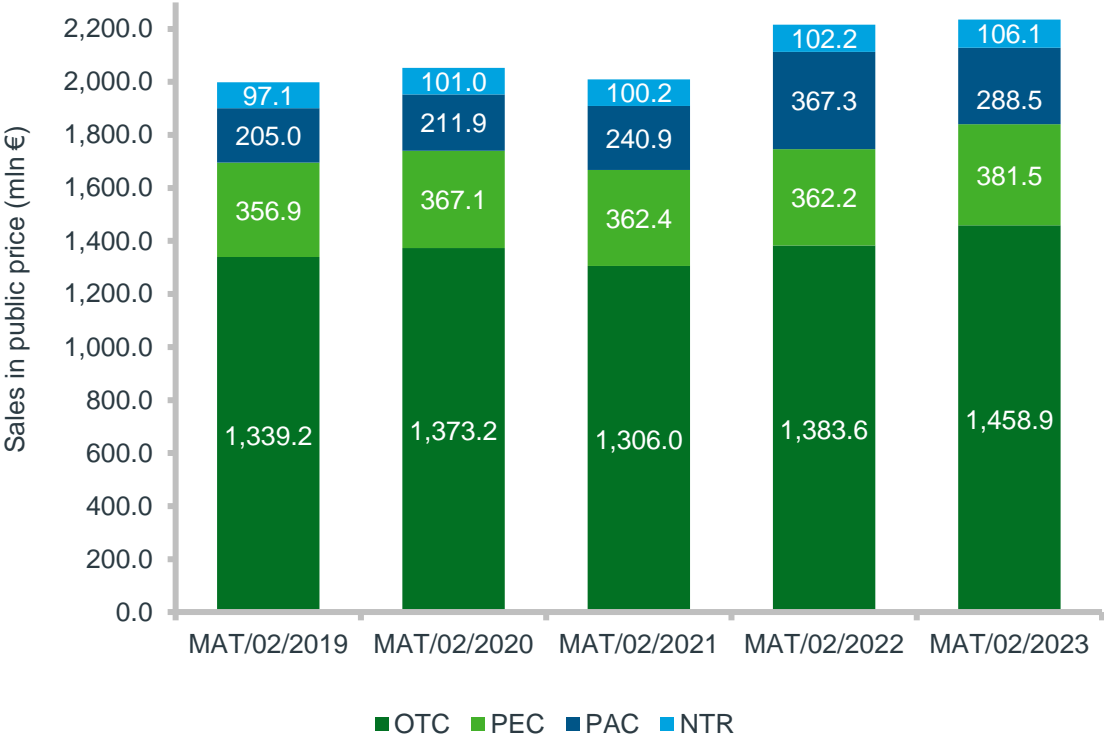
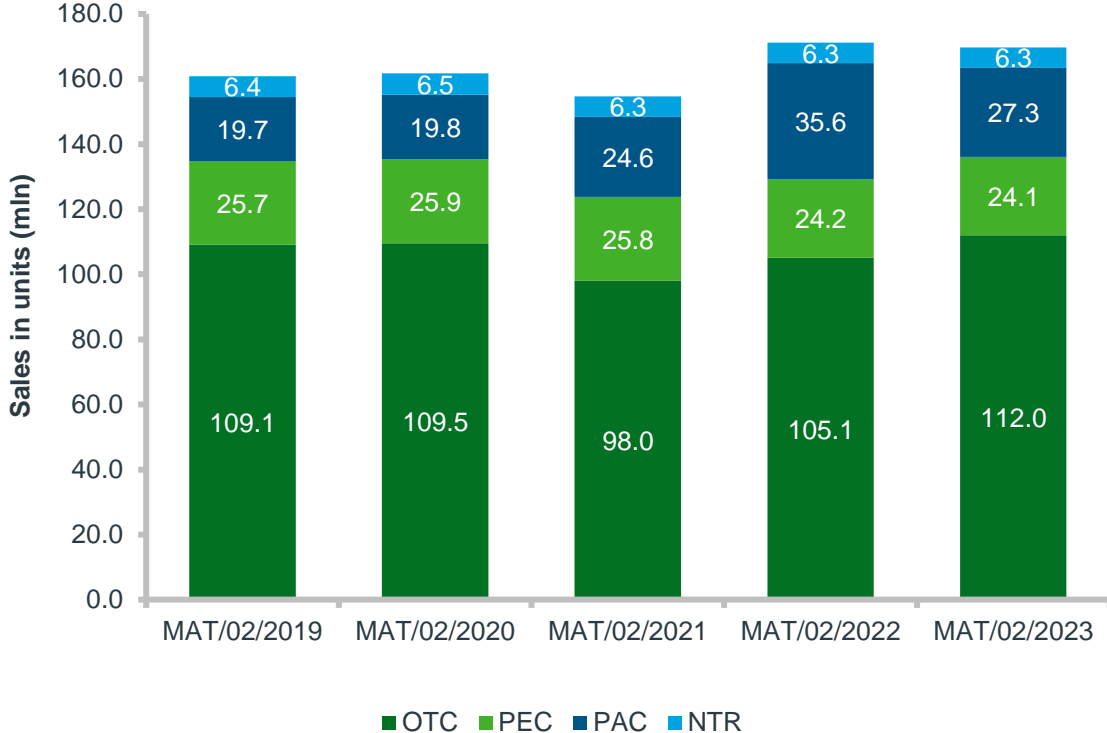


# The Belgian Consumer Health market is worth €2,23 billion

### Sales Evolution – Pub Value



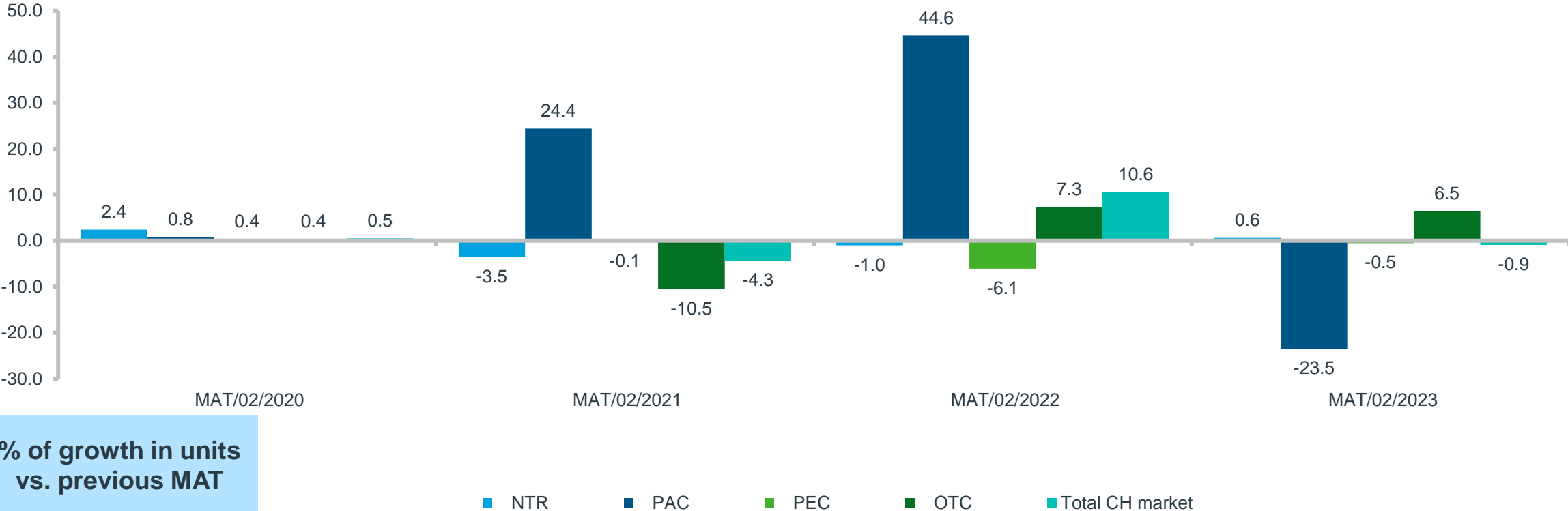
### Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -0,9% while the OTC segment grows with 6,5% in units

## Sales Evolution – Units

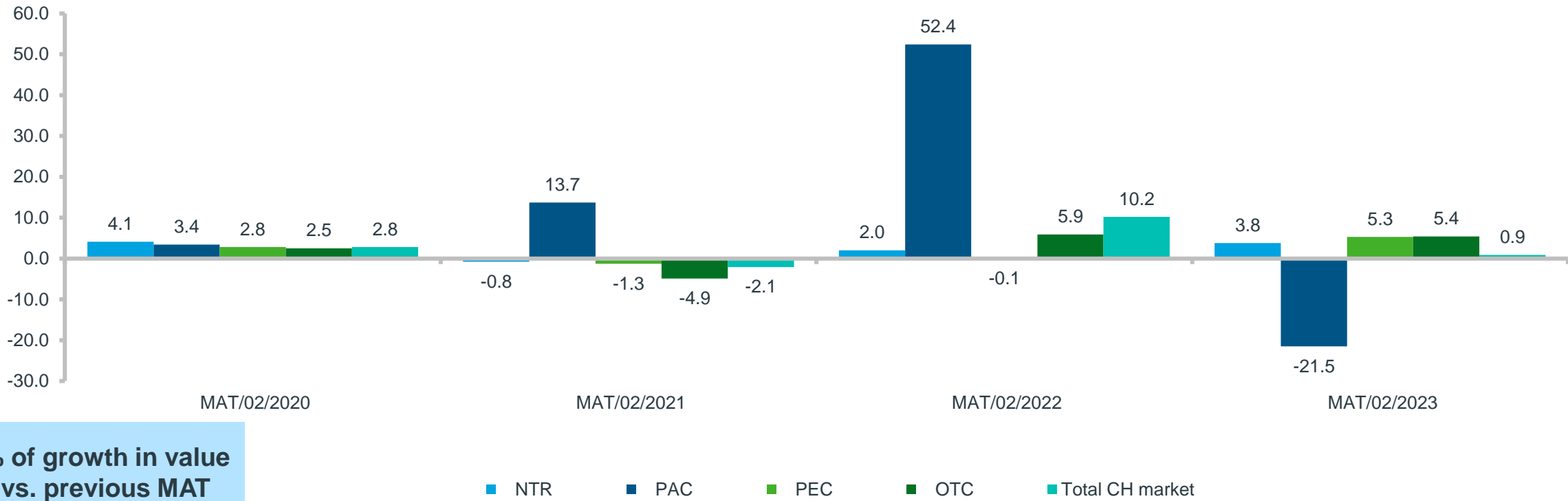


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows an increase of 0,9%, where Patient Care declines with -21,5%

## Sales Evolution – Value

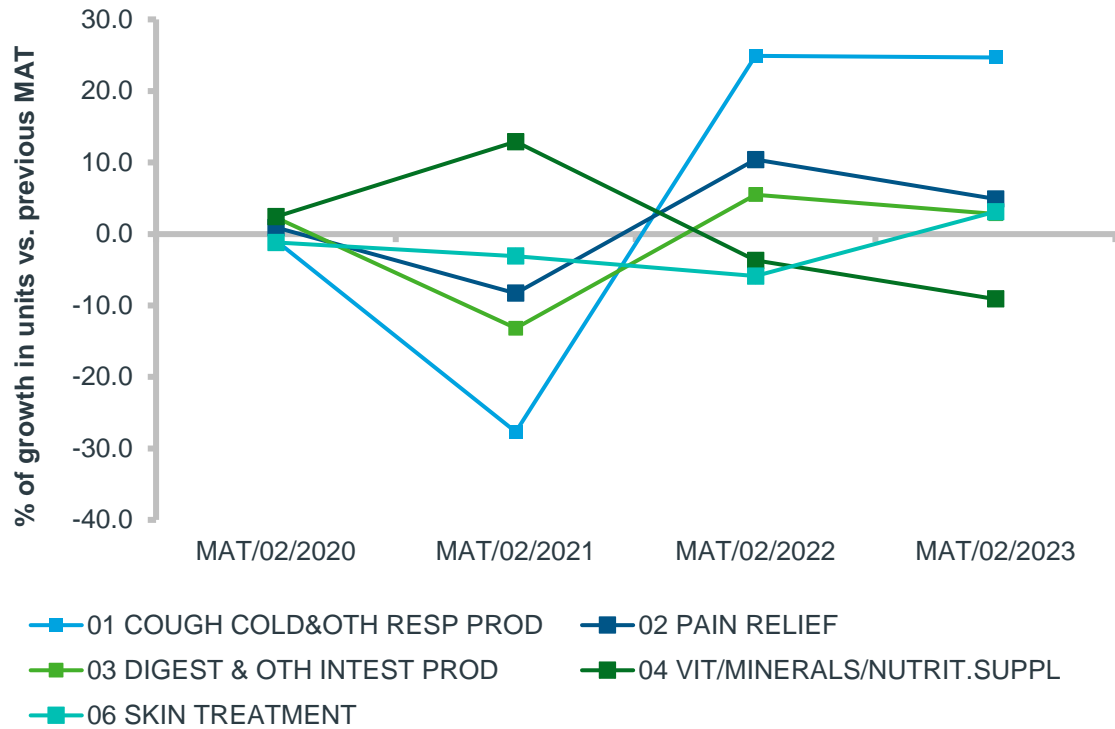


**% of growth in value vs. previous MAT**

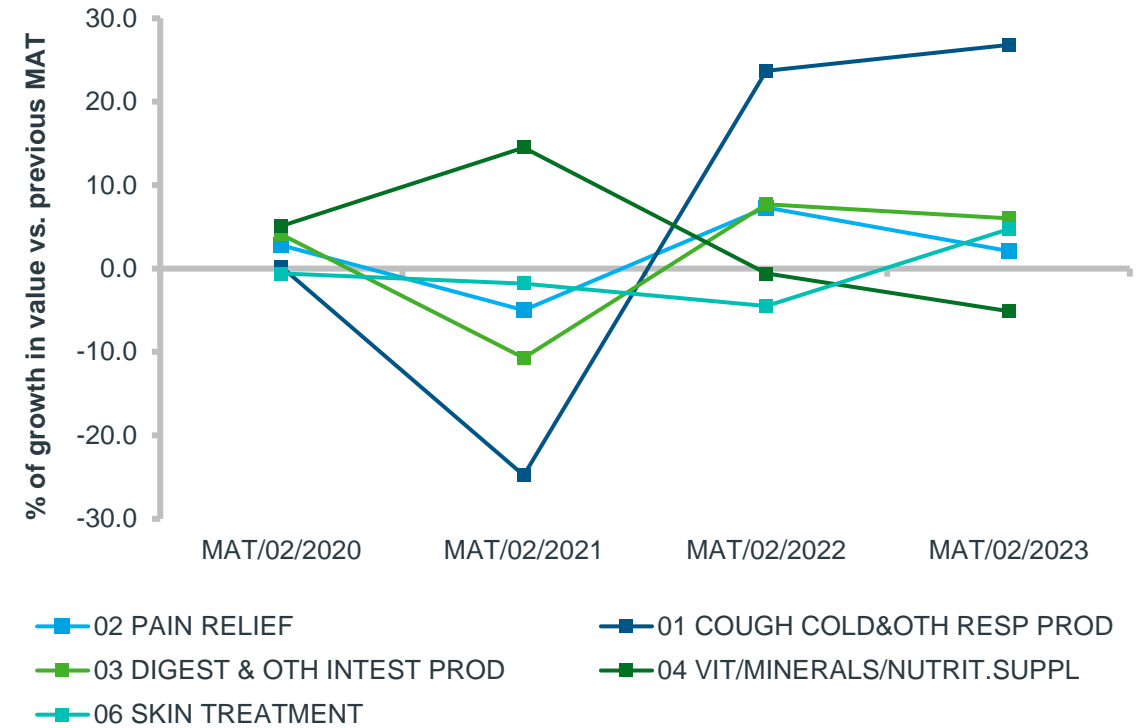
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



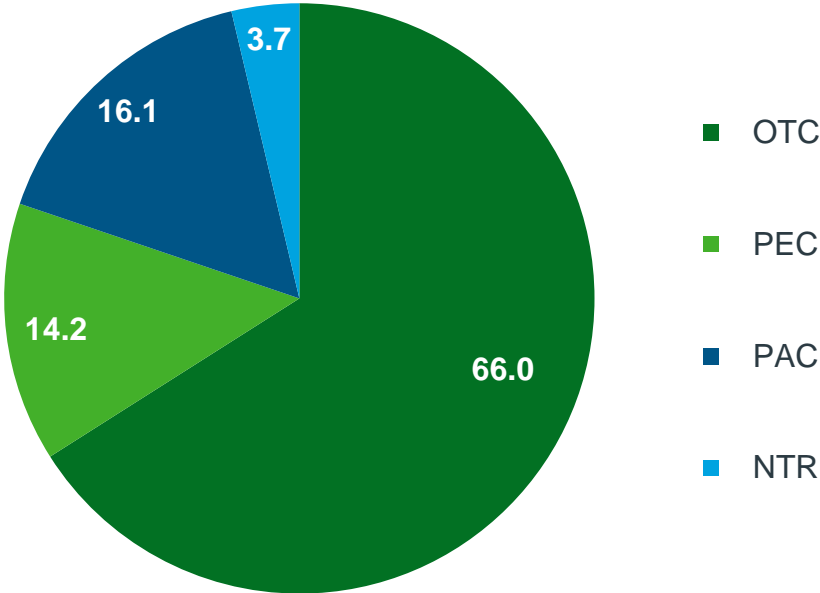
## Sales Evolution – Value



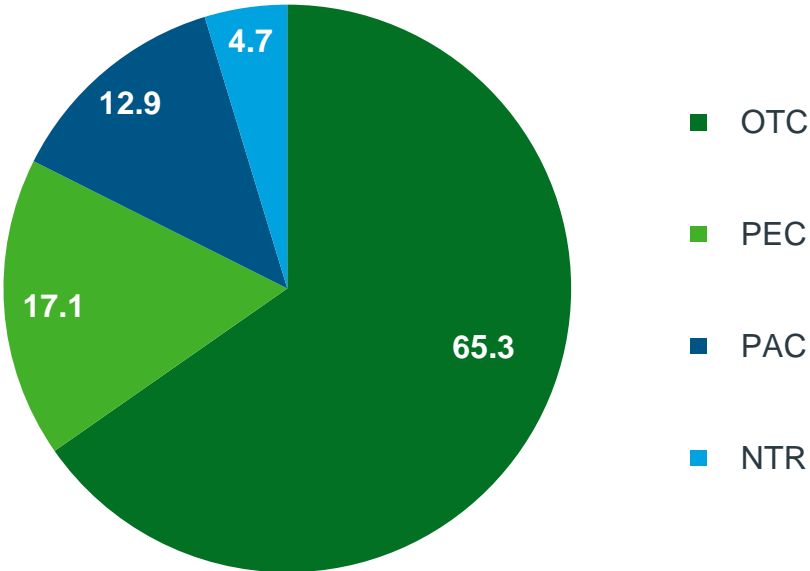
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 66,0% in units and 65,3% in value of the total CH market

Market Share in Units – MAT/02/2023



Market Share in Value – MAT/02/2023



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/02/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/02/2023	% of the CH Market
02A GENERAL PAIN RELIEF	20,165,923	11.9	02A GENERAL PAIN RELIEF	€ 179,500,397	8.0
01B COLD REMEDIES	12,020,886	7.1	01B COLD REMEDIES	€ 100,195,318	4.5
01A COUGH PRODUCTS	8,402,476	5.0	01A COUGH PRODUCTS	€ 80,636,667	3.6
01C SORE THROAT REMEDIES	6,677,958	3.9	07A EYE CARE	€ 71,590,521	3.2
56T CORONAVIRUS TESTS	6,367,559	3.8	04F MINERAL SUPPLEMENTS	€ 69,568,582	3.1
03C LAXATIVES	4,855,661	2.9	35G MILK PRDS FOR CHILDREN	€ 67,578,202	3.0
07A EYE CARE	4,550,006	2.7	03C LAXATIVES	€ 62,173,689	2.8
04E OTHER SPECIFIC VITAMINS	3,870,602	2.3	01C SORE THROAT REMEDIES	€ 60,774,454	2.7
02E MUSCULAR PAIN RELIEF	3,136,286	1.8	02E MUSCULAR PAIN RELIEF	€ 59,555,172	2.7
35G MILK PRDS FOR CHILDREN	3,086,165	1.8	04E OTHER SPECIFIC VITAMINS	€ 56,335,206	2.5

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/02/2023)
01	COUGH COLD&OTH RESP PROD	1,902,636
02	PAIN RELIEF	251,660
03	DIGEST & OTH INTEST PROD	171,185
06	SKIN TREATMENT	91,925
07	EYE CARE	83,893
05	TONICS/OTHER STIMS	34,315
53	PRDS FOR BLADDER PROBLEMS	33,561
08	EAR CARE	23,447
12	URINARY AND REPRODUCT CAR	21,883
11	ANTINAUSEANTS	20,554

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/02/2023)
01	COUGH COLD&OTH RESP PROD	€ 17,331,993
03	DIGEST & OTH INTEST PROD	€ 4,131,681
53	PRDS FOR BLADDER PROBLEMS	€ 3,030,674
02	PAIN RELIEF	€ 1,880,819
07	EYE CARE	€ 1,838,091
06	SKIN TREATMENT	€ 1,177,251
05	TONICS/OTHER STIMS	€ 824,209
04	VIT. MIN. & NUTRIT. SUPPS	€ 743,303
13	CALM/SLEEP&MOOD ENHANC PD	€ 730,244
83	UNISEX BEAUTY PRODUCTS	€ 557,893

Source: IQVIA – CH Audits – Selling Out data