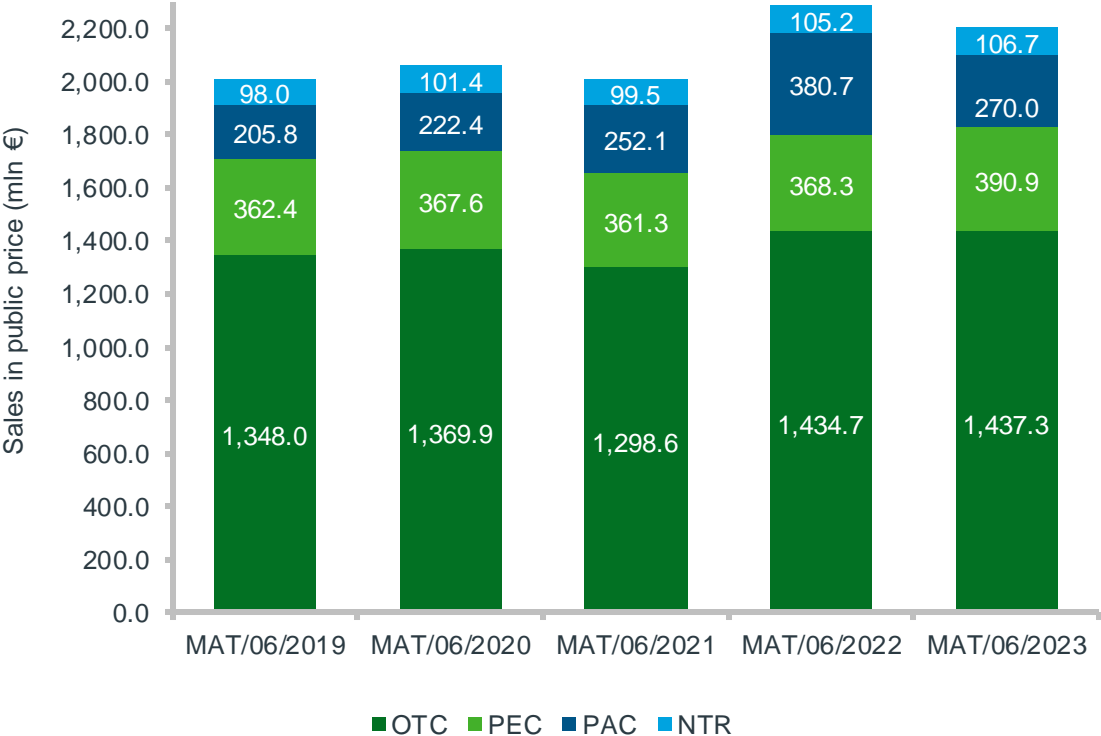
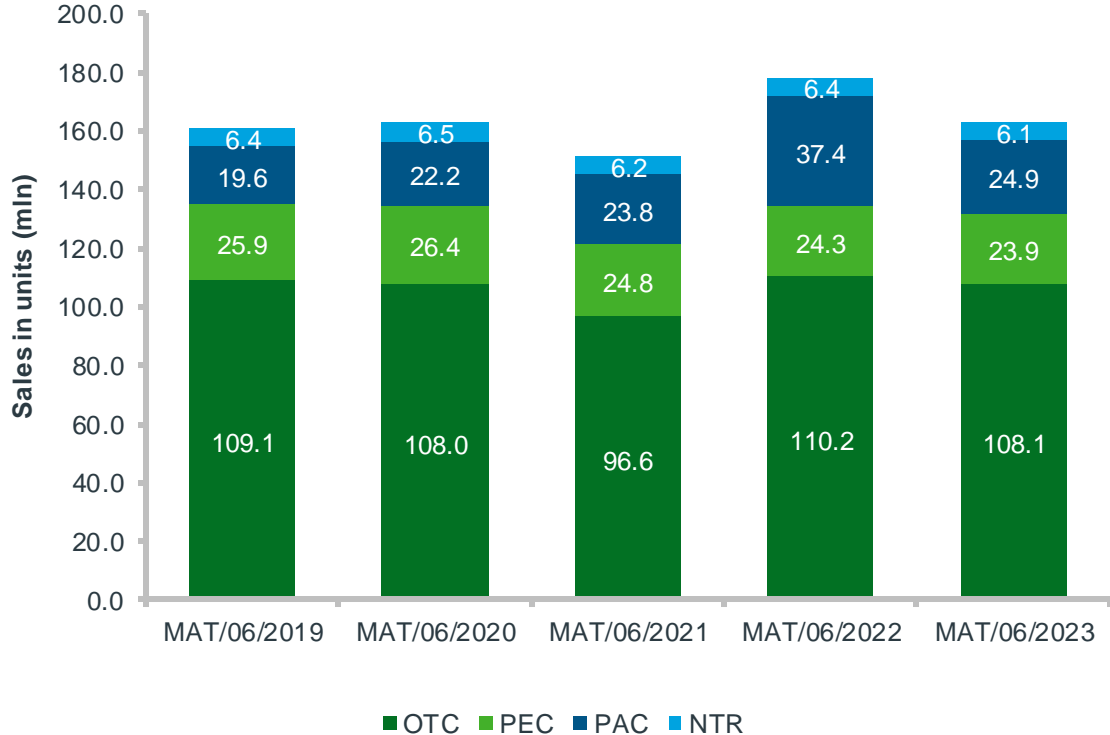


The Belgian Consumer Health market is worth €2,21 billion

Sales Evolution – Pub Value



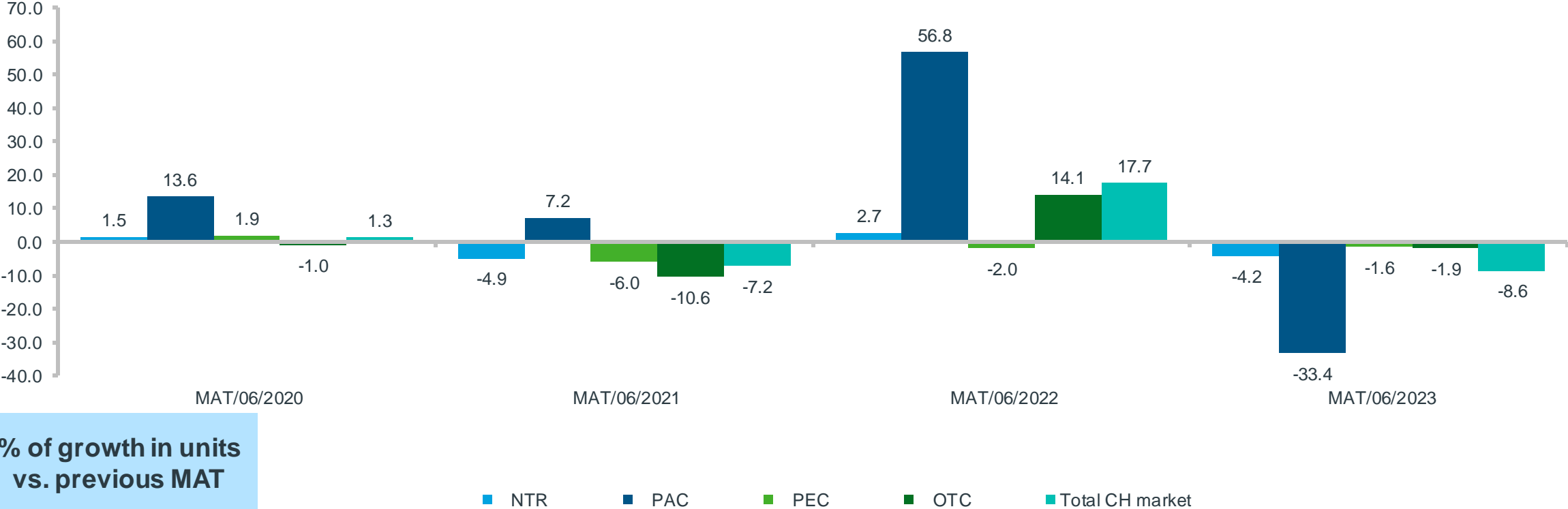
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -8,6% while the OTC declines with -1,9% in units

Sales Evolution – Units

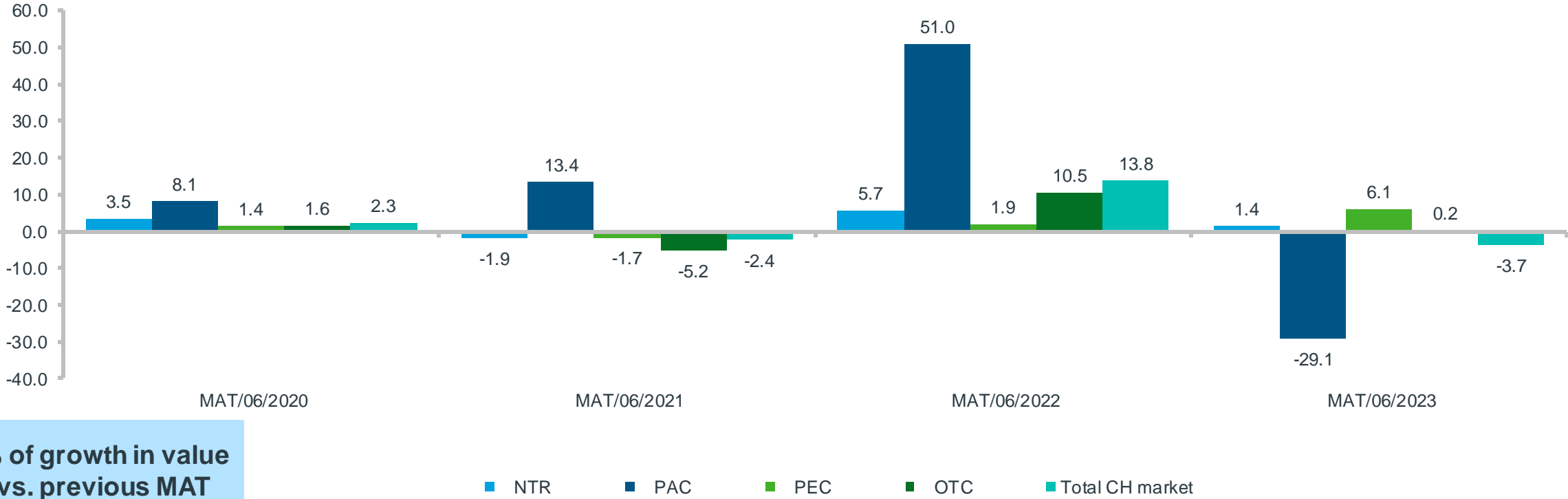


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -3,7%, where Patient Care also declines with -29,1%

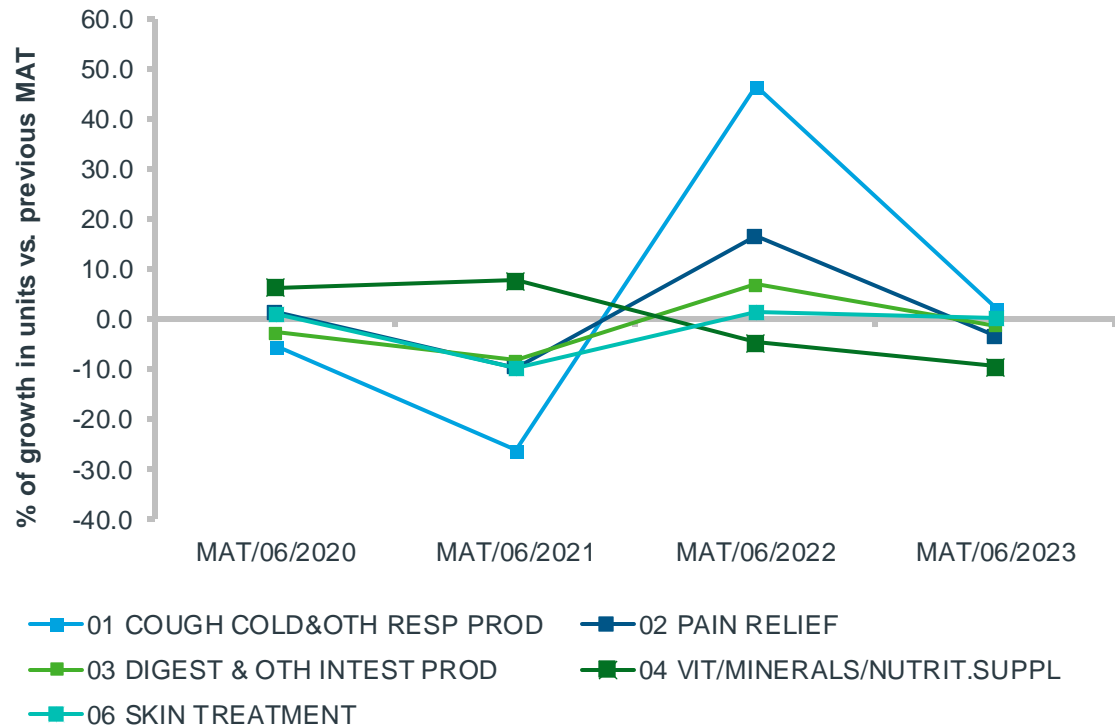
Sales Evolution – Value



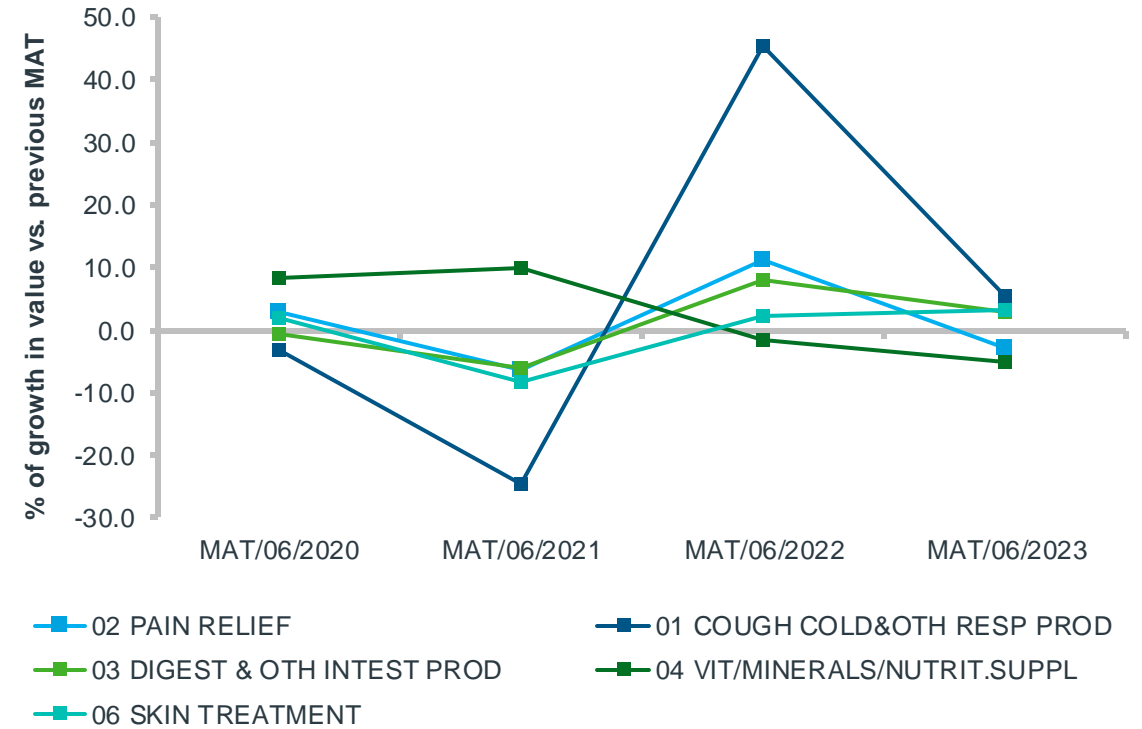
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



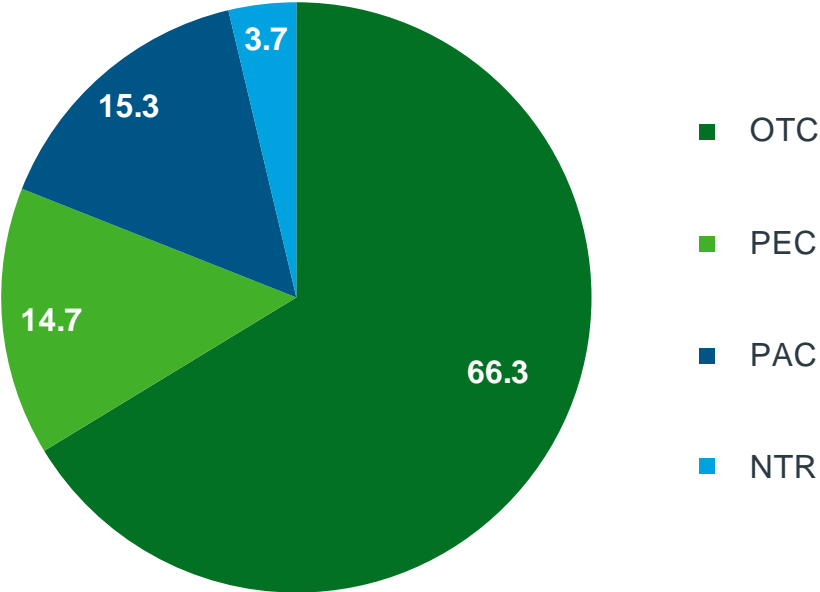
Sales Evolution – Value



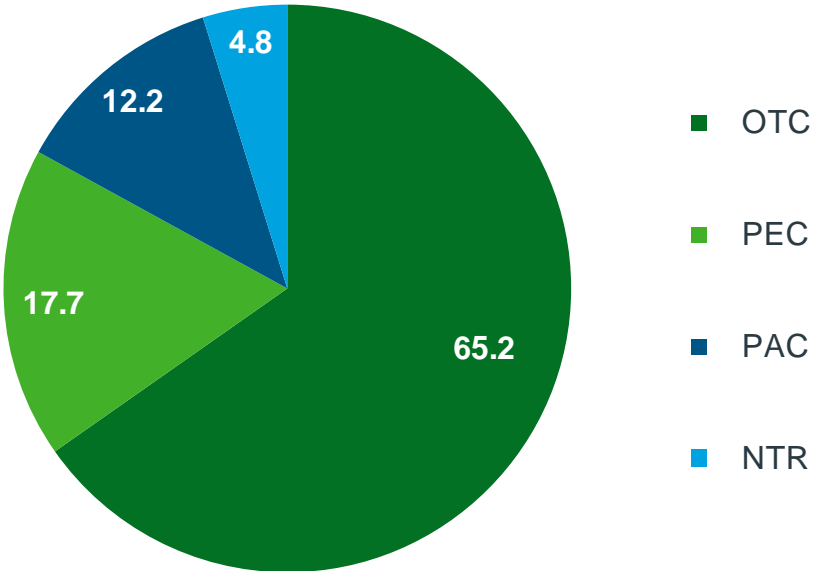
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 66,3% in units and 65,2% in value of the total CH market

Market Share in Units – MAT/06/2023



Market Share in Value – MAT/06/2023



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/06/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/06/2023	% of the CH Market
02A GENERAL PAIN RELIEF	19,152,580	11.8	02A GENERAL PAIN RELIEF	€ 172,926,635	7.8
01B COLD REMEDIES	11,332,288	7.0	01B COLD REMEDIES	€ 95,461,111	4.3
01A COUGH PRODUCTS	7,613,877	4.7	01A COUGH PRODUCTS	€ 74,351,887	3.4
01C SORE THROAT REMEDIES	6,188,687	3.8	07A EYE CARE	€ 74,084,243	3.4
03C LAXATIVES	4,785,682	2.9	04F MINERAL SUPPLEMENTS	€ 69,548,204	3.2
07A EYE CARE	4,630,398	2.8	35G MILK PRDS FOR CHILDREN	€ 67,323,712	3.1
56T CORONAVIRUS TESTS	4,298,266	2.6	03C LAXATIVES	€ 62,079,955	2.8
04E OTHER SPECIFIC VITAMINS	3,781,220	2.3	02E MUSCULAR PAIN RELIEF	€ 59,782,401	2.7
02E MUSCULAR PAIN RELIEF	3,140,823	1.9	01C SORE THROAT REMEDIES	€ 57,038,371	2.6
03D ANTIDIARRHOEALS	2,976,180	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,716,663	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/06/2023)
01	COUGH COLD&OTH RESP PROD	489,621
07	EYE CARE	92,815
06	SKIN TREATMENT	78,419
03	DIGEST & OTH INTEST PROD	55,053
13	CALM/SLEEP&MOOD ENHANC PD	29,276
53	PRDS FOR BLADDER PROBLEMS	28,705
12	URINARY AND REPRODUCT CAR	24,119
83	UNISEX BEAUTY PRODUCTS	19,996
08	EAR CARE	15,104
55	INJECTION DEVICES	12,514

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/06/2023)
01	COUGH COLD&OTH RESP PROD	€ 5,692,982
53	PRDS FOR BLADDER PROBLEMS	€ 3,424,600
03	DIGEST & OTH INTEST PROD	€ 2,932,162
07	EYE CARE	€ 2,160,425
06	SKIN TREATMENT	€ 1,183,349
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,173,216
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,007,750
83	UNISEX BEAUTY PRODUCTS	€ 788,713
12	URINARY AND REPRODUCT CAR	€ 521,459
79	OTHER PATIENT CARE PRODS	€ 320,871

Source: IQVIA – CH Audits – Selling Out data