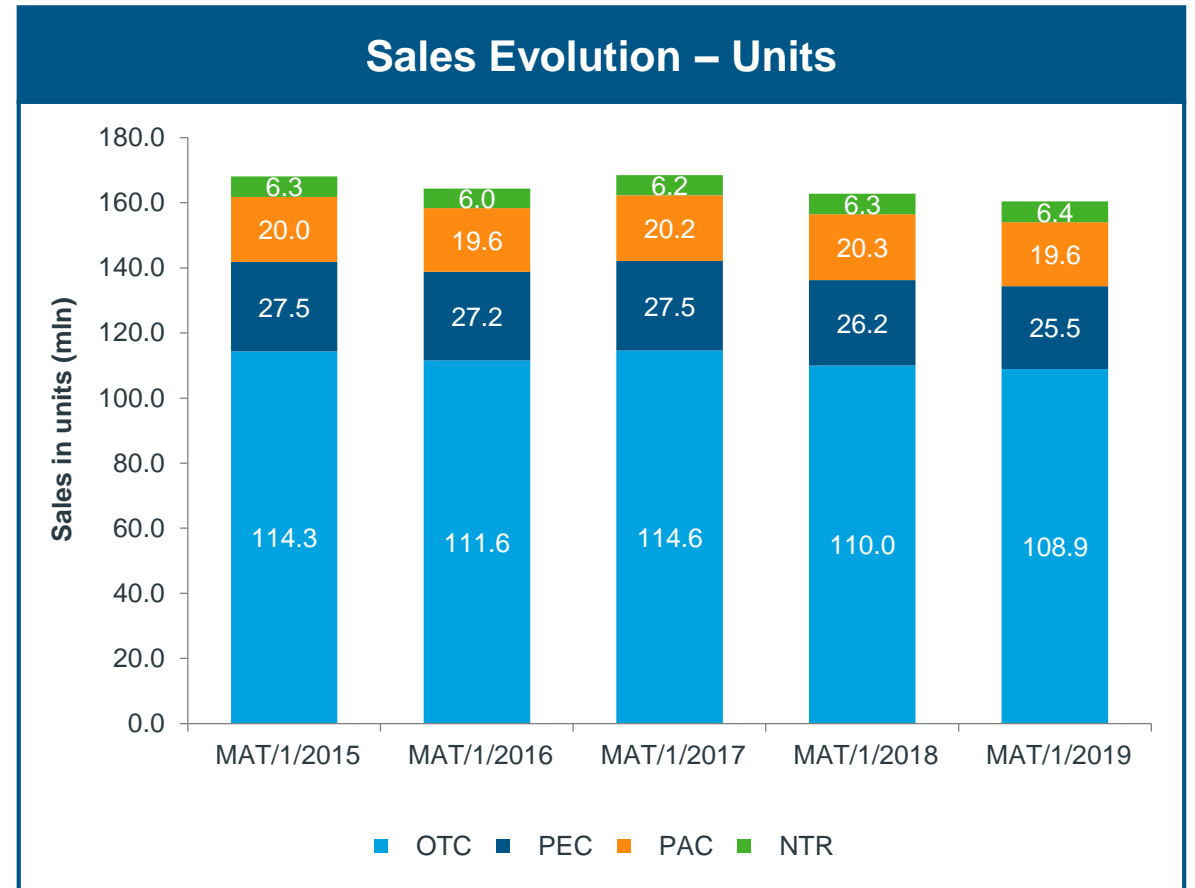
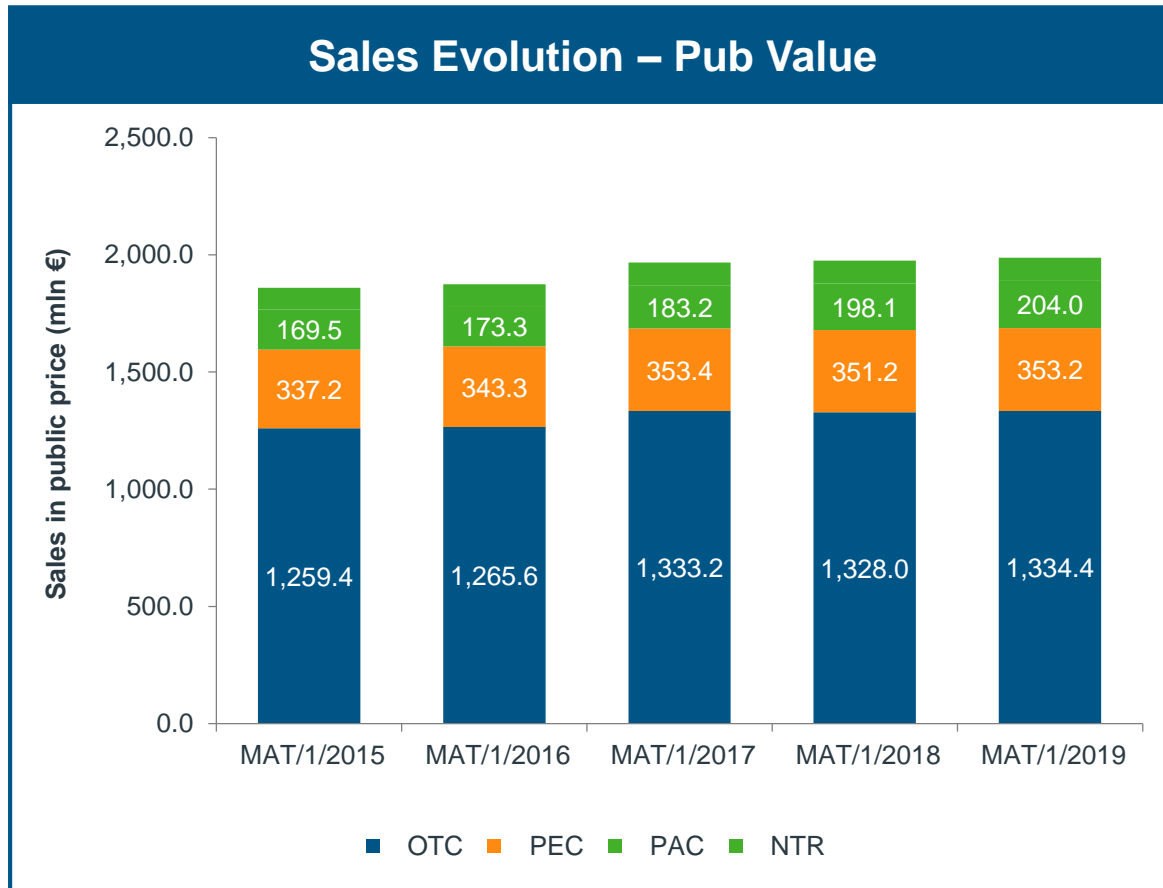
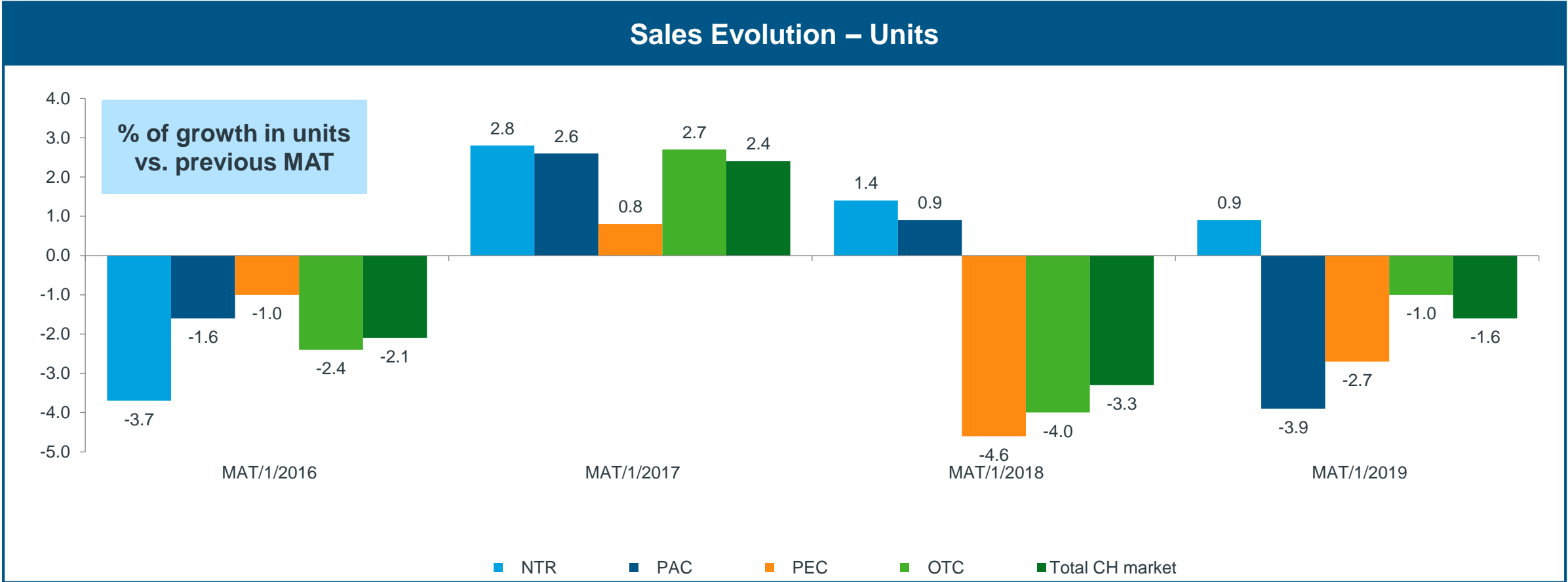


# The Belgian Consumer Health market is worth €1,99 billion



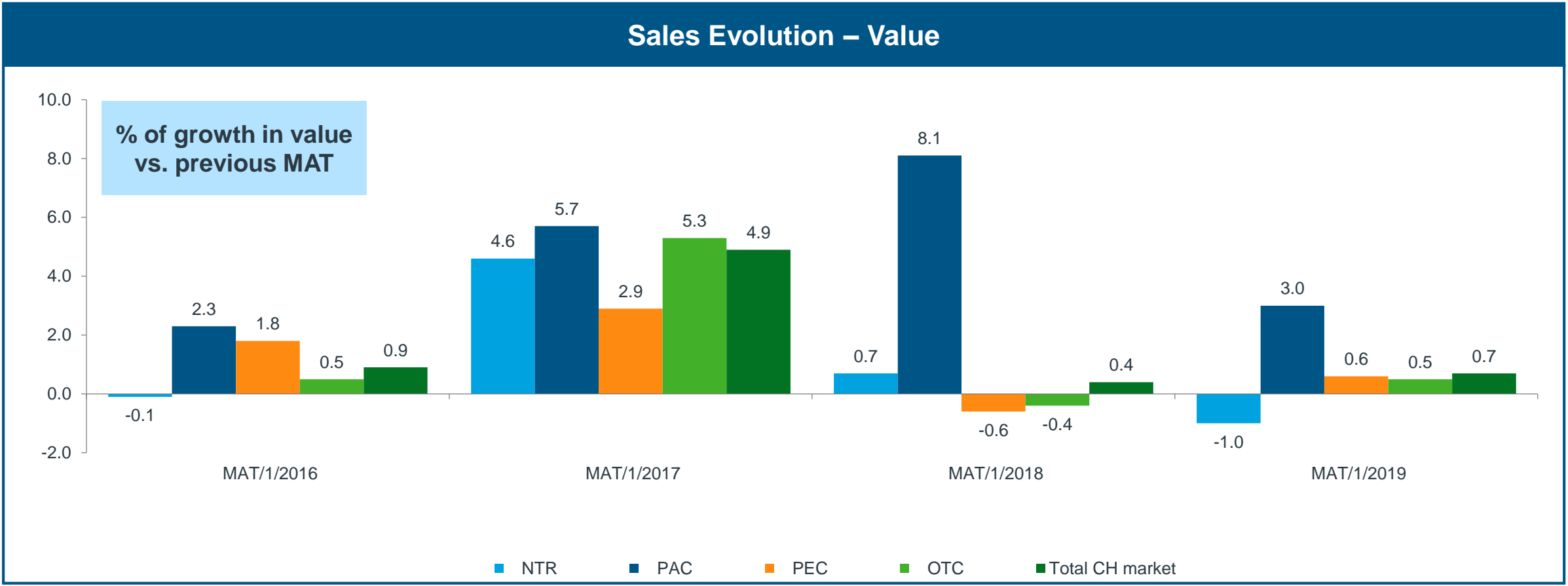
Source: IQVIA – CH Audits – Selling Out data

# The total CH market in units shows a decrease of -1,6% while only the NUT market grows with 0,9% in units



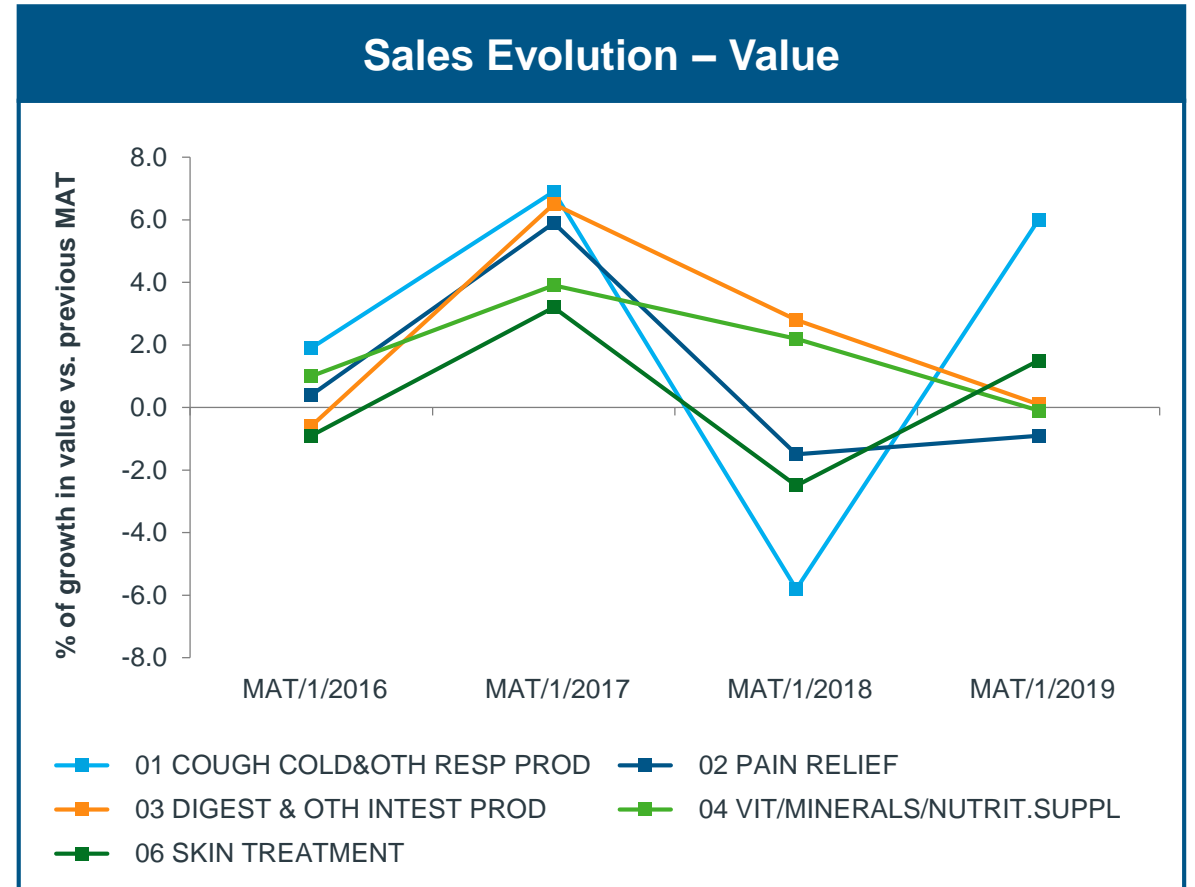
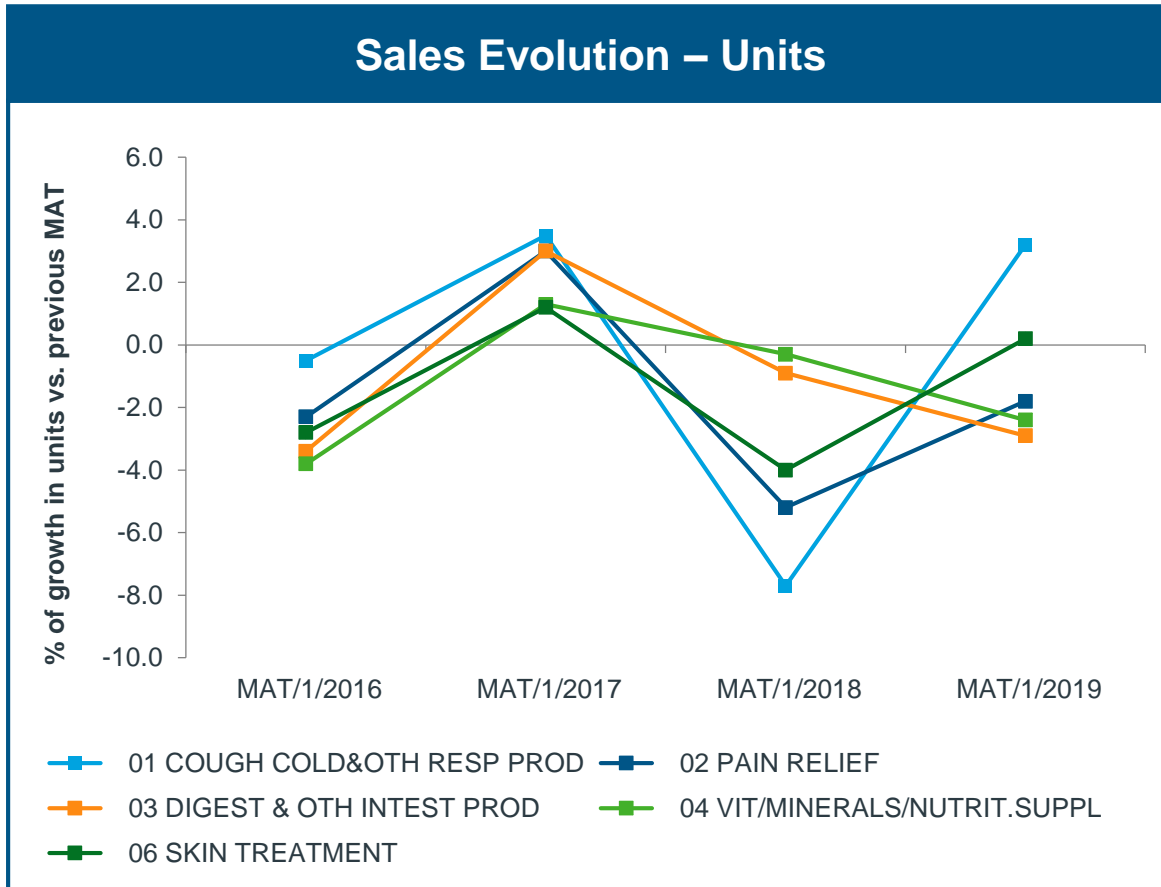
Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market grows with 0,7%, and so does the PAC market with 3,0%



Source: IQVIA – CH Audits – Selling Out data

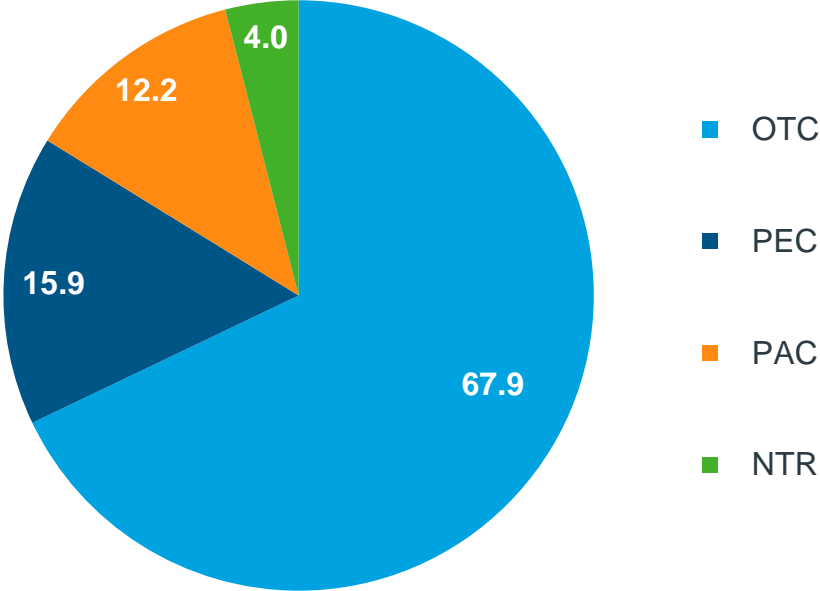
# Top 5 OTC classes sales evolution



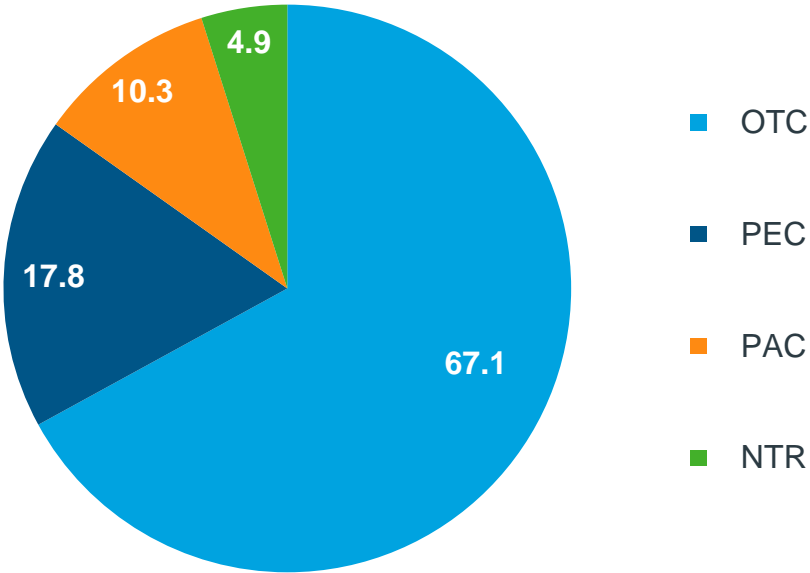
Source: IQVIA – CH Audits – Selling Out data

# 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/01/2019



Market Share in Value – MAT/01/2019



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/01/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/01/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17.897.012	11,2	02A GENERAL PAIN RELIEF	151.957.712	7,6
01B COLD REMEDIES	11.231.761	7,0	01B COLD REMEDIES	89.382.344	4,5
01A COUGH PRODUCTS	7.188.206	4,5	04F MINERAL SUPPLEMENTS	66.260.756	3,3
01C SORE THROAT REMEDIES	5.499.895	3,4	02E MUSCULAR PAIN RELIEF	63.396.376	3,2
03C LAXATIVES	5.274.288	3,3	01A COUGH PRODUCTS	63.358.204	3,2
07A EYE CARE	4.409.594	2,8	07A EYE CARE	61.585.596	3,1
02E MUSCULAR PAIN RELIEF	3.641.304	2,3	35G MILK PRDS FOR CHILDREN	59.633.272	3,0
04E OTHER SPECIFIC VITAMINS	3.464.531	2,2	03C LAXATIVES	59.141.852	3,0
04F MINERAL SUPPLEMENTS	3.047.035	1,9	01C SORE THROAT REMEDIES	45.546.136	2,3
35G MILK PRDS FOR CHILDREN	3.022.463	1,9	02G JOINT CARE PRODUCTS	41.727.384	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)
01	COUGH COLD&OTH RESP PROD	202.683,00
30	ENTERAL NUTRITION PRD	69.047,00
56	TESTS+MEASURING INSTRUMNT	11.117,00
57	MEDICAL/SURGICAL AIDS	9.194,00
08	EAR CARE	6.788,00
35	BABY FOODS	5.136,00
17	HABIT TREATMENT	3.929,00
09	MOUTH TREATMENT PRODUCTS	3.025,00
52	INCONTINENCE CARE PRDS	2.579,00
46	WOUND CARE	1.904,00

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT)
53	PRDS FOR BLADDER PROBLEMS	7.774.819,50
01	COUGH COLD&OTH RESP PROD	3.363.307,80
04	VIT. MIN. & NUTRIT. SUPPS	1.818.601,00
57	MEDICAL/SURGICAL AIDS	596.668,40
30	ENTERAL NUTRITION PRD	275.764,00
17	HABIT TREATMENT	231.365,30
03	DIGEST & OTH INTEST PROD	229.658,00
47	ADVANCED DRESSINGS	187.732,40
56	TESTS+MEASURING INSTRUMNT	178.908,40
08	EAR CARE	157.116,60

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

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

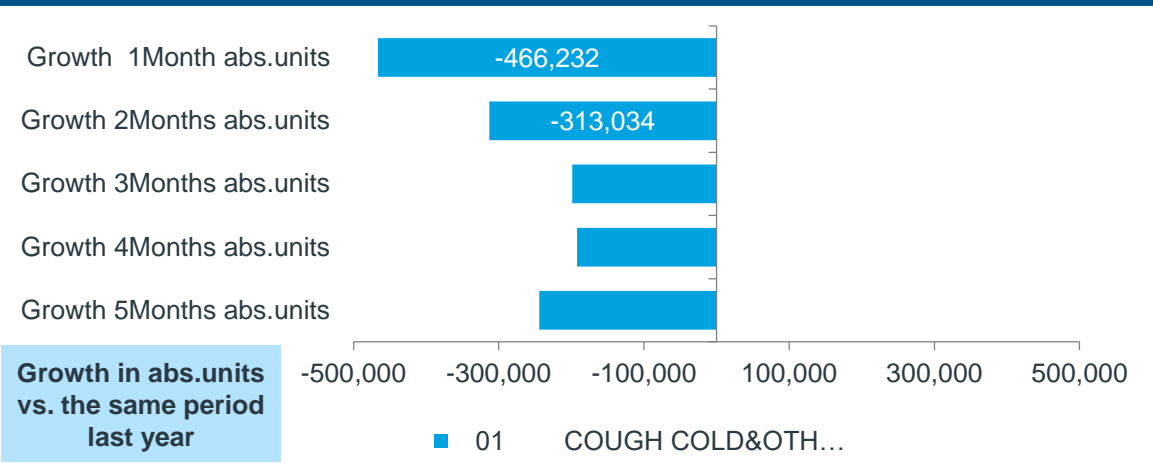
Top 10 Best Selling Products	Units abs. MAT/01/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/01/2019	% Growth in value
DAFALGAN	6.756.001	-3,0	DAFALGAN	64.072.285	0,0
D-CURE	2.555.728	-5,4	VOLTAREN EMULGEL	26.522.666	-0,1
NUROFEN	2.389.376	-1,3	D-CURE	25.320.054	0,0
ASAFLOW	2.132.122	-1,4	NUROFEN	23.739.269	0,0
ISO-BETADINE	1.891.092	4,9	ASAFLOW	20.028.242	0,0
RHINATHIOL	1.757.352	1,7	OMNIBIONTA	17.514.209	0,0
PERDOLAN	1.653.727	-3,2	STEOVIT	15.211.818	0,0
OTRIVINE	1.569.680	2,3	NUTRILON (2)	15.074.006	-0,3
PARACETAMOL TEVA	1.413.323	-3,0	IMODIUM	13.847.382	0,0
SOFRASOLONE	1.409.751	-5,4	ENTEROL	13.597.349	0,0

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

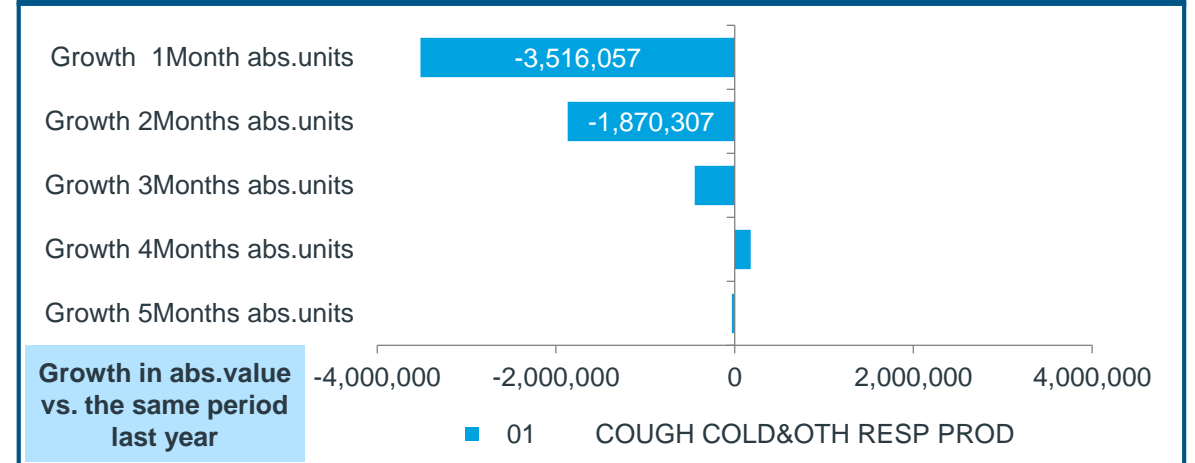


# Seasonal sales evolution: 01A-B-C Cough & Cold market (September – January 2019)

## Sales Evolution – Abs.Units



## Sales Evolution – Abs.Value



- The Cough & Cold market registered a slight negative evolution in January vs. January last year, both in units and value (public price)
- Cumulated we observe a decline both in units and values (public price).

Source: IQVIA – CH Audits - Selling Out data

\*1Month = first month of the season

\*2Months = 2 first months of the season

\*3Months = 3 first months of the season

\*4Months = 4 first months of the season

\*5Months = complete season

# The top 10 decreasing products in the 01 Cold Market in December (in absolute growth)

Top 10 decreasing products in the Cough & Cold market in units	Units abs. Month/01/2019	Growth in abs. units	Top 10 decreasing products in the Cough & Cold market in value	Value abs. Month/01/2019	Growth in abs. value
OROFAR	1.572	-34.205	OROFAR	15.694	-341.472
OSCILLOCOCC.BOIRON	21.775	-14.295	OSCILLOCOCC.BOIRON	468.307	-290.406
SIROXYL	48.301	-9.789	BRONCHOSTOP	63.579	-86.646
RHINI-SAN	637	-8.831	SIROXYL	394.717	-74.519
BRONCHOSTOP	5.413	-7.651	RHINI-SAN	4.905	-67.999
NOSCAFLEX EXPECT.	635	-5.572	CIRRUS IMP>>	66.208	-38.724
CIRRUS IMP>>	8.328	-4.871	STODAL BOIRON	97.278	-36.883
STODAL BOIRON	10.869	-4.121	NOSCAFLEX EXPECT.	5.048	-36.352
RHINATHIOL	189.513	-3.988	PHOLCO MEREPRINE	253.222	-33.425
PHOLCO MEREPRINE	27.796	-3.669	BISOLTUSSIN	12.659	-31.433

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