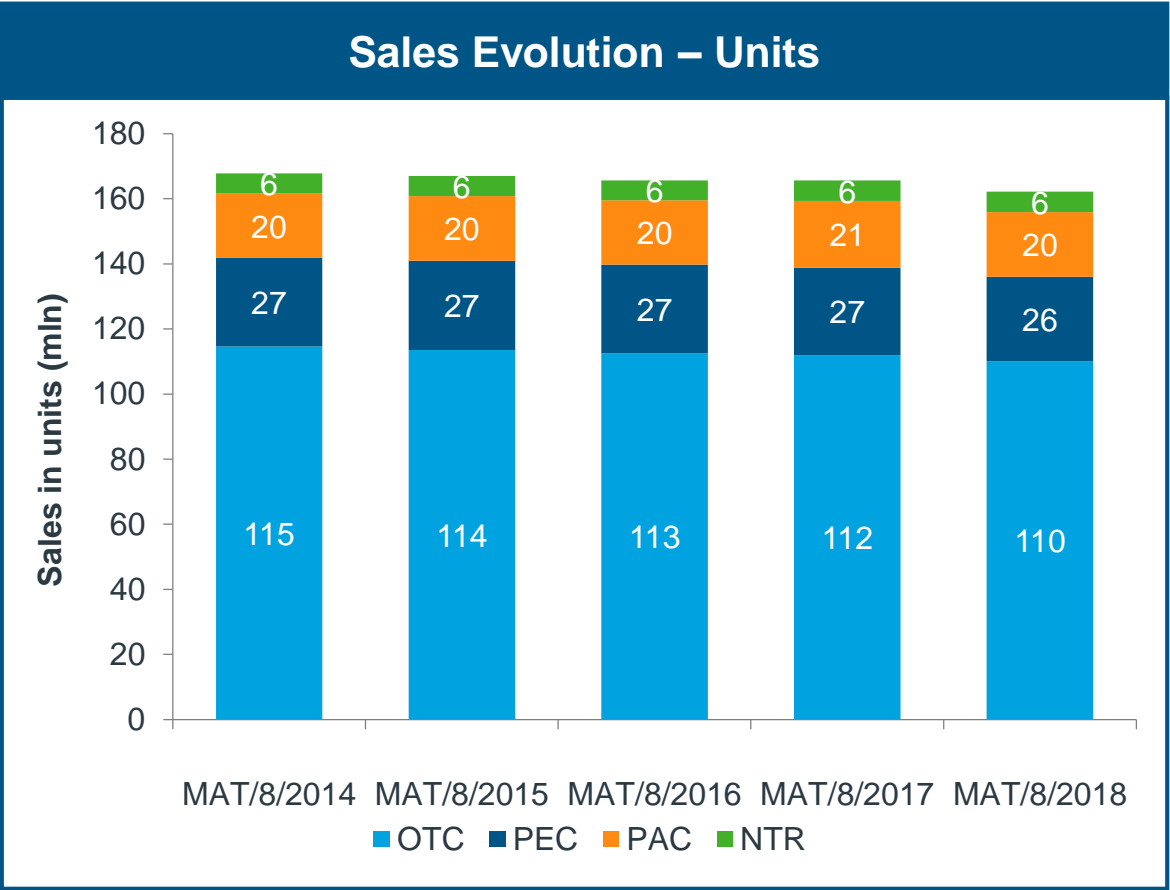
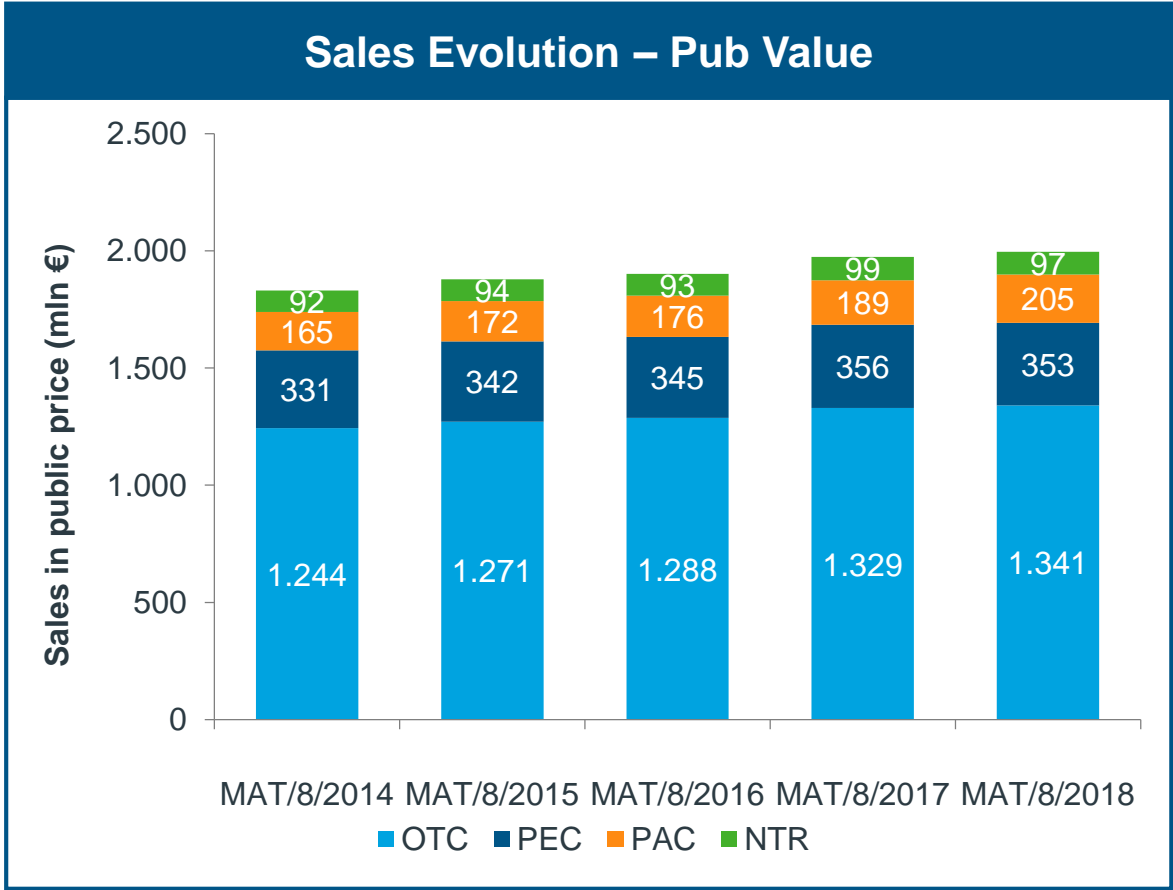
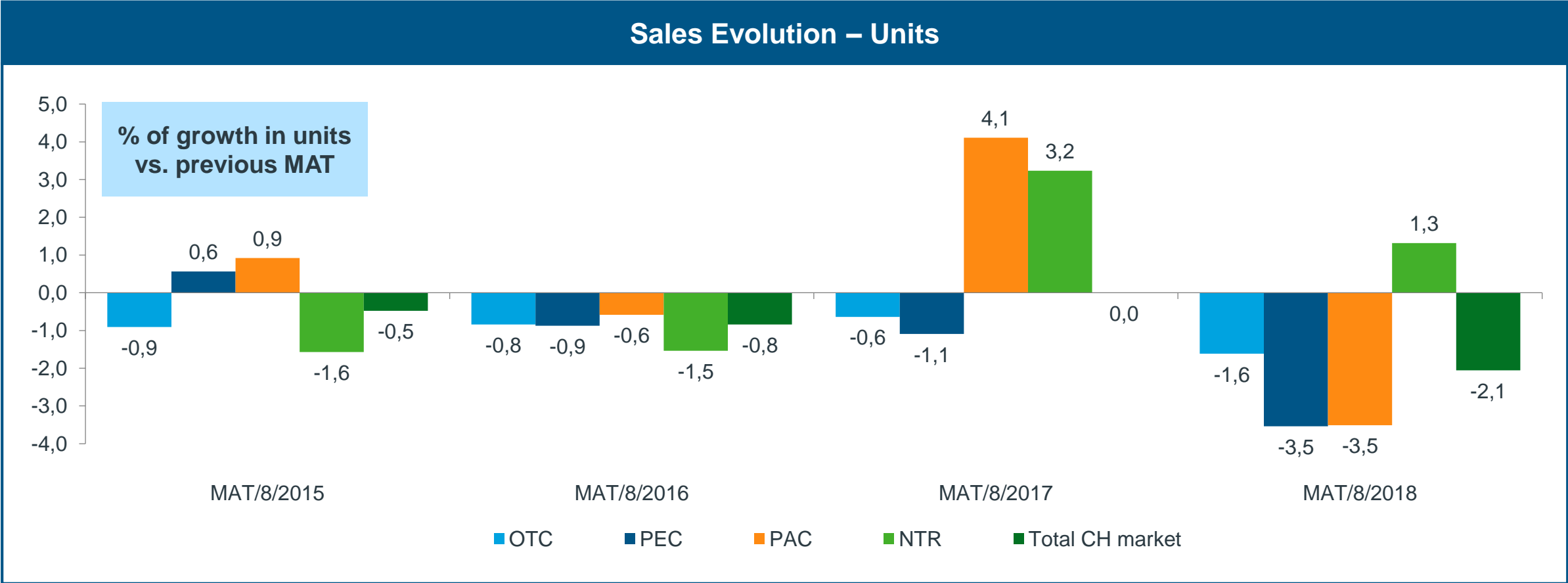


The Belgian Consumer Health market is worth €2.00 billion (MAT 08/2018)



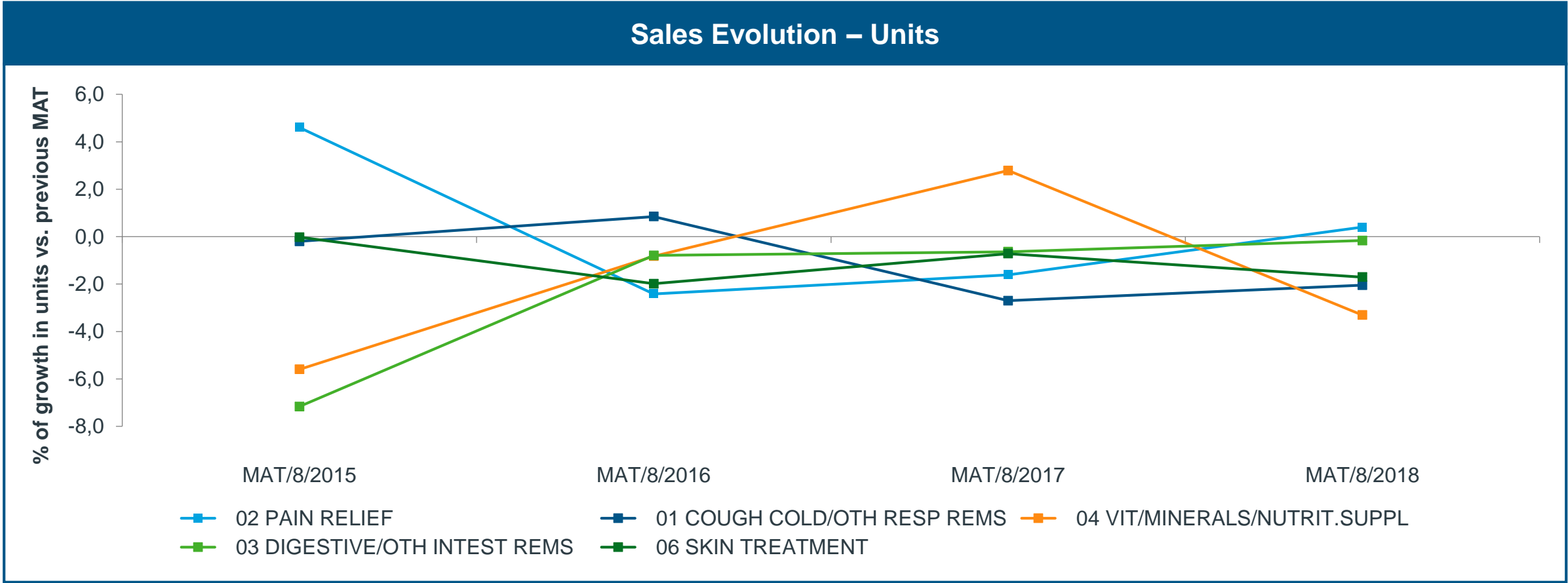
Source: IQVIA – CH Audits - Selling Out data

The total CH market shows a decrease of -2.1% while NUT market grows with 1.3%



Source: IQVIA – CH Audits - Selling Out data

Top 5 OTC classes sales evolution



Source: IQVIA – CH Audits - Selling Out data

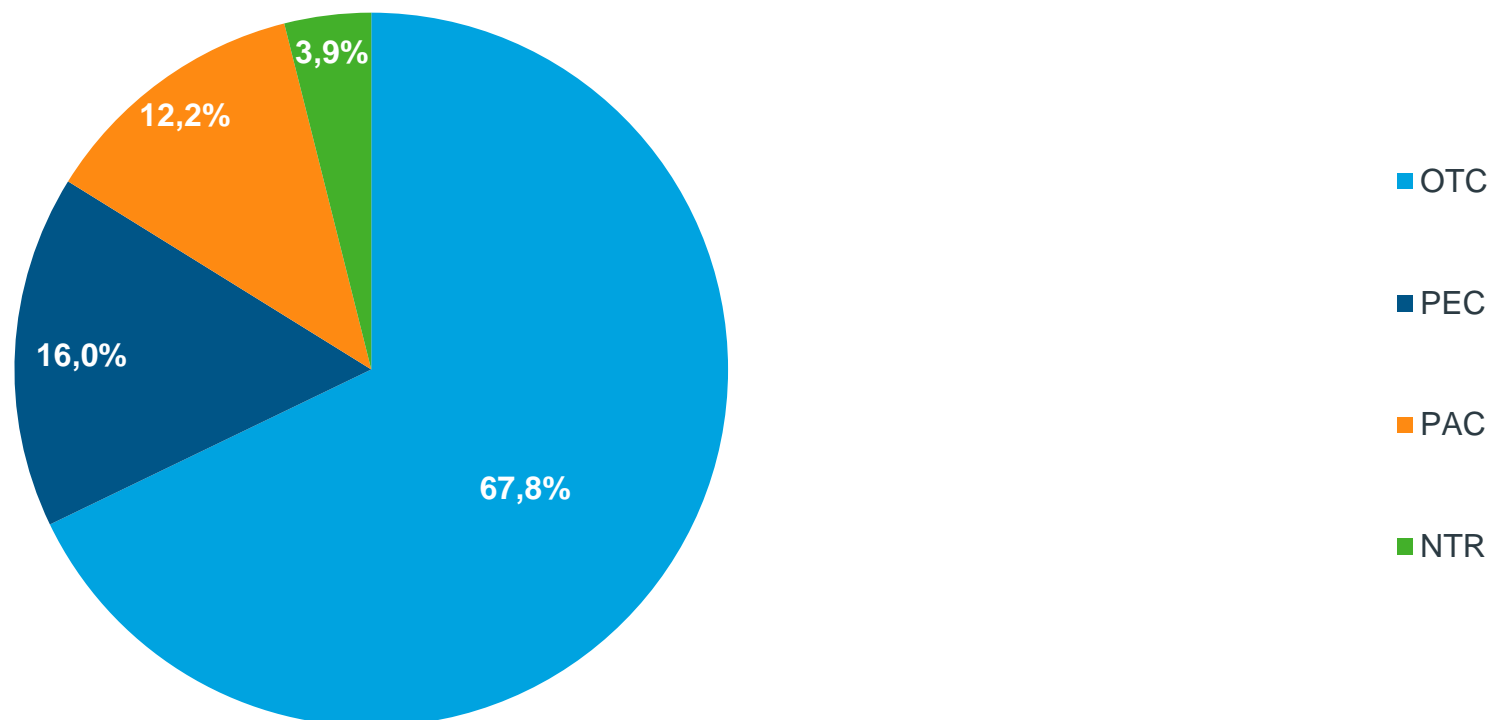
The top 10 fastest growing Consumer Health classes

| Fastest growing OTC1 (MAT) | Rx sales Growth in units (MAT) | Mkt% in the total CH market (MAT) |
|------------------------------|--------------------------------|-----------------------------------|
| 30 ENTERAL NUTRITION PRD | 45.16% | 1.42% |
| 57 MEDICAL/SURGICAL AIDS | 6.70% | 1.33% |
| 01 COUGH COLD/RESPIR. | 1.31% | 18.06% |
| 13 CALM/SLEEP&MOOD ENHANC PD | 0.83% | 1.54% |
| 04 VIT. MIN. & NUTRIT. SUPPS | 0.52% | 6.85% |
| 35 BABY FOODS | 0.29% | 1.93% |
| 47 ADVANCED DRESSINGS | -0.65% | 1.12% |
| 02 PAIN RELIEF | -0.73% | 14.73% |
| 05 TONICS/OTHER STIMS | -1.39% | 1.31% |
| 41 SURGICAL ABSORBENTS | -1.97% | 1.38% |

Source: IQVIA – LMPB services
 *Analysis done on brandlevel TM

OTC segment has a market share of 67.8% of the CH market

Market Share in Units – MAT/08/2018



Source: IQVIA – CH Audits - Selling Out data