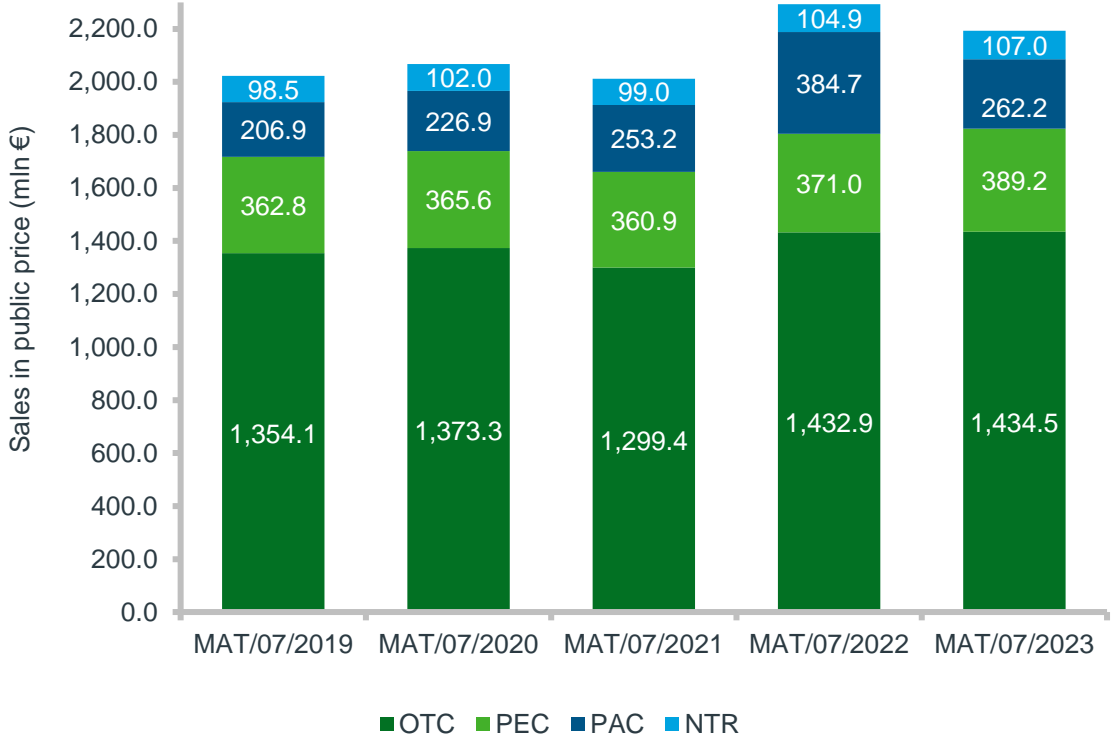
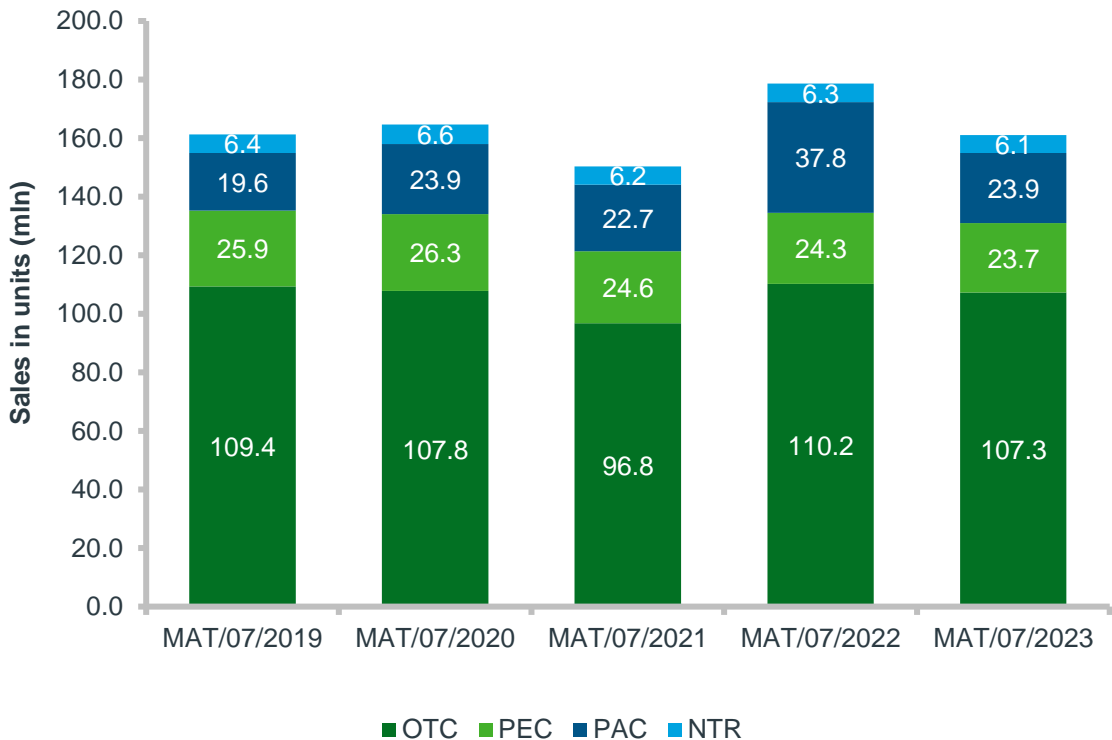


The Belgian Consumer Health market is worth €2,19 billion

Sales Evolution – Pub Value



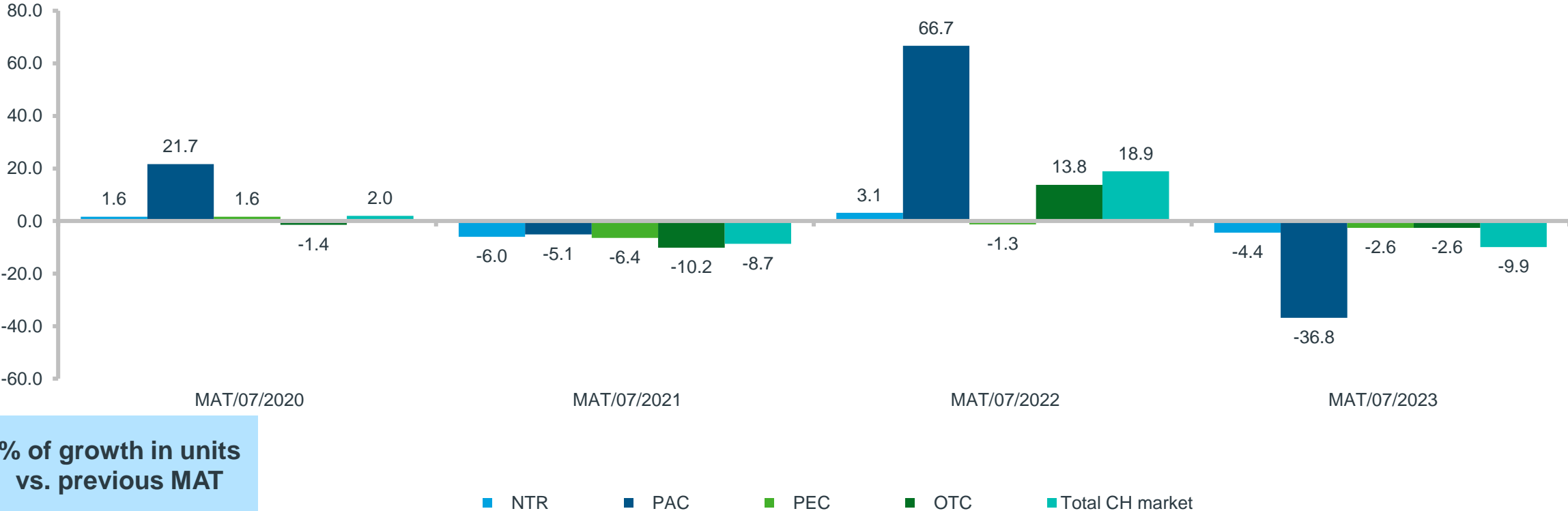
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -9,9% while the OTC declines with -2,6% in units

Sales Evolution – Units

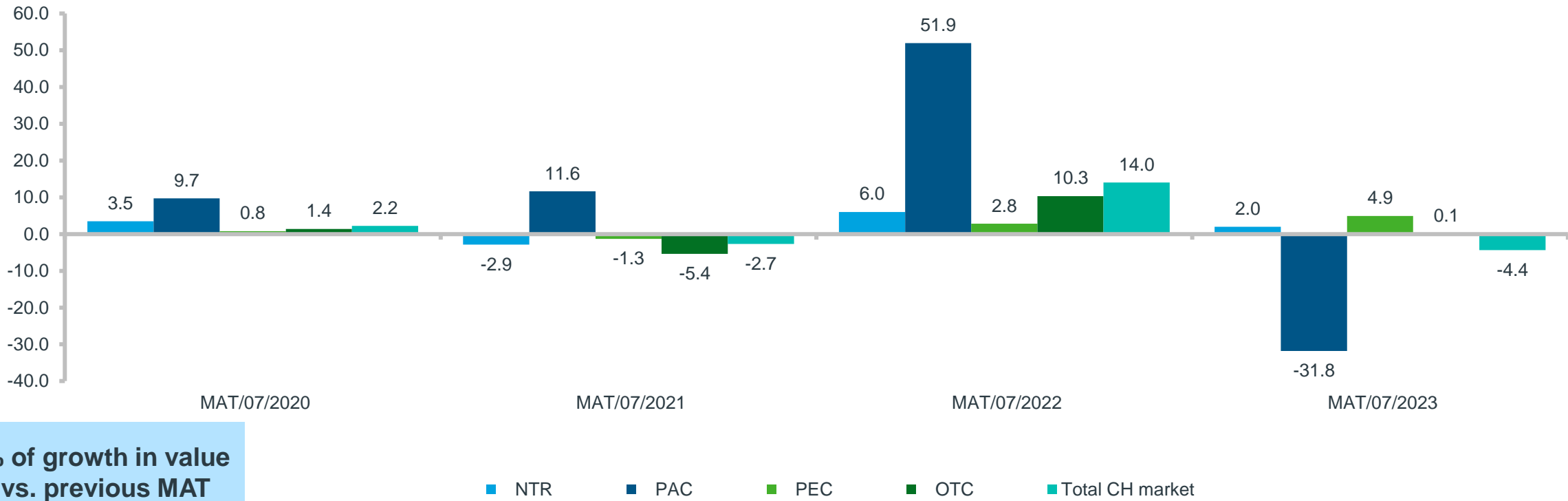


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -4,4%, where Patient Care also declines with -31,8%

Sales Evolution – Value

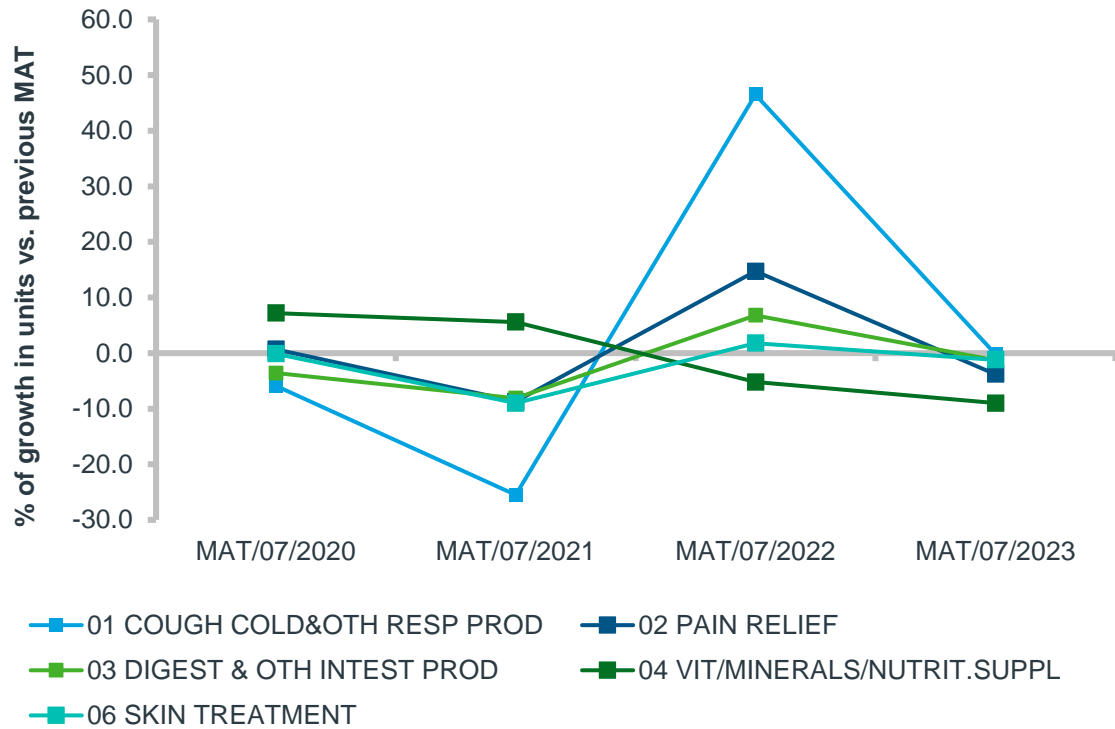


% of growth in value vs. previous MAT

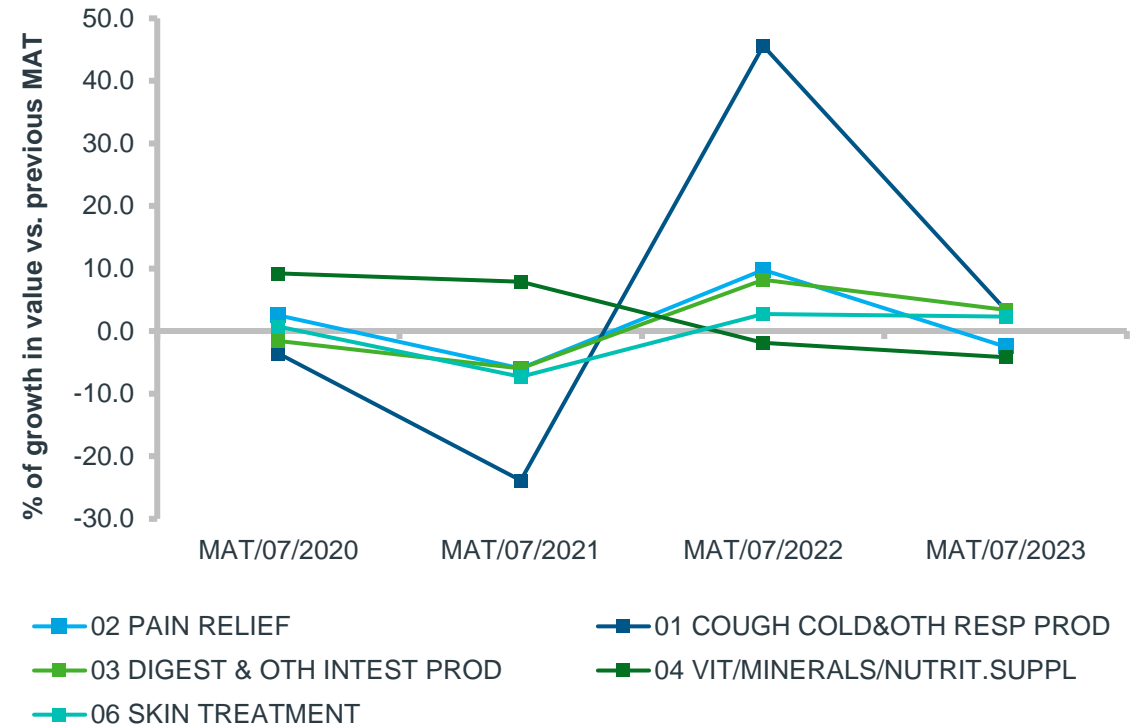
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



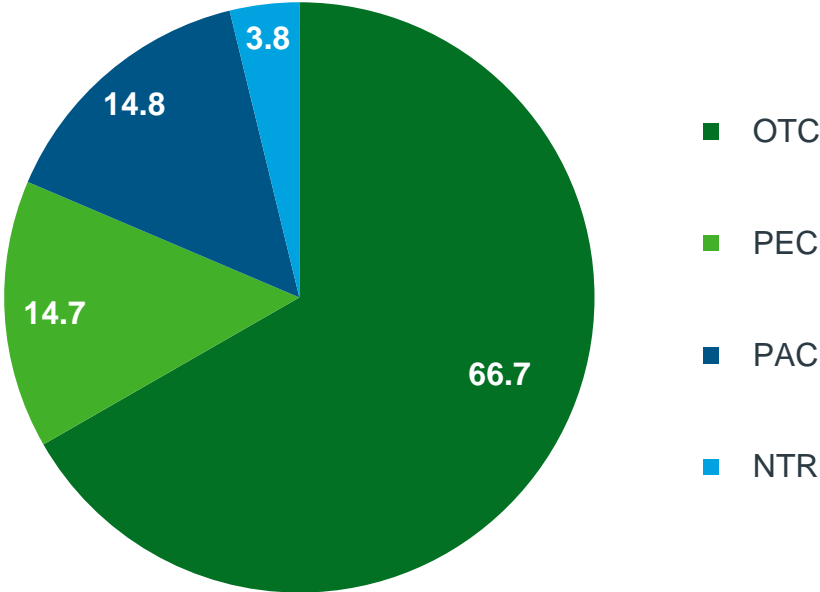
Sales Evolution – Value



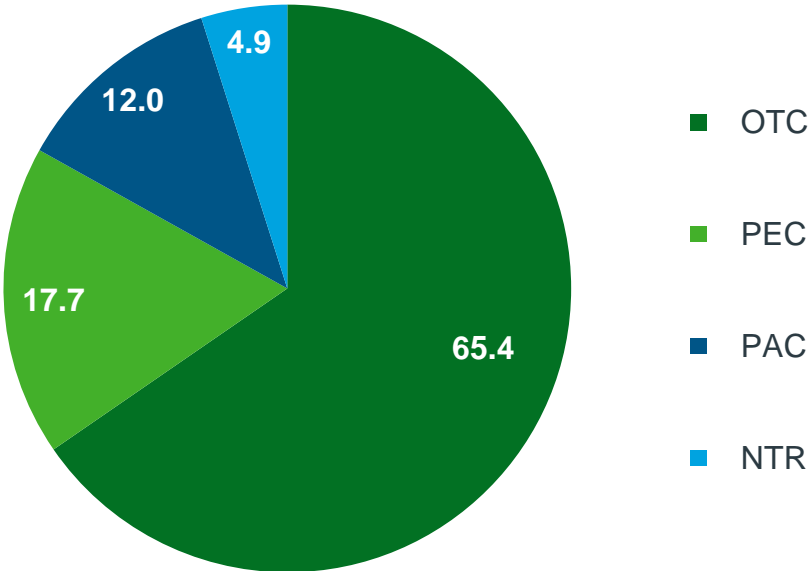
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 66,7% in units and 65,4% in value of the total CH market

Market Share in Units – MAT/07/2023



Market Share in Value – MAT/07/2023



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/07/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/07/2023	% of the CH Market
02A GENERAL PAIN RELIEF	18,979,628	11.8	02A GENERAL PAIN RELIEF	€ 172,426,227	7.9
01B COLD REMEDIES	11,215,602	7.0	01B COLD REMEDIES	€ 94,695,832	4.3
01A COUGH PRODUCTS	7,492,462	4.7	07A EYE CARE	€ 74,128,974	3.4
01C SORE THROAT REMEDIES	6,085,283	3.8	01A COUGH PRODUCTS	€ 73,368,004	3.3
03C LAXATIVES	4,782,413	3.0	04F MINERAL SUPPLEMENTS	€ 69,709,743	3.2
07A EYE CARE	4,617,358	2.9	35G MILK PRDS FOR CHILDREN	€ 67,501,909	3.1
04E OTHER SPECIFIC VITAMINS	3,768,812	2.3	03C LAXATIVES	€ 62,264,207	2.8
56T CORONAVIRUS TESTS	3,397,740	2.1	02E MUSCULAR PAIN RELIEF	€ 59,891,524	2.7
02E MUSCULAR PAIN RELIEF	3,145,578	2.0	01C SORE THROAT REMEDIES	€ 56,142,982	2.6
03D ANTIDIARRHOEALS	2,963,229	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,625,241	2.5

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/07/2023)
01	COUGH COLD&OTH RESP PROD	376,690
07	EYE CARE	94,855
06	SKIN TREATMENT	87,537
03	DIGEST & OTH INTEST PROD	64,873
13	CALM/SLEEP&MOOD ENHANC PD	37,654
12	URINARY AND REPRODUCT CAR	30,841
53	PRDS FOR BLADDER PROBLEMS	24,360
83	UNISEX BEAUTY PRODUCTS	18,314
09	MOUTH TREATMENT PRODUCTS	15,279
08	EAR CARE	15,208

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/07/2023)
01	COUGH COLD&OTH RESP PROD	€ 4,842,220
03	DIGEST & OTH INTEST PROD	€ 3,230,560
53	PRDS FOR BLADDER PROBLEMS	€ 3,205,856
07	EYE CARE	€ 2,180,145
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,803,426
06	SKIN TREATMENT	€ 1,303,046
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,208,139
83	UNISEX BEAUTY PRODUCTS	€ 767,459
02	PAIN RELIEF	€ 752,382
12	URINARY AND REPRODUCT CAR	€ 678,948

Source: IQVIA – CH Audits – Selling Out data