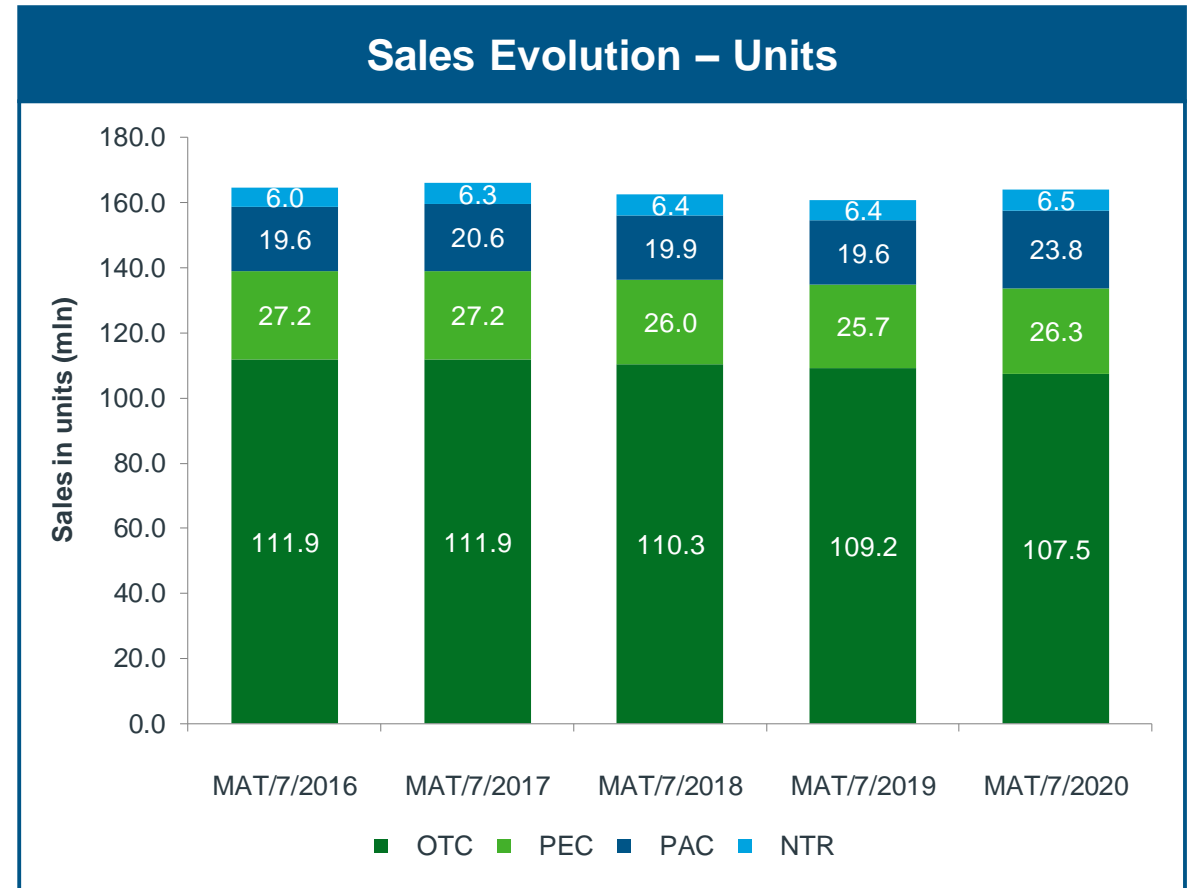
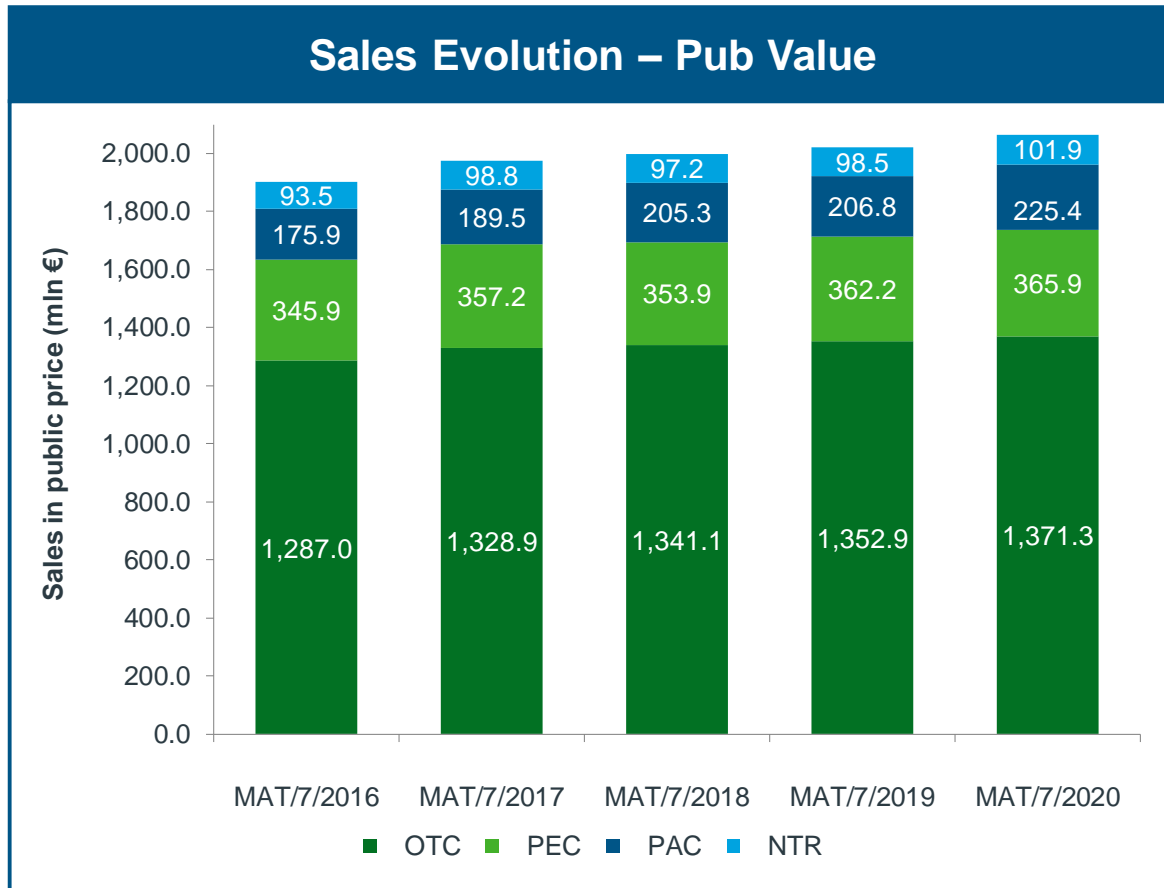
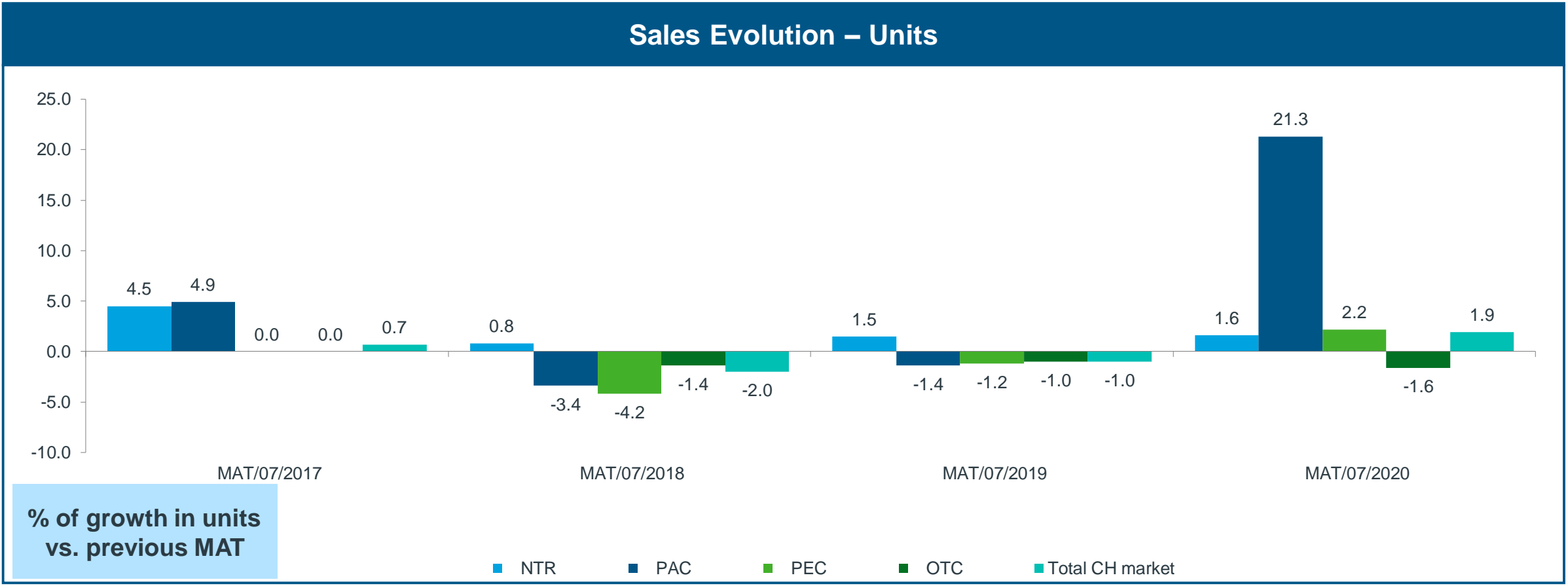


The Belgian Consumer Health market is worth €2,07 billion



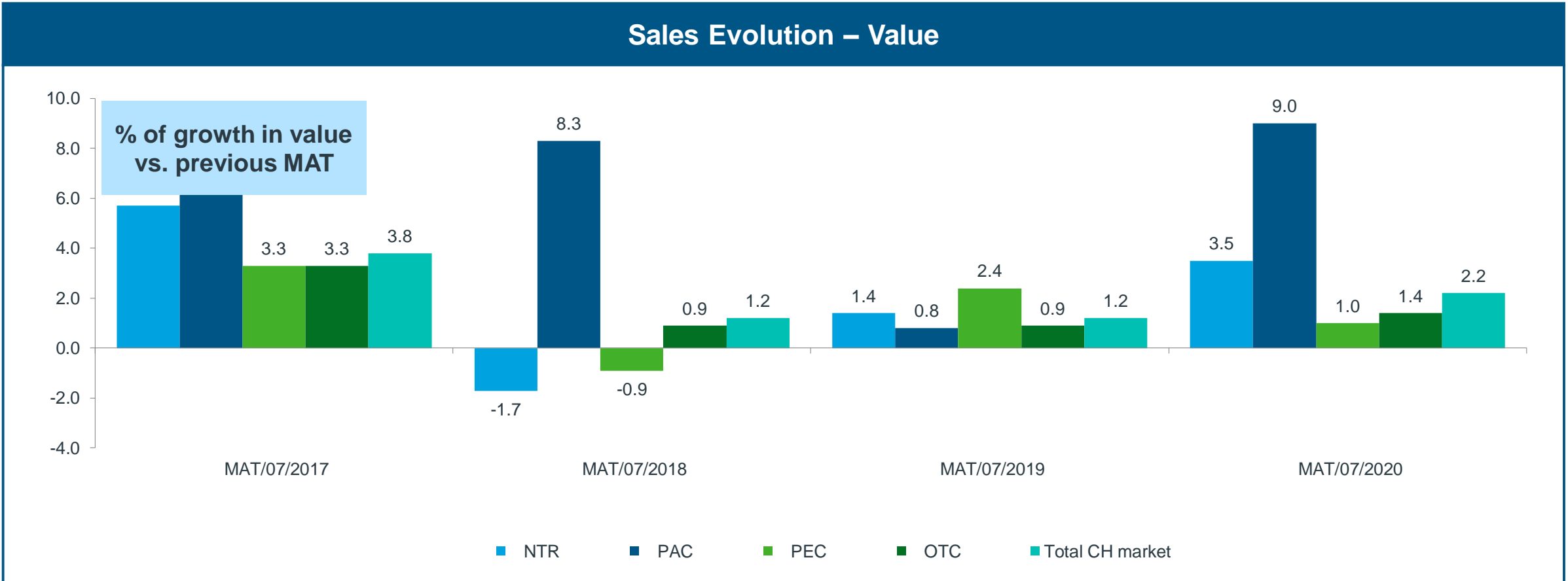
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 1,9% while the OTC segment declines with -1,6% in units



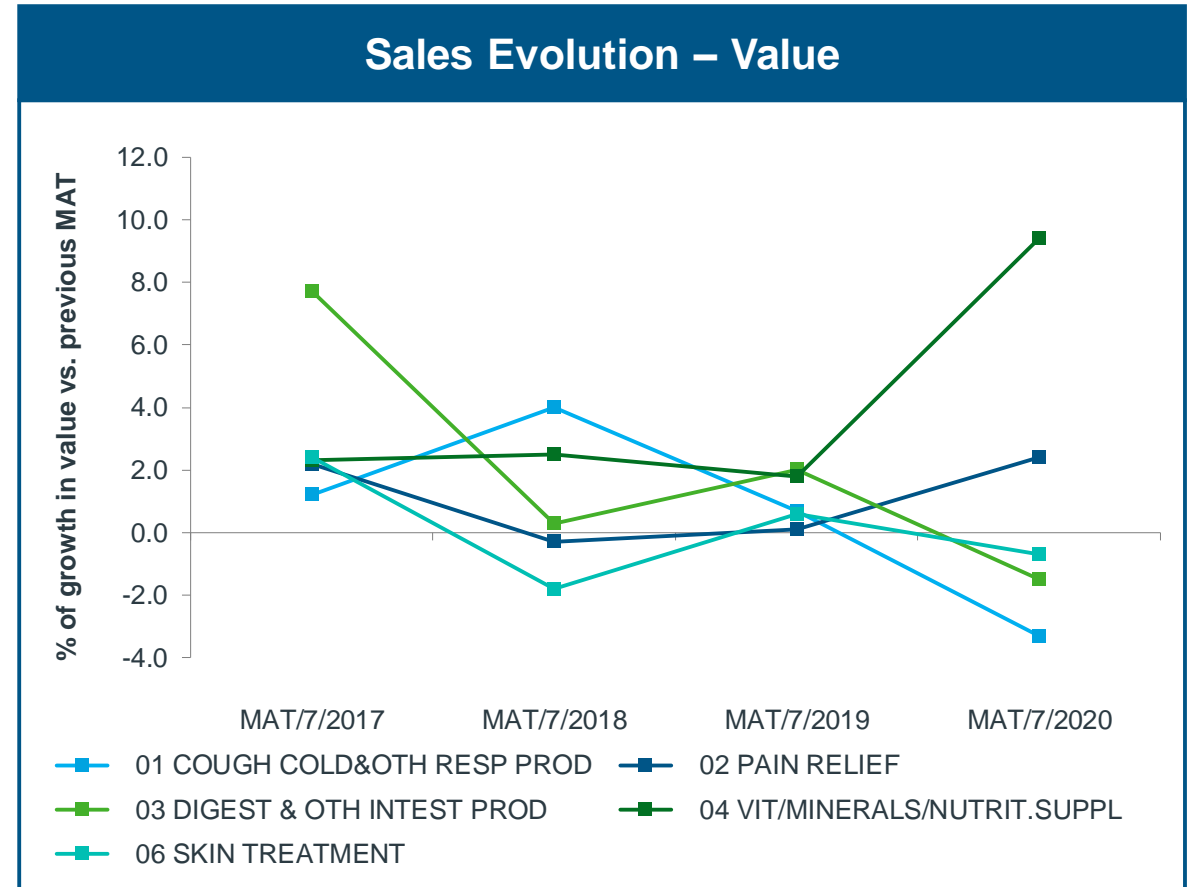
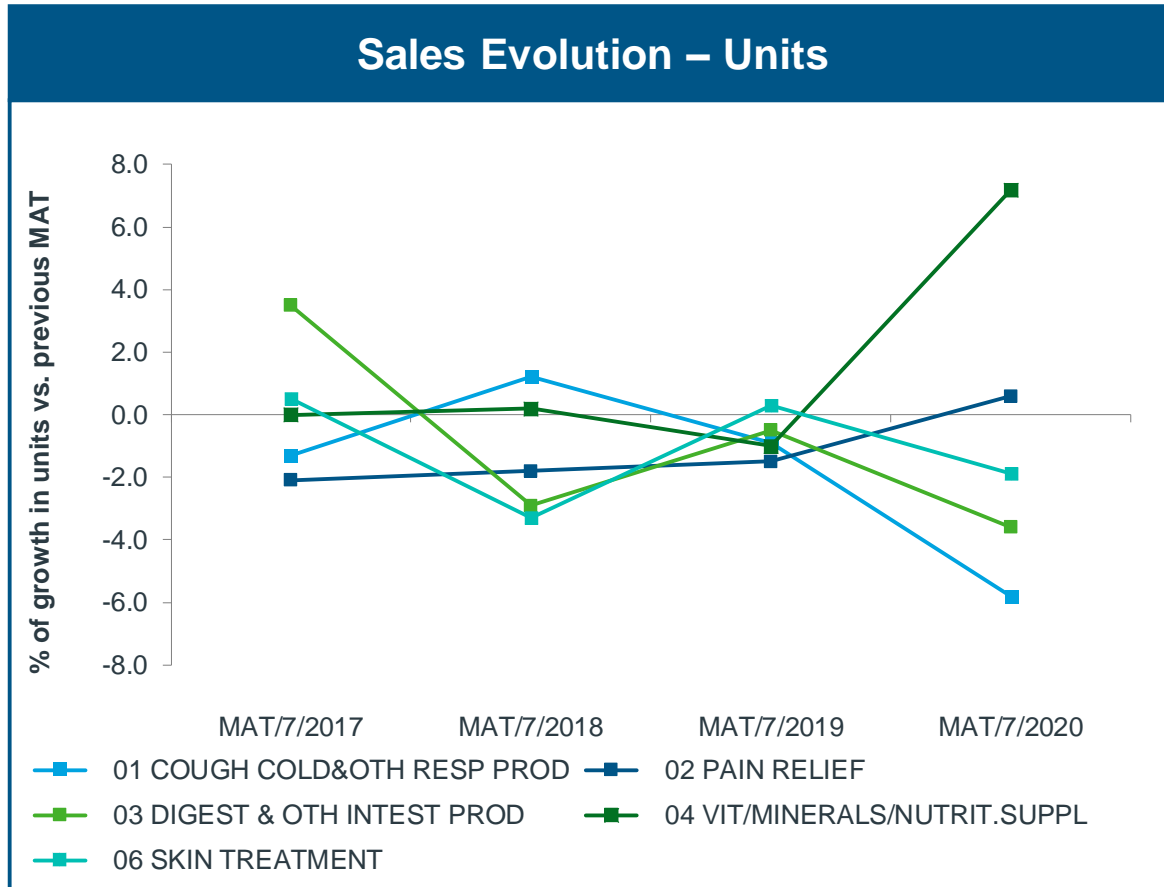
Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market grows with 2,2%, where Patient Care is growing with 9,0%



Source: IQVIA – CH Audits – Selling Out data

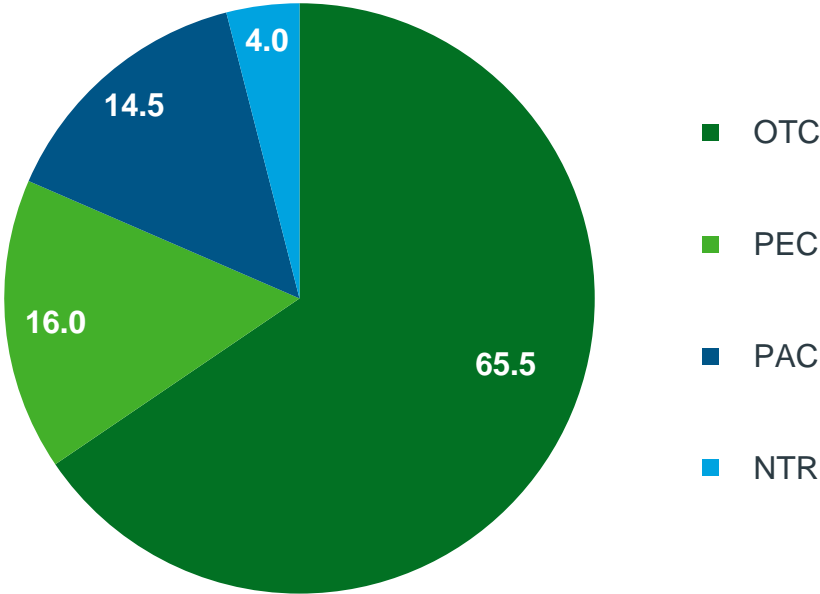
Top 5 OTC classes sales evolution



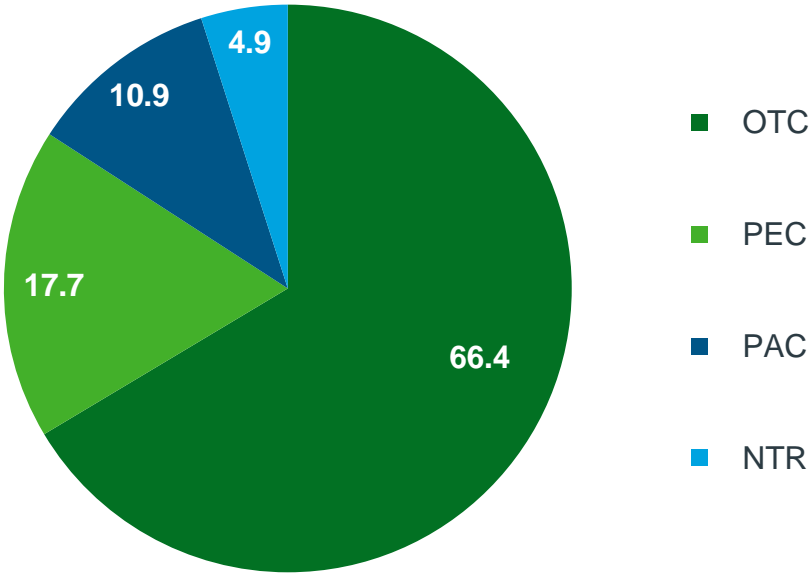
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 65,5% in units and 66,4% in value of the total CH market

Market Share in Units – MAT/07/2020



Market Share in Value – MAT/07/2020



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/07/2020 | % of the CH Market | Top 10 Best Selling OTC2 classes in value | Value abs. MAT/07/2020 | % of the CH Market |
|---|------------------------|--------------------|---|------------------------|--------------------|
| 02A GENERAL PAIN RELIEF | 18,200,768 | 11.1 | 02A GENERAL PAIN RELIEF | € 161,000,064 | 7.8 |
| 01B COLD REMEDIES | 10,550,993 | 6.4 | 01B COLD REMEDIES | € 86,753,800 | 4.2 |
| 01A COUGH PRODUCTS | 6,373,256 | 3.9 | 04F MINERAL SUPPLEMENTS | € 69,741,176 | 3.4 |
| 01C SORE THROAT REMEDIES | 5,329,406 | 3.2 | 07A EYE CARE | € 65,185,068 | 3.2 |
| 03C LAXATIVES | 5,085,475 | 3.1 | 35G MILK PRDS FOR CHILDREN | € 63,878,600 | 3.1 |
| 07A EYE CARE | 4,464,707 | 2.7 | 02E MUSCULAR PAIN RELIEF | € 63,713,084 | 3.1 |
| 57K MISCELLANEOUS | 4,243,283 | 2.6 | 03C LAXATIVES | € 59,063,952 | 2.9 |
| 04E OTHER SPECIFIC VITAMINS | 3,920,150 | 2.4 | 01A COUGH PRODUCTS | € 57,849,192 | 2.8 |
| 02E MUSCULAR PAIN RELIEF | 3,479,718 | 2.1 | 04E OTHER SPECIFIC VITAMINS | € 48,116,944 | 2.3 |
| 06B WOUND+SKIN DISINFECTION | 3,384,038 | 2.1 | 01C SORE THROAT REMEDIES | € 44,815,248 | 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/07/2020) |
|--|---------------------------|---|
| 57 | MEDICAL/SURGICAL AIDS | 274,614 |
| 53 | PRDS FOR BLADDER PROBLEMS | 49,637 |
| 56 | TESTS+MEASURING INSTRUMNT | 23,423 |
| 35 | BABY FOODS | 19,852 |
| 70 | HOUSE DISINFECTANTS ETC | 3,604 |
| 32 | GLUTEN-FREE&LOW PROT.PRDS | 887 |
| 34 | SLIMMING AIDS | 315 |
| 44 | PRESSURE SORE PREVENTION | 243 |
| 45 | FIRST AID KITS | 192 |
| 59 | PHARMACY EQUIPMENT | 68 |

| Fastest growing OTC1 classes in Rx sales | | Rx sales Growth in abs. value (MAT/07/2020) |
|--|---------------------------|---|
| 53 | PRDS FOR BLADDER PROBLEMS | € 3,945,052 |
| 35 | BABY FOODS | € 771,881 |
| 57 | MEDICAL/SURGICAL AIDS | € 593,740 |
| 56 | TESTS+MEASURING INSTRUMNT | € 458,499 |
| 70 | HOUSE DISINFECTANTS ETC | € 28,916 |
| 97 | ALL OTH MISC PRODS | € 18,856 |
| 32 | GLUTEN-FREE&LOW PROT.PRDS | € 4,079 |
| 34 | SLIMMING AIDS | € 3,942 |
| 39 | OTH NUTRITIONAL PRODUCTS | € 1,827 |
| 37 | CONFECTIONERY | € 1,683 |

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/07/2020 | % Growth in units | Top 10 Best Selling Products | Value abs. MAT/07/2020 | % Growth in value |
|------------------------------|---------------------------|----------------------|------------------------------|---------------------------|----------------------|
| DAFALGAN | 7,144,184 | 6.1 | DAFALGAN | € 70,786,012 | 10.2 |
| MASQUE TISSU-ETB | 3,258,084 | --- | VOLTAREN EMULGEL | € 27,739,020 | 0.9 |
| D-CURE | 2,601,793 | 2.0 | D-CURE | € 27,257,711 | 6.4 |
| NUROFEN | 2,162,856 | -9.5 | NUROFEN | € 22,051,716 | -7.8 |
| ASAFLOW | 2,119,756 | -1.6 | ASAFLOW | € 19,743,510 | -2.1 |
| ISO-BETADINE | 2,045,745 | 4.5 | OMNIBIONTA | € 19,134,243 | 10.5 |
| OTRIVINE | 1,599,042 | -1.9 | DAFLON | € 15,440,844 | 8.2 |
| PARACETAMOL TEVA | 1,563,691 | 13.3 | STEOVIT | € 15,357,348 | -4.0 |
| RHINATHIOL | 1,497,925 | -14.2 | PARACETAMOL TEVA | € 14,769,503 | 13.6 |
| PERDOLAN | 1,486,074 | -10.1 | NICORETTE | € 14,730,064 | 6.1 |

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