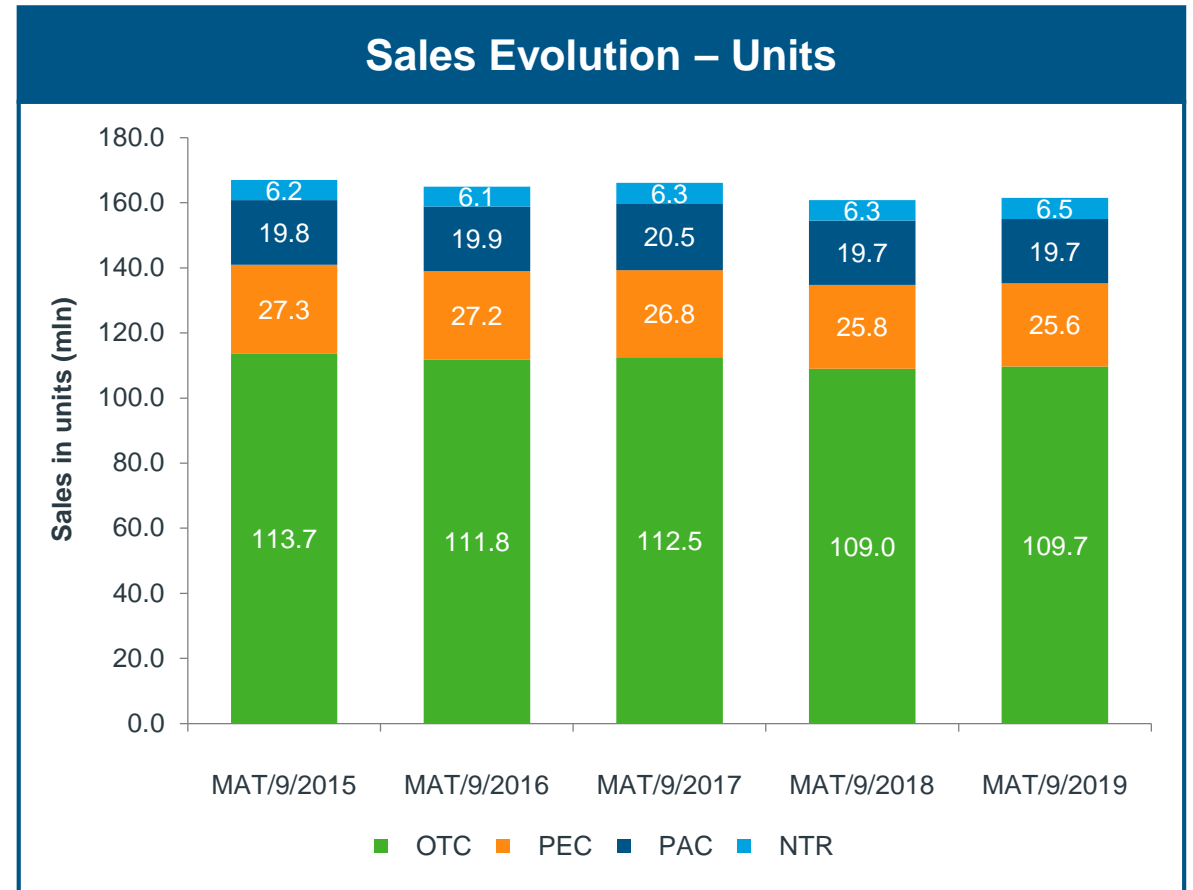
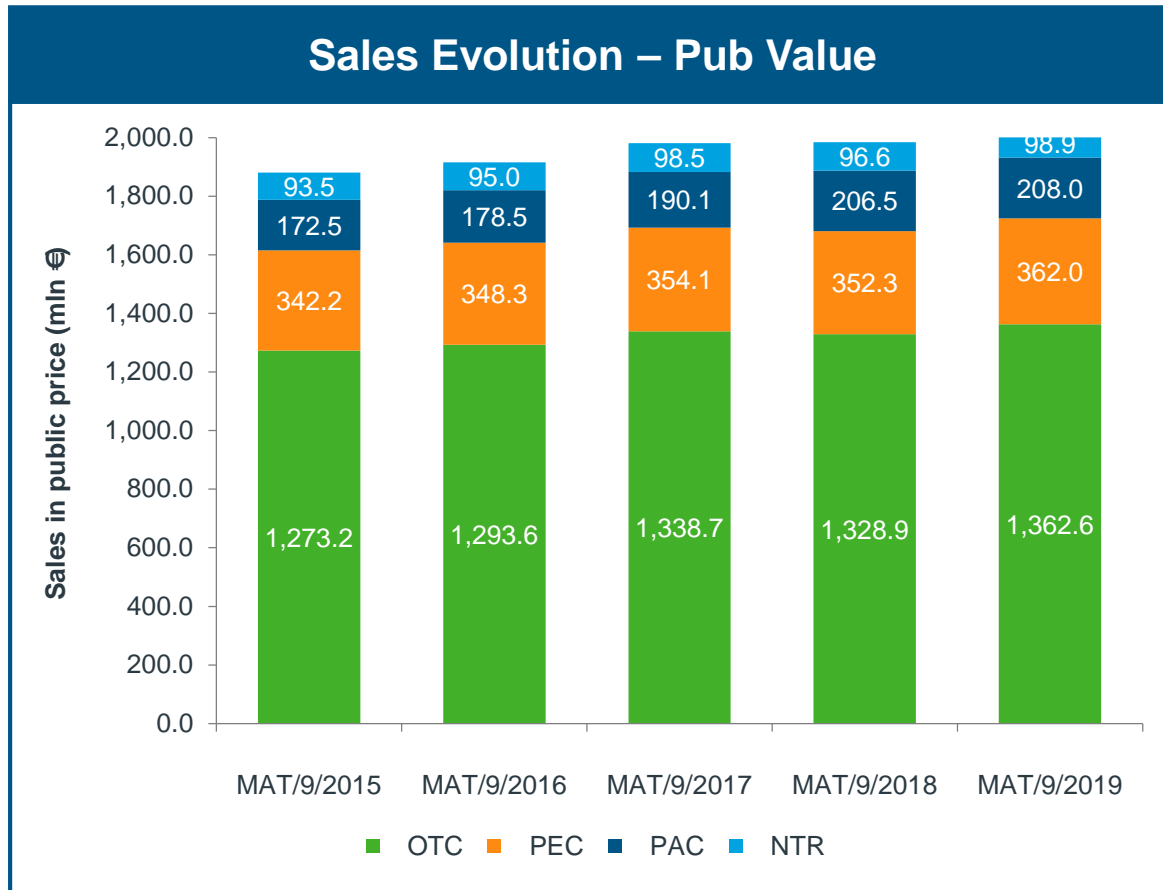
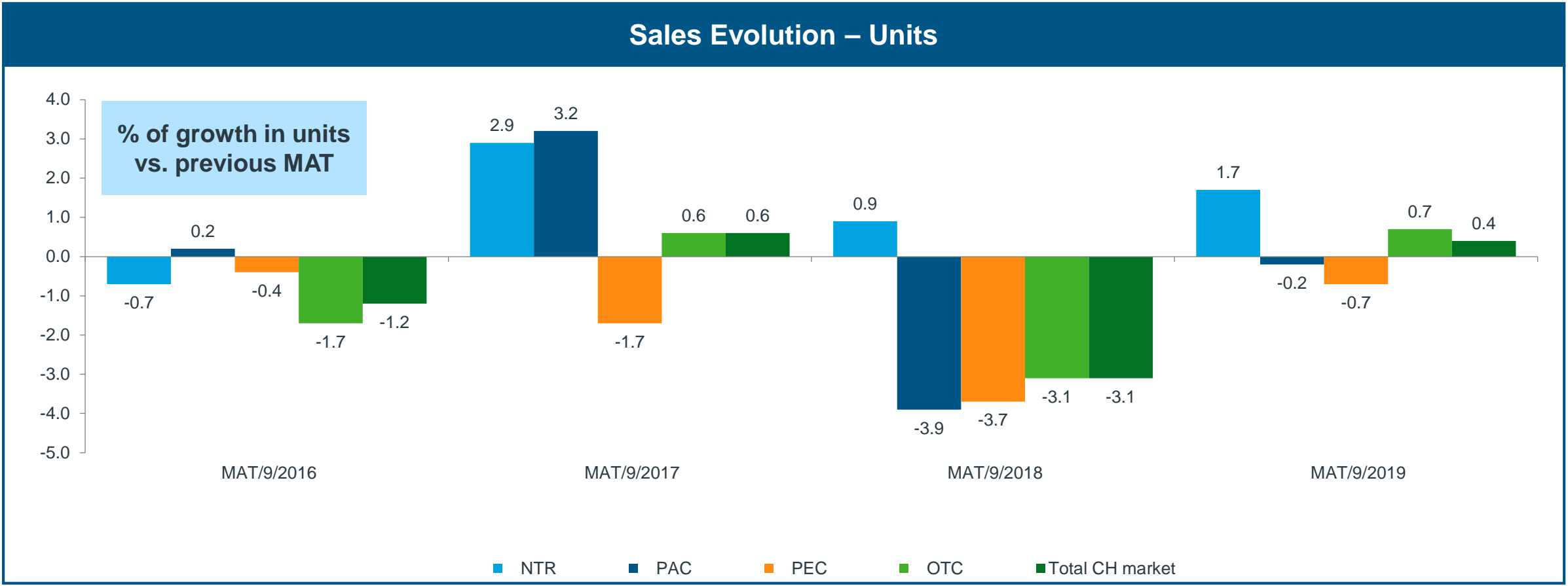


The Belgian Consumer Health market is worth €2,03 billion



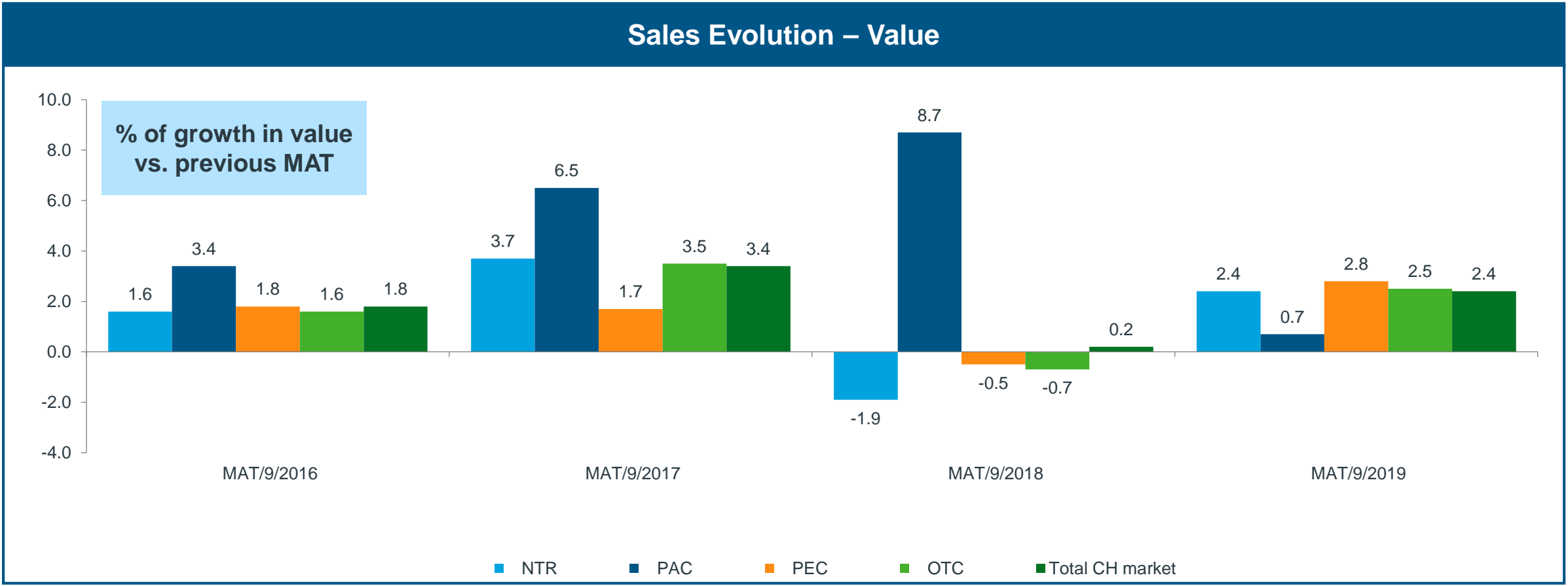
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a slight increase of 0.4% while NUT market grows with 1,7% in units



Source: IQVIA – CH Audits – Selling Out data

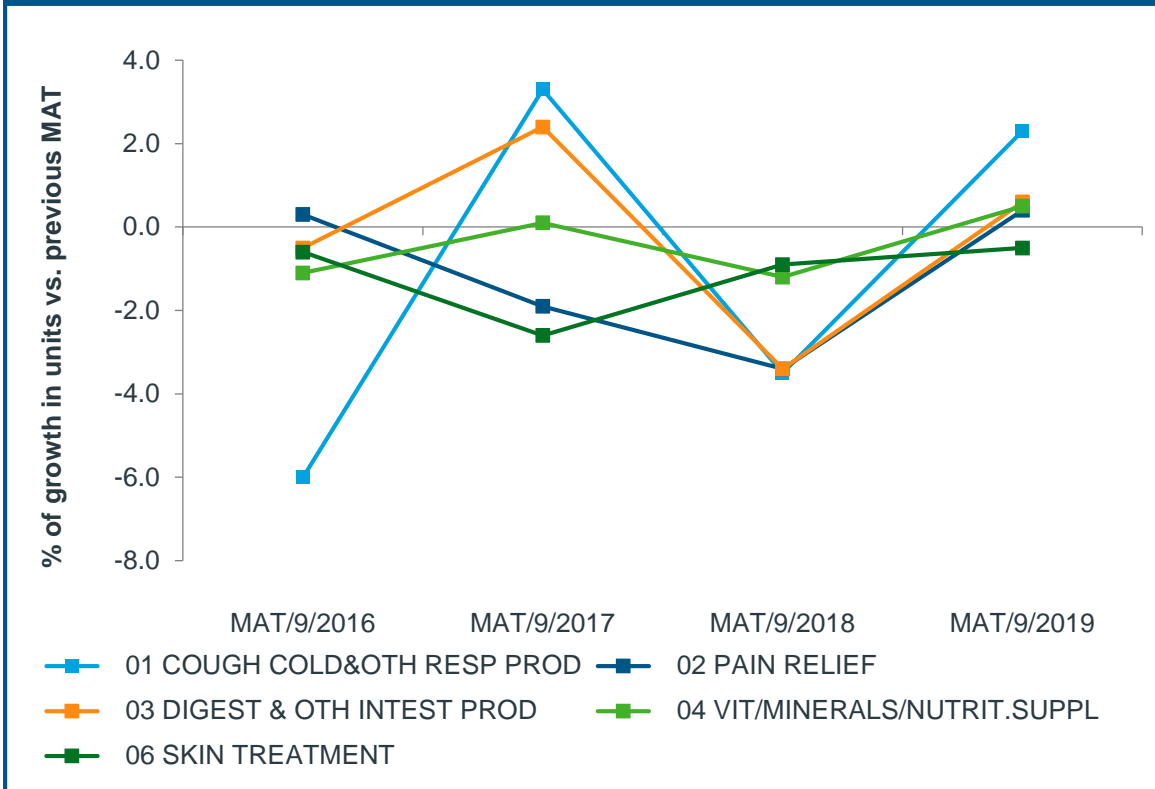
In value, the total CH market grows with 2,4%, where Personal Care is growing with 2,8%



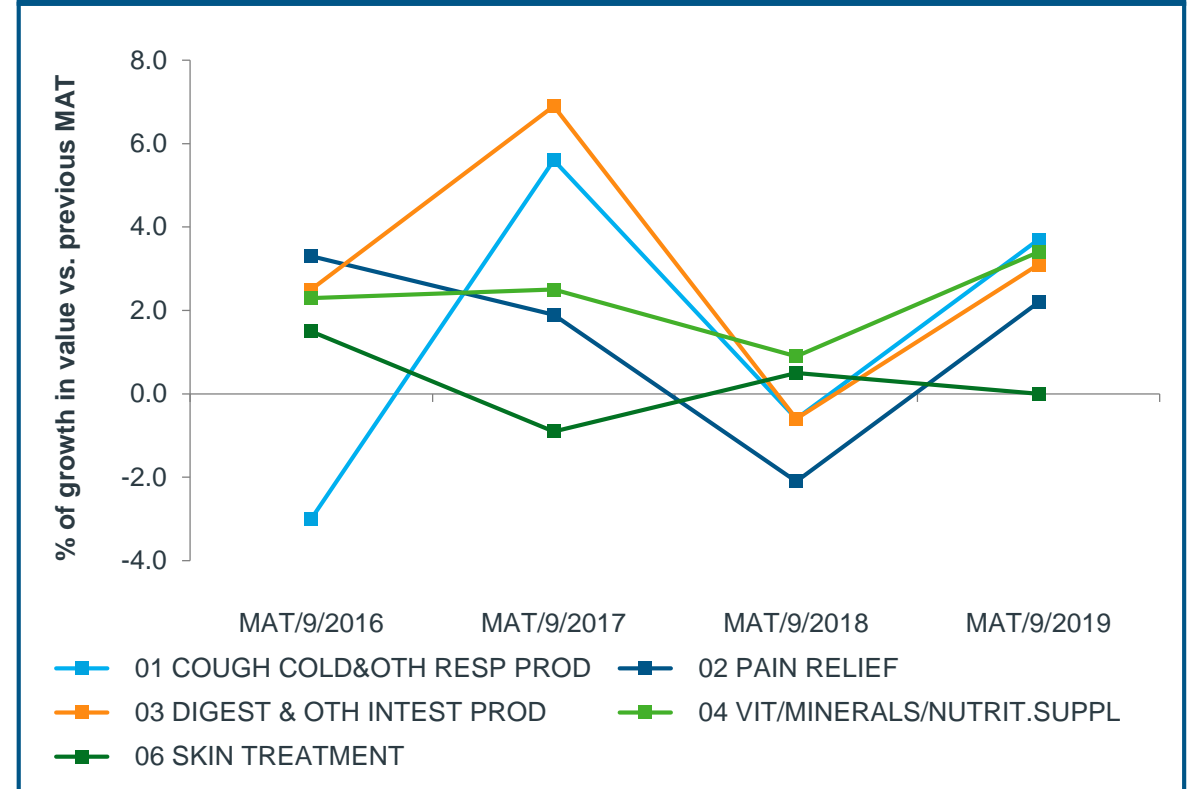
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



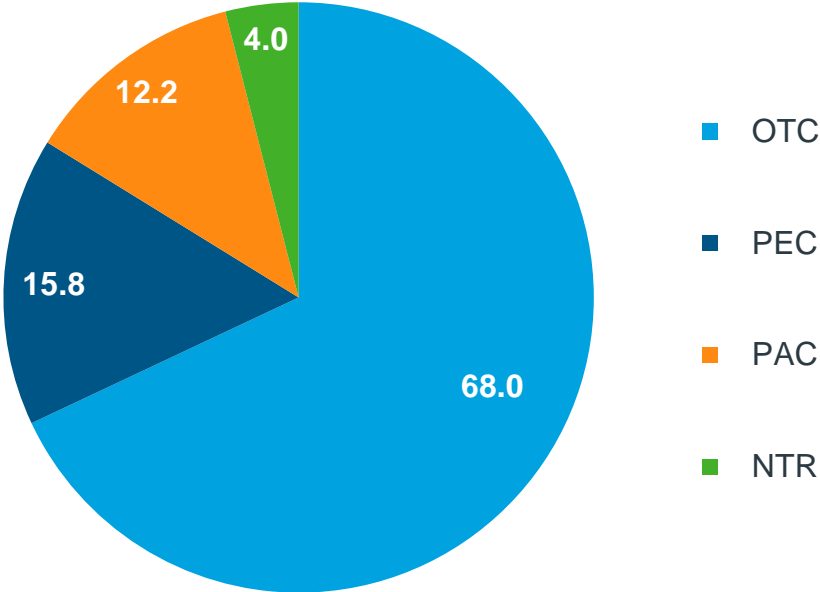
Sales Evolution – Value



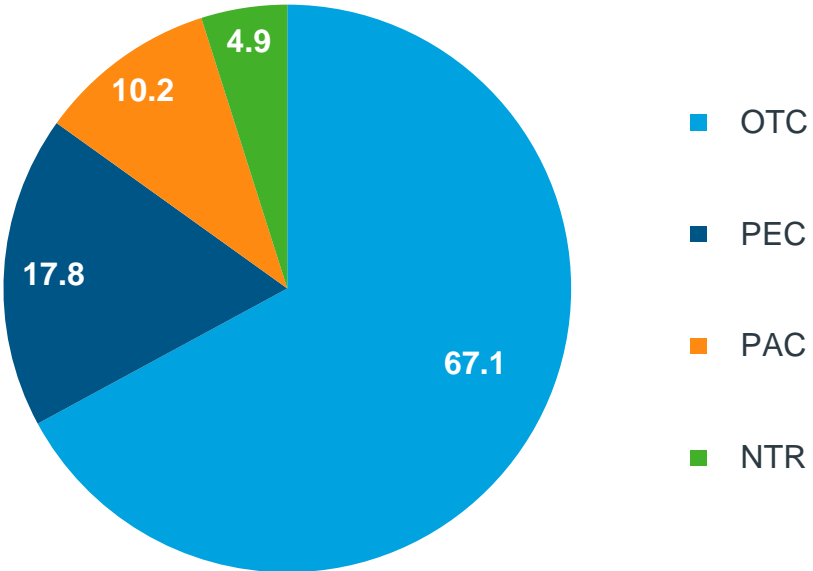
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 68% in units and 67,1% in value of the total CH market

Market Share in Units – MAT/09/2019



Market Share in Value – MAT/09/2019



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/09/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/09/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17,997,522	11.1	02A GENERAL PAIN RELIEF	154,103,248	7.6
01B COLD REMEDIES	11,469,765	7.1	01B COLD REMEDIES	91,924,488	4.5
01A COUGH PRODUCTS	7,085,130	4.4	04F MINERAL SUPPLEMENTS	68,123,784	3.4
01C SORE THROAT REMEDIES	5,493,873	3.4	02E MUSCULAR PAIN RELIEF	64,977,688	3.2
03C LAXATIVES	5,237,245	3.2	07A EYE CARE	64,801,948	3.2
07A EYE CARE	4,542,849	2.8	01A COUGH PRODUCTS	63,306,812	3.1
02E MUSCULAR PAIN RELIEF	3,640,100	2.3	35G MILK PRDS FOR CHILDREN	61,469,012	3.0
04E OTHER SPECIFIC VITAMINS	3,581,198	2.2	03C LAXATIVES	59,263,340	2.9
35G MILK PRDS FOR CHILDREN	3,100,271	1.9	01C SORE THROAT REMEDIES	45,845,464	2.3
04F MINERAL SUPPLEMENTS	3,068,538	1.9	02G JOINT CARE PRODUCTS	43,272,856	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/09/2019)
13	CALM/SLEEP&MOOD ENHANC PD	23,282
06	SKIN TREATMENT	16,545
08	EAR CARE	8,664
07	EYE CARE	6,348
17	HABIT TREATMENT	3,809
35	BABY FOODS	2,507
83	UNISEX BEAUTY PRODUCTS	2,150
58	ORTHOPAED/ANTIRHEUM AID	1,623
91	PERSONAL HYGIENE ACCESSOR	362
45	FIRST AID KITS	273

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/09/2019)
04	VIT. MIN. & NUTRIT. SUPPS	2,264,592
07	EYE CARE	530,612
13	CALM/SLEEP&MOOD ENHANC PD	526,962
03	DIGEST & OTH INTEST PROD	376,095
06	SKIN TREATMENT	324,142
17	HABIT TREATMENT	184,580
35	BABY FOODS	165,133
08	EAR CARE	161,434
66	CONTRACEPTION	105,154
58	ORTHOPAED/ANTIRHEUM AID	89,871

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/09/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/09/2019	% Growth in value
DAFALGAN	6,749,948	-1.2	DAFALGAN	64,546,937	-0.1
D-CURE	2,557,977	-2.0	VOLTAREN EMULGEL	27,859,530	5.4
NUROFEN	2,410,780	-0.4	D-CURE	25,743,911	0.4
ASAFLOW	2,151,169	1.2	NUROFEN	24,175,286	1.1
ISO-BETADINE	1,984,128	6.8	ASAFLOW	20,081,592	0.7
RHINATHIOL	1,748,634	0.4	OMNIBIONTA	17,008,060	-5.2
PERDOLAN	1,666,017	-0.8	STEOVIT	16,167,319	6.6
OTRIVINE	1,664,164	9.8	DAFLON	14,581,228	9.9
SOFRASOLONE	1,464,053	2.3	IMODIUM	14,568,343	6.0
SINUTAB	1,427,378	7.7	NICORETTE	14,064,604	12.8

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