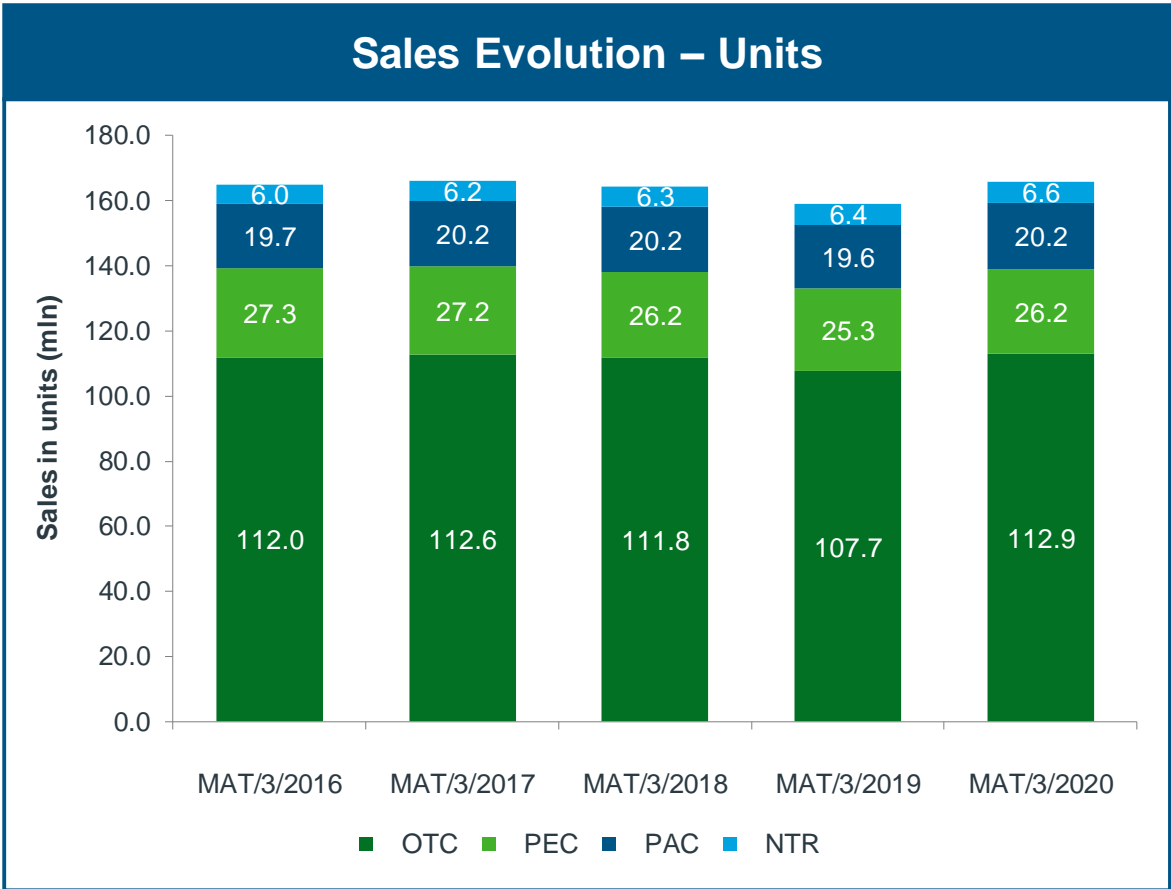
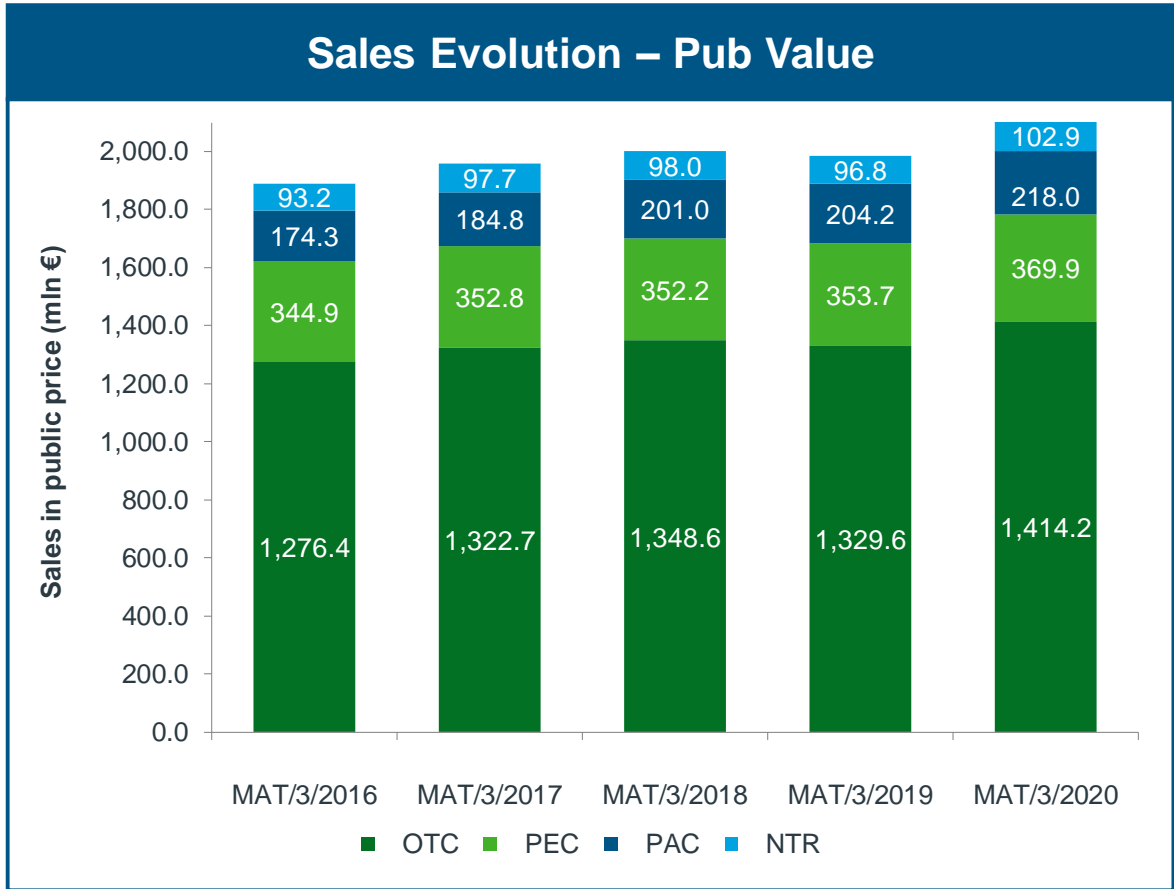
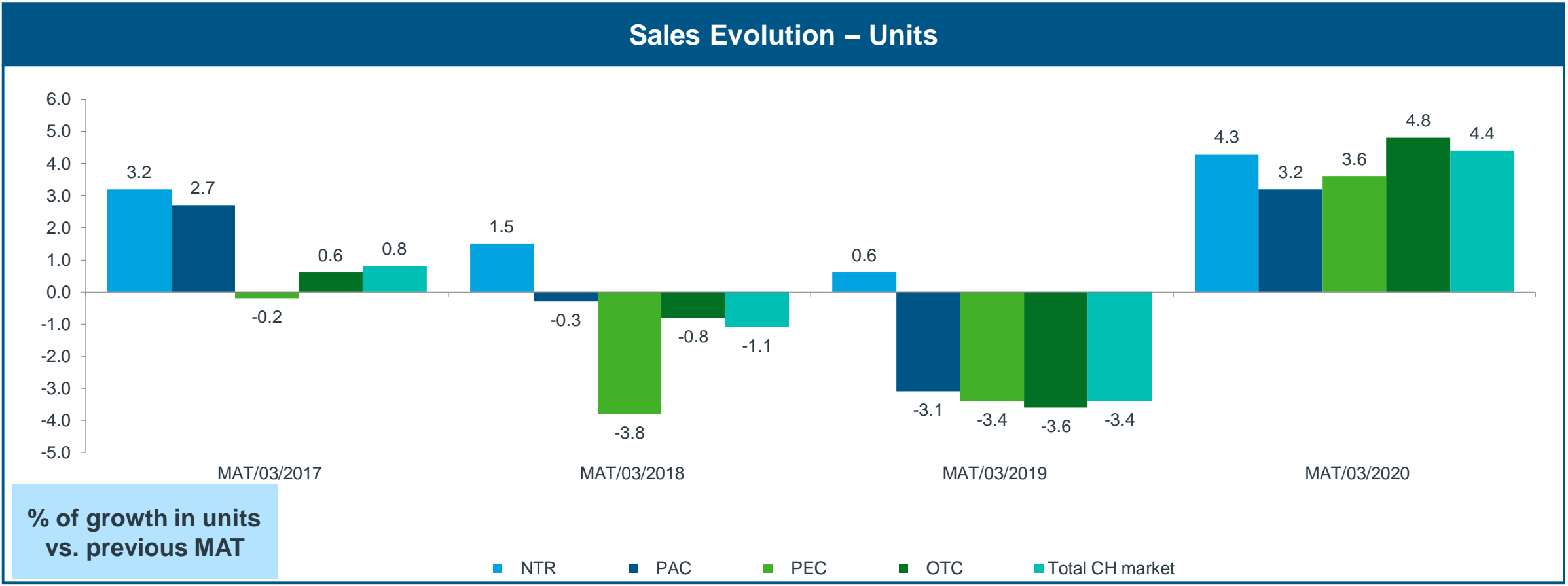


The Belgian Consumer Health market is worth €2,11 billion



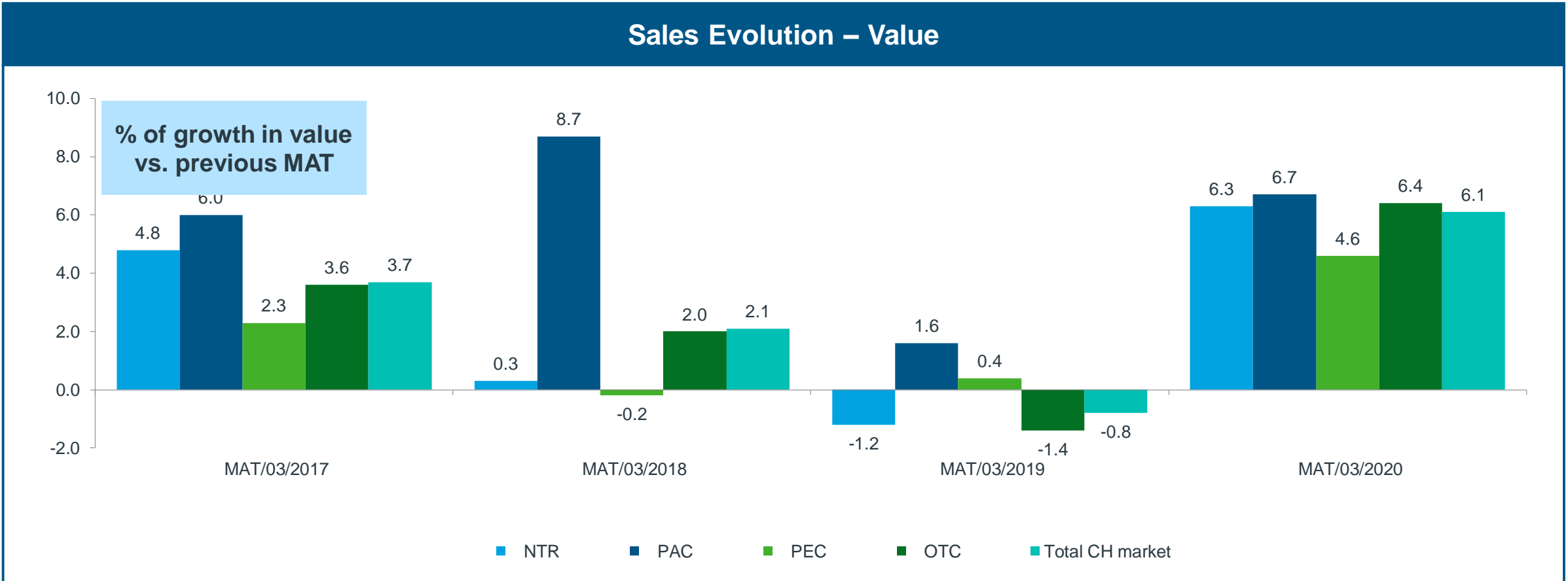
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 4,4% while the OTC segment is growing with 4,8% in units



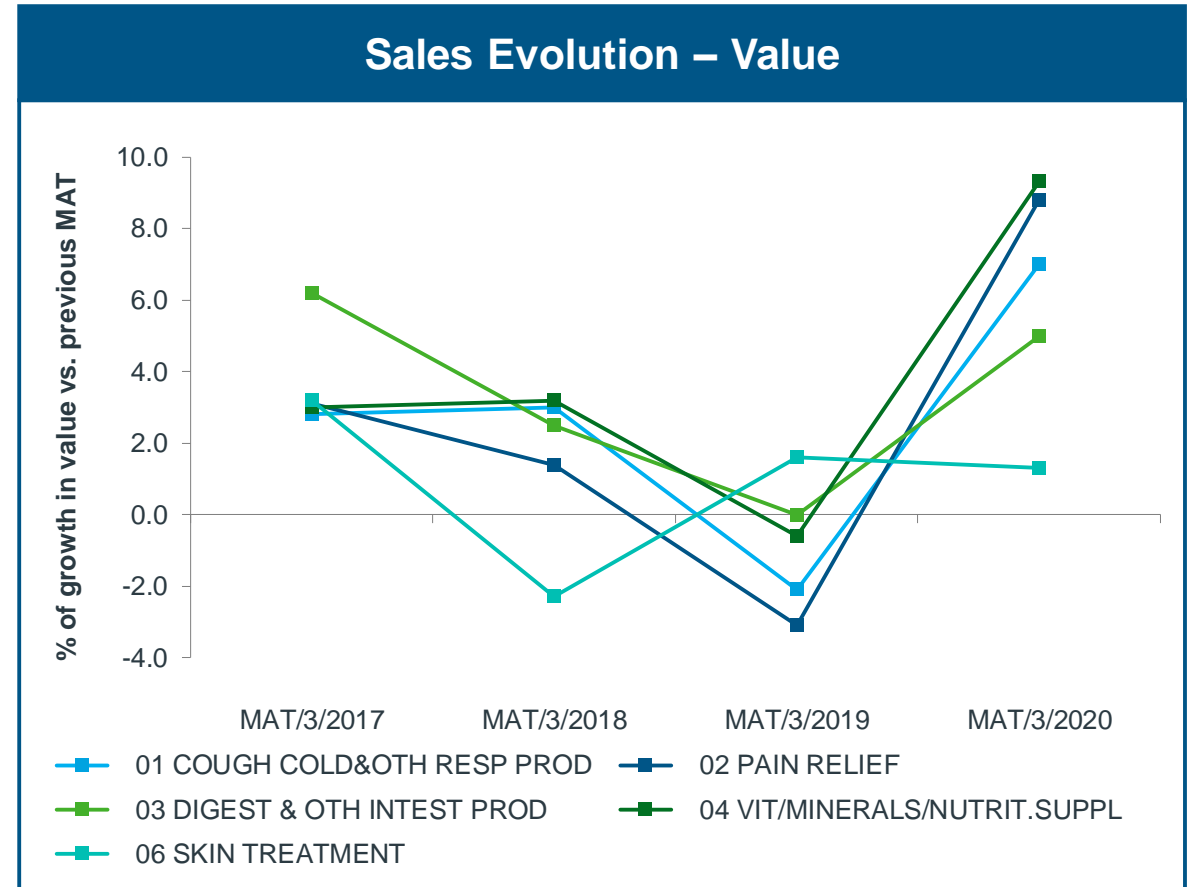
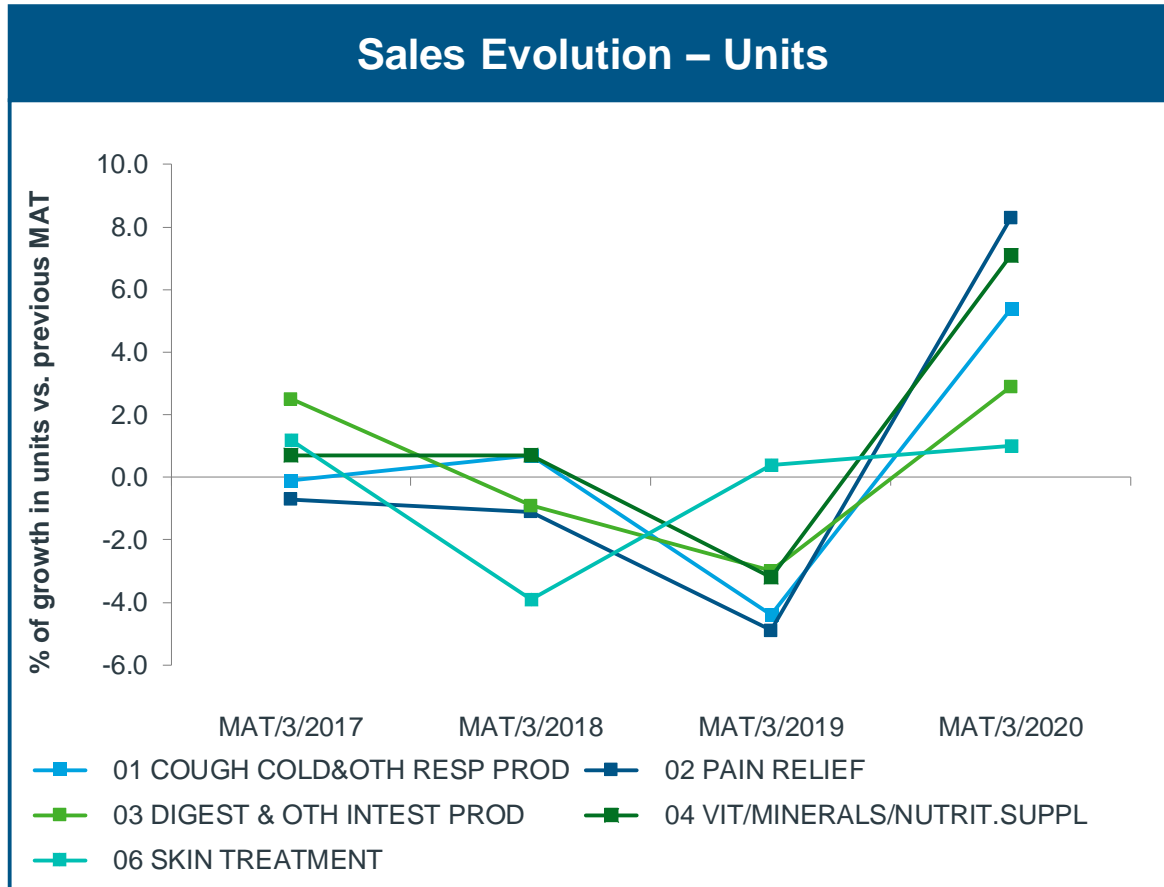
Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market grows with 6,1%, where Personal Care is growing with 4,6%



Source: IQVIA – CH Audits – Selling Out data

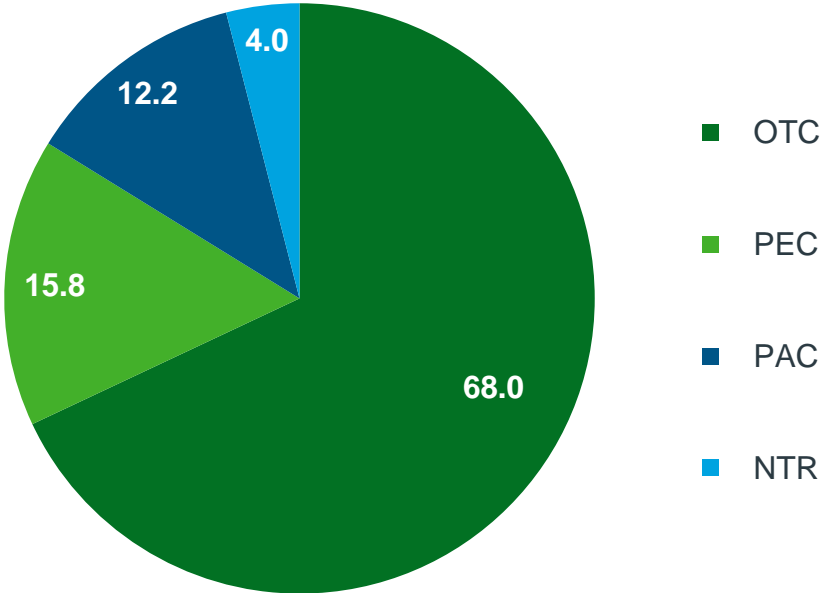
Top 5 OTC classes sales evolution



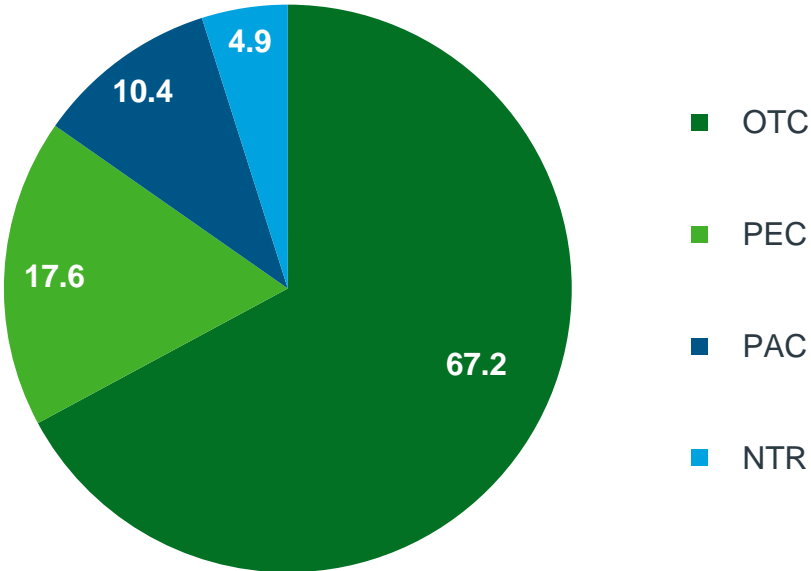
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 68,0% in units and 67,2% in value of the total CH market

Market Share in Units – MAT/03/2020



Market Share in Value – MAT/03/2020



Source: IQVIA – CH Audits – Selling Out data

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

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/03/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/03/2020	% of the CH Market
02A GENERAL PAIN RELIEF	19,426,534	11.7	02A GENERAL PAIN RELIEF	€ 169,726,400	8.1
01B COLD REMEDIES	11,421,476	6.9	01B COLD REMEDIES	€ 93,022,480	4.4
01A COUGH PRODUCTS	7,207,407	4.3	04F MINERAL SUPPLEMENTS	€ 70,069,776	3.3
01C SORE THROAT REMEDIES	5,829,872	3.5	07A EYE CARE	€ 66,629,040	3.2
03C LAXATIVES	5,203,061	3.1	01A COUGH PRODUCTS	€ 64,920,576	3.1
07A EYE CARE	4,609,475	2.8	02E MUSCULAR PAIN RELIEF	€ 64,676,160	3.1
04E OTHER SPECIFIC VITAMINS	3,851,543	2.3	35G MILK PRDS FOR CHILDREN	€ 64,434,160	3.1
02E MUSCULAR PAIN RELIEF	3,582,869	2.2	03C LAXATIVES	€ 59,594,396	2.8
35G MILK PRDS FOR CHILDREN	3,223,981	1.9	01C SORE THROAT REMEDIES	€ 49,183,644	2.3
06B WOUND+SKIN DISINFECTION	3,218,405	1.9	04E OTHER SPECIFIC VITAMINS	€ 46,063,928	2.2

Source: IQVIA – CH Audits – Selling Out data

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/03/2020)
35	BABY FOODS	21,560
53	PRDS FOR BLADDER PROBLEMS	17,525
56	TESTS+MEASURING INSTRUMNT	8,865
13	CALM/SLEEP&MOOD ENHANC PD	6,705
17	HABIT TREATMENT	2,246
70	HOUSE DISINFECTANTS ETC	1,366
45	FIRST AID KITS	220
59	PHARMACY EQUIPMENT	51
33	FIBRE FOOD PRODUCTS	51
31	DIABETIC FOOD PRODUCTS	16

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/03/2020)
53	PRDS FOR BLADDER PROBLEMS	€ 2,299,099
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,956,333
35	BABY FOODS	€ 972,709
03	DIGEST & OTH INTEST PROD	€ 373,594
01	COUGH COLD&OTH RESP PROD	€ 358,164
13	CALM/SLEEP&MOOD ENHANC PD	€ 256,024
02	PAIN RELIEF	€ 206,496
56	TESTS+MEASURING INSTRUMNT	€ 174,462
17	HABIT TREATMENT	€ 123,415
07	EYE CARE	€ 118,703

Source: IQVIA – CH Audits – Selling Out data

The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/03/2020	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/03/2020	% Growth in value
DAFALGAN	7,474,384	13.1	DAFALGAN	€ 72,929,455	16.3
D-CURE	2,618,560	4.0	VOLTAREN EMULGEL	€ 27,757,318	3.6
NUROFEN	2,504,600	7.0	D-CURE	€ 26,768,854	6.7
ASAFLOW	2,165,194	1.5	NUROFEN	€ 25,421,657	9.2
ISO-BETADINE	2,078,868	9.1	ASAFLOW	€ 20,107,846	0.3
PERDOLAN	1,720,347	5.4	STEOVIT	€ 16,228,336	5.2
RHINATHIOL	1,675,989	-1.3	DAFLON	€ 15,416,396	12.6
OTRIVINE	1,660,630	4.1	PARACETAMOL TEVA	€ 15,075,085	16.8
PARACETAMOL TEVA	1,609,050	18.0	IMODIUM	€ 14,908,825	6.6
SOFRASOLONE	1,487,874	8.4	ISO-BETADINE	€ 14,793,143	9.0

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