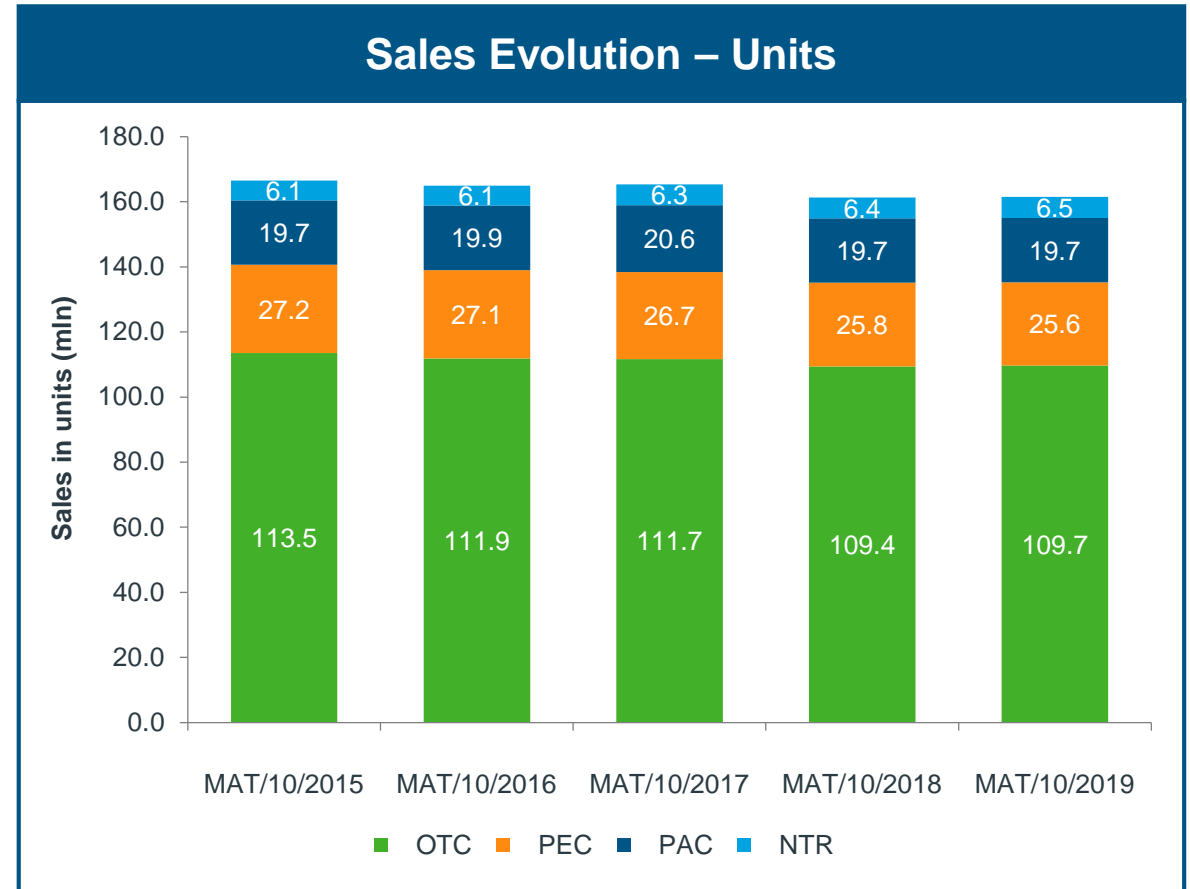
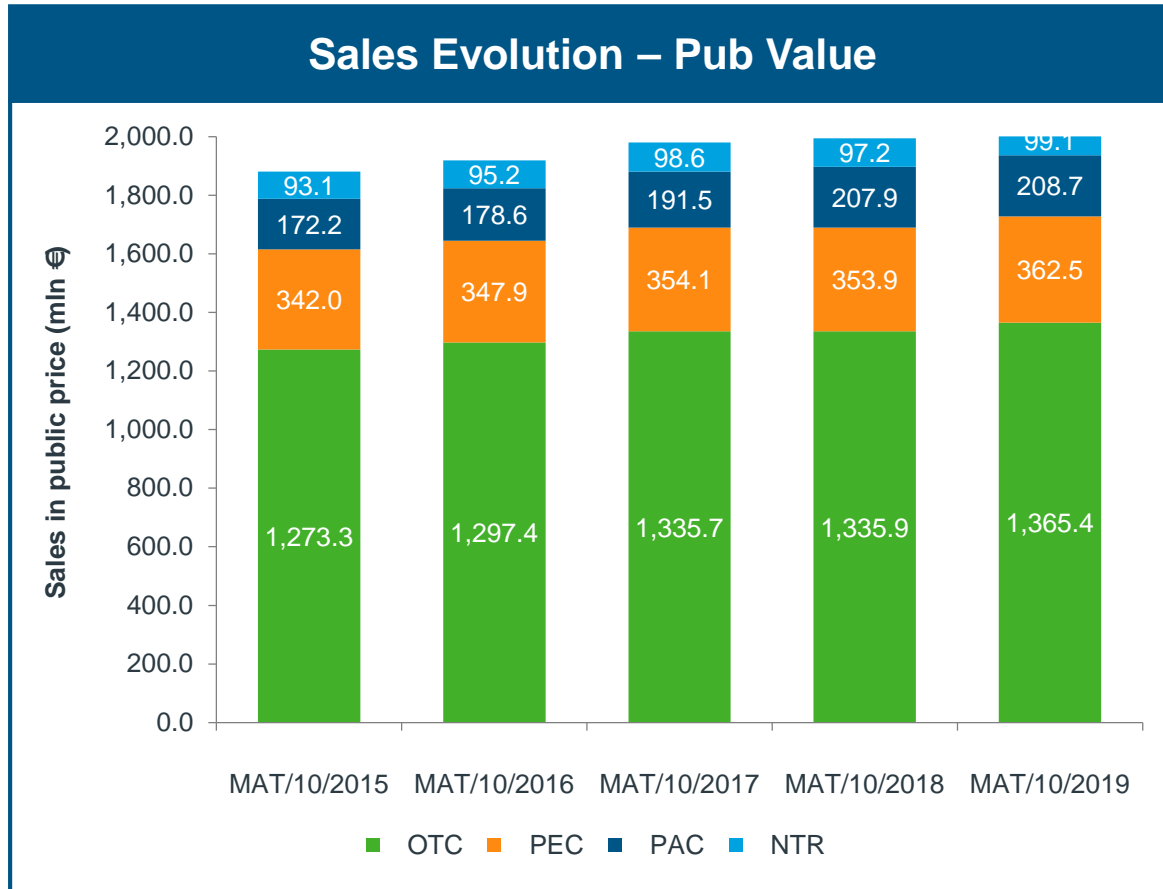
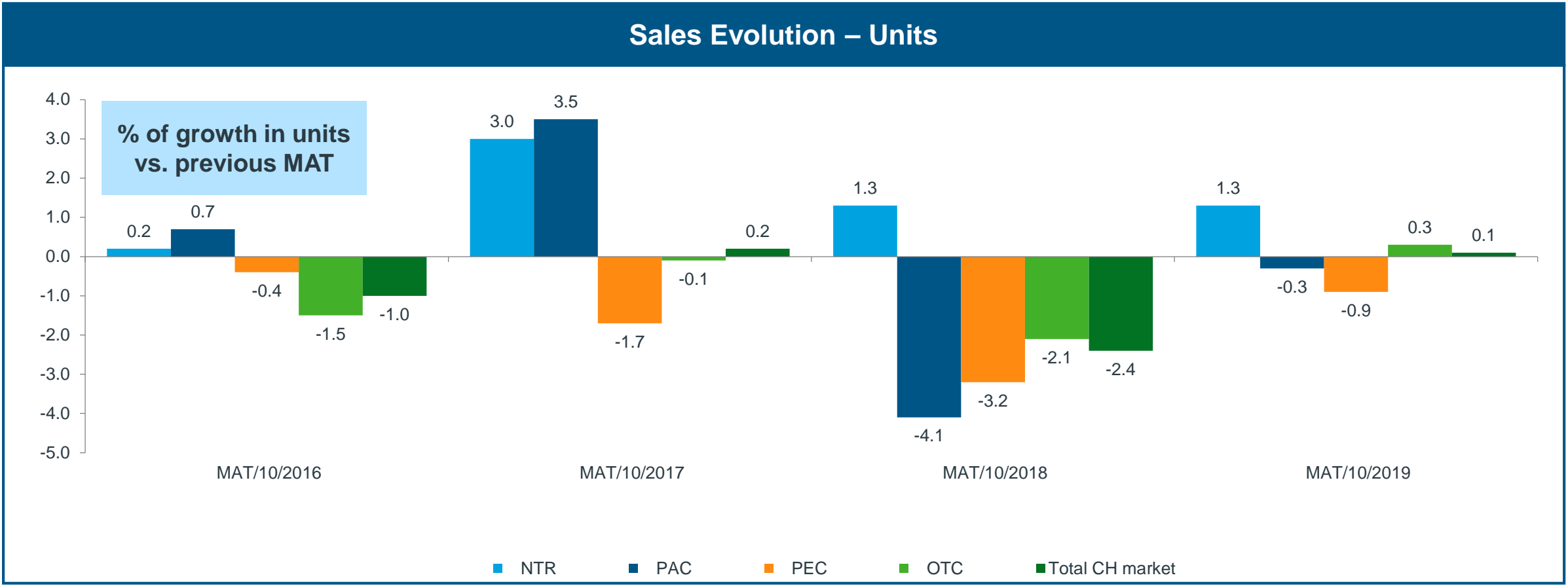


The Belgian Consumer Health market is worth €2,03 billion



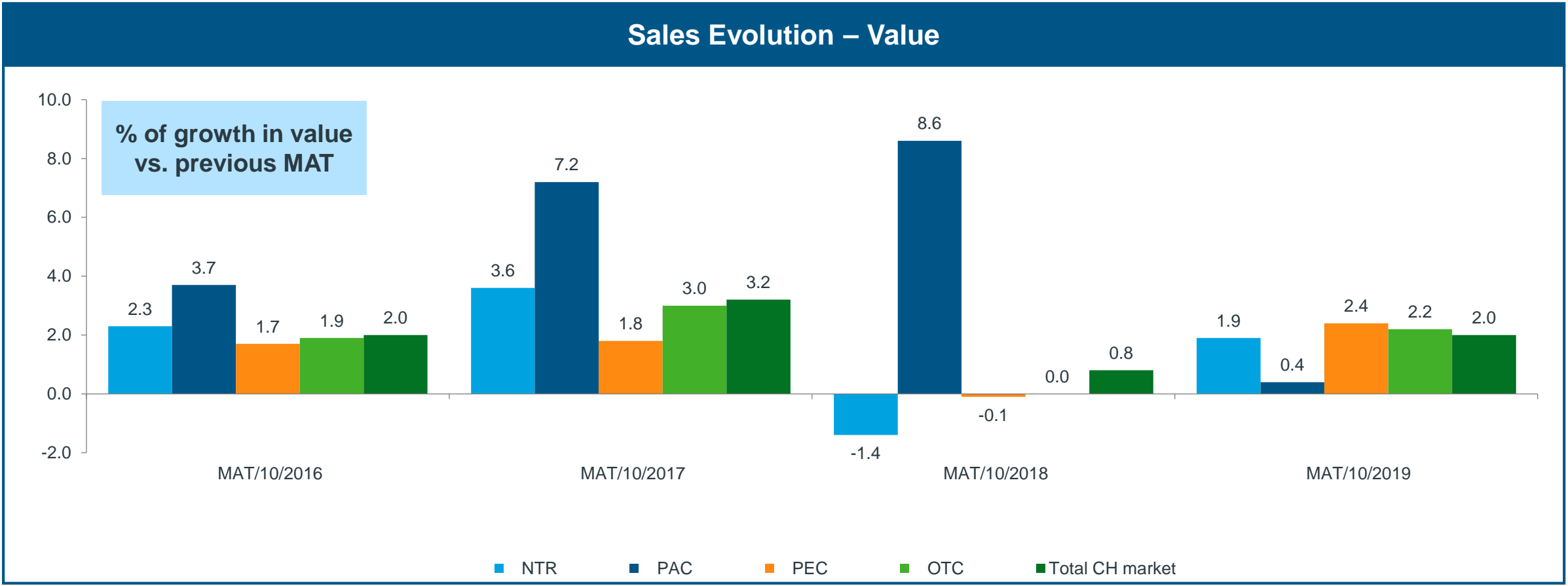
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a slight increase of 0,1% while NUT market is 1,3% in units



Source: IQVIA – CH Audits – Selling Out data

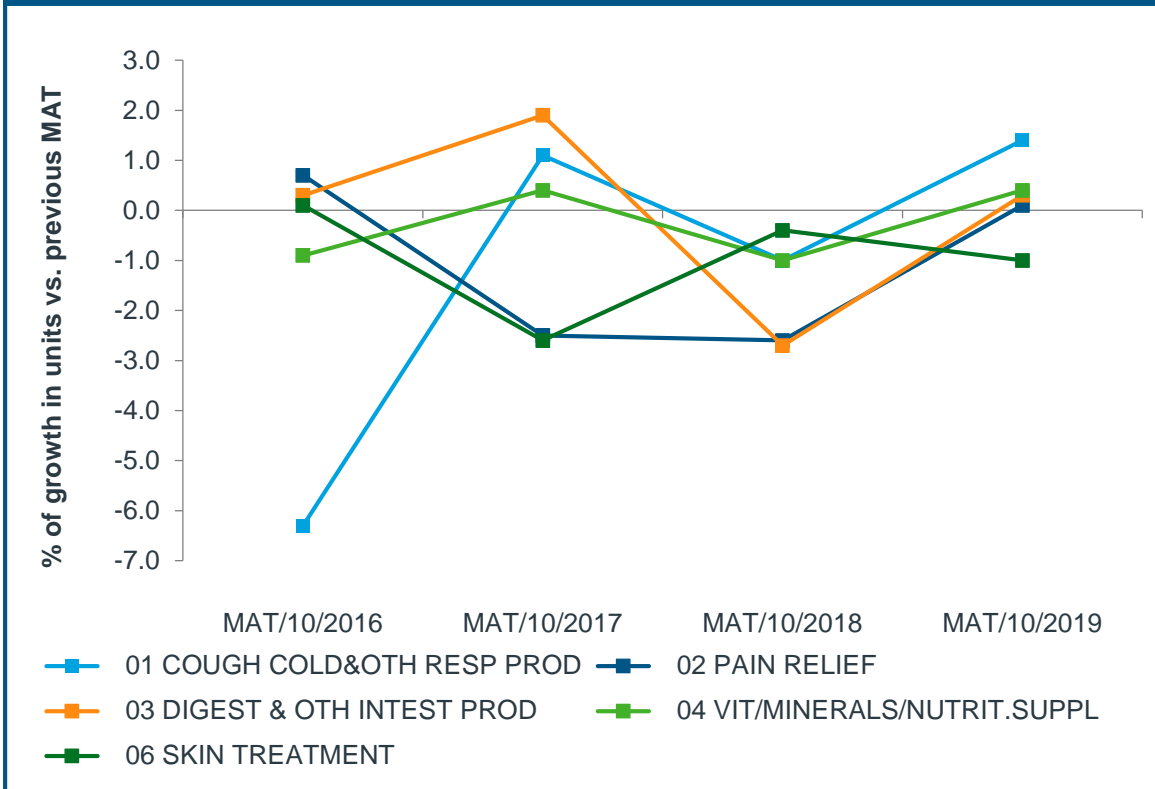
In value, the total CH market grows with 2,0%, where Personal Care is growing with 2,4%



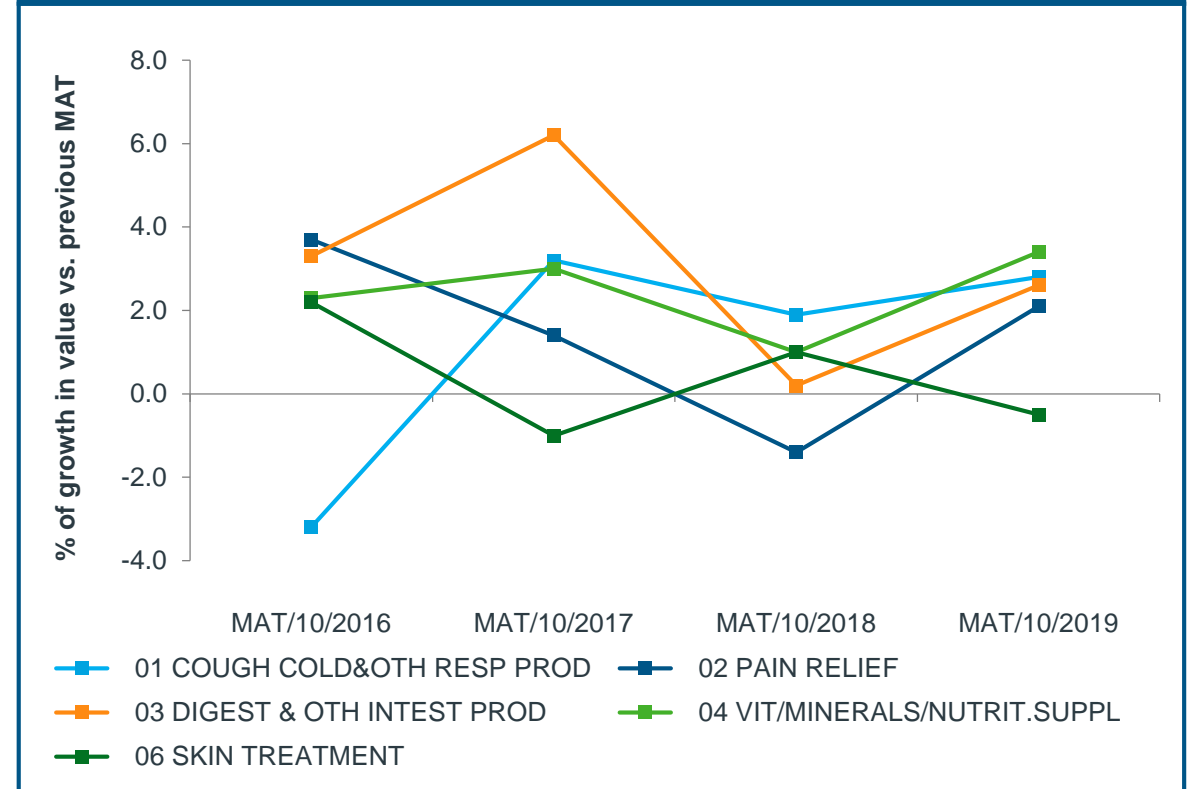
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



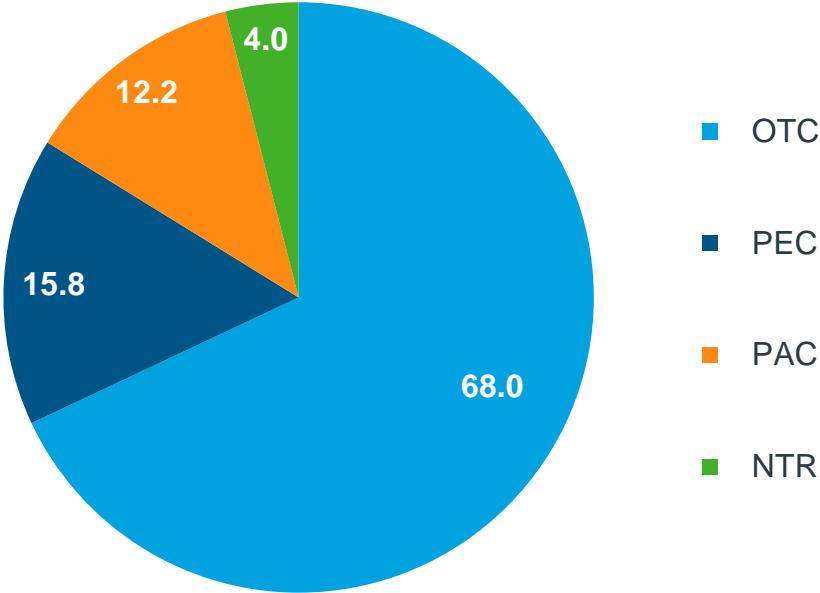
Sales Evolution – Value



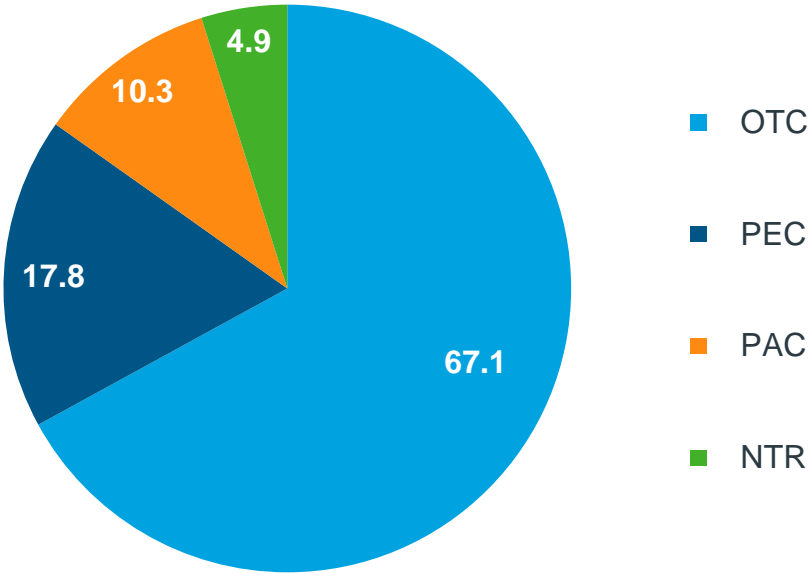
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 68% in units and 67,1% in value of the total CH market

Market Share in Units – MAT/10/2019



Market Share in Value – MAT/10/2019



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/10/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/10/2019	% of the CH Market
02A GENERAL PAIN RELIEF	18,006,518	11.2	02A GENERAL PAIN RELIEF	154,578,128	7.6
01B COLD REMEDIES	11,437,694	7.1	01B COLD REMEDIES	91,823,952	4.5
01A COUGH PRODUCTS	7,083,894	4.4	04F MINERAL SUPPLEMENTS	68,316,744	3.4
01C SORE THROAT REMEDIES	5,509,694	3.4	02E MUSCULAR PAIN RELIEF	65,235,232	3.2
03C LAXATIVES	5,224,664	3.2	07A EYE CARE	65,130,076	3.2
07A EYE CARE	4,556,302	2.8	01A COUGH PRODUCTS	63,399,248	3.1
02E MUSCULAR PAIN RELIEF	3,638,464	2.3	35G MILK PRDS FOR CHILDREN	61,584,476	3.0
04E OTHER SPECIFIC VITAMINS	3,611,912	2.2	03C LAXATIVES	59,171,000	2.9
35G MILK PRDS FOR CHILDREN	3,103,607	1.9	01C SORE THROAT REMEDIES	46,064,544	2.3
04F MINERAL SUPPLEMENTS	3,068,925	1.9	02G JOINT CARE PRODUCTS	43,350,172	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/10/2019)
13	CALM/SLEEP&MOOD ENHANC PD	21,202
07	EYE CARE	17,083
08	EAR CARE	8,389
06	SKIN TREATMENT	4,313
35	BABY FOODS	4,035
17	HABIT TREATMENT	3,405
58	ORTHOPAED/ANTIRHEUM AID	1,178
45	FIRST AID KITS	390
91	PERSONAL HYGIENE ACCESSOR	372
44	PRESSURE SORE PREVENTION	58

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/10/2019)
04	VIT. MIN. & NUTRIT. SUPPS	1,877,586
07	EYE CARE	585,775
13	CALM/SLEEP&MOOD ENHANC PD	485,700
06	SKIN TREATMENT	228,988
35	BABY FOODS	184,338
17	HABIT TREATMENT	172,468
08	EAR CARE	152,378
79	OTHER PATIENT CARE PRODS	101,061
66	CONTRACEPTION	78,554
58	ORTHOPAED/ANTIRHEUM AID	77,861

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/10/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/10/2019	% Growth in value
DAFALGAN	6,746,845	-1.5	DAFALGAN	64,649,188	-0.3
D-CURE	2,557,681	-2.5	VOLTAREN EMULGEL	27,987,012	6.0
NUROFEN	2,431,878	0.1	D-CURE	25,781,149	-0.1
ASAFLOW	2,127,507	-0.4	NUROFEN	24,411,052	1.5
ISO-BETADINE	1,989,278	6.0	ASAFLOW	19,797,690	-1.2
RHINATHIOL	1,727,638	-1.8	OMNIBIONTA	16,697,739	-6.4
PERDOLAN	1,668,236	-0.2	STEOVIT	16,232,928	6.7
OTRIVINE	1,660,696	8.4	DAFLON	14,713,921	9.9
SOFRASOLONE	1,492,487	6.2	IMODIUM	14,593,034	5.4
PARACETAMOL TEVA	1,425,262	-2.1	NICORETTE	14,157,343	11.3

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