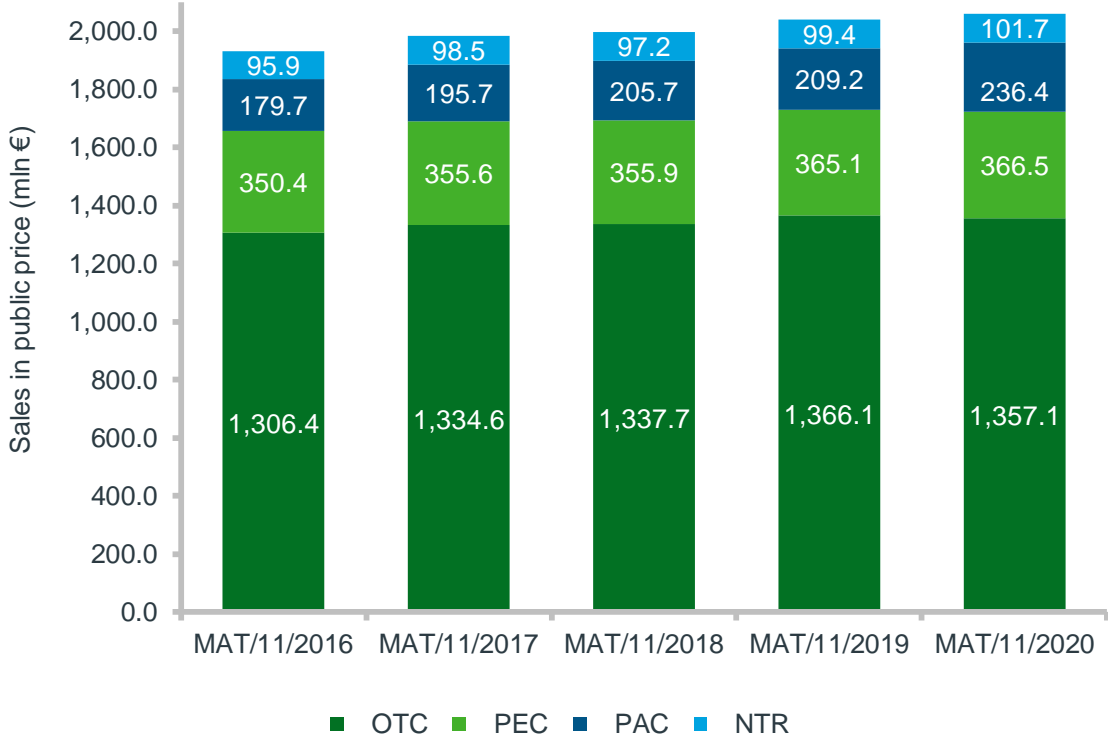
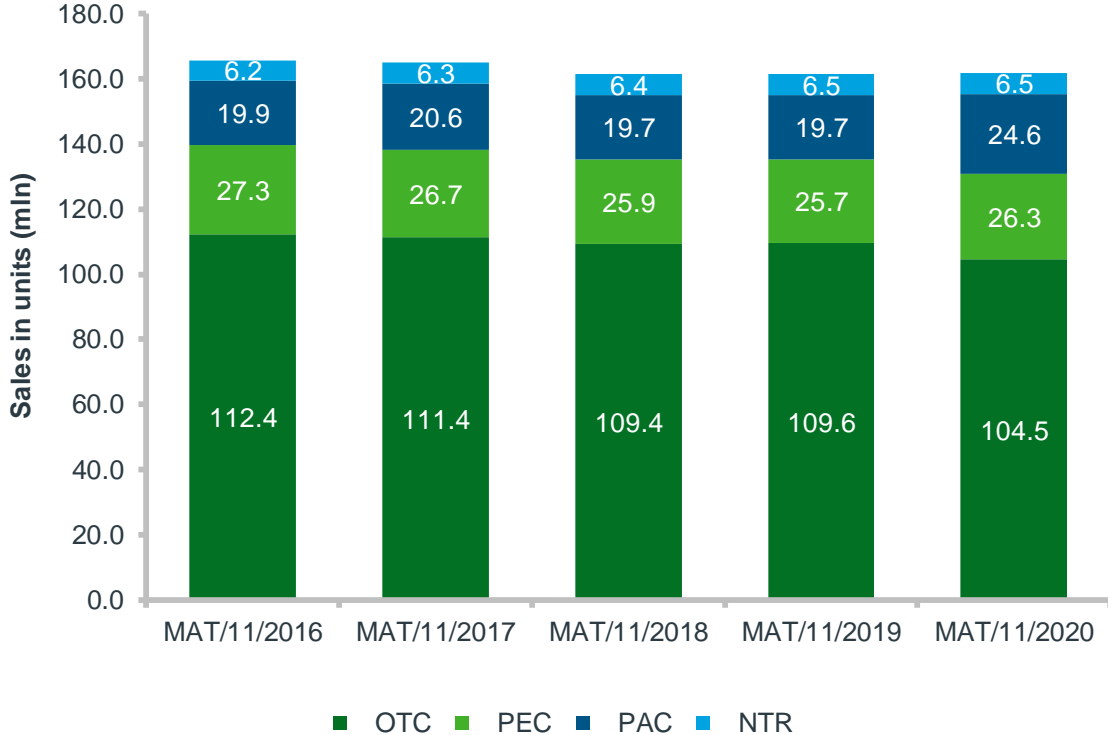


The Belgian Consumer Health market is worth €2,06 billion

Sales Evolution – Pub Value



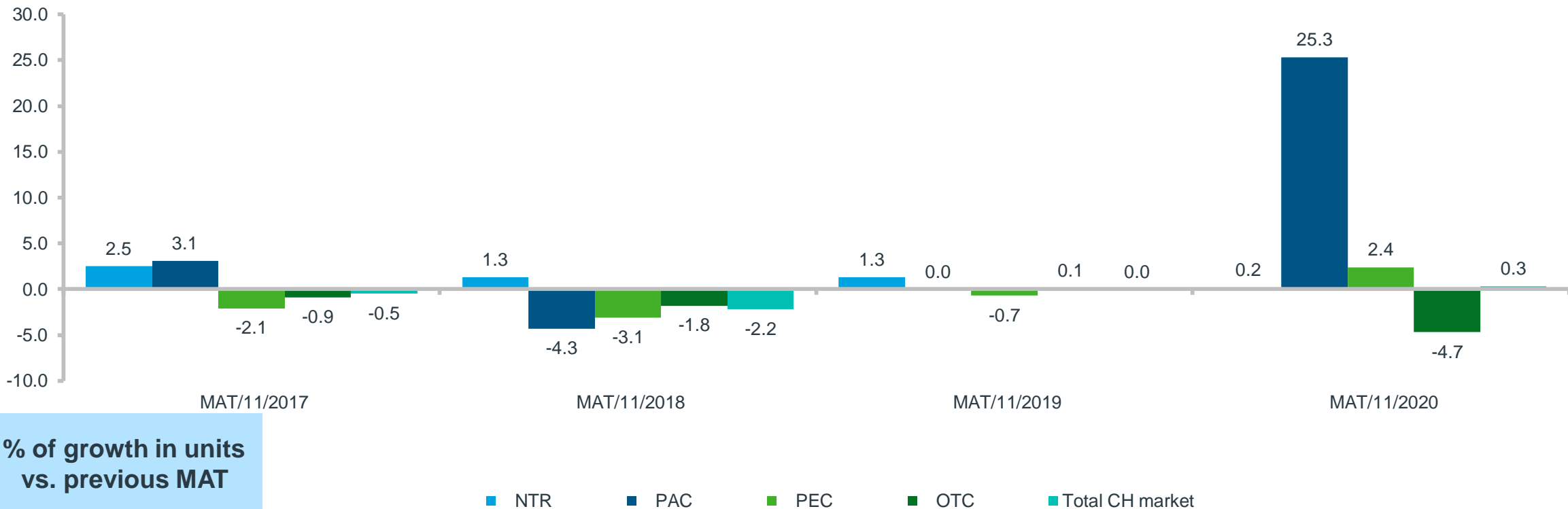
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 0,3% while the OTC segment declines with -4,7% in units

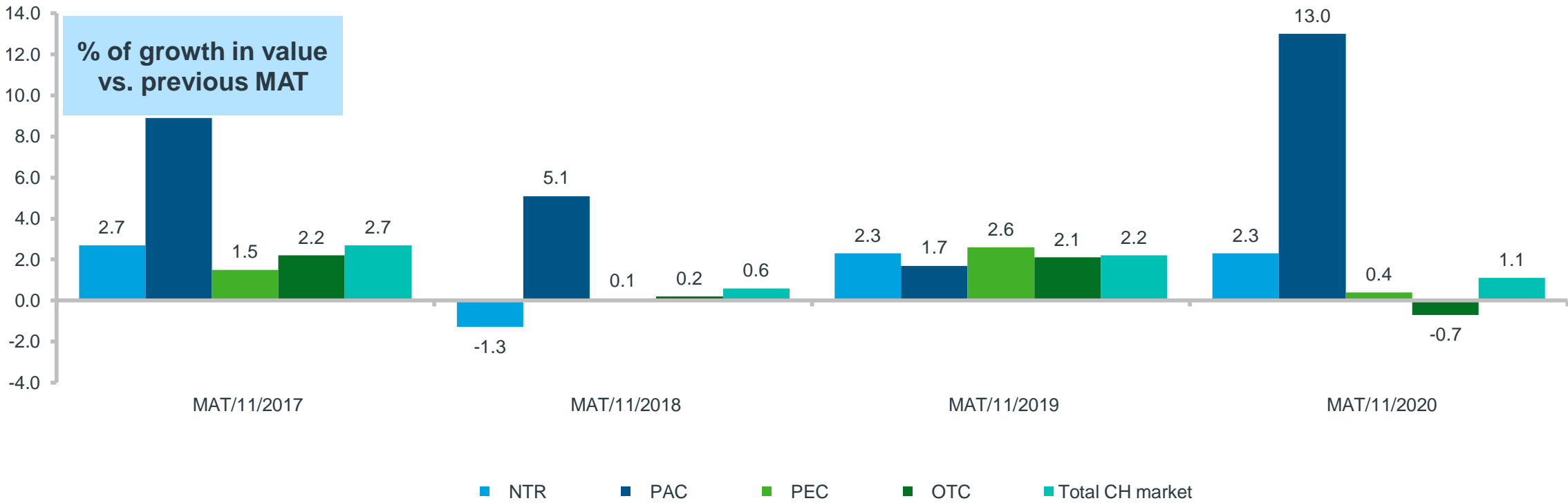
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market grows with 1,1%, where Patient Care is growing with 13,0%

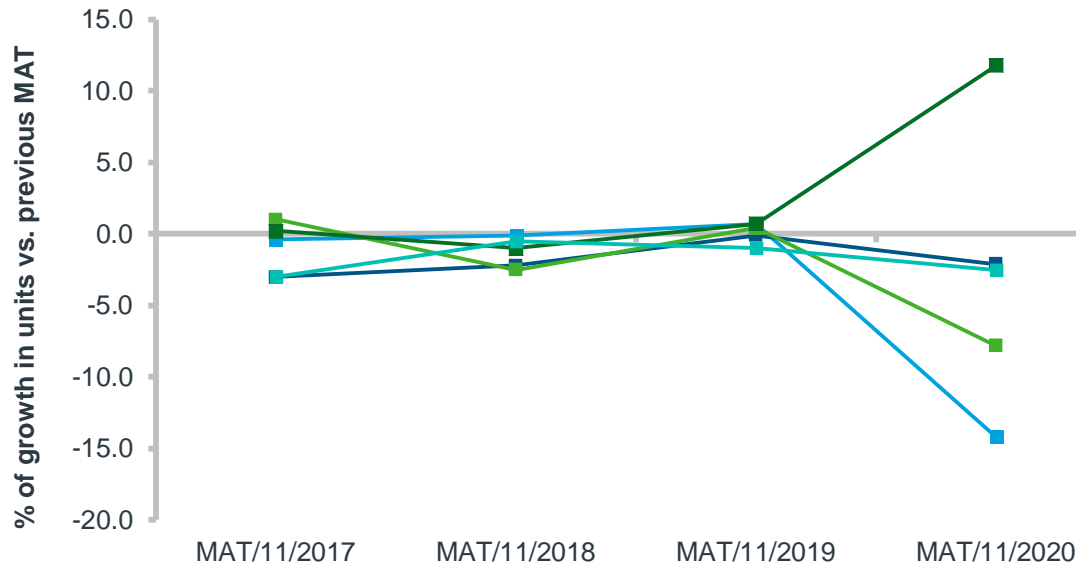
Sales Evolution – Value



Source: IQVIA – CH Audits – Selling Out data

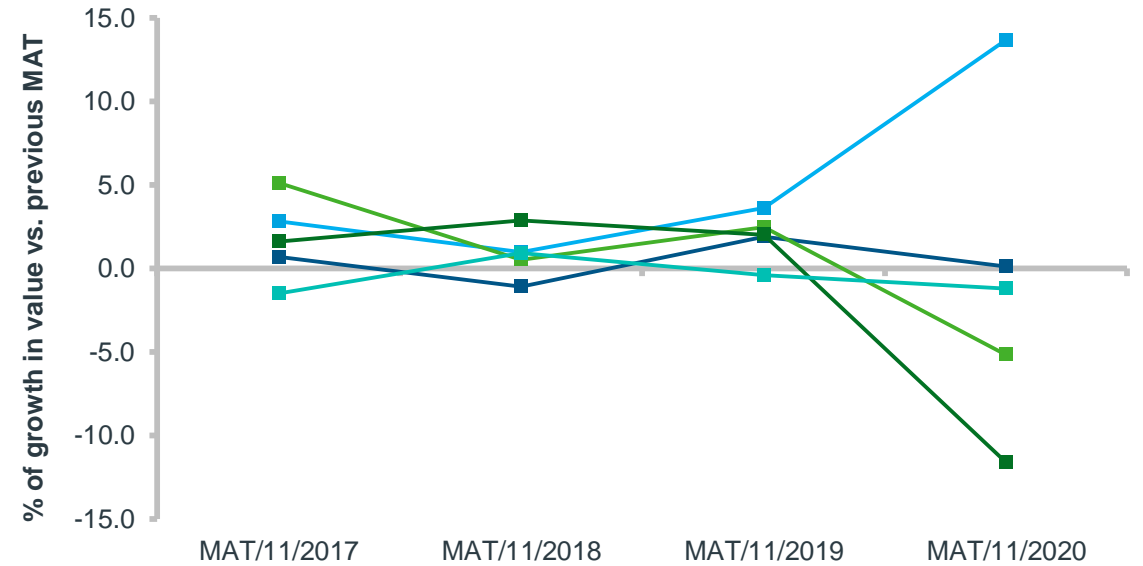
Top 5 OTC classes sales evolution

Sales Evolution – Units



- 01 COUGH COLD&OTH RESP PROD
- 02 PAIN RELIEF
- 03 DIGEST & OTH INTEST PROD
- 04 VIT/MINERALS/NUTRIT.SUPPL
- 06 SKIN TREATMENT

Sales Evolution – Value

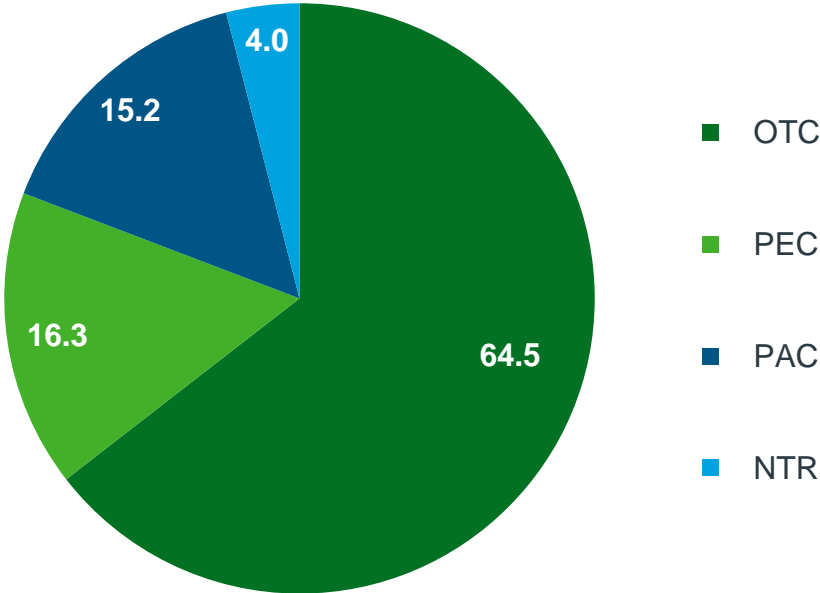


- 04 VIT/MINERALS/NUTRIT.SUPPL
- 02 PAIN RELIEF
- 03 DIGEST & OTH INTEST PROD
- 01 COUGH COLD&OTH RESP PROD
- 06 SKIN TREATMENT

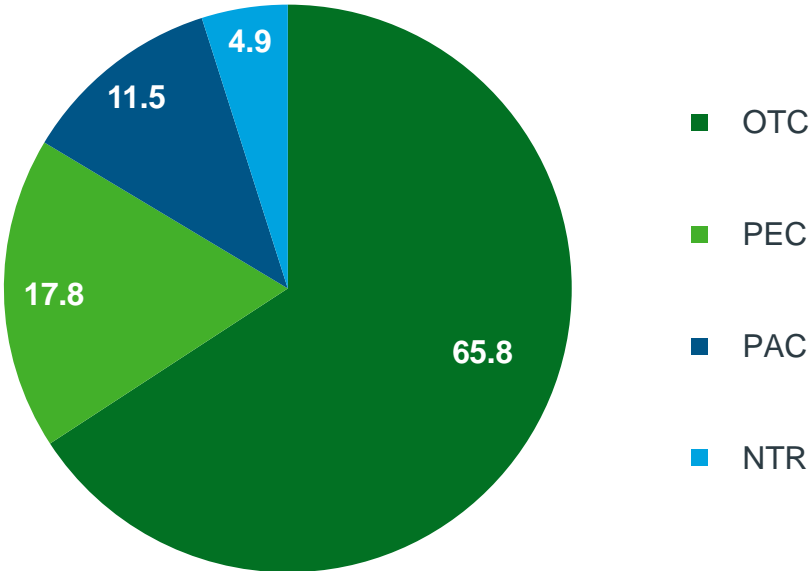
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 64,5% in units and 65,8% in value of the total CH market

Market Share in Units – MAT/11/2020



Market Share in Value – MAT/11/2020



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/11/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/11/2020	% of the CH Market
02A GENERAL PAIN RELIEF	17,755,108	11.0	02A GENERAL PAIN RELIEF	€ 159,027,520	7.7
01B COLD REMEDIES	9,706,717	6.0	01B COLD REMEDIES	€ 80,524,720	3.9
01A COUGH PRODUCTS	5,513,550	3.4	04F MINERAL SUPPLEMENTS	€ 70,346,000	3.4
03C LAXATIVES	5,006,858	3.1	07A EYE CARE	€ 64,595,076	3.1
57K MISCELLANEOUS	4,895,720	3.0	35G MILK PRDS FOR CHILDREN	€ 63,799,424	3.1
01C SORE THROAT REMEDIES	4,890,078	3.0	02E MUSCULAR PAIN RELIEF	€ 62,972,780	3.1
07A EYE CARE	4,402,544	2.7	03C LAXATIVES	€ 59,126,736	2.9
04E OTHER SPECIFIC VITAMINS	4,270,489	2.6	04E OTHER SPECIFIC VITAMINS	€ 54,705,008	2.7
02E MUSCULAR PAIN RELIEF	3,402,852	2.1	01A COUGH PRODUCTS	€ 50,664,480	2.5
06B WOUND+SKIN DISINFECTION	3,368,355	2.1	13A CALMING AND SLEEPING PROD	€ 45,476,840	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/11/2020	% Growth in units
57	MEDICAL/SURGICAL AIDS	761,633	337,181
53	PRDS FOR BLADDER PROBLEMS	334,411	63,061
56	TEST+MEASURING INSTRUMNT	372,683	30,526
35	BABY FOODS	202,214	11,562
70	HOUSE DISINFECTANTS ETC	13,599	4,462
44	PRESSURE SORE PREVENTION	993	444
52	INCONTINENCE CARE PRDS	40,721	182
34	SLIMMING AIDS	4,635	141
59	PHARMACY EQUIPMENT	1,255	122
64	CONTACT LENS CARE	1,949	100

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value MAT/11/2020	% Growth in value
53	PRDS FOR BLADDER PROBLEMS	€ 23,001,936	4,705,769
57	MEDICAL/SURGICAL AIDS	€ 11,176,185	1,340,610
56	TESTS+MEASURING INSTRUMNT	€ 8,474,962	610,376
35	BABY FOODS	€ 8,168,957	558,327
55	INJECTION DEVICES	€ 2,334,512	28,490
70	HOUSE DISINFECTANTS ETC	€ 248,324	24,348
97	ALL OTH MISC PRODS	€ 344,053	11,656
52	INCONTINENCE CARE PRDS	€ 747,462	10,742
90	BEAUTY ACCESSORIES	€ 87,048	8,733
44	PRESSURE SORE PREVENTION	€ 23,255	4,688

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