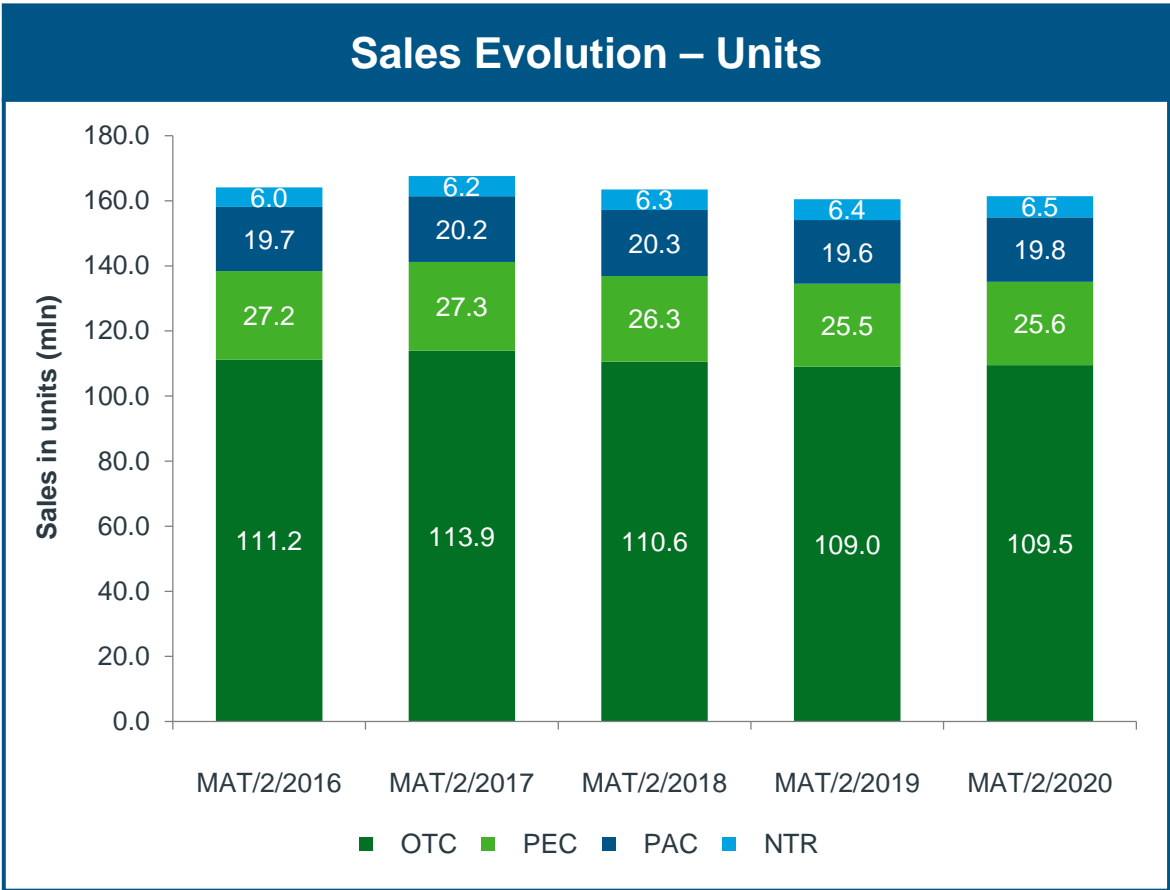
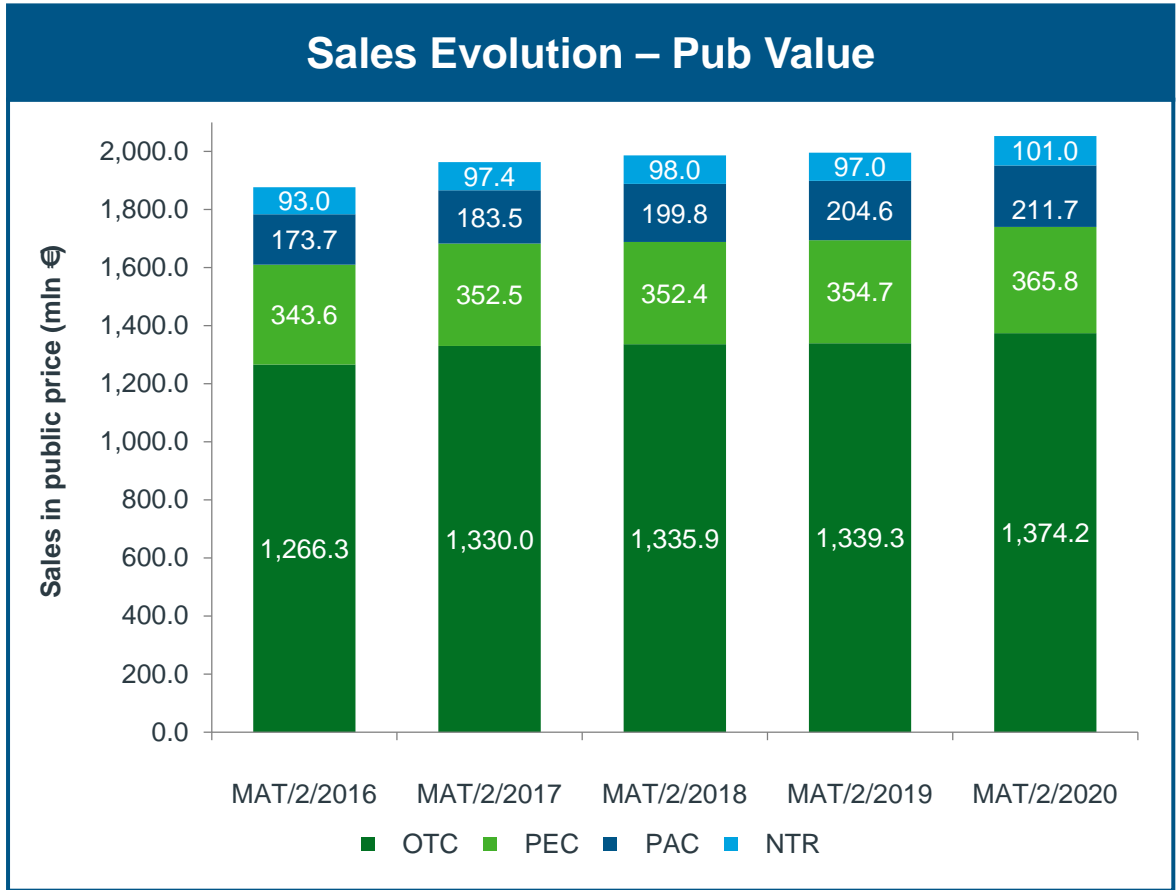
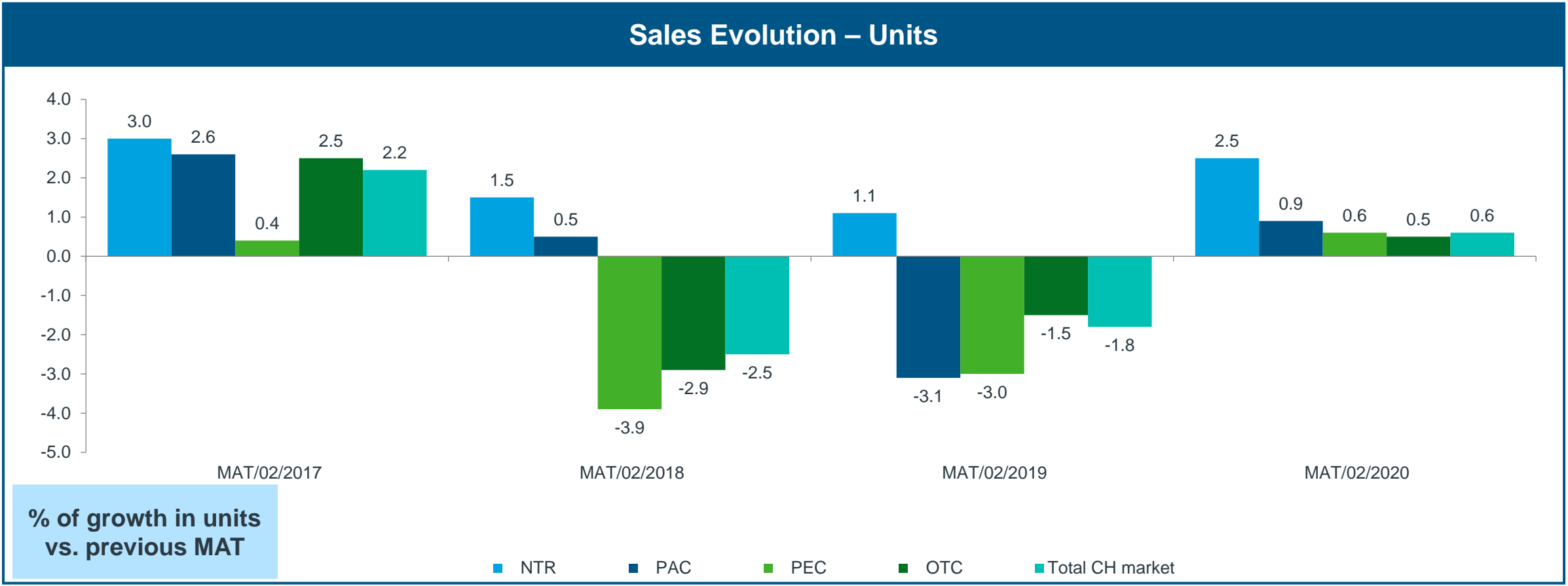


The Belgian Consumer Health market is worth €2,05 billion



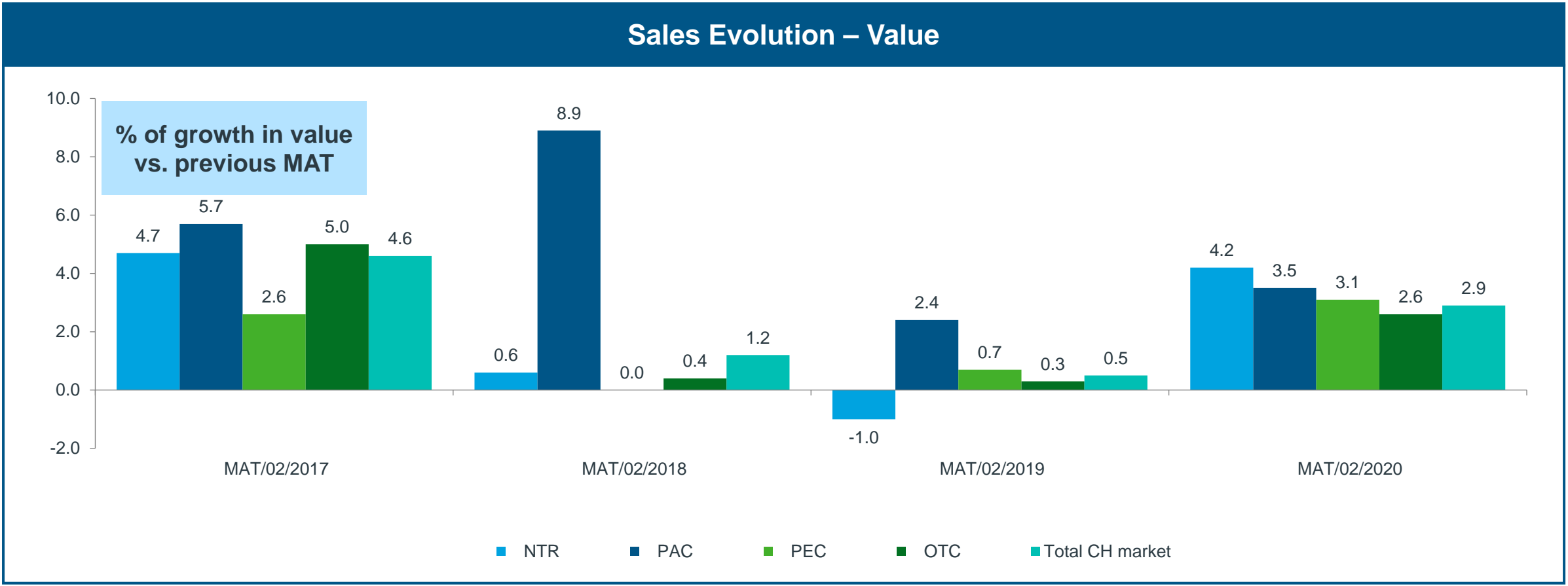
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 0,6% while the NUT market is growing with 2,5% in units



Source: IQVIA – CH Audits – Selling Out data

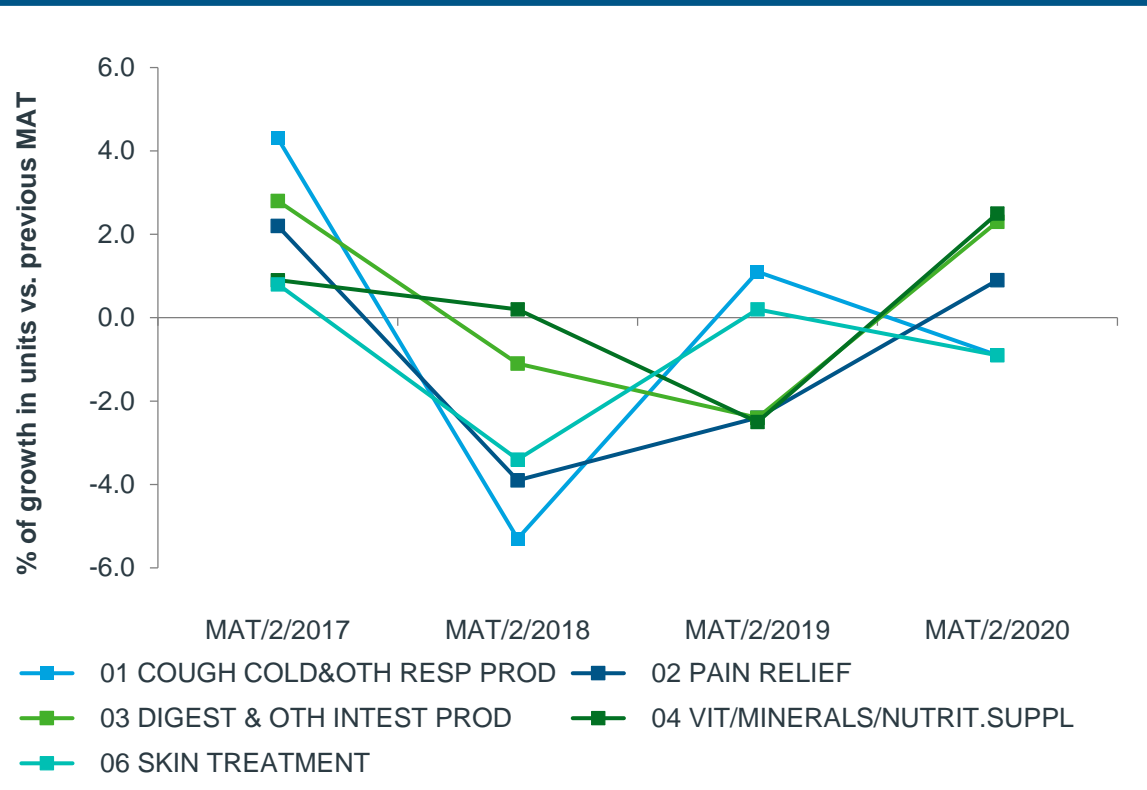
In value, the total CH market grows with 2,9%, where Personal Care is growing with 3,1%



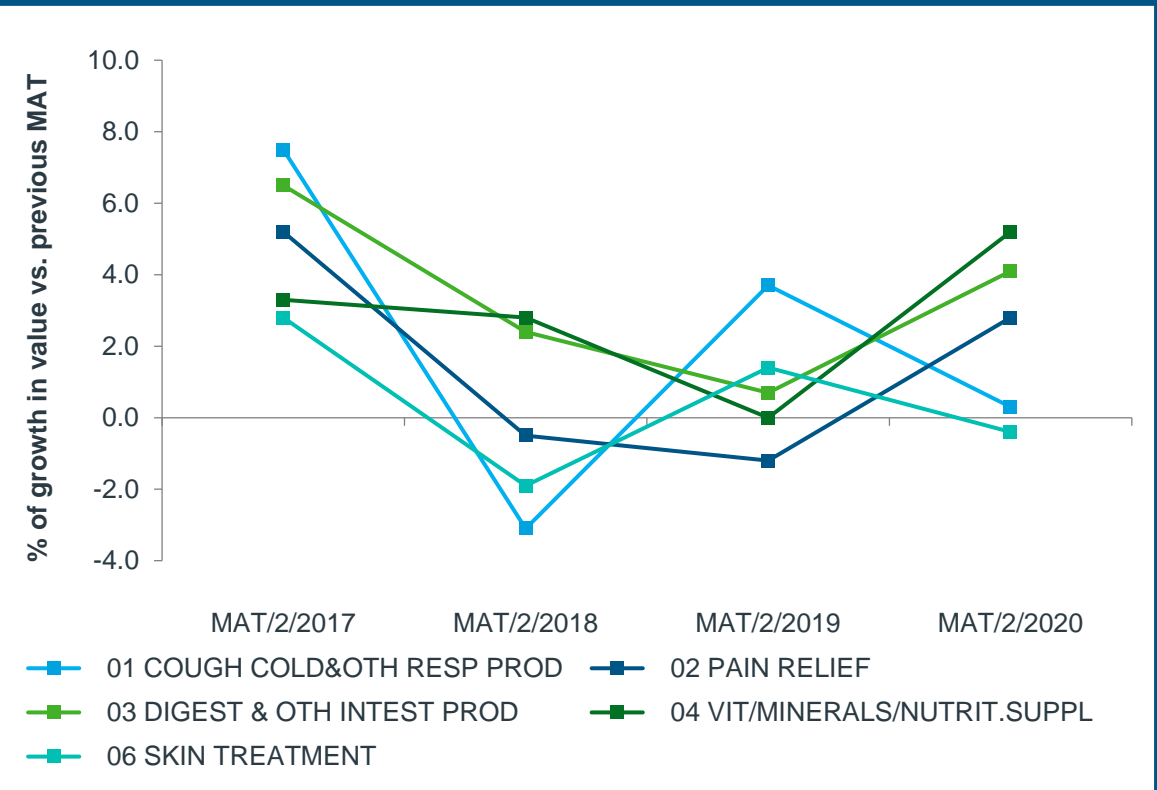
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



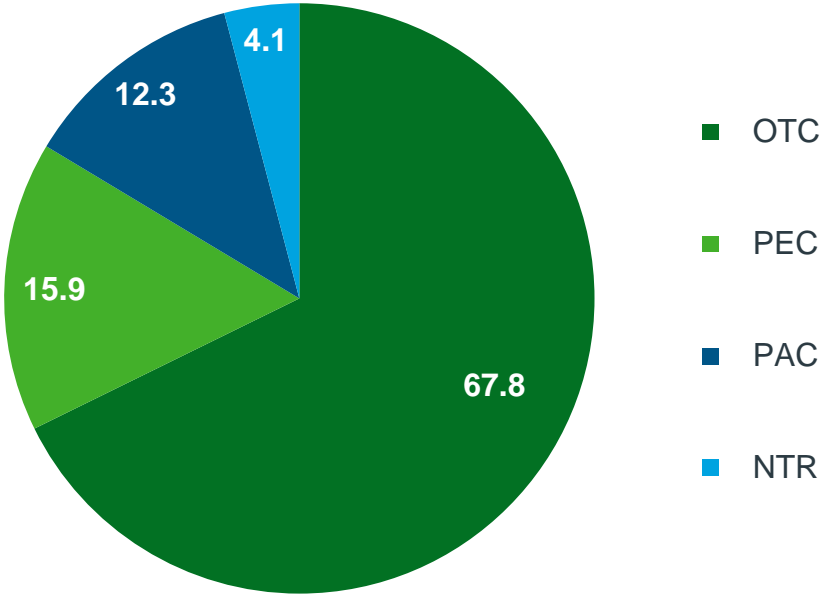
Sales Evolution – Value



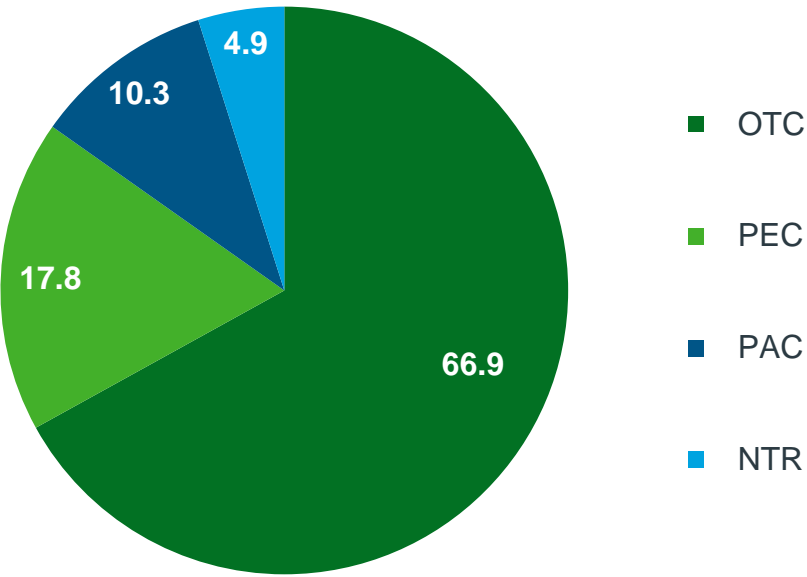
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67.8% in units and 66,9% in value of the total CH market

Market Share in Units – MAT/02/2020



Market Share in Value – MAT/02/2020



Source: IQVIA – CH Audits – Selling Out data

The top 10 best selling OTC2 classes in CH in units and value

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/02/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/02/2020	% of the CH Market
02A GENERAL PAIN RELIEF	18,017,438	11.2	02A GENERAL PAIN RELIEF	€ 156,199,920	7.6
01B COLD REMEDIES	11,108,645	6.9	01B COLD REMEDIES	€ 89,610,824	4.4
01A COUGH PRODUCTS	6,942,100	4.3	04F MINERAL SUPPLEMENTS	€ 69,351,960	3.4
01C SORE THROAT REMEDIES	5,493,467	3.4	07A EYE CARE	€ 66,097,844	3.2
03C LAXATIVES	5,200,509	3.2	02E MUSCULAR PAIN RELIEF	€ 65,205,548	3.2
07A EYE CARE	4,589,750	2.8	35G MILK PRDS FOR CHILDREN	€ 62,988,544	3.1
04E OTHER SPECIFIC VITAMINS	3,715,452	2.3	01A COUGH PRODUCTS	€ 62,409,192	3.0
02E MUSCULAR PAIN RELIEF	3,614,856	2.2	03C LAXATIVES	€ 59,402,696	2.9
35G MILK PRDS FOR CHILDREN	3,154,187	2.0	01C SORE THROAT REMEDIES	€ 46,247,152	2.3
04F MINERAL SUPPLEMENTS	3,082,013	1.9	04E OTHER SPECIFIC VITAMINS	€ 44,109,236	2.1

Source: IQVIA – CH Audits – Selling Out data

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/02/2020)
35	BABY FOODS	17,582
13	CALM/SLEEP&MOOD ENHANC PD	15,346
53	PRDS FOR BLADDER PROBLEMS	8,306
08	EAR CARE	4,198
17	HABIT TREATMENT	2,706
07	EYE CARE	2,057
58	ORTHOPAED/ANTIRHEUM AID	310
70	HOUSE DISINFECTANTS ETC	268
45	FIRST AID KITS	243
66	CONTRACEPTION	153

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/02/2020)
53	PRDS FOR BLADDER PROBLEMS	€ 2,118,328
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,821,959
35	BABY FOODS	€ 812,883
13	CALM/SLEEP&MOOD ENHANC PD	€ 408,449
07	EYE CARE	€ 346,802
03	DIGEST & OTH INTEST PROD	€ 176,649
17	HABIT TREATMENT	€ 141,795
79	OTHER PATIENT CARE PRODS	€ 94,936
08	EAR CARE	€ 84,789
66	CONTRACEPTION	€ 77,297

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/02/2020	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/02/2020	% Growth in value
DAFALGAN	6,741,707	0.1	DAFALGAN	€ 65,188,276	2.2
D-CURE	2,557,378	0.5	VOLTAREN EMULGEL	€ 27,804,454	4.3
NUROFEN	2,472,460	3.3	D-CURE	€ 26,045,594	3.1
ASAFLOW	2,133,771	-0.3	NUROFEN	€ 25,019,344	5.1
ISO-BETADINE	2,015,958	6.1	ASAFLOW	€ 19,815,066	-1.4
RHINATHIOL	1,641,795	-6.0	STEOVIT	€ 16,231,407	5.7
OTRIVINE	1,639,392	3.1	DAFLON	€ 15,248,167	12.0
PERDOLAN	1,633,174	-1.7	IMODIUM	€ 15,011,387	7.7
SOFRASOLONE	1,457,060	3.4	NICORETTE	€ 14,479,108	9.3
PARACETAMOL TEVA	1,436,456	2.9	ENTEROL	€ 14,465,239	6.0

Source: IQVIA – CH Audits – Selling Out data

*Analysis done on brandlevel™