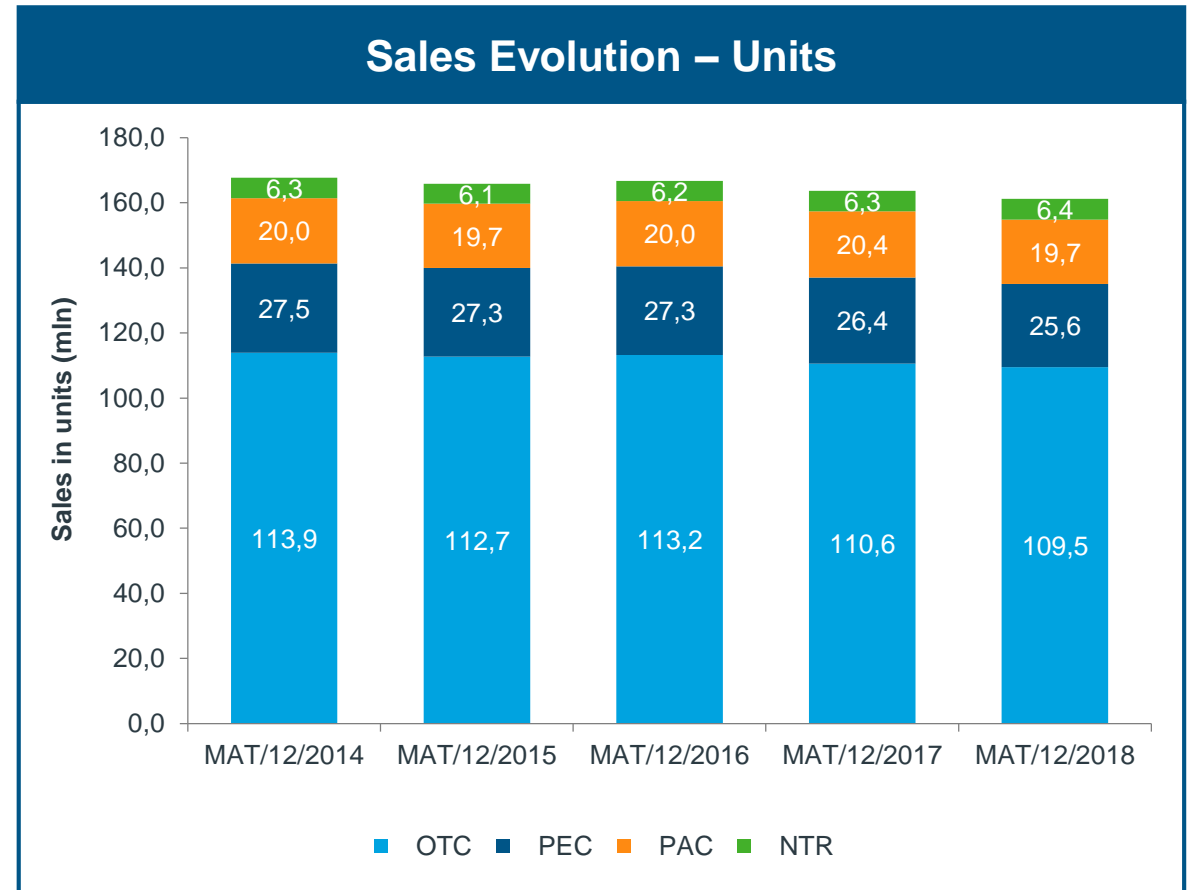
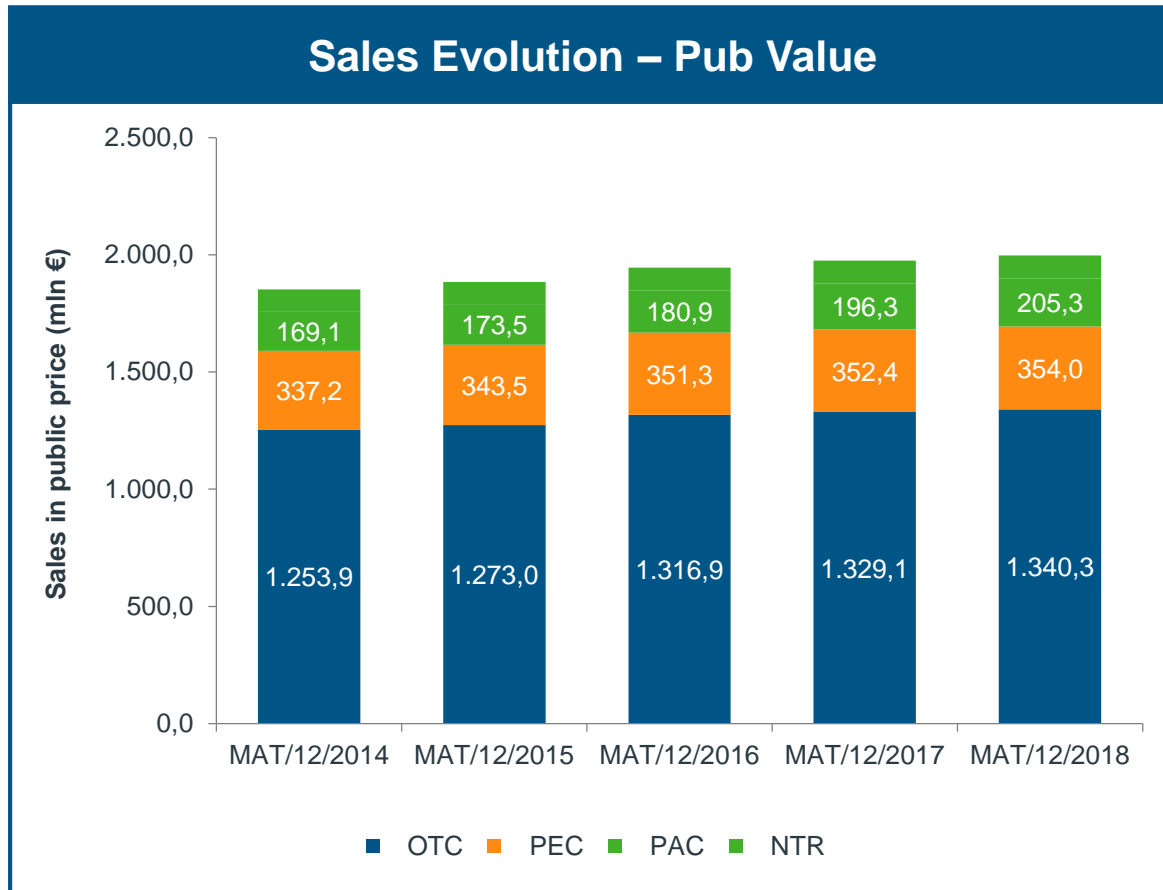
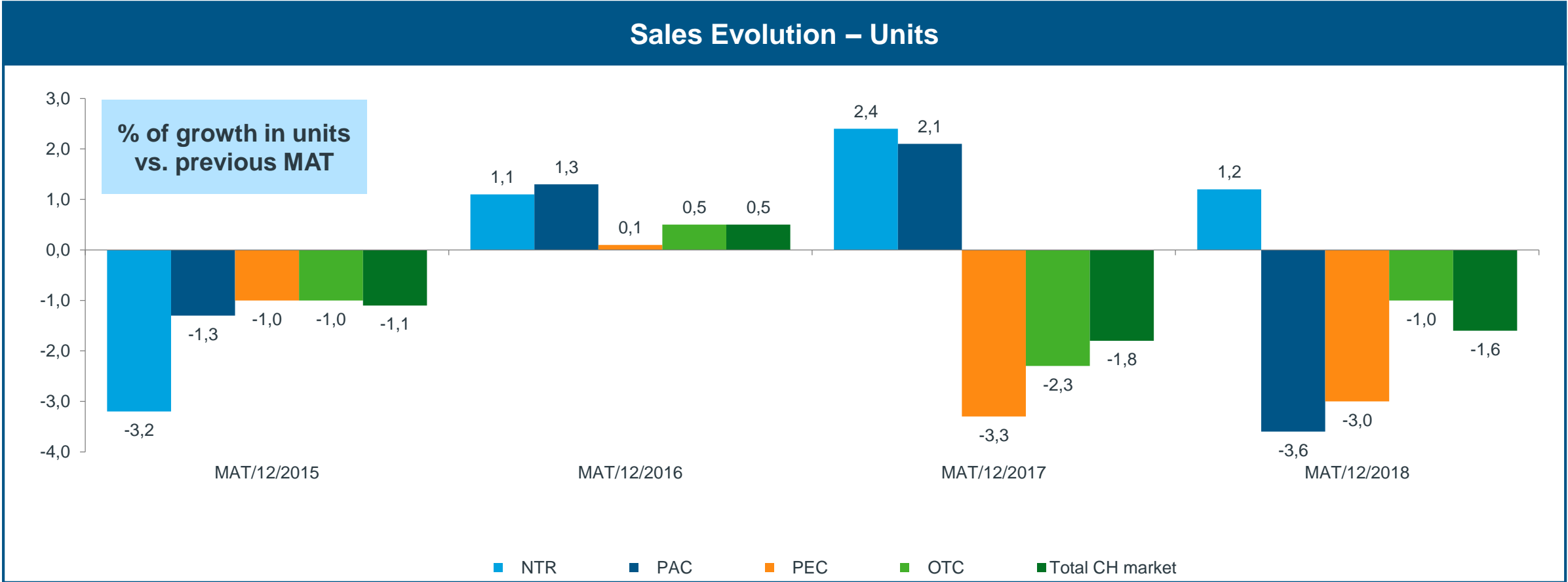


The Belgian Consumer Health market is worth €1,99 billion



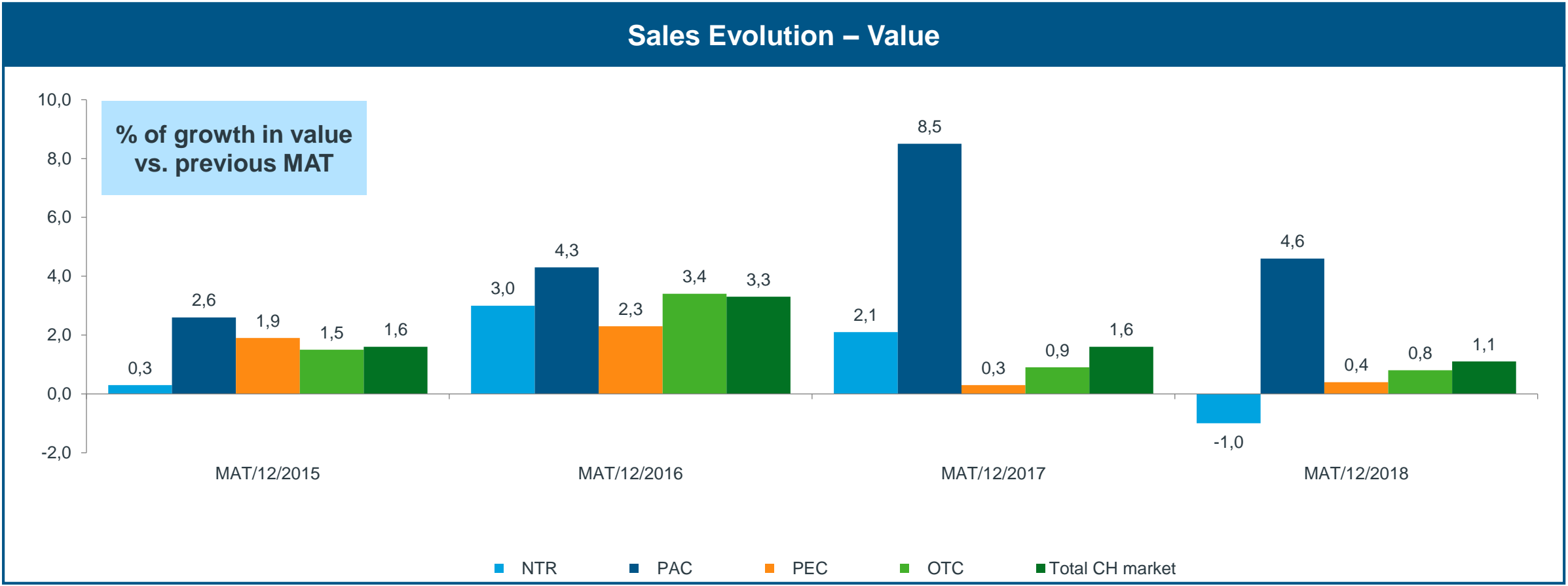
Source: IQVIA – CH Audits – Selling Out data

The total CH market in units shows a decrease of -1,6% while only the NUT market grows with 1,2% in units



Source: IQVIA – CH Audits – Selling Out data

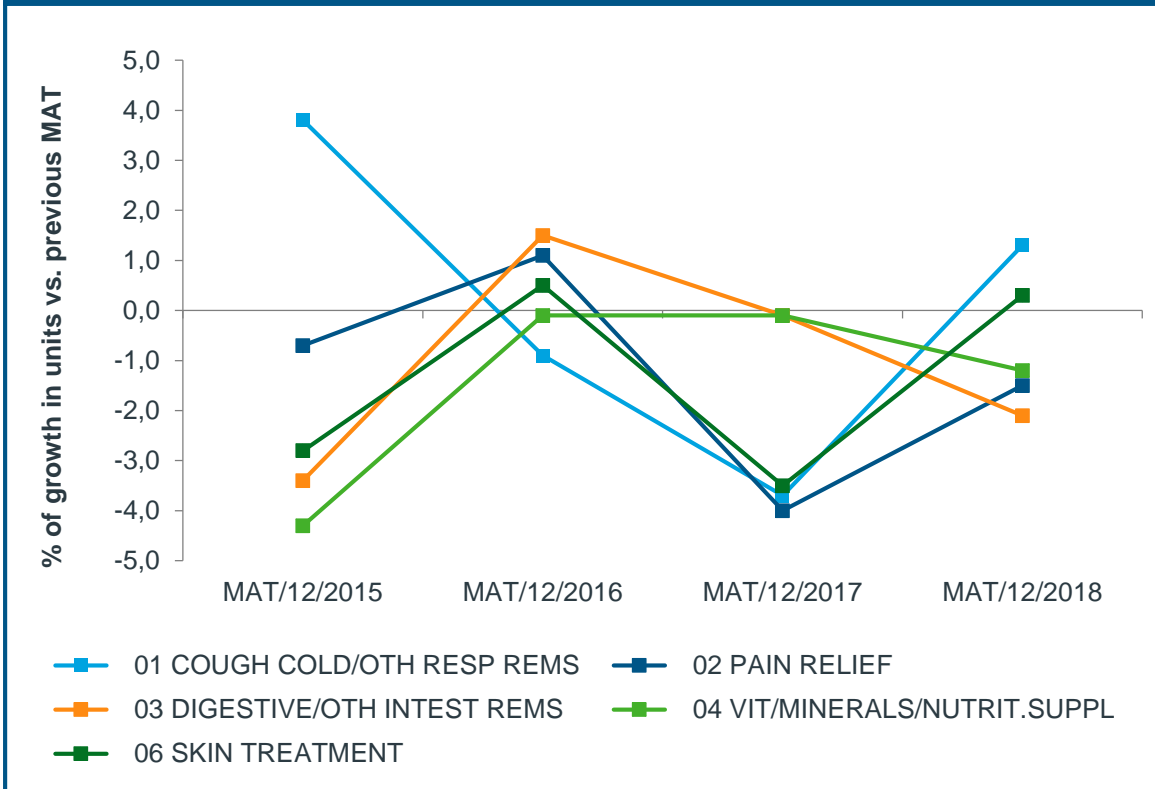
In value, the total CH market grows with 1,1%, and so does the PAC market with 4,6%



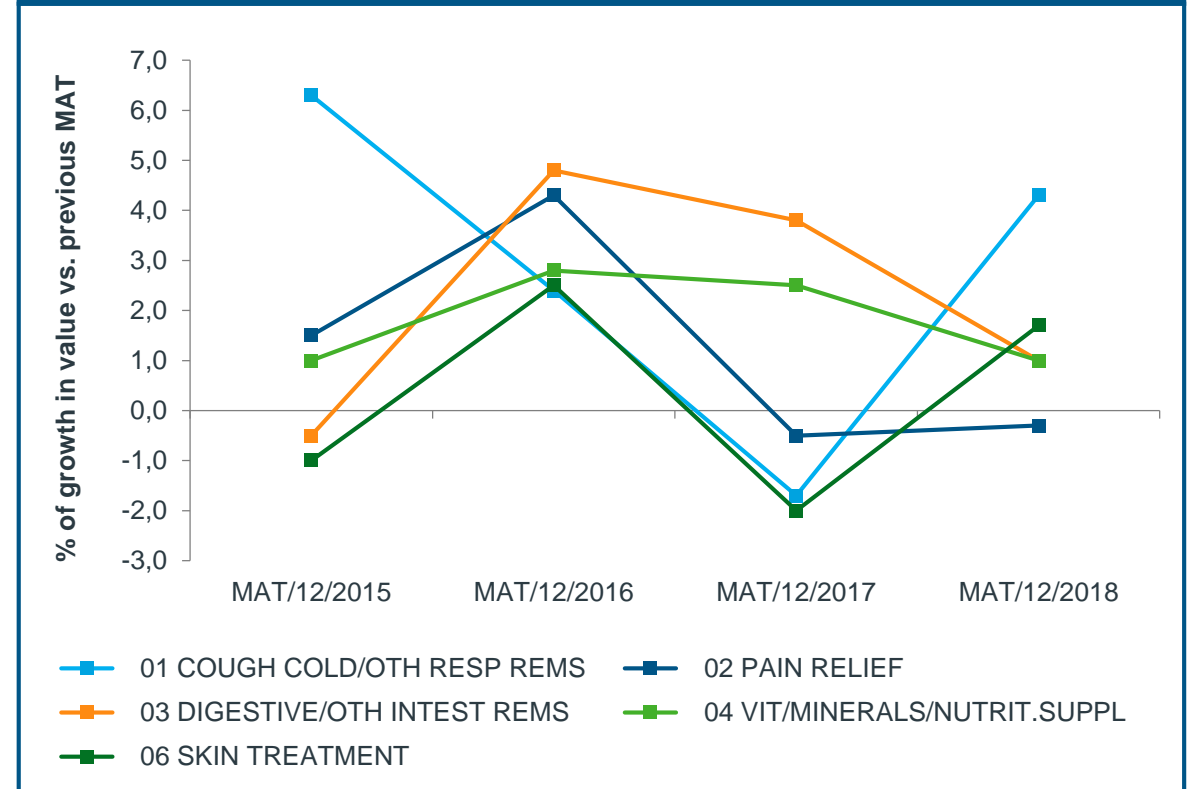
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



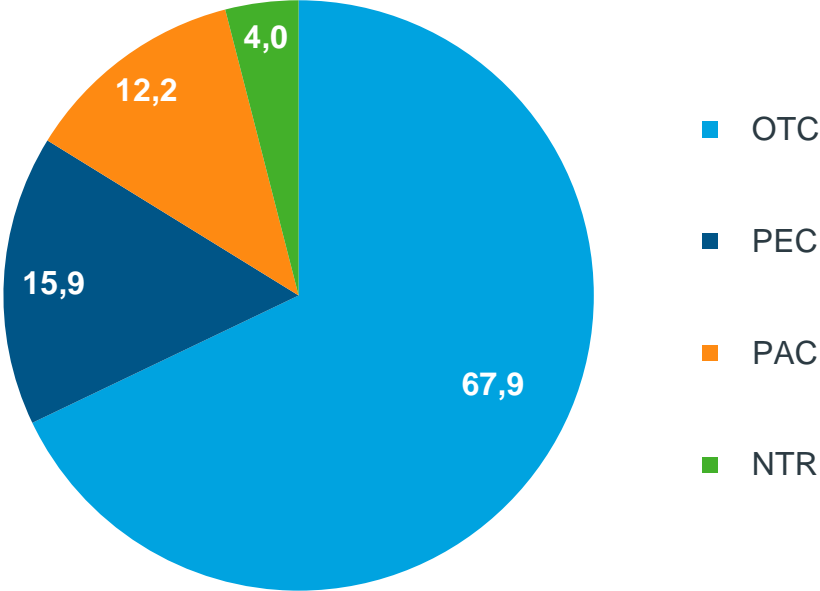
Sales Evolution – Value



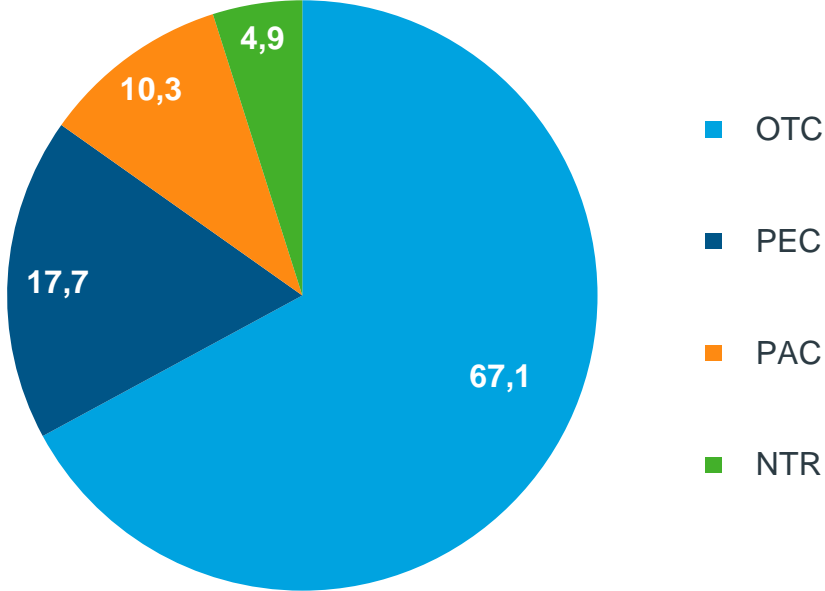
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,9% in units and 67,1% in value of the total CH market

Market Share in Units – MAT/10/2018



Market Share in Value – MAT/10/2018



Source: IQVIA – CH Audits – Selling Out data

The top 10 best selling OTC2 classes in CH in units and in value

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/12/2018	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/12/2018	% of the CH Market
02A GENERAL PAIN RELIEF	18.063.692	-1,0	02A GENERAL PAIN RELIEF	153.371.184	0,2
01B COLD REMEDIES	11.195.334	-1,8	01B COLD REMEDIES	88.983.120	1,1
01A COUGH REMEDIES	7.406.501	2,7	04F MINERAL SUPPLEMENTS	66.591.988	-0,2
01C SORE THROAT REMEDIES	5.385.333	0,7	01A COUGH REMEDIES	64.435.652	5,1
03C LAXATIVES	5.315.185	-2,9	02E MUSCULAR PAIN RELIEF	63.521.796	-1,2
07A EYE CARE	4.434.441	-4,5	07A EYE CARE	61.791.920	-0,2
02E MUSCULAR PAIN RELIEF	3.658.575	-4,2	35G MILK PRDS FOR CHILDREN	59.817.744	-1,3
04E OTHER SPECIFIC VITAMINS	3.492.837	1,2	03C LAXATIVES	59.458.984	-0,3
04F MINERAL SUPPLEMENTS	3.068.763	-3,4	01C SORE THROAT REMEDIES	45.248.812	2,4
35G MILK PRDS FOR CHILDREN	3.031.852	-2,2	02G JOINT CARE PRODUCTS	41.887.832	-2,3

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

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)
01	COUGH COLD/RESPIR.	105.259
30	ENTERAL NUTRITION PRD	84.995
04	VIT. MIN. & NUTRIT. SUPPS	22.307
56	TESTS+MEASURING INSTRUMNT	19.587
57	MEDICAL/SURGICAL AIDS	12.864
02	PAIN RELIEF	7.915
08	EAR CARE	7.079
09	MOUTH TREATMENT PRODUCTS	6.057
35	BABY FOODS	5.523
17	HABIT TREATMENT	4.335

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT)
53	PRDS FOR BLADDER PROBLEMS	9.519.811,30
01	COUGH COLD/RESPIR.	2.746.059,00
04	VIT. MIN. & NUTRIT. SUPPS	2.302.904,50
03	DIGESTIVE/OTH INTEST REMS	731.628,50
57	MEDICAL/SURGICAL AIDS	679.798,30
56	TESTS+MEASURING INSTRUMNT	370.015,60
30	ENTERAL NUTRITION PRD	333.575,30
17	HABIT TREATMENT	257.219,90
47	ADVANCED DRESSINGS	214.622,00
13	CALM/SLEEP&MOOD ENHANC PD	163.395,40

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

The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/12/2018	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/12/2018	% Growth in value
DAFALGAN	6.828.527	-2,8	DAFALGAN	64.717.091	-2,5
D-CURE	2.592.638	-3,3	VOLTAREN EMULGEL	26.566.730	-7,2
NUROFEN	2.417.383	-0,8	D-CURE	25.628.734	-0,4
ASAFLOW	2.139.349	-1,0	NUROFEN	23.992.505	1,2
ISO-BETADINE	1.892.562	5,7	ASAFLOW	20.093.698	-0,3
RHINATHIOL	1.761.340	-0,6	OMNIBIONTA	17.721.168	-3,3
PERDOLAN	1.675.012	-2,4	NUTRILON (2)	15.875.443	-21,7
OTRIVINE	1.555.151	0,1	STEOVIT	15.283.527	-1,2
PARACETAMOL TEVA	1.450.433	-1,9	IMODIUM	13.904.512	2,9
SOFRASOLONE	1.406.301	-8,4	PARACETAMOL TEVA	13.731.601	-4,1

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