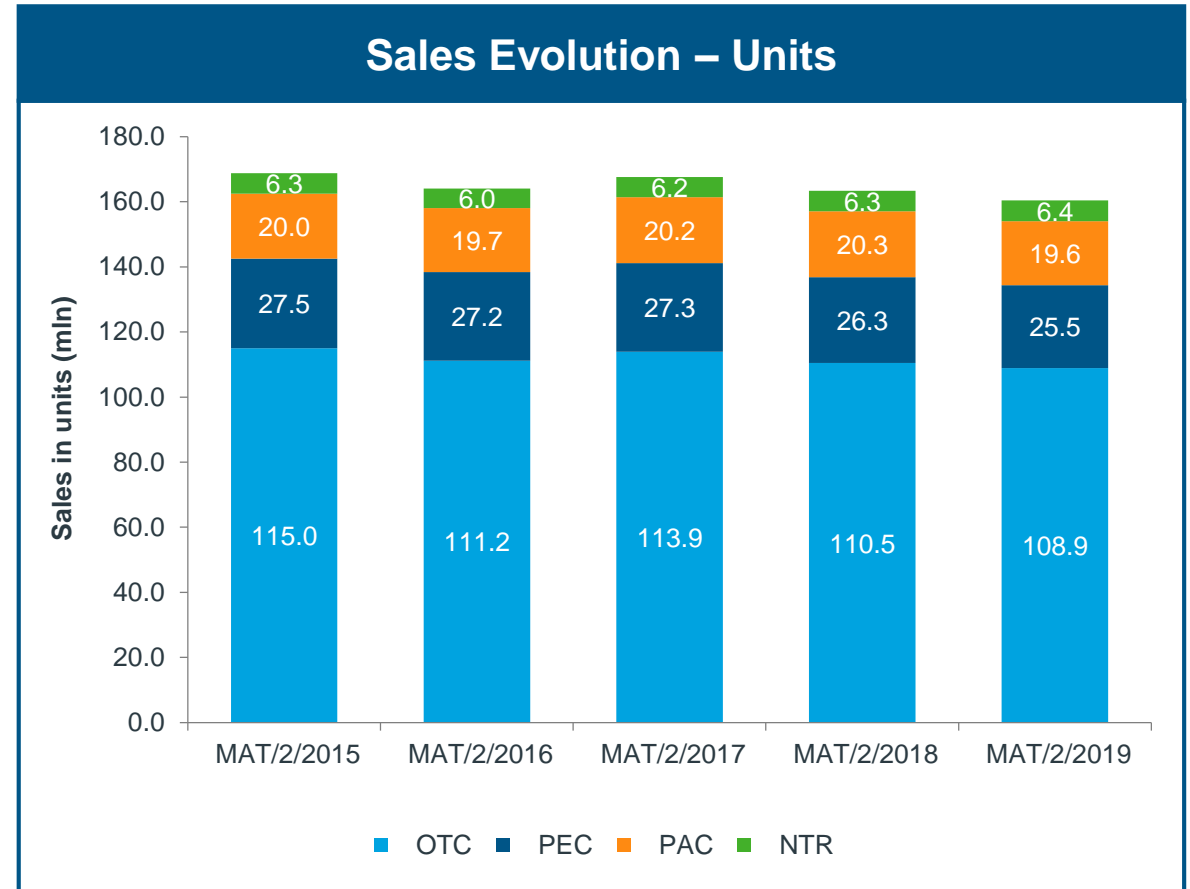
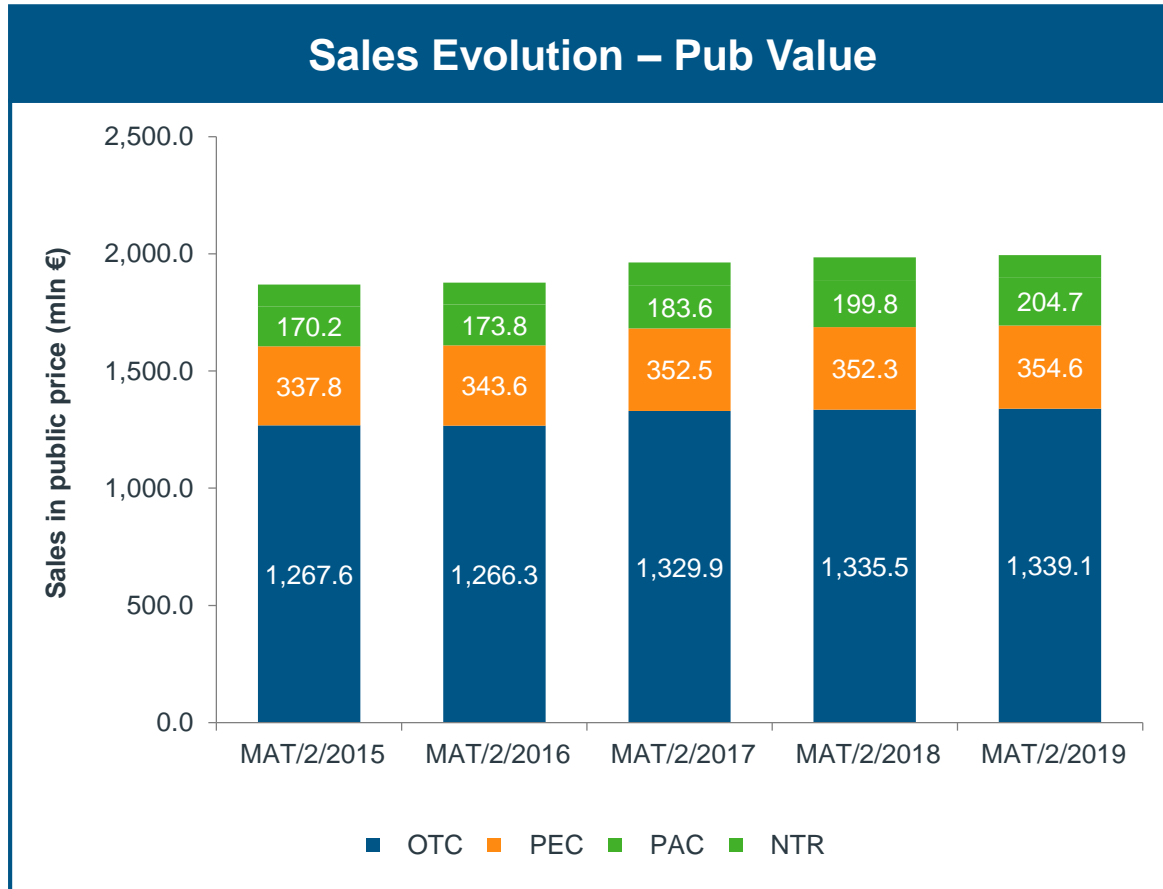
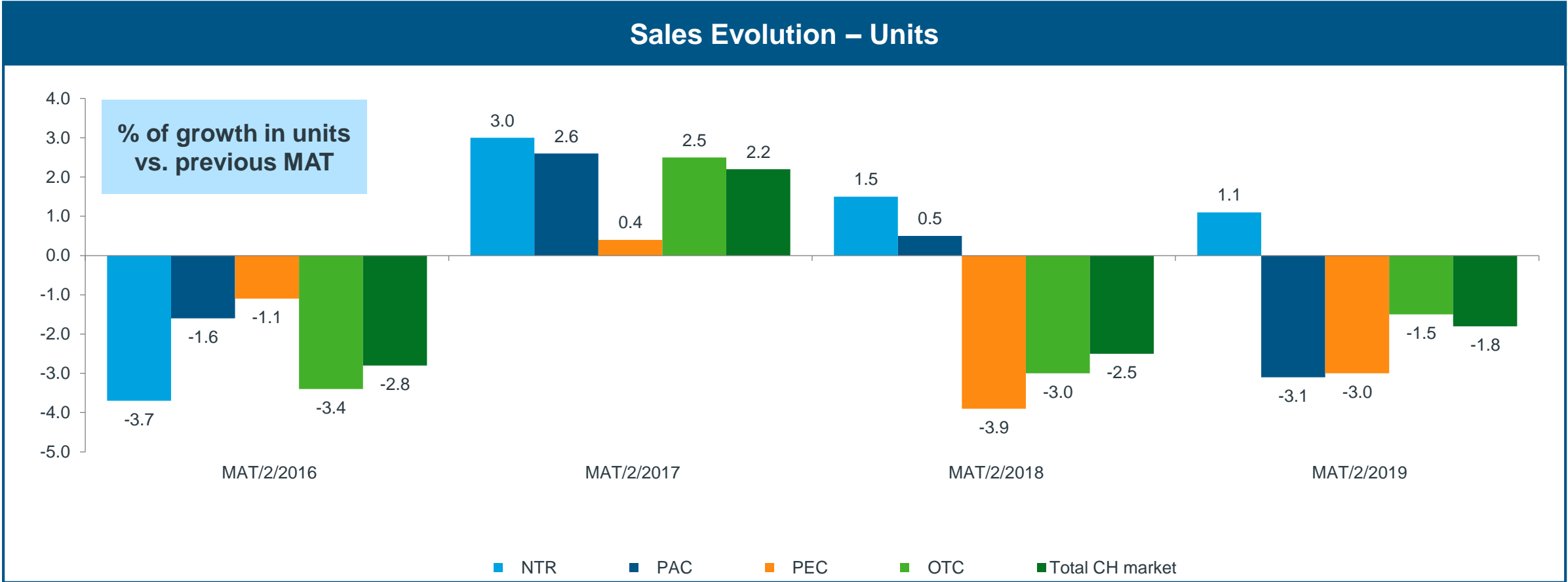


The Belgian Consumer Health market is worth €1,99 billion



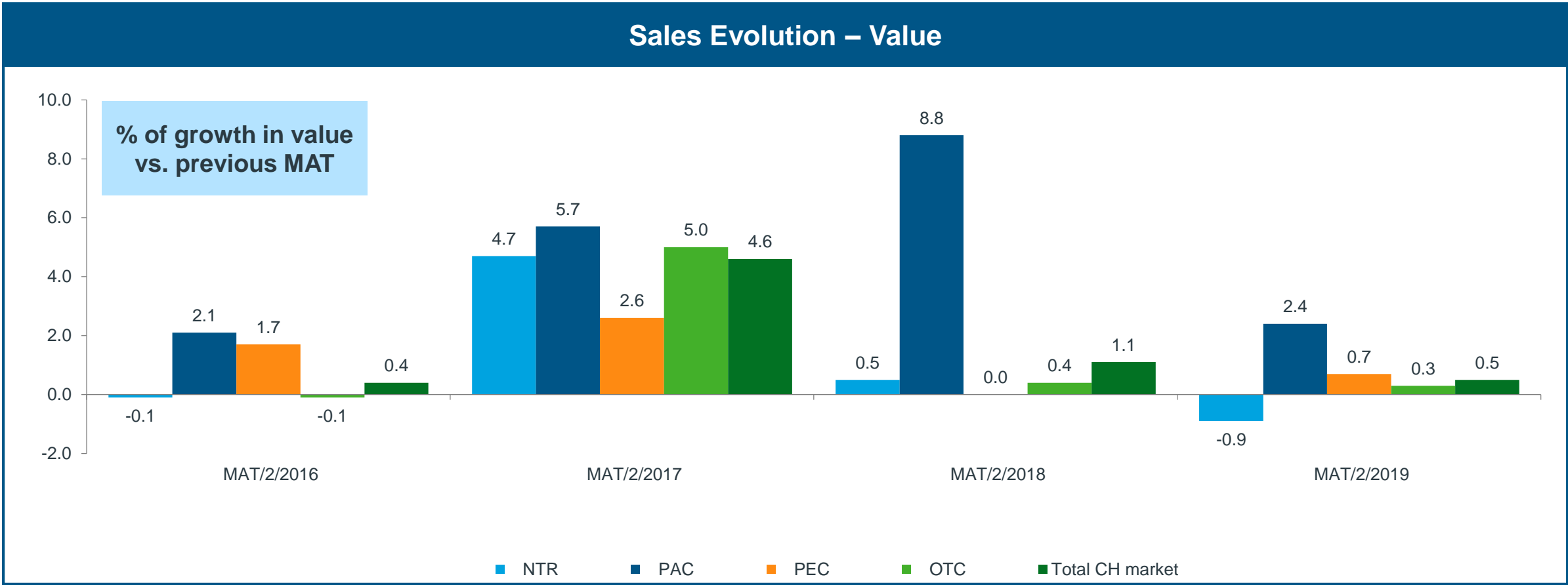
Source: IQVIA – CH Audits – Selling Out data

The total CH market in units shows a decrease of -1,8% while only the NUT market grows with 1,1% in units



Source: IQVIA – CH Audits – Selling Out data

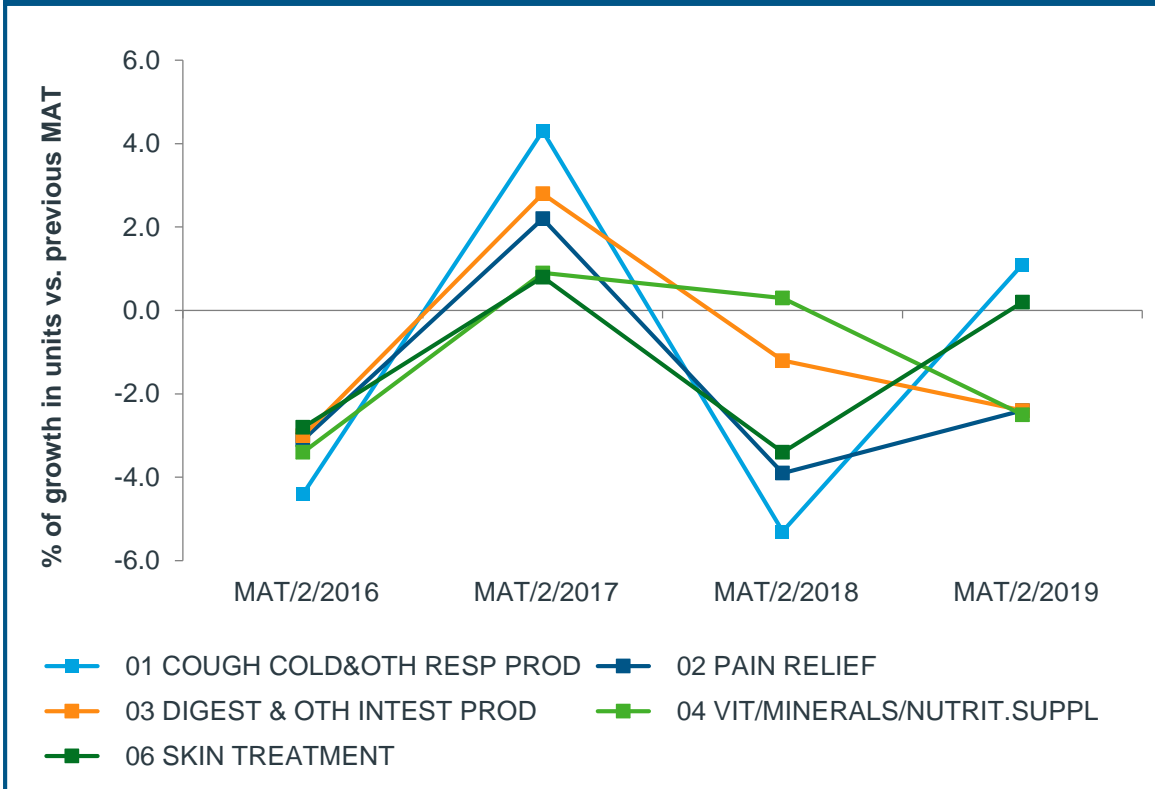
In value, the total CH market grows with 0,5%, and so does the PAC market with 2,4%



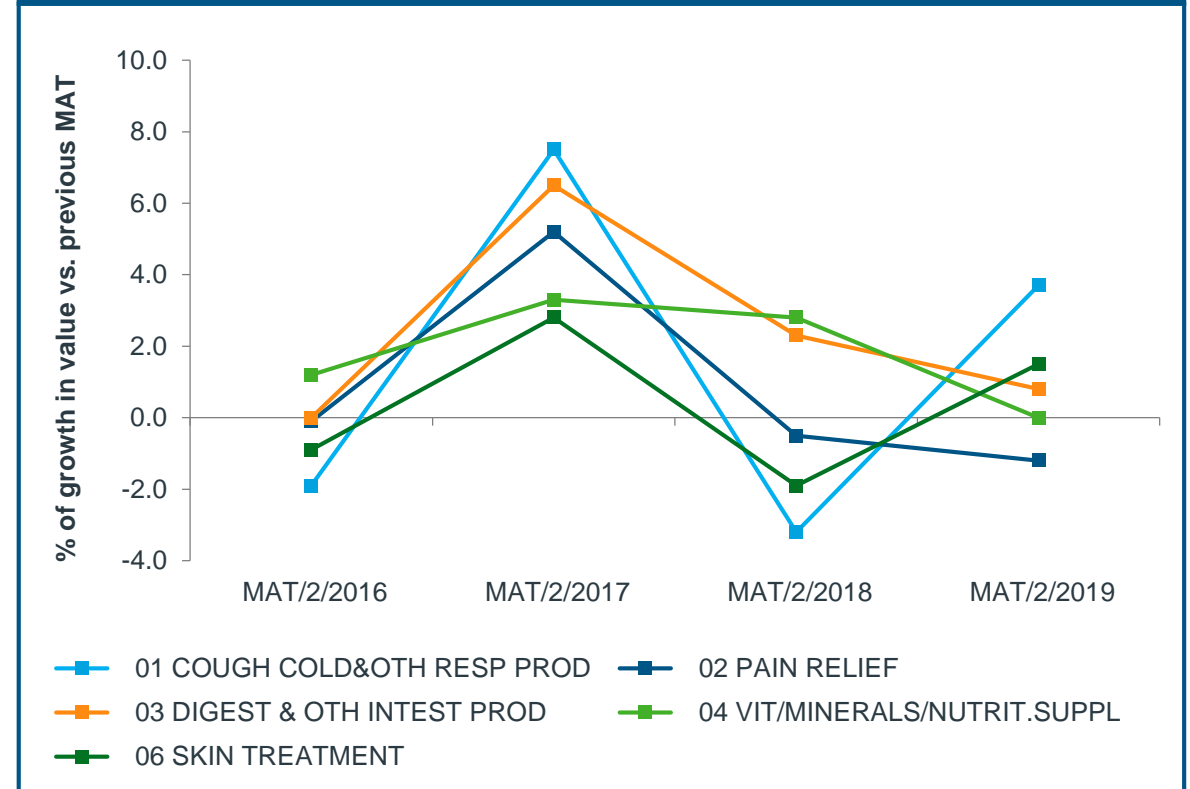
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



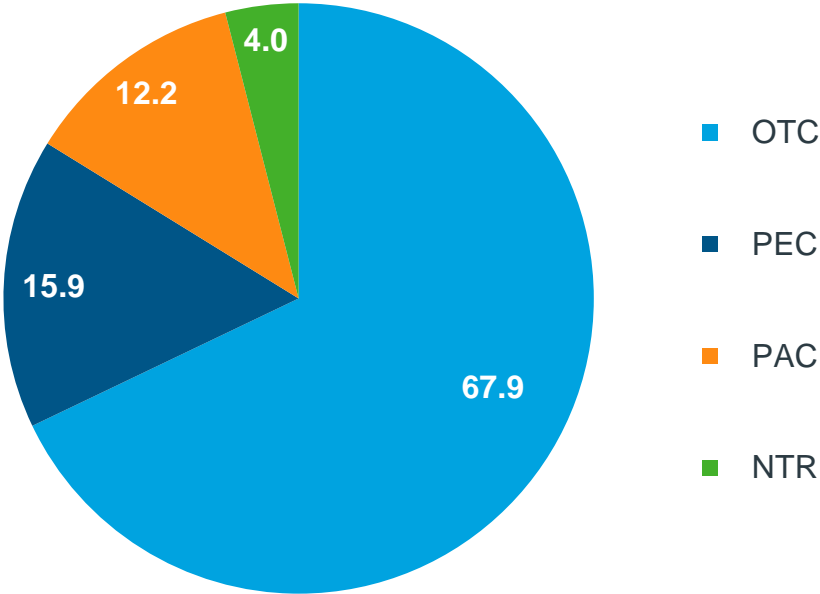
Sales Evolution – Value



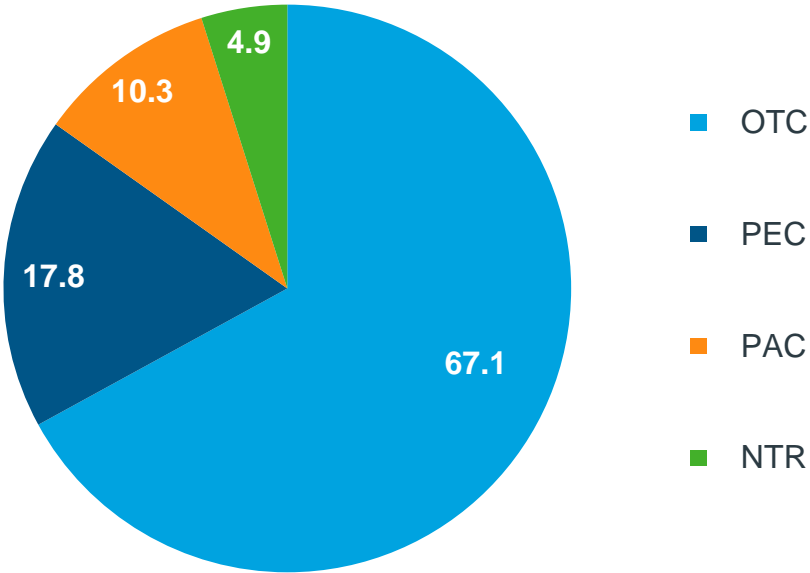
Source: IQVIA – CH Audits – Selling Out data

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/02/2019



Market Share in Value – MAT/02/2019



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/02/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/02/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17.884.586	11,1	02A GENERAL PAIN RELIEF	151.842.352	7,6
01B COLD REMEDIES	11.232.237	7,0	01B COLD REMEDIES	89.604.296	4,5
01A COUGH PRODUCTS	7.074.198	4,4	04F MINERAL SUPPLEMENTS	66.595.620	3,3
01C SORE THROAT REMEDIES	5.414.014	3,4	02E MUSCULAR PAIN RELIEF	63.685.960	3,2
03C LAXATIVES	5.270.843	3,3	01A COUGH PRODUCTS	62.596.928	3,1
07A EYE CARE	4.456.594	2,8	07A EYE CARE	62.318.736	3,1
02E MUSCULAR PAIN RELIEF	3.645.626	2,3	35G MILK PRDS FOR CHILDREN	59.780.388	3,0
04E OTHER SPECIFIC VITAMINS	3.469.068	2,2	03C LAXATIVES	59.213.172	3,0
04F MINERAL SUPPLEMENTS	3.055.795	1,9	01C SORE THROAT REMEDIES	44.883.652	2,2
35G MILK PRDS FOR CHILDREN	3.030.143	1,9	02G JOINT CARE PRODUCTS	42.116.648	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	61.564
01	COUGH COLD&OTH RESP PROD	16.778
08	EAR CARE	7.613
56	TESTS+MEASURING INSTRUMNT	6.303
47	ADVANCED DRESSINGS	5.792
17	HABIT TREATMENT	4.328
35	BABY FOODS	3.638
13	CALM/SLEEP&MOOD ENHANC PD	3.050
57	MEDICAL/SURGICAL AIDS	2.551
09	MOUTH TREATMENT PRODUCTS	2.404

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT)
53	PRDS FOR BLADDER PROBLEMS	6.103.480
04	VIT. MIN. & NUTRIT. SUPPS	1.822.305
01	COUGH COLD&OTH RESP PROD	1.792.199
57	MEDICAL/SURGICAL AIDS	552.750
03	DIGEST & OTH INTEST PROD	550.147
17	HABIT TREATMENT	242.170
47	ADVANCED DRESSINGS	237.648
13	CALM/SLEEP&MOOD ENHANC PD	191.112
08	EAR CARE	171.356
30	ENTERAL NUTRITION PRD	156.968

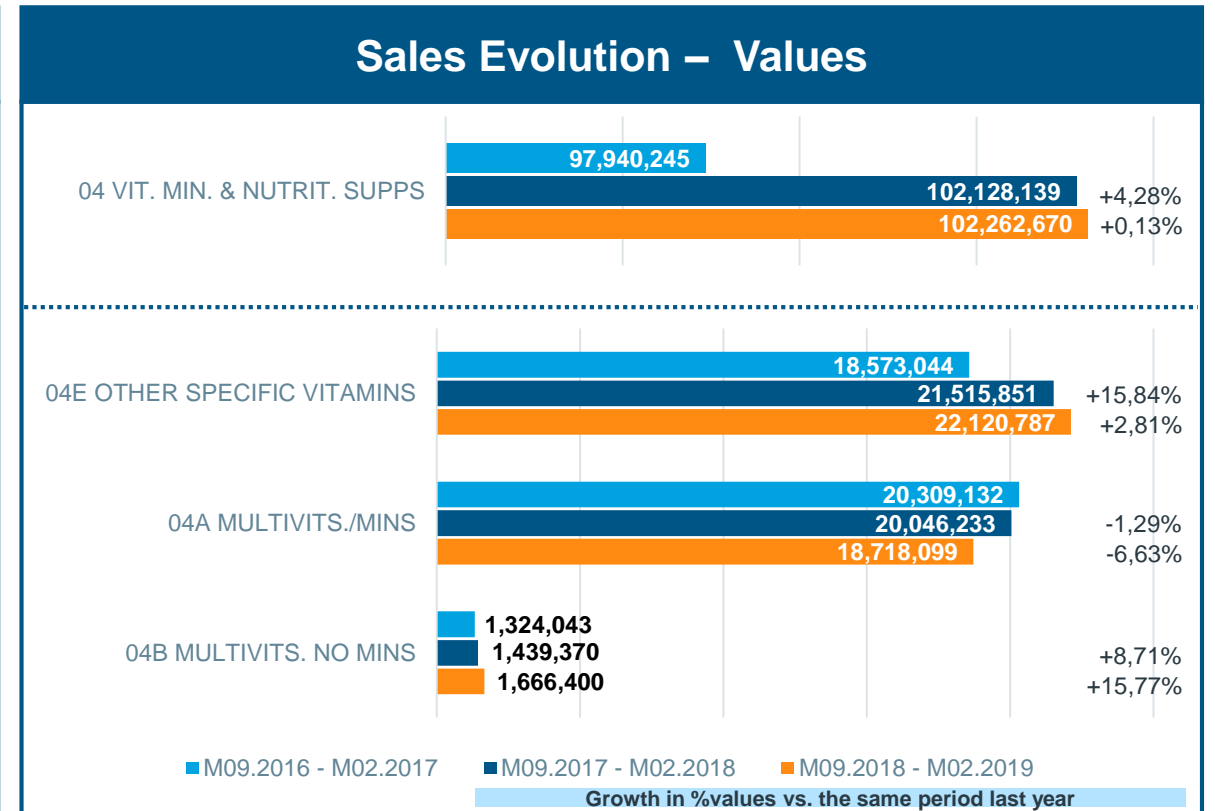
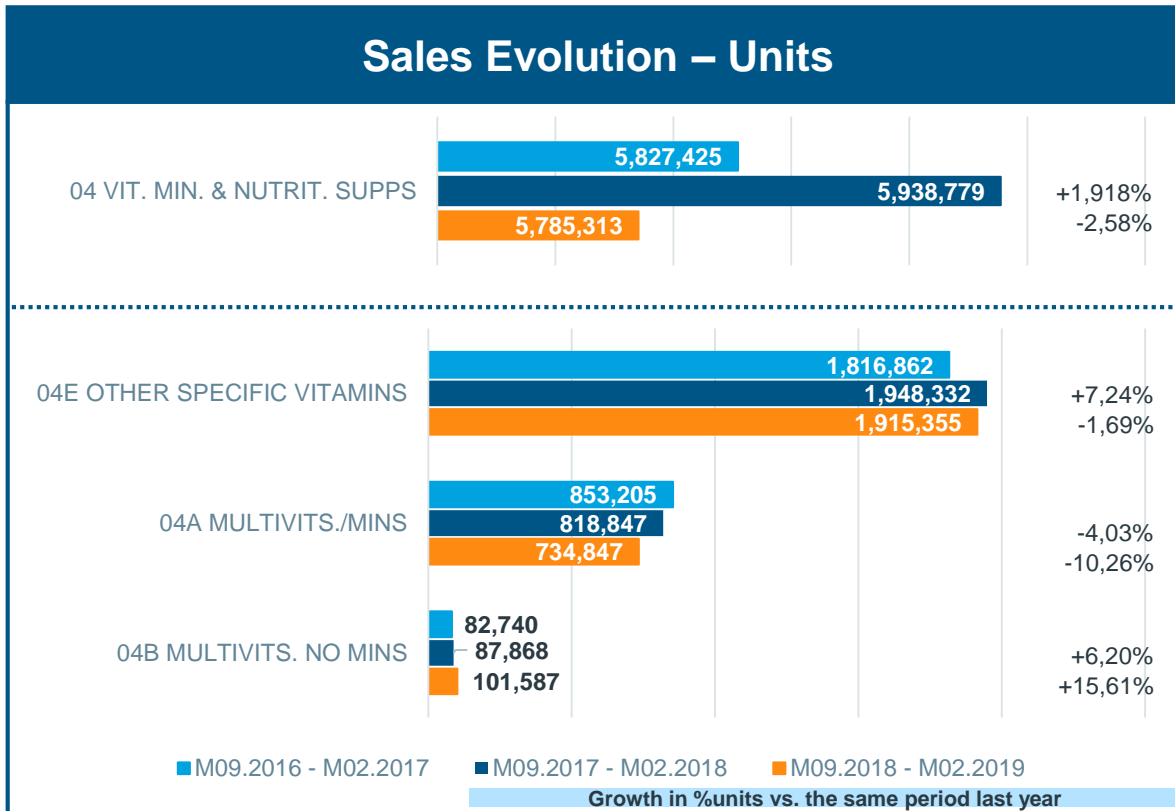
Source: IQVIA – CH Audits – Selling Out data
 *Analysis done on brandlevel™

The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/02/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/02/2019	% Growth in value
DAFALGAN	6.731.709	-3,8	DAFALGAN	63.812.018	-3,5
D-CURE	2.544.433	-6,0	VOLTAREN EMULGEL	26.654.210	-7,3
NUROFEN	2.393.129	-1,9	D-CURE	25.270.474	-3,4
ASAFLOW	2.139.832	-1,0	NUROFEN	23.796.547	-0,1
ISO-BETADINE	1.900.784	4,8	ASAFLOW	20.102.788	-0,5
RHINATHIOL	1.746.529	-0,4	OMNIBIONTA	17.527.531	-4,8
PERDOLAN	1.660.885	-3,4	STEOVIT	15.352.991	0,2
OTRIVINE	1.589.829	3,0	NUTRILON (2)	14.488.585	-27,9
SOFRASOLONE	1.409.158	-6,3	IMODIUM	13.935.373	2,8
PARACETAMOL TEVA	1.395.939	-5,3	ENTEROL	13.649.274	-2,6

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

Seasonal sales evolution: 04 Vitamins Market (September – February 2019)



- In Units we see a decline in the period September 2018 – February 2019, after growth for the period September 2017 – February 2019.
- In Values we observe an overall increase of the 04 Vitamins Market, for the selected period, year of year.