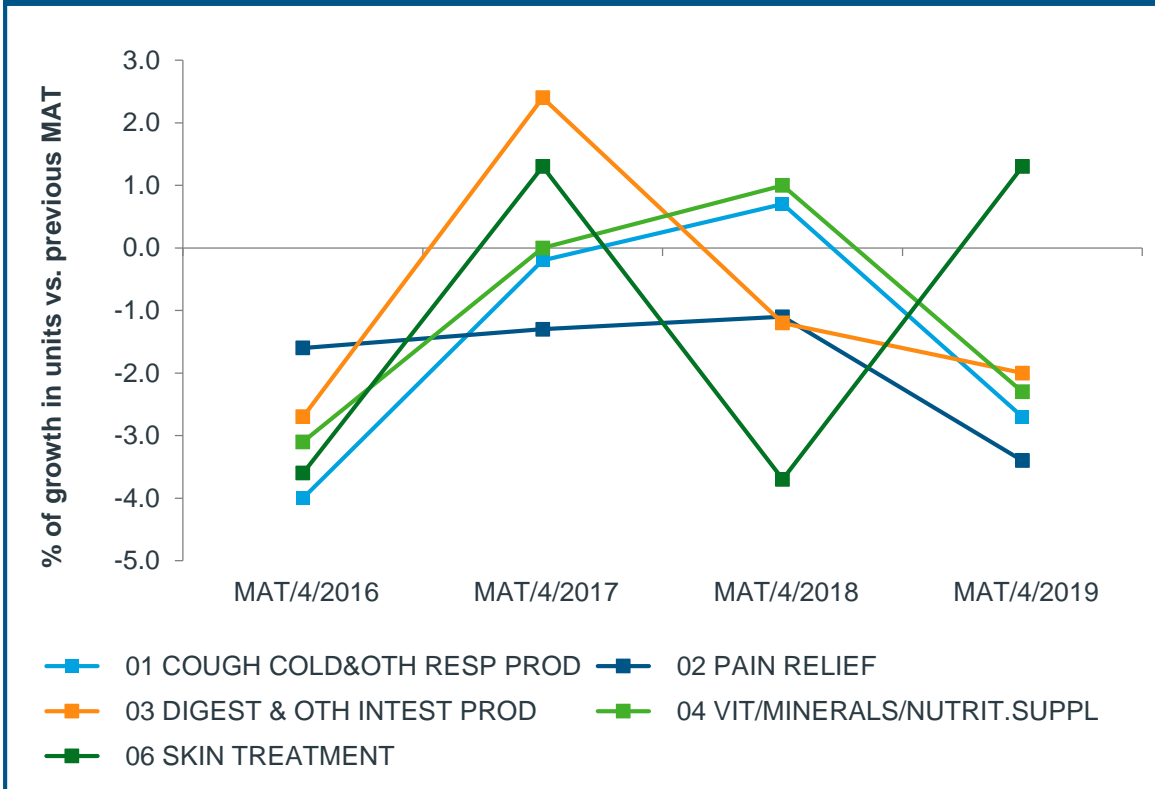
In value, the total CH market remains flat (+0,1%), where Patient Care is growing with 1,5%



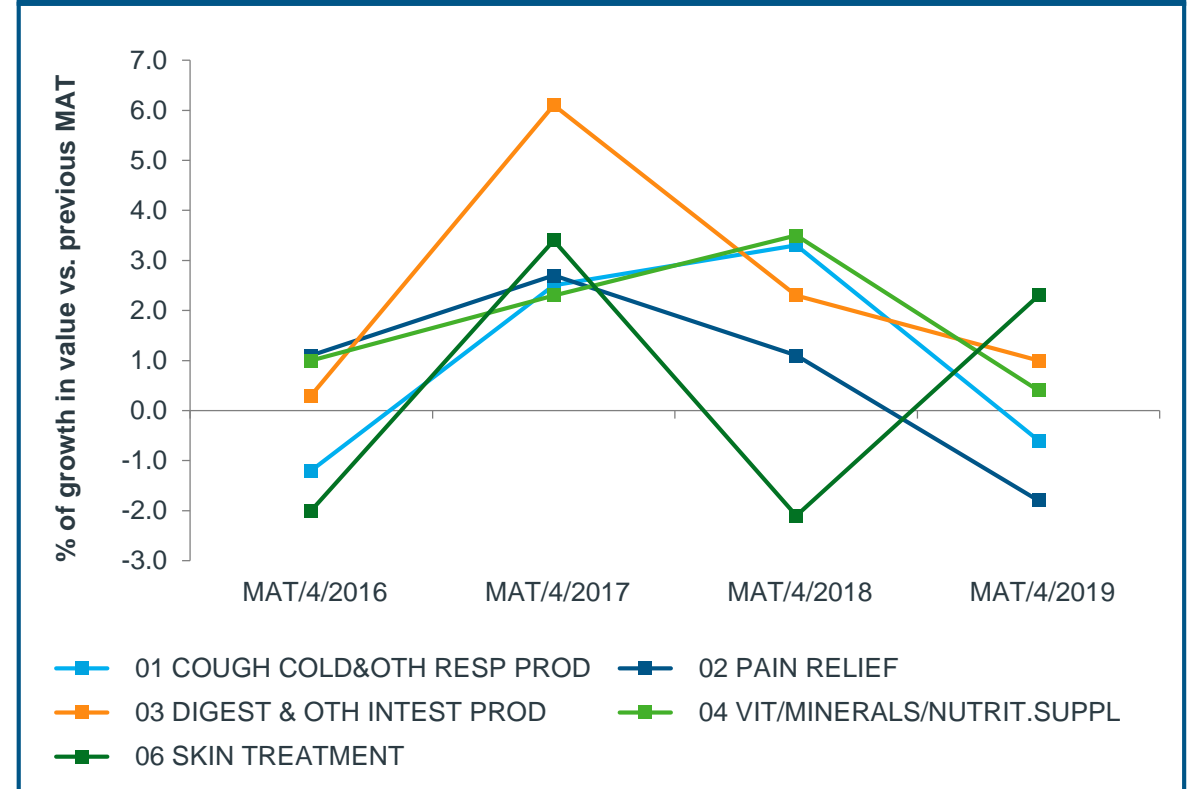
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



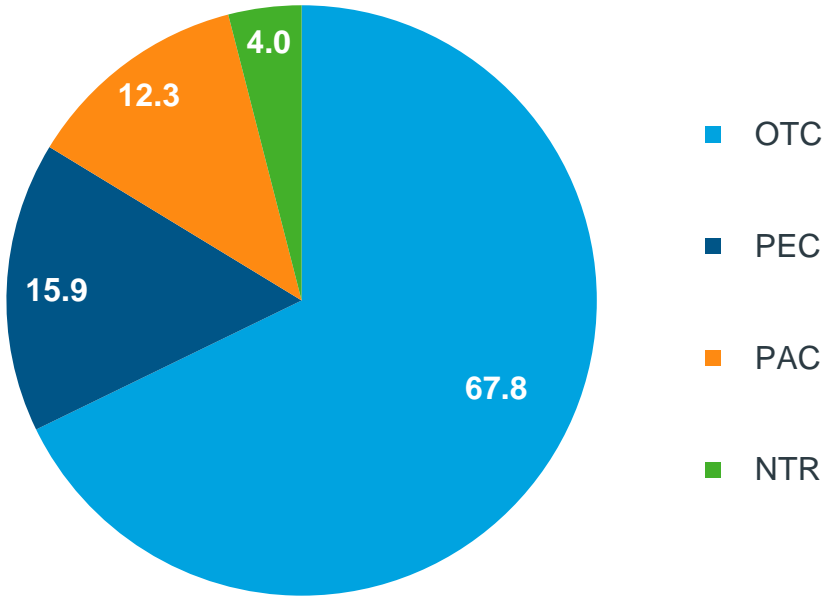
Sales Evolution – Value



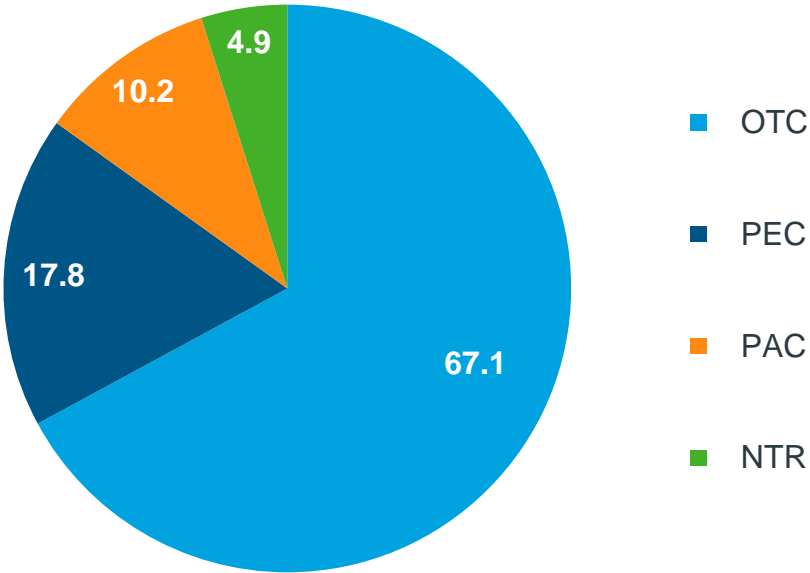
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,8% in units and 67,1% in value of the total CH market

Market Share in Units – MAT/04/2019



Market Share in Value – MAT/04/2019



Source: IQVIA – CH Audits – Selling Out data

The top 10 best selling OTC2 classes in CH in units and in value

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/04/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/04/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17.772.120	11,1	02A GENERAL PAIN RELIEF	151.074.912	7,5
01B COLD REMEDIES	11.172.476	7,0	01B COLD REMEDIES	89.179.872	4,5
01A COUGH PRODUCTS	6.888.947	4,3	04F MINERAL SUPPLEMENTS	67.254.976	3,4
01C SORE THROAT REMEDIES	5.353.455	3,3	02E MUSCULAR PAIN RELIEF	64.093.296	3,2
03C LAXATIVES	5.267.699	3,3	07A EYE CARE	63.178.280	3,2
07A EYE CARE	4.493.101	2,8	01A COUGH PRODUCTS	61.295.656	3,1
02E MUSCULAR PAIN RELIEF	3.646.072	2,3	35G MILK PRDS FOR CHILDREN	60.497.860	3,0
04E OTHER SPECIFIC VITAMINS	3.481.579	2,2	03C LAXATIVES	59.336.320	3,0
04F MINERAL SUPPLEMENTS	3.072.348	1,9	01C SORE THROAT REMEDIES	44.448.000	2,2
35G MILK PRDS FOR CHILDREN	3.061.536	1,9	02G JOINT CARE PRODUCTS	42.526.676	2,1

Source: IQVIA – CH Audits – Selling Out data
 *Analysis done on brandlevel™

The top 10 fastest growing Consumer Health classes in prescription sales in units and value

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. units (MAT/04/2019)
30	ENTERAL NUTRITION PRD	35.516
13	CALM/SLEEP&MOOD ENHANC PD	9.643
08	EAR CARE	6.560
47	ADVANCED DRESSINGS	5.467
17	HABIT TREATMENT	4.197
52	INCONTINENCE CARE PRDS	1.692
58	ORTHOPAED/ANTIRHEUM AID	1.680
09	MOUTH TREATMENT PRODUCTS	1.641
46	WOUND CARE	1.367
35	BABY FOODS	1.269

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/04/2019)
53	PRDS FOR BLADDER PROBLEMS	4.053.886
04	VIT. MIN. & NUTRIT. SUPPS	1.820.281
57	MEDICAL/SURGICAL AIDS	319.469
13	CALM/SLEEP&MOOD ENHANC PD	294.176
47	ADVANCED DRESSINGS	228.573
17	HABIT TREATMENT	226.338
06	SKIN TREATMENT	168.190
08	EAR CARE	166.458
58	ORTHOPAED/ANTIRHEUM AID	95.080
40	TRADITIONAL DRESSINGS	88.477

Source: IQVIA – CH Audits – Selling Out data
 *Analysis done on brandlevel™

The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/04/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/04/2019	% Growth in value
DAFALGAN	6.677.821	-5,2	DAFALGAN	63.400.823	-4,7
D-CURE	2.528.977	-6,3	VOLTAREN EMULGEL	27.052.066	-3,8
NUROFEN	2.372.234	-4,3	D-CURE	25.298.676	-3,2
ASAFLOW	2.145.794	-0,5	NUROFEN	23.597.068	-2,9
ISO-BETADINE	1.931.151	5,7	ASAFLOW	20.125.582	-0,2
RHINATHIOL	1.726.451	-3,7	OMNIBIONTA	17.390.924	-6,0
PERDOLAN	1.652.935	-4,7	STEOVIT	15.557.778	2,3
OTRIVINE	1.618.709	3,2	IMODIUM	14.165.665	4,1
SOFRASOLONE	1.406.276	-6,8	DAFLON	13.844.315	6,5
SINUTAB	1.385.580	-0,3	ISO-BETADINE	13.732.806	5,7

Source: IQVIA – CH Audits – Selling Out data

*Analysis done on brandlevel™