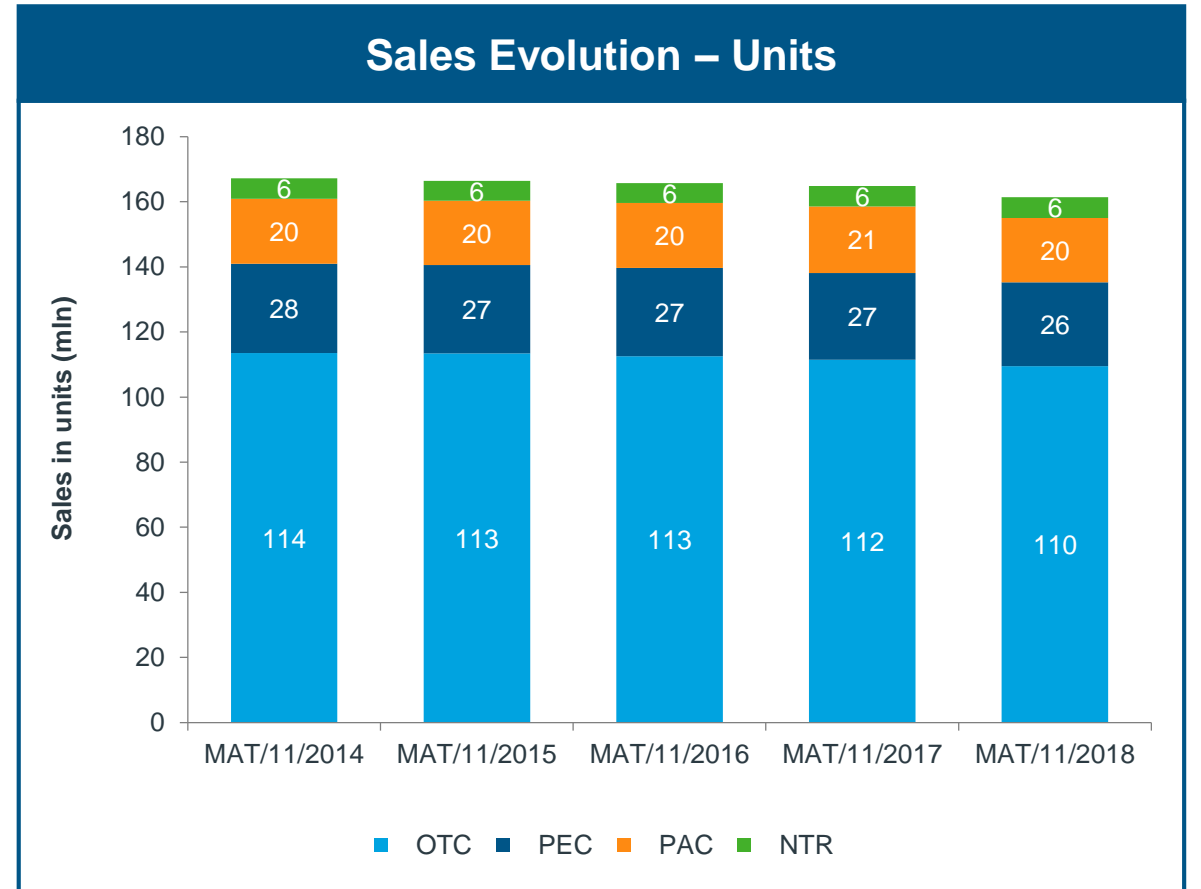
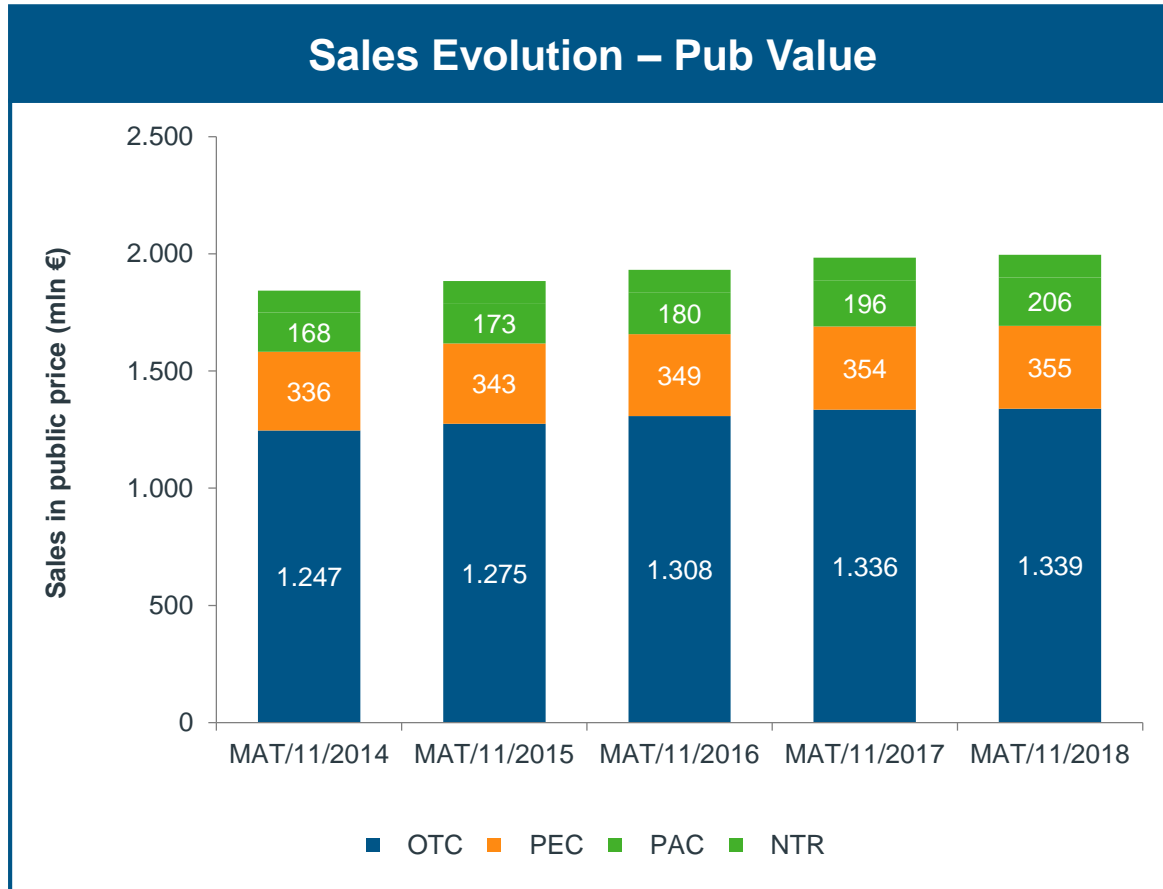
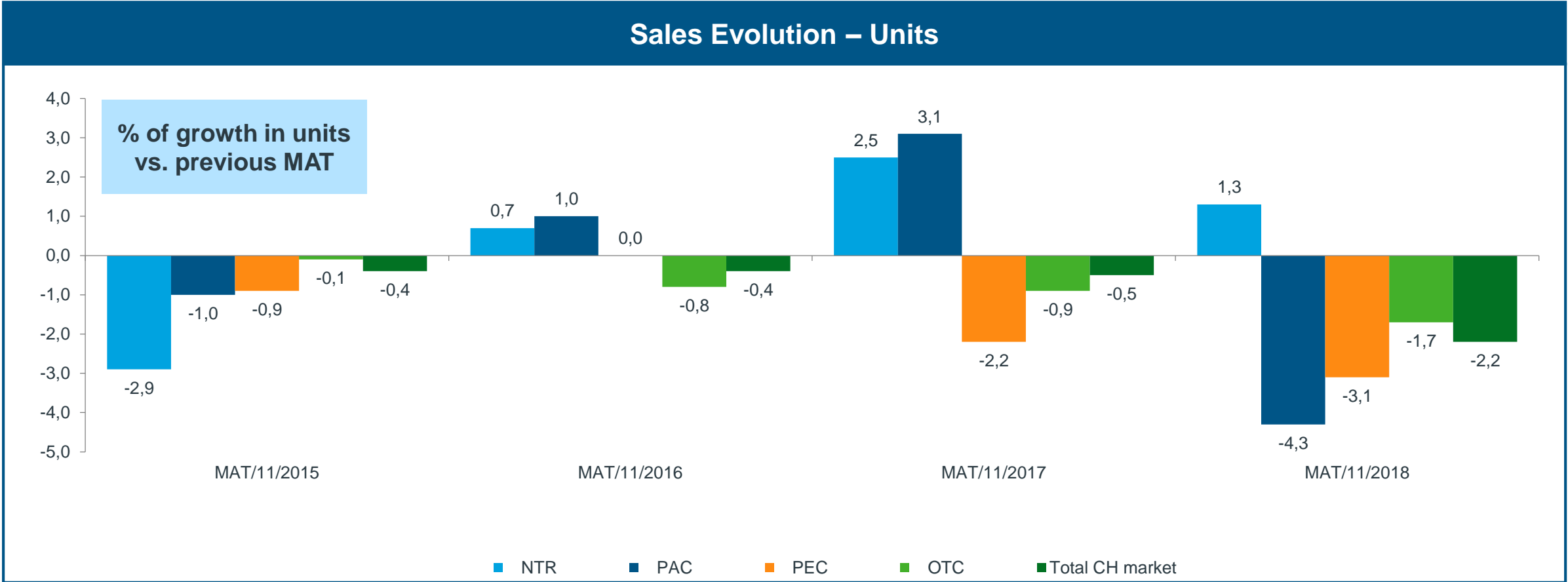


# The Belgian Consumer Health market is worth €1,99 billion



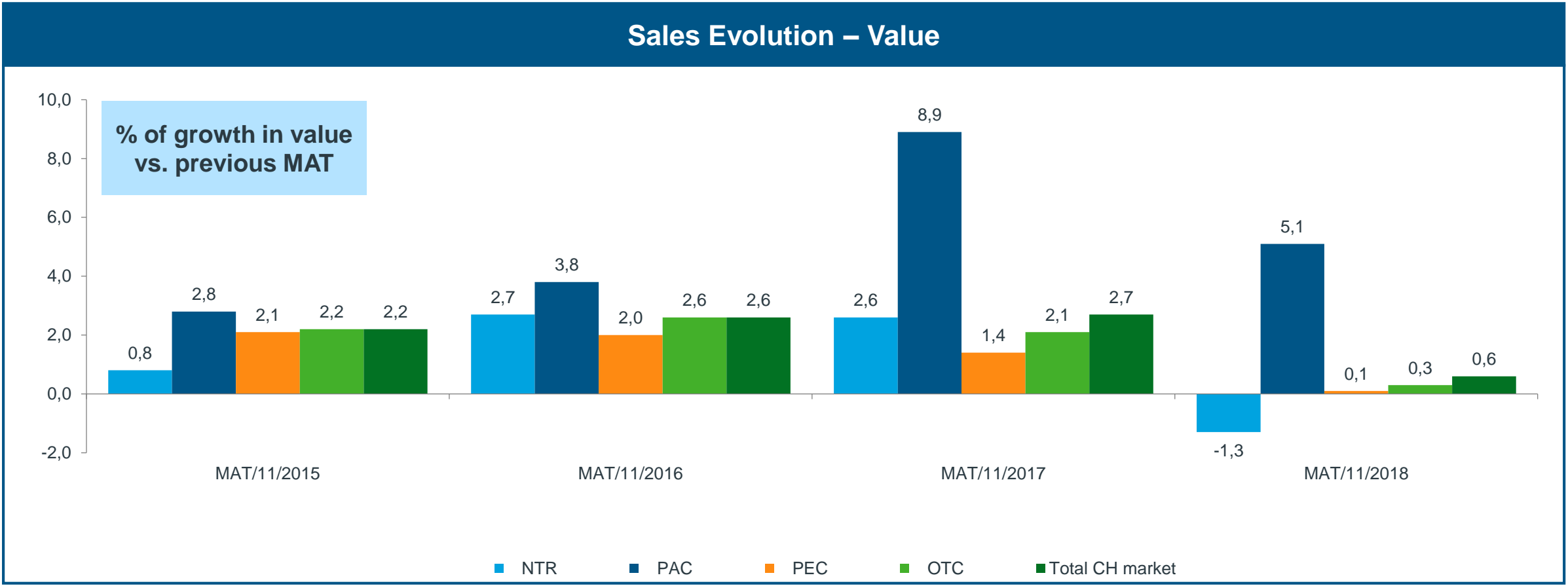
Source: IQVIA – CH Audits – Selling Out data

# The total CH market in units shows a decrease of -2,2% while only the NUT market grows with 1,3% in units



Source: IQVIA – CH Audits – Selling Out data

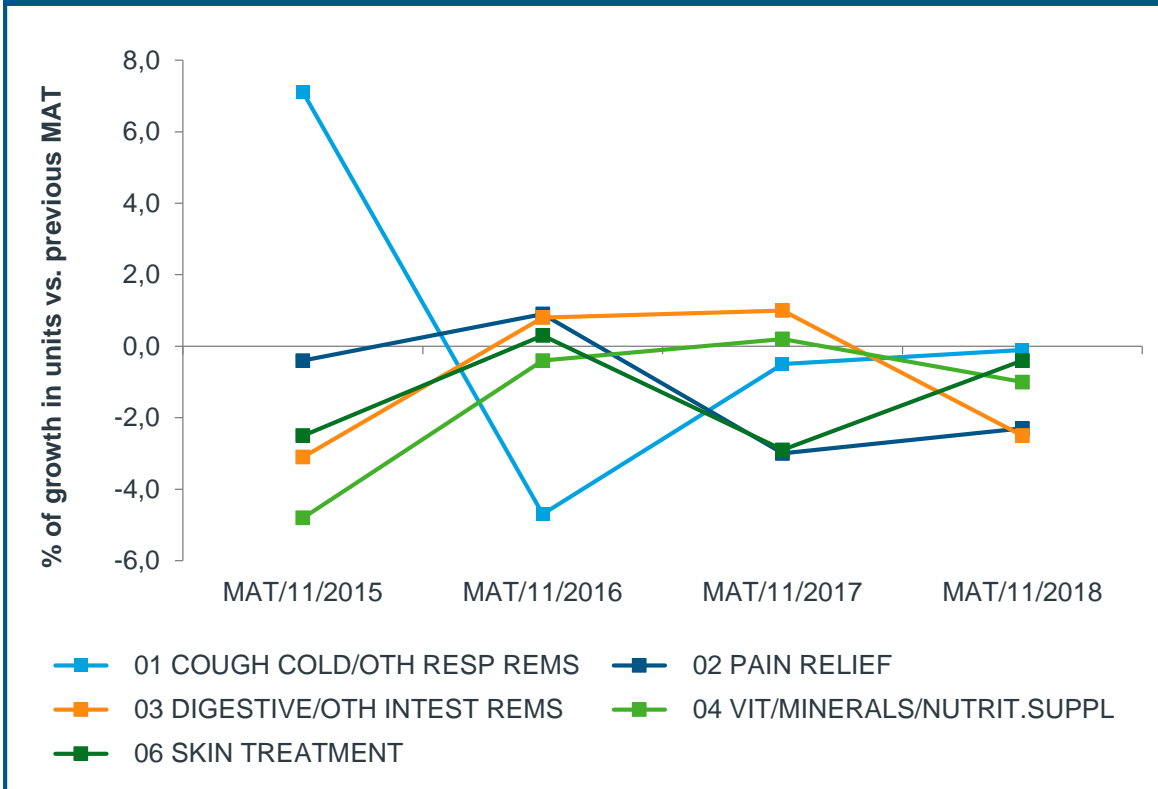
# In value, the total CH market grows with 0,6%, and so does the PAC market with 5,1%



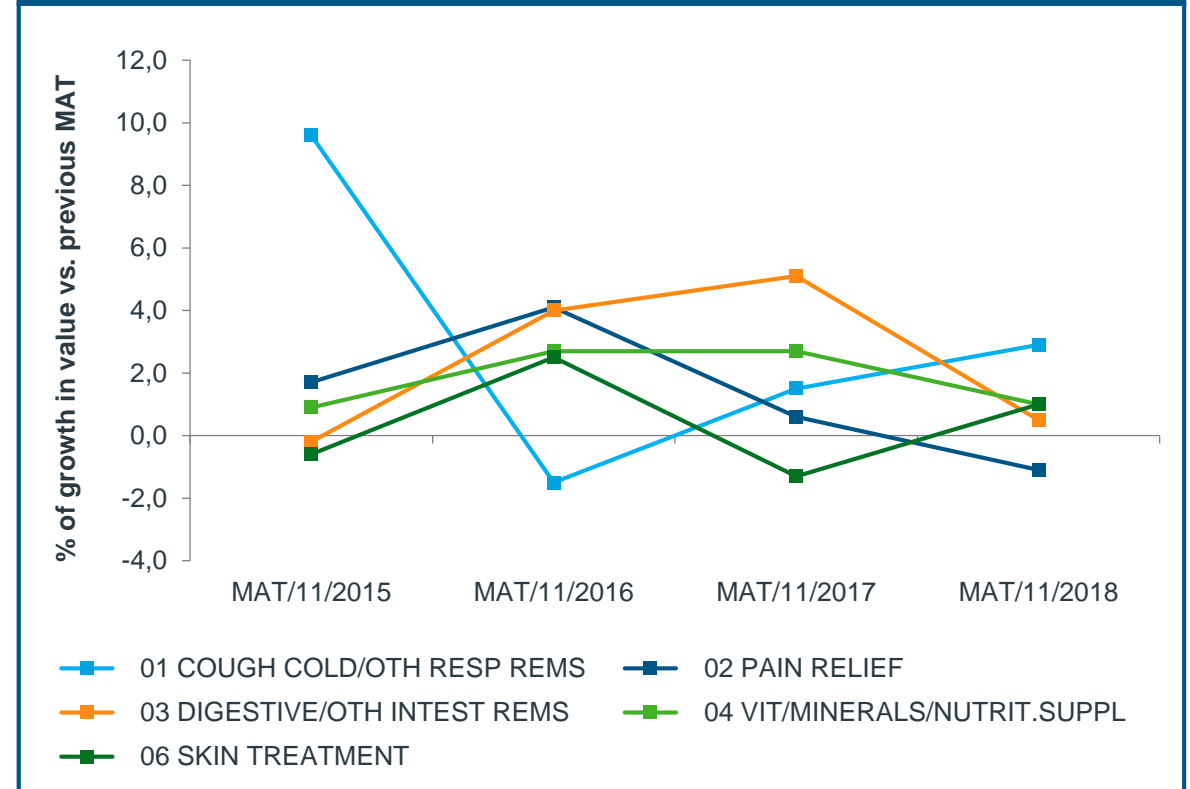
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



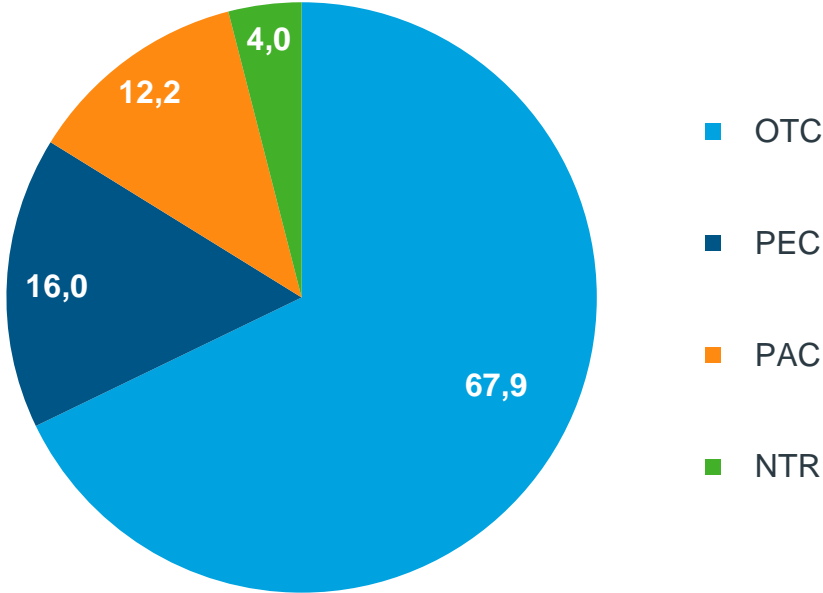
## Sales Evolution – Value



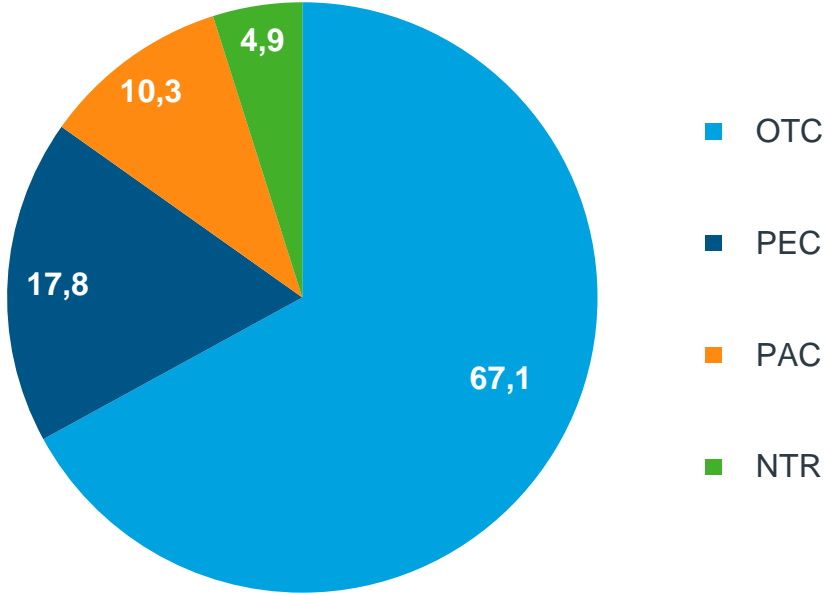
Source: IQVIA – CH Audits – Selling Out data

# 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/11/2018	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/11/2018	% of the CH Market
02A GENERAL PAIN RELIEF	18.104.752	11,2	02A GENERAL PAIN RELIEF	153.721.632	7,7
01B COLD REMEDIES	11.182.645	6,9	01B COLD REMEDIES	88.628.208	4,4
01A COUGH REMEDIES	7.403.463	4,6	04F MINERAL SUPPLEMENTS	66.592.704	3,3
01C SORE THROAT REMEDIES	5.394.682	3,3	01A COUGH REMEDIES	64.159.252	3,2
03C LAXATIVES	5.331.509	3,3	02E MUSCULAR PAIN RELIEF	62.938.108	3,2
07A EYE CARE	4.427.823	2,7	07A EYE CARE	61.577.996	3,1
02E MUSCULAR PAIN RELIEF	3.637.638	2,3	35G MILK PRDS FOR CHILDREN	59.713.172	3,0
04E OTHER SPECIFIC VITAMINS	3.504.094	2,2	03C LAXATIVES	59.553.120	3,0
04F MINERAL SUPPLEMENTS	3.076.098	1,9	01C SORE THROAT REMEDIES	45.260.160	2,3
03D ANTIDIARRHOEALS	3.041.152	1,9	02G JOINT CARE PRODUCTS	41.833.460	2,1

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)
30	ENTERAL NUTRITION PRD	91.987
56	TESTS+MEASURING INSTRUMNT	25.267
04	VIT. MIN. & NUTRIT. SUPPS	11.897
57	MEDICAL/SURGICAL AIDS	11.419
09	MOUTH TREATMENT PRODUCTS	5.353
08	EAR CARE	5.038
17	HABIT TREATMENT	4.414
35	BABY FOODS	3.183
52	INCONTINENCE CARE PRDS	2.300
46	WOUND CARE	1.995

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT)
53	PRDS FOR BLADDER PROBLEMS	10.861.744
04	VIT. MIN. & NUTRIT. SUPPS	1.992.370
01	COUGH COLD/RESPIR.	1.666.497
57	MEDICAL/SURGICAL AIDS	532.268
56	TESTS+MEASURING INSTRUMNT	509.372
03	DIGESTIVE/OTH INTEST REMS	446.589
30	ENTERAL NUTRITION PRD	312.094
17	HABIT TREATMENT	260.146
47	ADVANCED DRESSINGS	173.517
66	CONTRACEPTION	142.590

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/11/2018	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/11/2018	% Growth in value
DAFALGAN	6.848.904	-3,5	DAFALGAN	64.876.957	-3,2
D-CURE	2.615.961	-2,3	VOLTAREN EMULGEL	26.363.108	-8,7
NUROFEN	2.426.177	-1,4	D-CURE	25.816.693	0,8
ASAFLOW	2.141.622	-1,4	NUROFEN	24.056.360	0,5
ISO-BETADINE	1.885.587	5,2	ASAFLOW	20.104.092	-0,8
RHINATHIOL	1.769.118	-1,8	OMNIBIONTA	17.814.040	-3,2
PERDOLAN	1.679.332	-2,9	NUTRILON (2)	16.641.375	-18,2
OTRIVINE	1.538.407	-1,8	STEOVIT	15.241.938	-2,4
PARACETAMOL TEVA	1.465.963	-0,7	PARACETAMOL TEVA	13.910.630	-2,6
SOFRASOLONE	1.406.417	-10,1	IMODIUM	13.873.953	2,2

Source: IQVIA – CH Audits – Selling Out data

\*Analysis done on brandlevel™