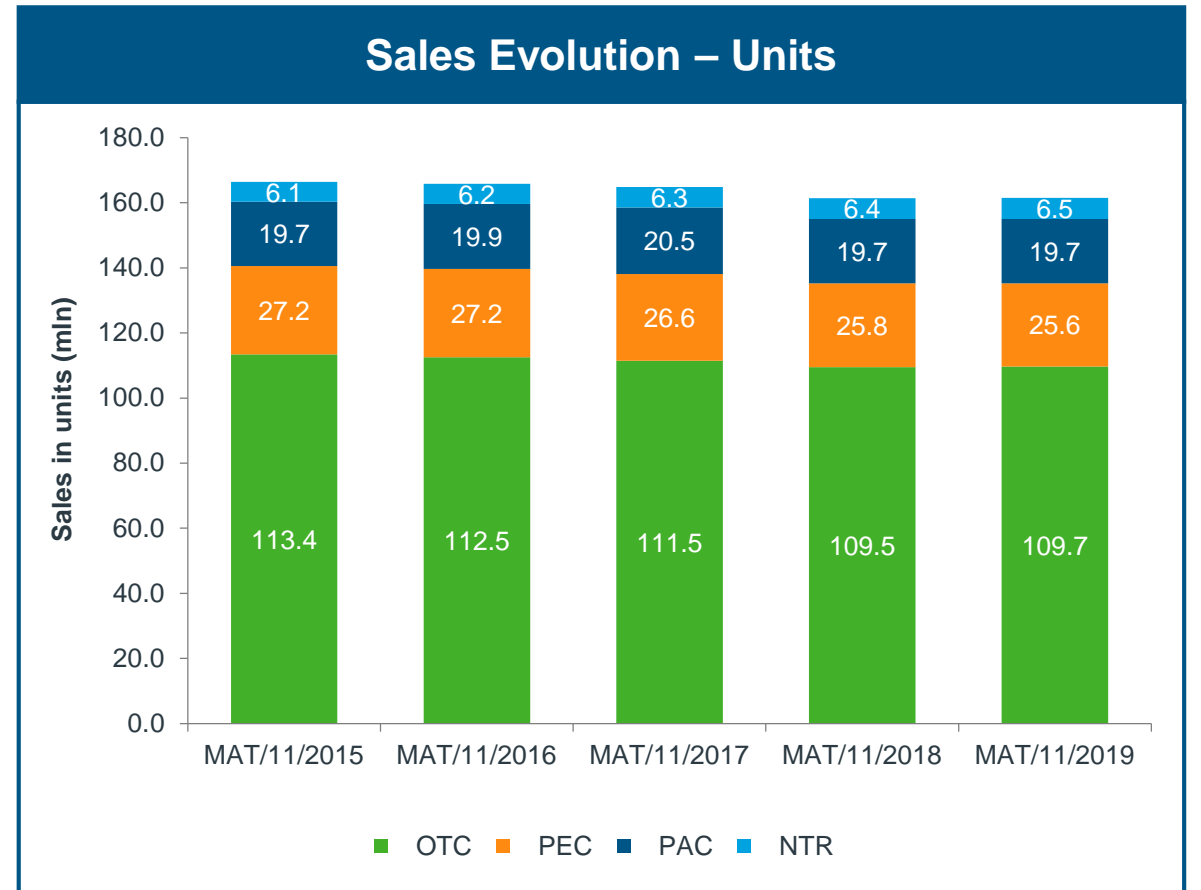
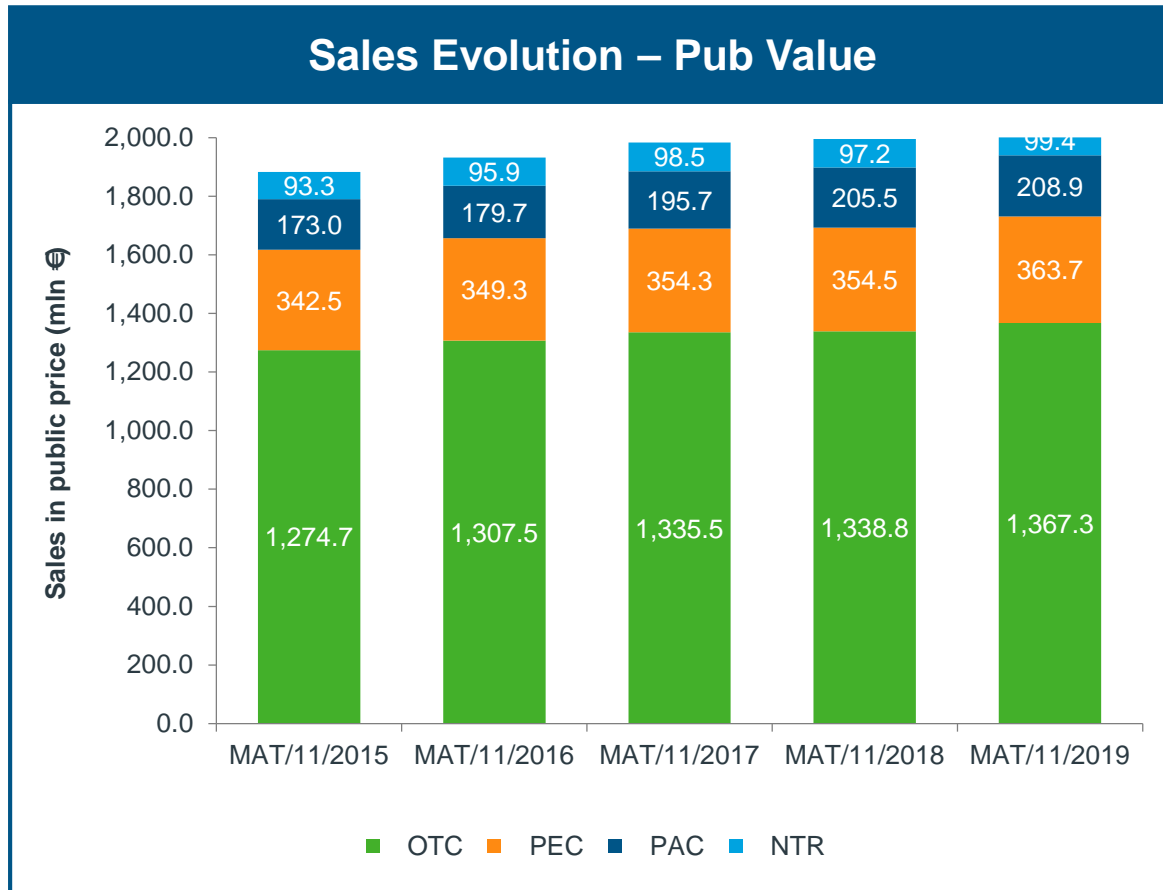
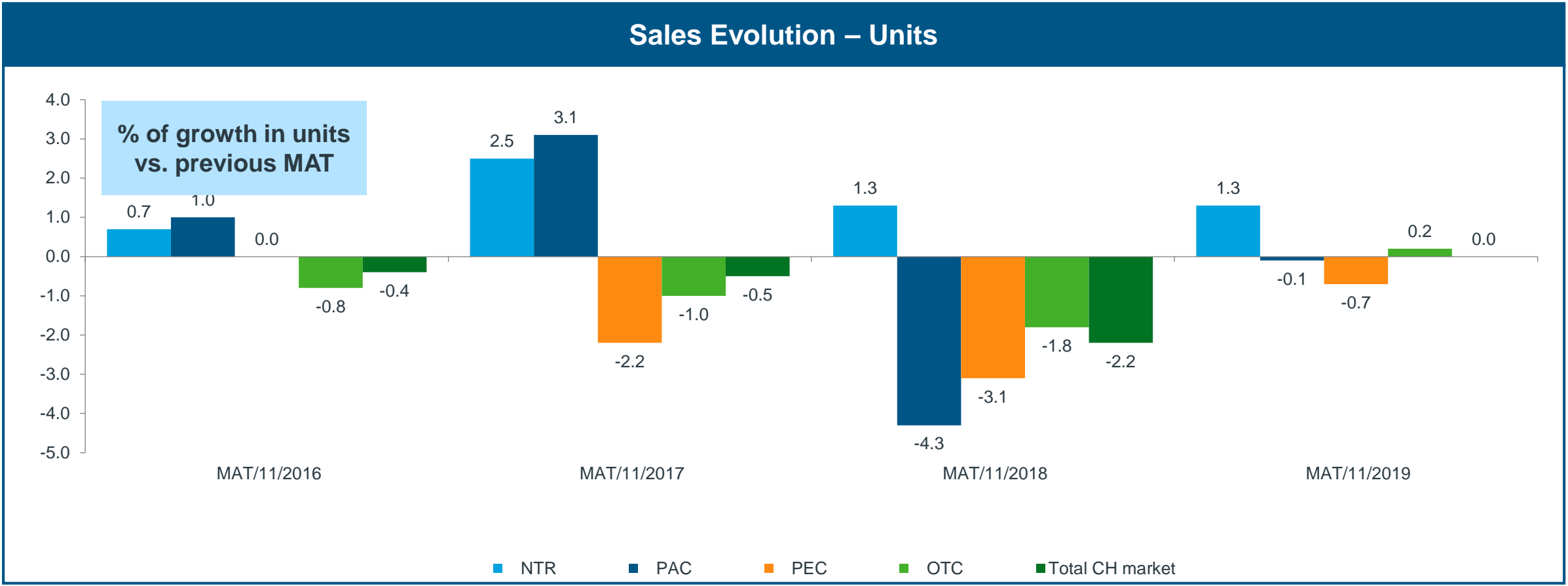


# The Belgian Consumer Health market is worth €2,04 billion



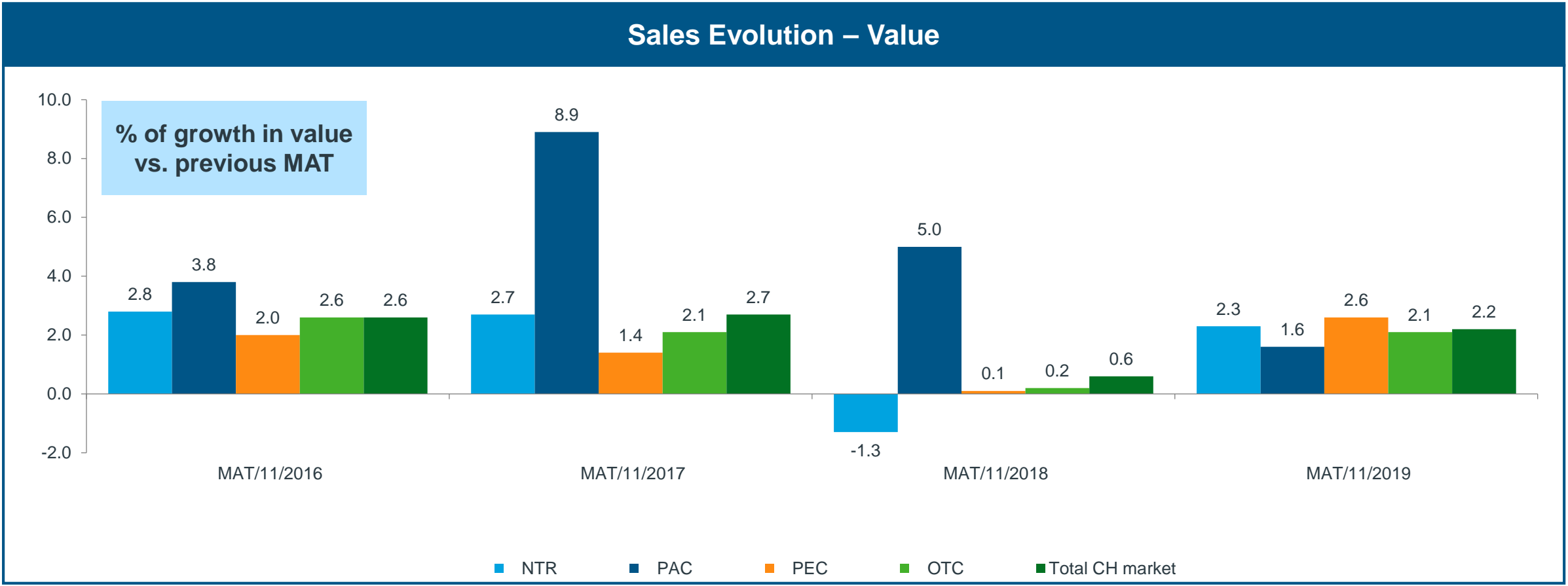
Source: IQVIA – CH Audits – Selling Out data

# The total CH market is flat while NUT market is growing with 1,3% in units



Source: IQVIA – CH Audits – Selling Out data

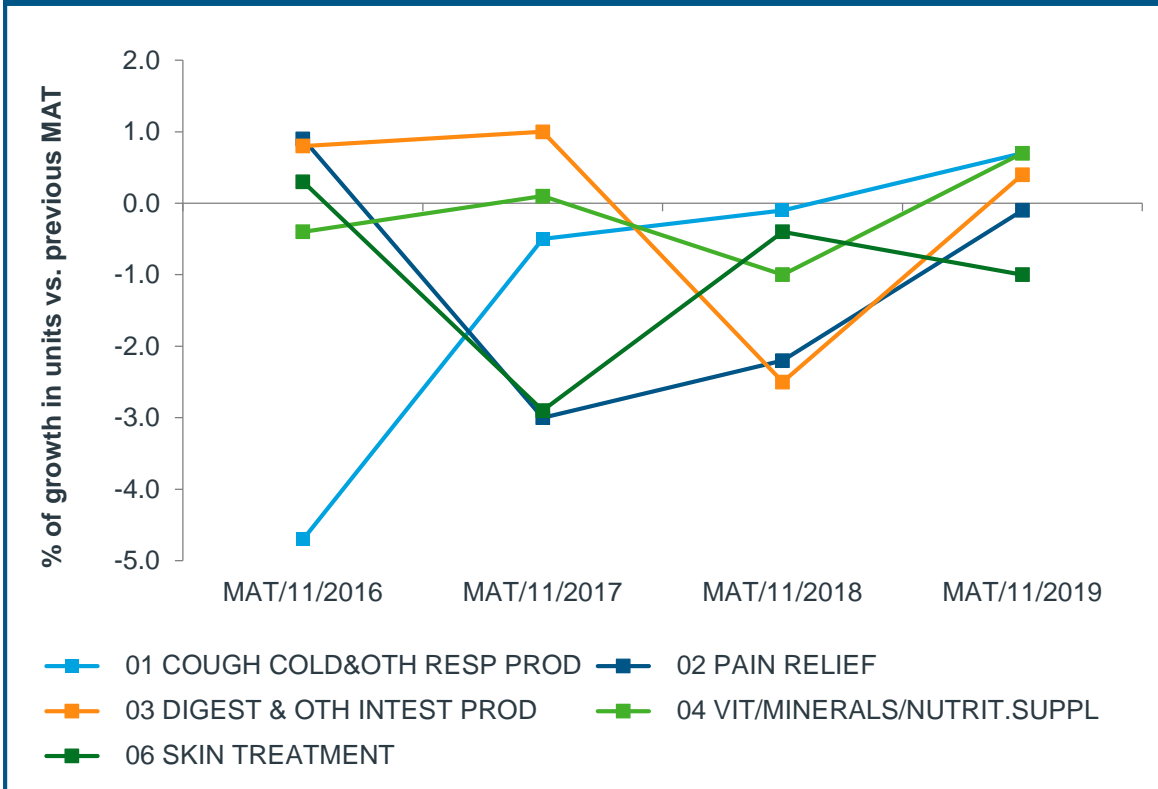
# In value, the total CH market grows with 2,2%, where Personal Care is growing with 2,6%



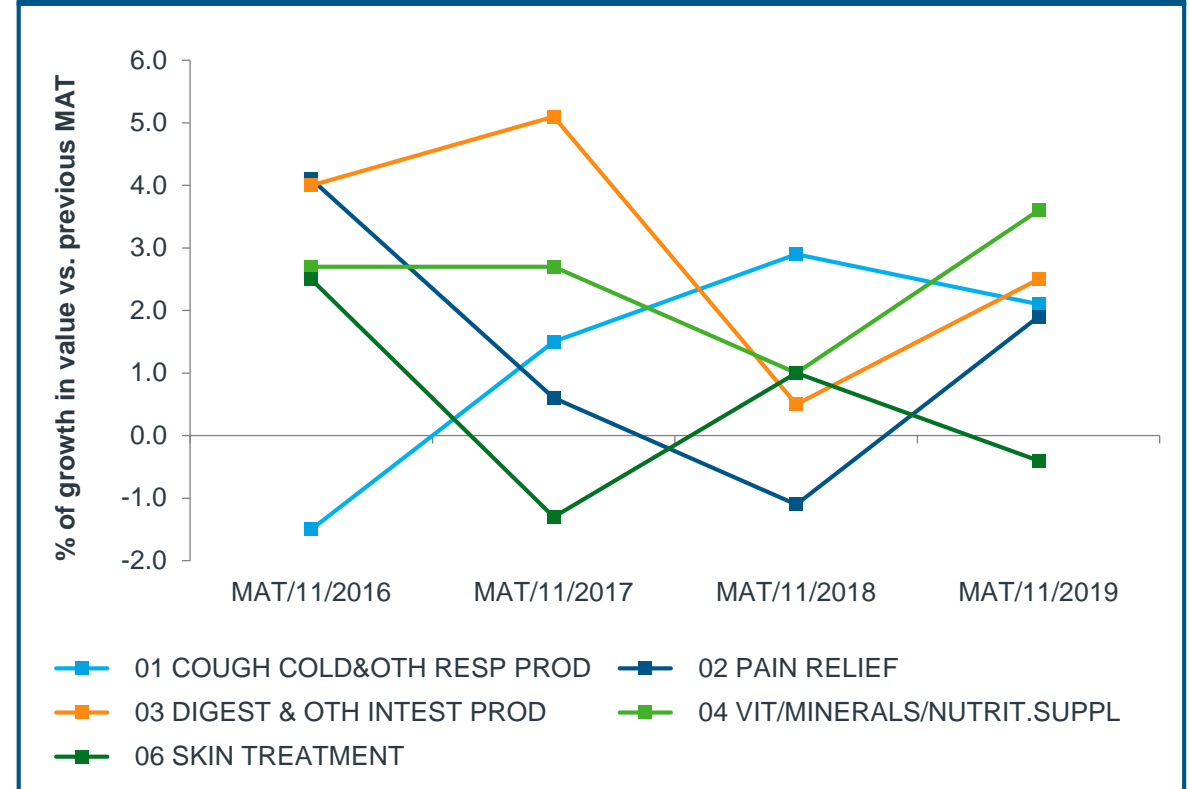
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



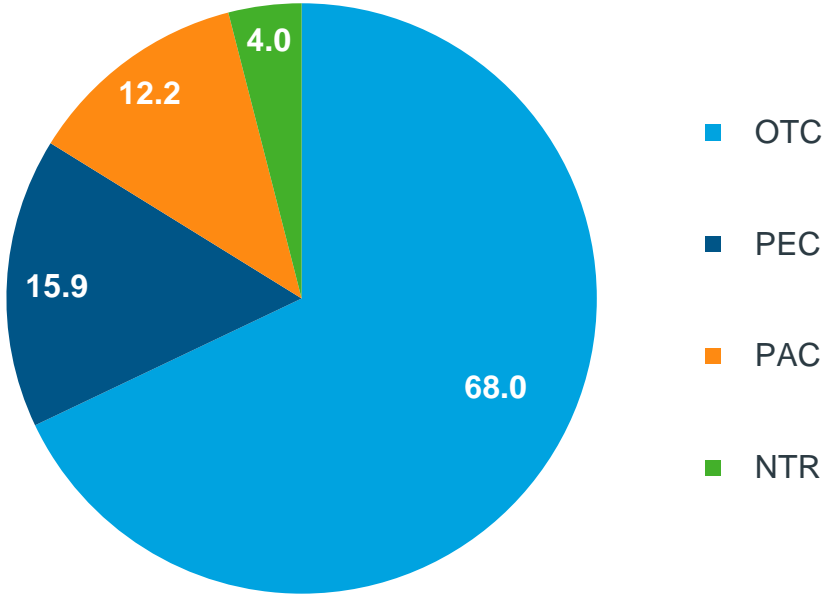
## Sales Evolution – Value



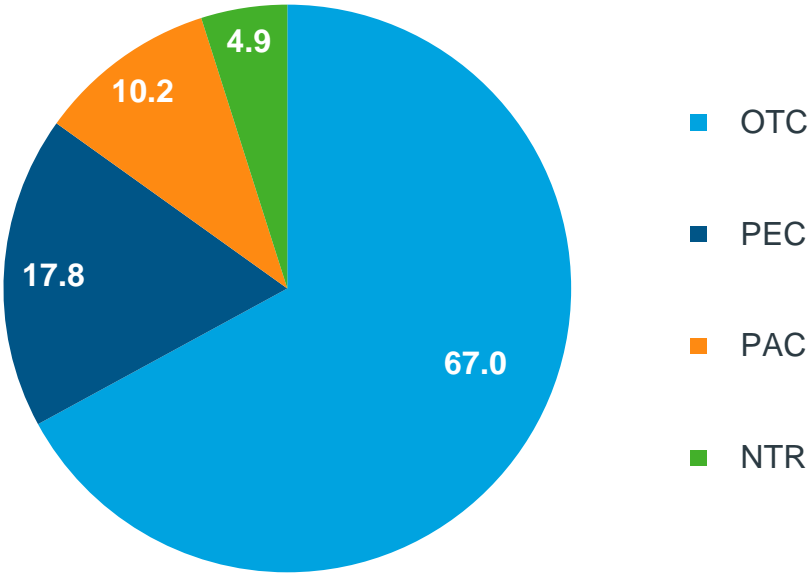
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 68% in units and 67,0% in value of the total CH market

Market Share in Units – MAT/11/2019



Market Share in Value – MAT/11/2019



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/11/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/11/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17,989,334	11.1	02A GENERAL PAIN RELIEF	€ 154,733,440	7.6
01B COLD REMEDIES	11,400,000	7.1	01B COLD REMEDIES	€ 91,662,784	4.5
01A COUGH PRODUCTS	7,086,024	4.4	04F MINERAL SUPPLEMENTS	€ 68,534,768	3.4
01C SORE THROAT REMEDIES	5,516,587	3.4	07A EYE CARE	€ 65,422,032	3.2
03C LAXATIVES	5,213,527	3.2	02E MUSCULAR PAIN RELIEF	€ 65,168,488	3.2
07A EYE CARE	4,569,331	2.8	01A COUGH PRODUCTS	€ 63,502,176	3.1
04E OTHER SPECIFIC VITAMINS	3,641,310	2.3	35G MILK PRDS FOR CHILDREN	€ 61,816,472	3.0
02E MUSCULAR PAIN RELIEF	3,625,891	2.2	03C LAXATIVES	€ 59,139,428	2.9
35G MILK PRDS FOR CHILDREN	3,106,797	1.9	01C SORE THROAT REMEDIES	€ 46,203,556	2.3
04F MINERAL SUPPLEMENTS	3,070,673	1.9	82B SPEC.FACIAL CARE PRODUCT	€ 43,340,740	2.1

Source: IQVIA – CH Audits – Selling Out data

# The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/11/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/11/2019	% Growth in value
DAFALGAN	6,735,235	-1.7	DAFALGAN	€ 64,657,154	-0.3
D-CURE	2,557,176	-2.2	VOLTAREN EMULGEL	€ 27,952,736	6.0
NUROFEN	2,439,351	0.5	D-CURE	€ 25,814,798	0.0
ASAFLOW	2,132,397	-0.4	NUROFEN	€ 24,529,619	2.0
ISO-BETADINE	1,996,239	5.9	ASAFLOW	€ 19,831,180	-1.4
RHINATHIOL	1,715,131	-3.1	OMNIBIONTA	€ 16,328,087	-8.3
OTRIVINE	1,662,908	8.1	STEOVIT	€ 16,241,538	6.6
PERDOLAN	1,656,427	-1.4	DAFLON	€ 14,849,536	10.4
SOFRASOLONE	1,487,625	5.8	IMODIUM	€ 14,629,328	5.4
PARACETAMOL TEVA	1,427,367	-1.4	NICORETTE	€ 14,252,629	11.3

Source: IQVIA – CH Audits – Selling Out data