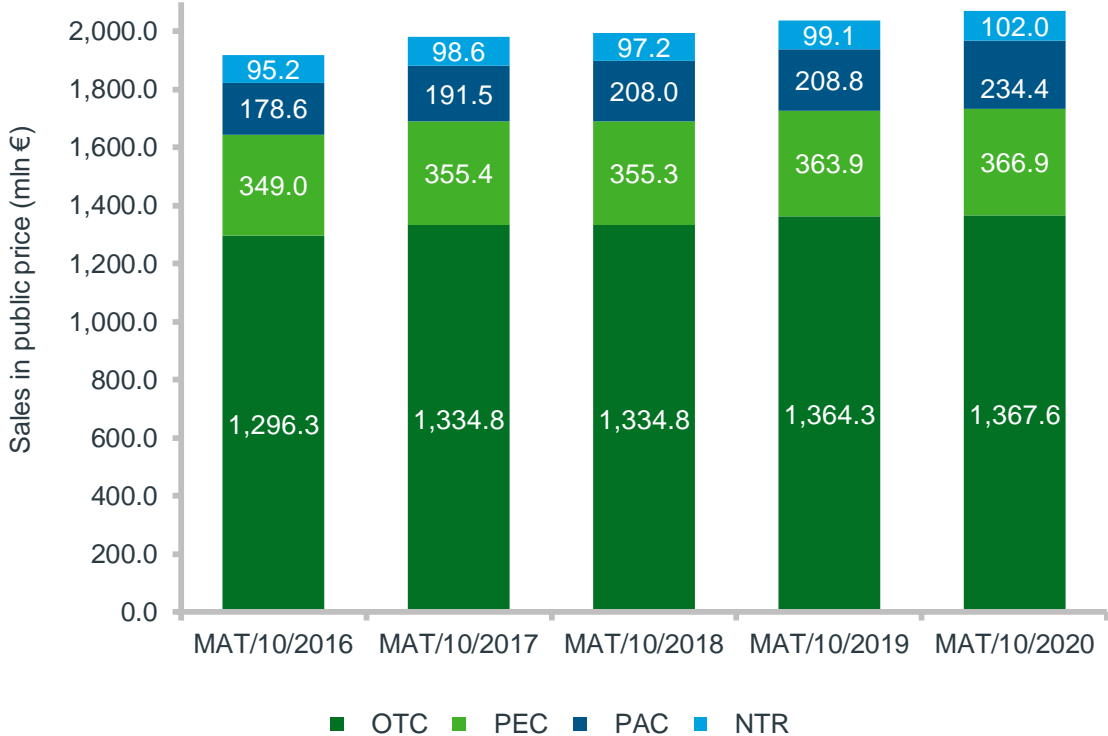
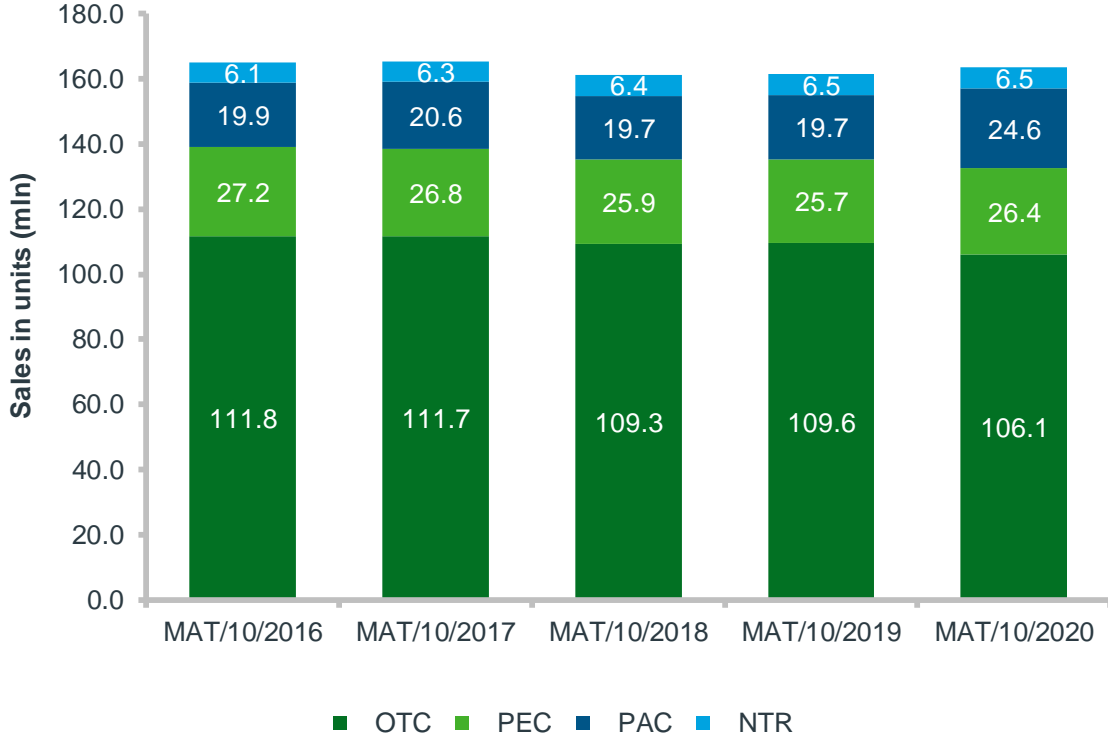


The Belgian Consumer Health market is worth €2,07 billion

Sales Evolution – Pub Value



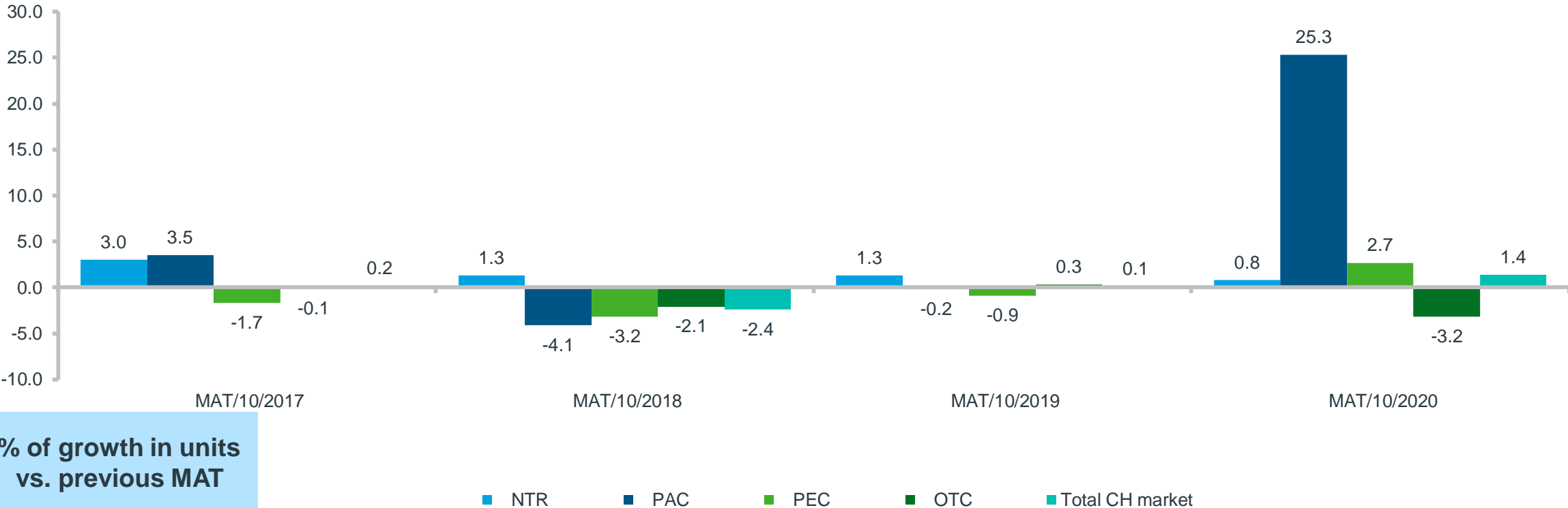
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 1,4% while the OTC segment declines with -3,2% in units

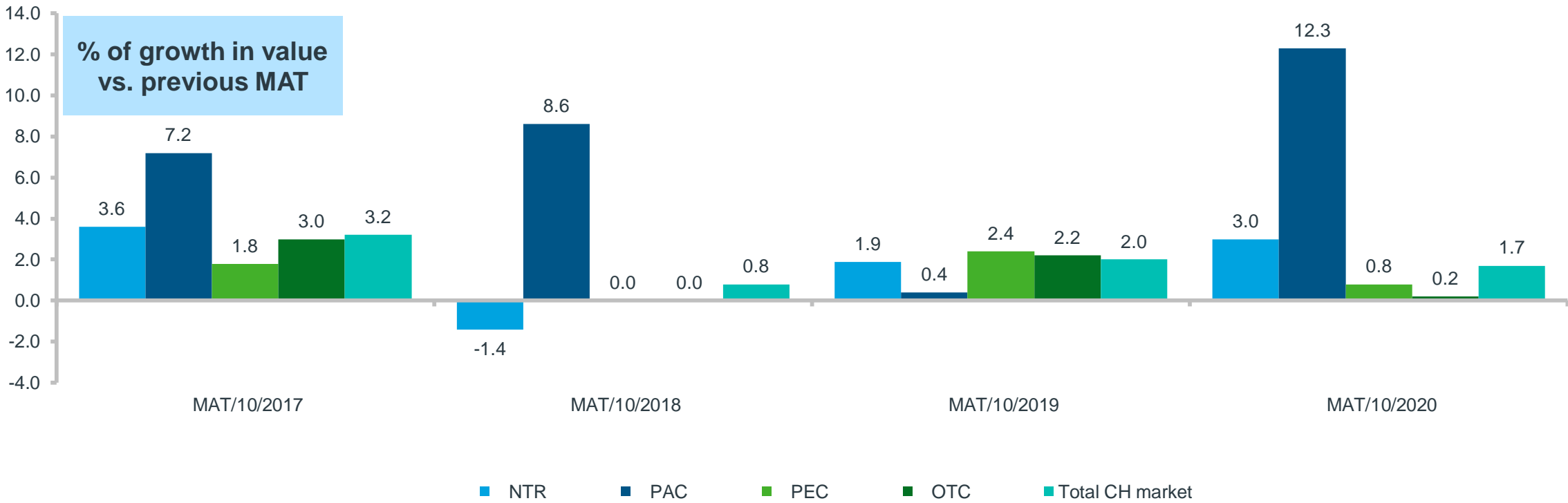
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market grows with 1,7%, where Patient Care is growing with 12,3%

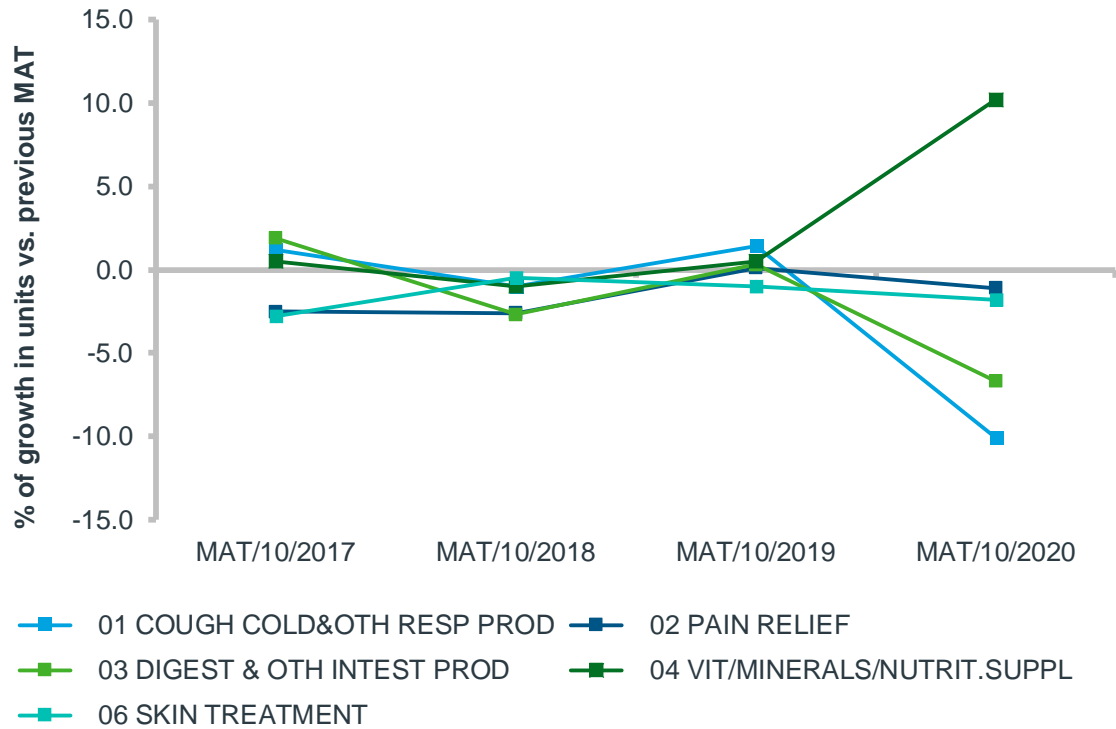
Sales Evolution – Value



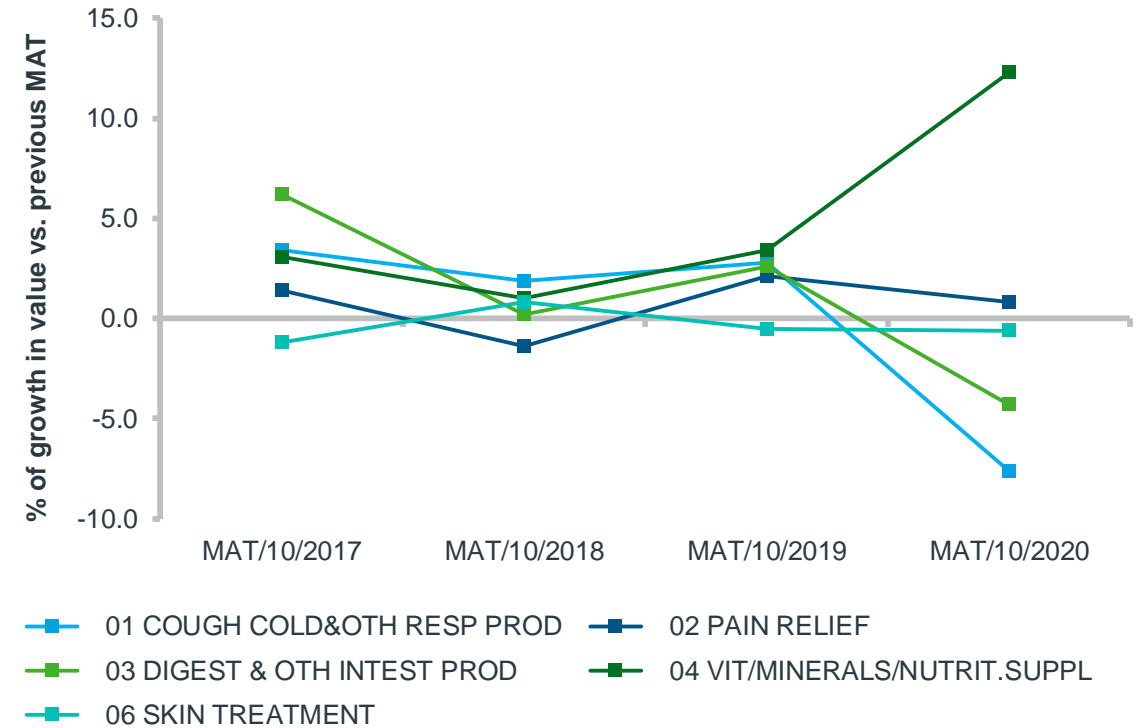
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



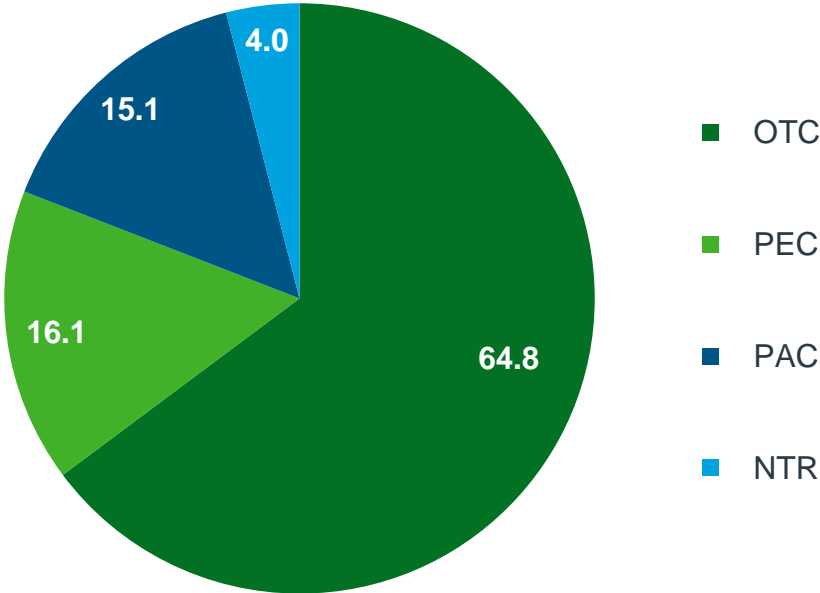
Sales Evolution – Value



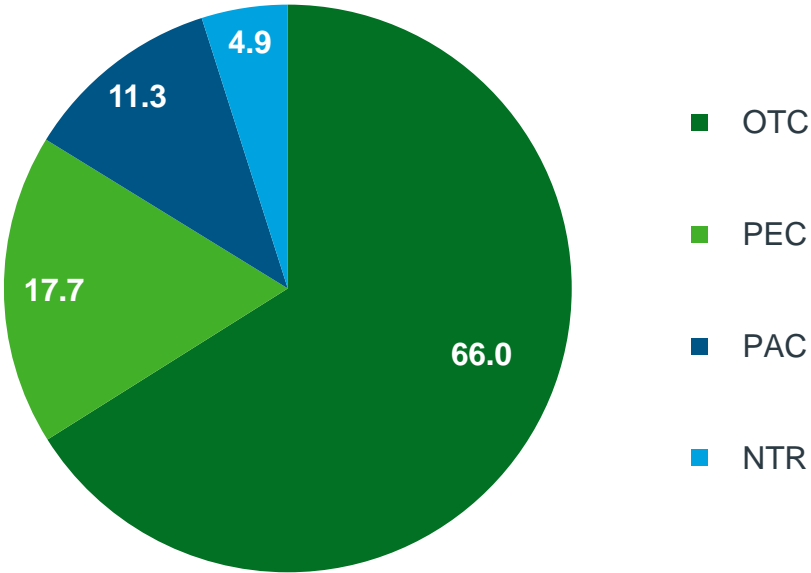
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 64,8% in units and 66,0% in value of the total CH market

Market Share in Units – MAT/10/2020



Market Share in Value – MAT/10/2020



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/10/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/10/2020	% of the CH Market
02A GENERAL PAIN RELIEF	18,012,212	11.0	02A GENERAL PAIN RELIEF	€ 160,704,144	7.8
01B COLD REMEDIES	10,164,900	6.2	01B COLD REMEDIES	€ 84,166,928	4.1
01A COUGH PRODUCTS	5,926,847	3.6	04F MINERAL SUPPLEMENTS	€ 70,125,552	3.4
01C SORE THROAT REMEDIES	5,151,786	3.1	07A EYE CARE	€ 64,847,160	3.1
03C LAXATIVES	5,027,982	3.1	35G MILK PRDS FOR CHILDREN	€ 64,152,012	3.1
57K MISCELLANOUS	4,864,917	3.0	02E MUSCULAR PAIN RELIEF	€ 63,029,648	3.0
07A EYE CARE	4,427,516	2.7	03C LAXATIVES	€ 59,184,888	2.9
04E OTHER SPECIFIC VITAMINS	4,135,736	2.5	01A COUGH PRODUCTS	€ 54,204,592	2.6
02E MUSCULAR PAIN RELIEF	3,415,900	2.1	04E OTHER SPECIFIC VITAMINS	€ 52,263,388	2.5
06B WOUND+SKIN DISINFECTION	3,385,231	2.1	13A CALMING AND SLEEPING PROD	€ 44,914,140	2.2

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/10/2020	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/10/2020	% Growth in value
DAFALGAN	7,189,615	6.6	DAFALGAN	€ 71,892,656	11.2
MASQUE TISSU-ETB	3,781,623	---	D-CURE	€ 29,203,685	13.3
D-CURE	2,691,916	5.2	VOLTAREN EMULGEL	€ 27,341,048	-2.3
ASAFLOW	2,121,205	-0.3	NUROFEN	€ 20,822,087	-14.7
ISO-BETADINE	2,045,446	2.8	OMNIBIONTA	€ 20,009,358	14.6
NUROFEN	2,034,369	-16.3	ASAFLOW	€ 19,746,062	-0.3
OTRIVINE	1,527,095	-8.0	DAFLON	€ 15,644,973	6.3
PARACETAMOL TEVA	1,521,012	6.7	MOVICOL	€ 14,850,183	8.3
RHINATHIOL	1,407,763	-18.5	NICORETTE	€ 14,749,175	4.2
PERDOLAN	1,399,721	-16.1	STEOVIT	€ 14,738,032	-9.2

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