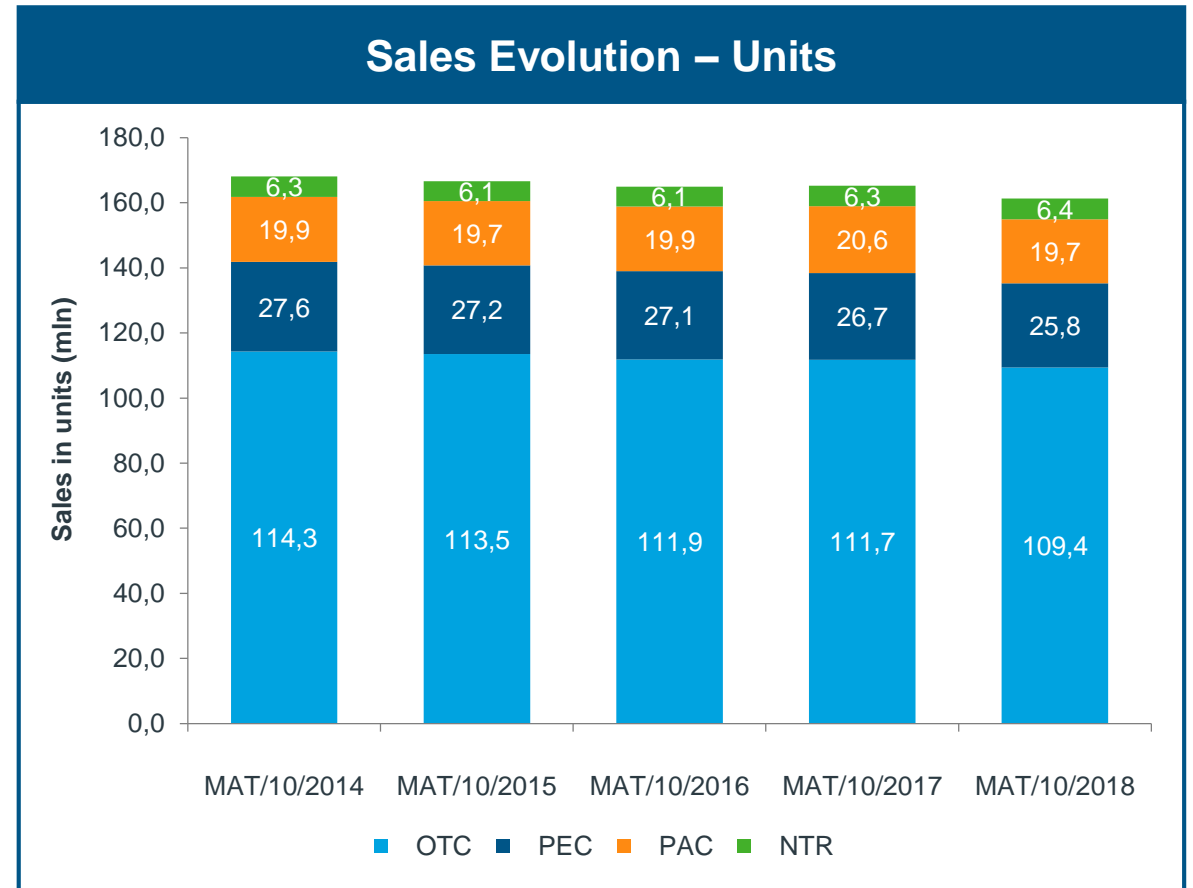
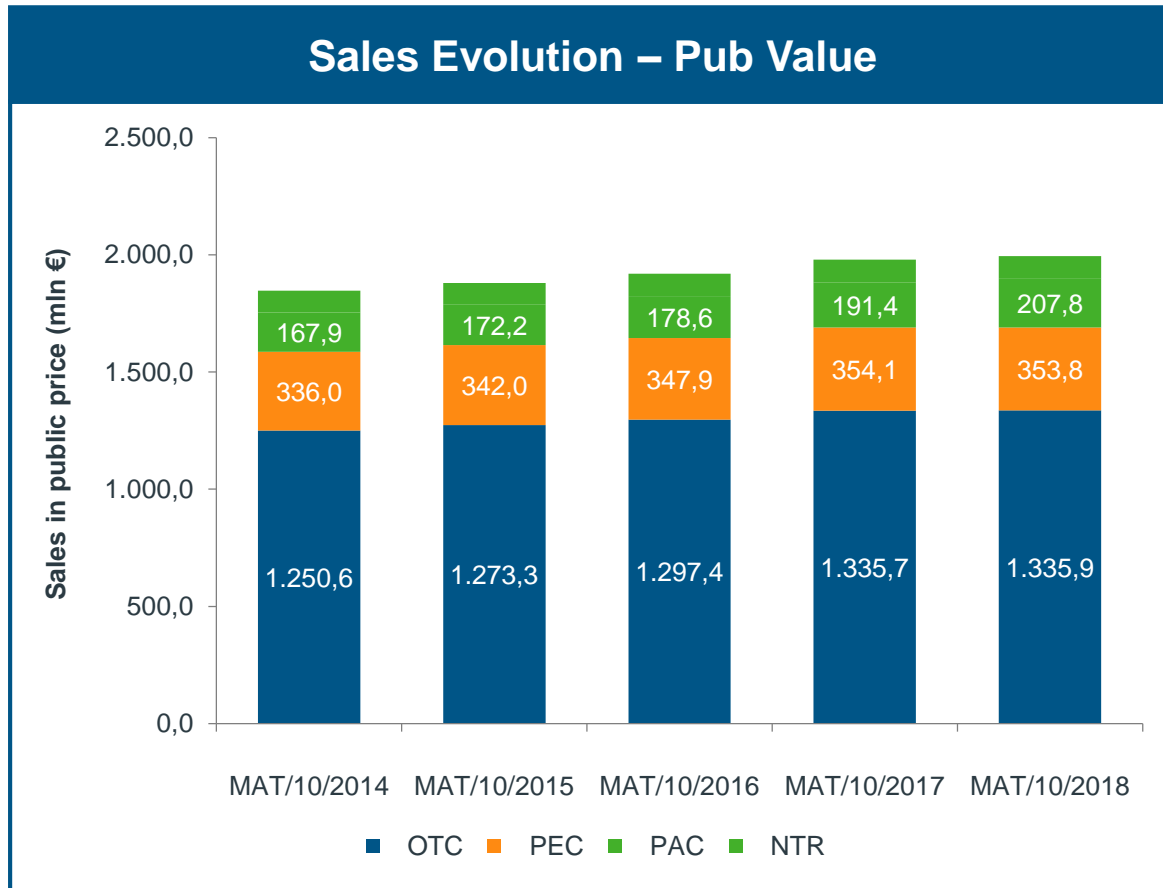
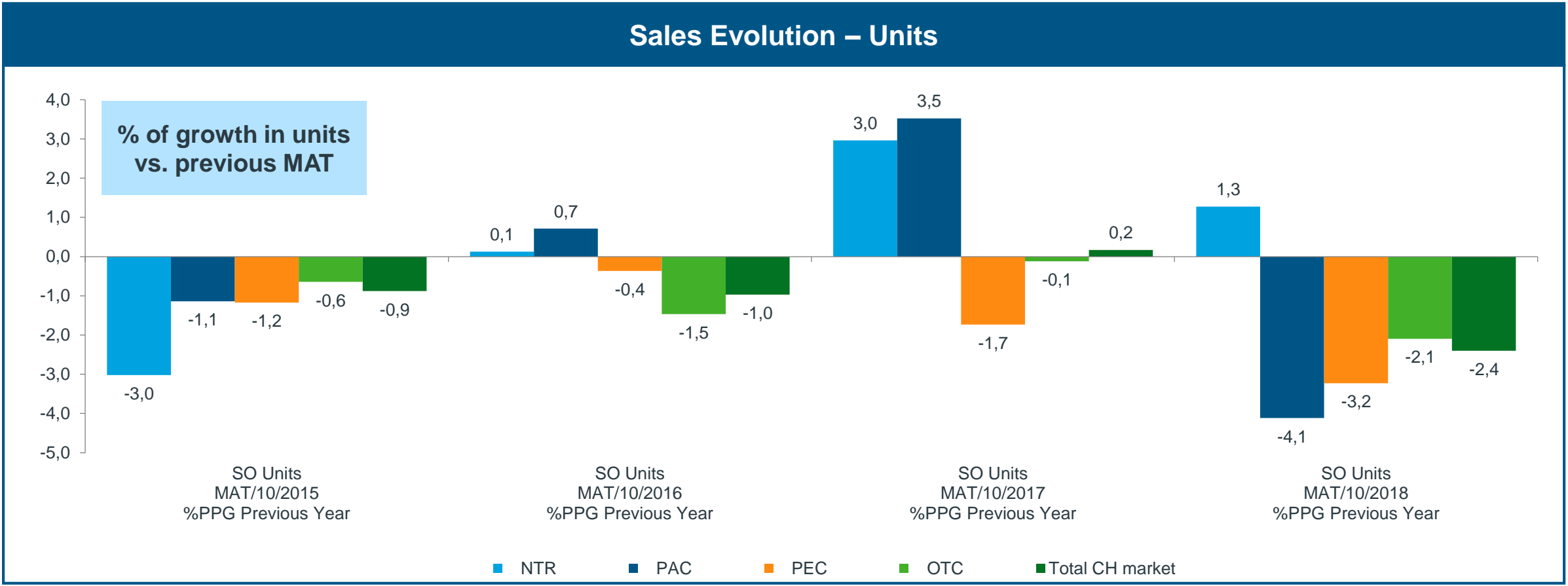


The Belgian Consumer Health market is worth €1.99 billion



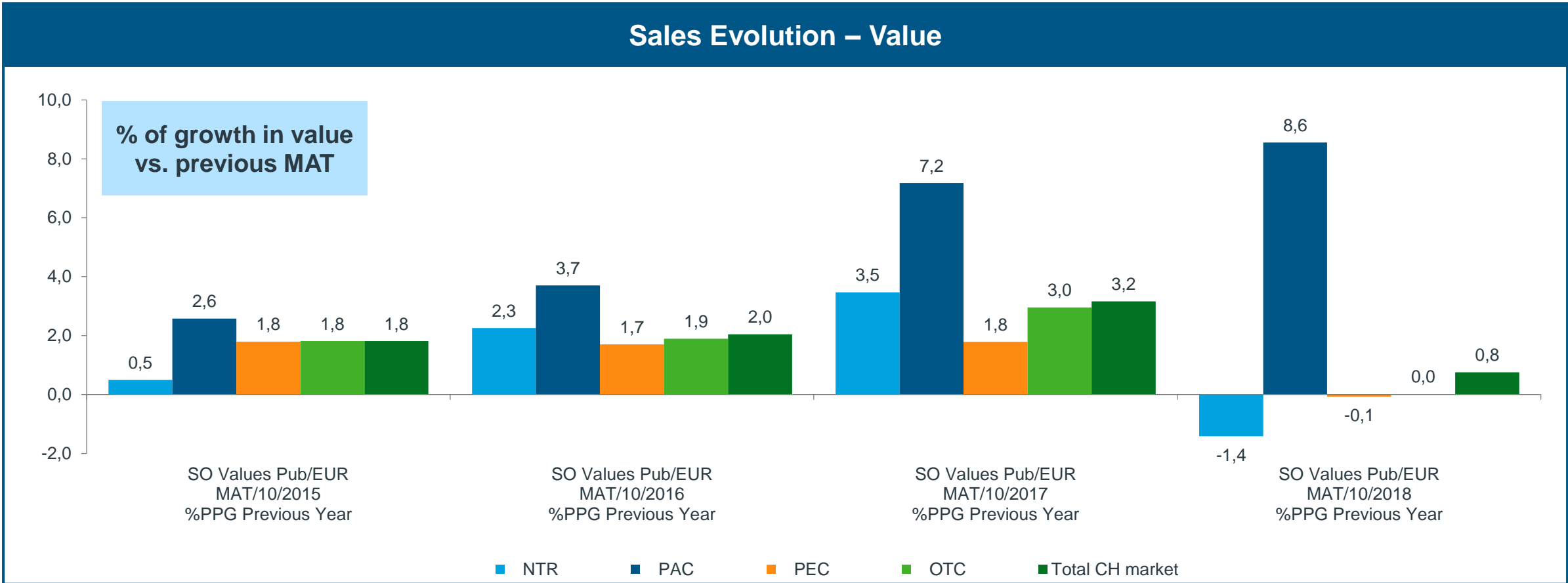
Source: IQVIA – CH Audits – Selling Out data

The total CH market in units shows a decrease of -2.4% while the only NUT market grows with 1.3% in units



Source: IQVIA – CH Audits – Selling Out data

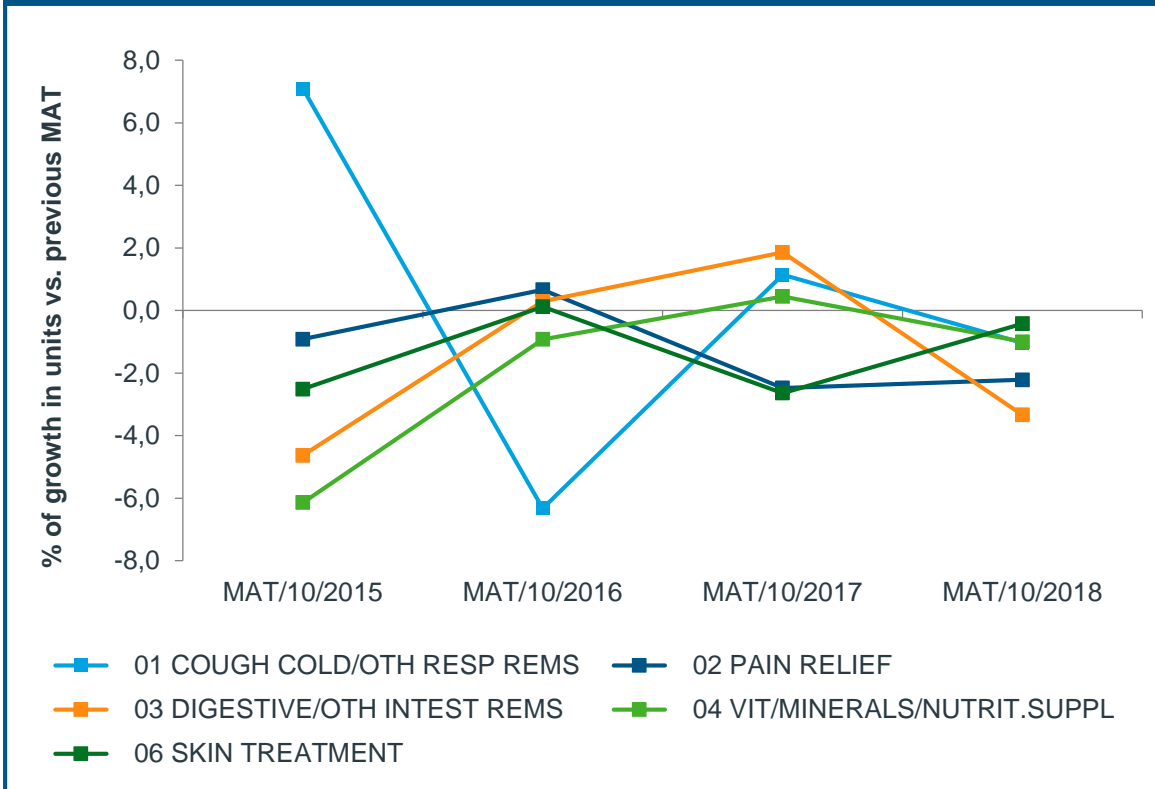
In value, the total CH market grows with 0.8%, and so does the PAC market with 8.6%



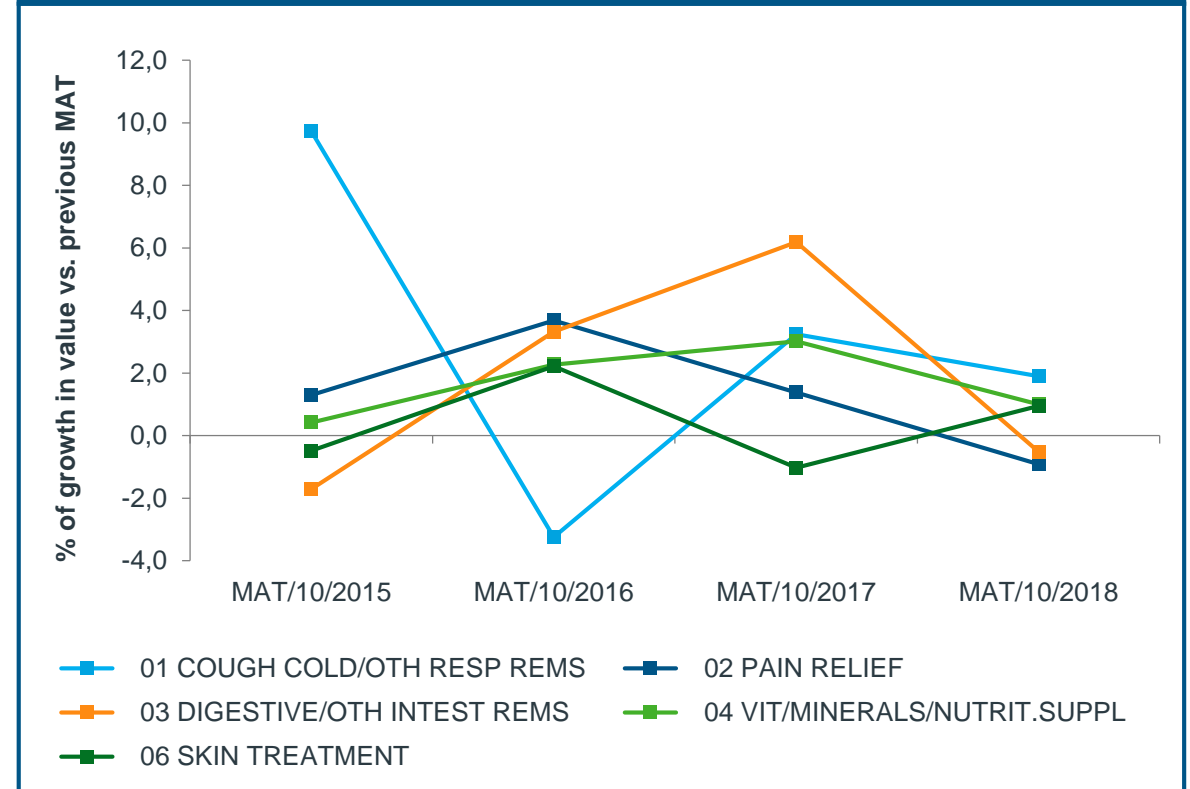
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



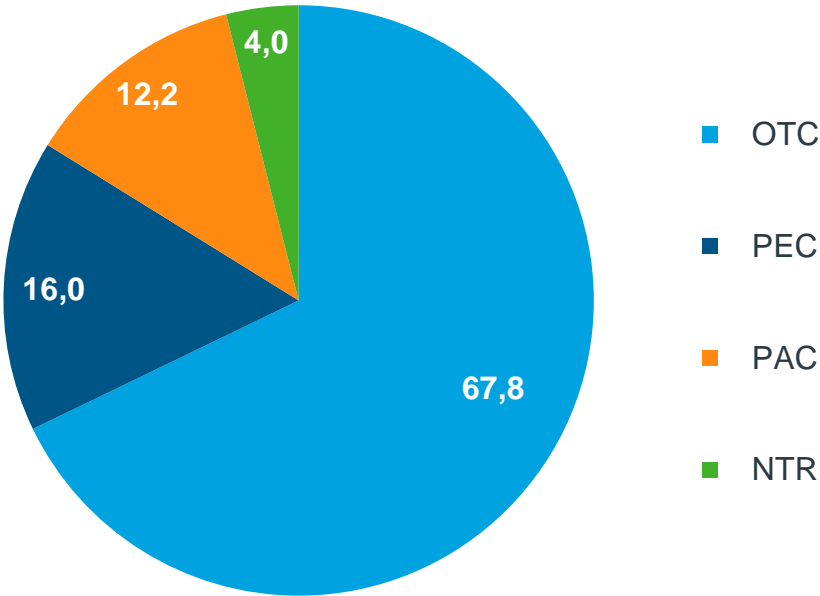
Sales Evolution – Value



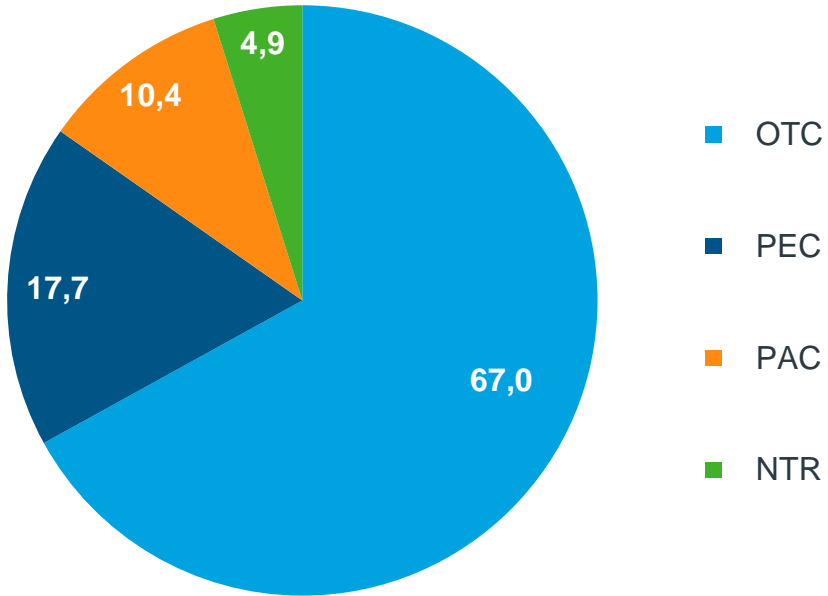
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67.8% in units and 67% 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/10/2018	% of the CH Market
02A GENERAL PAIN RELIEF	18,081,342	11.2
01B COLD REMEDIES	11,125,368	6.9
01A COUGH REMEDIES	7,364,895	4.6
01C SORE THROAT REMEDIES	5,376,169	3.3
03C LAXATIVES	5,351,837	3.3
07A EYE CARE	4,430,419	2.7
02E MUSCULAR PAIN RELIEF	3,645,495	2.3
04E OTHER SPECIFIC VITAMINS	3,501,746	2.2
04F MINERAL SUPPLEMENTS	3,083,734	1.9
03D ANTIDIARRHOEALS	3,042,077	1.9

Top 10 Best Selling OTC2 classes in value	Value abs. MAT/10/2018	% of the CH Market
02A GENERAL PAIN RELIEF	153,386,880	7.7
01B COLD REMEDIES	87,939,568	4.4
04F MINERAL SUPPLEMENTS	66,595,728	3.3
01A COUGH REMEDIES	63,643,168	3.2
02E MUSCULAR PAIN RELIEF	62,940,476	3.2
07A EYE CARE	61,473,328	3.1
35G MILK PRDS FOR CHILDREN	59,671,072	3.0
03C LAXATIVES	59,662,640	3.0
01C SORE THROAT REMEDIES	45,041,316	2.3
02G JOINT CARE PRODUCTS	41,783,544	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	95,930
56 TESTS+MEASURING INSTRUMNT	37,439
57 MEDICAL/SURGICAL AIDS	23,494
09 MOUTH TREATMENT PRODUCTS	7,317
08 EAR CARE	4,128
04 VIT. MIN. & NUTRIT. SUPPS	4,033
17 HABIT TREATMENT	3,331
79 OTHER PATIENT CARE PRODS	2,648
46 WOUND CARE	2,554
52 INCONTINENCE CARE PRDS	1,755

Fastest growing OTC1 classes in Rx sales	Rx sales Growth in abs. value (MAT)
53 PRDS FOR BLADDER PROBLEMS	13,322,948
04 VIT. MIN. & NUTRIT. SUPPS	1,705,535
56 TESTS+MEASURING INSTRUMNT	783,458
57 MEDICAL/SURGICAL AIDS	756,961
30 ENTERAL NUTRITION PRD	315,570
17 HABIT TREATMENT	218,023
66 CONTRACEPTION	178,610
13 CALM/SLEEP&MOOD ENHANC PD	141,355
08 EAR CARE	101,763
47 ADVANCED DRESSINGS	100,597

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/10/2018	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/10/2018	% Growth in value
DAFALGAN	6,850,505	-4.0	DAFALGAN	64,848,237	-3.8
D-CURE	2,622,978	-2.0	VOLTAREN EMULGEL	26,411,716	-8.5
NUROFEN	2,428,576	-1.6	D-CURE	25,809,778	1.5
ASAFLOW	2,135,998	-2.0	NUROFEN	24,044,787	0.3
ISO-BETADINE	1,876,876	4.8	ASAFLOW	20,045,922	-1.3
RHINATHIOL	1,759,412	-3.3	OMNIBIONTA	17,844,890	-2.9
PERDOLAN	1,671,585	-3.0	NUTRILON (2)	17,302,305	-15.4
OTRIVINE	1,531,543	-2.2	STEOVIT	15,209,867	-3.6
PARACETAMOL TEVA	1,476,426	0.5	PARACETAMOL TEVA	14,041,336	-1.3
SOFRASOLONE	1,404,969	-10.6	IMODIUM	13,839,776	2.1

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