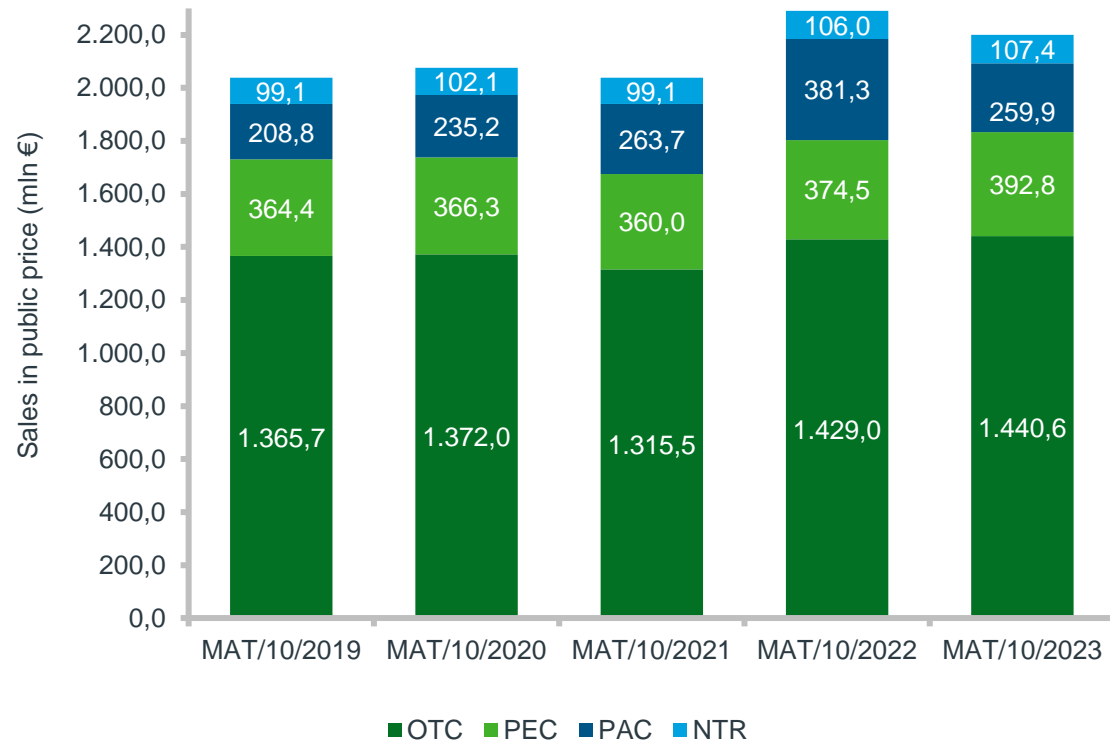
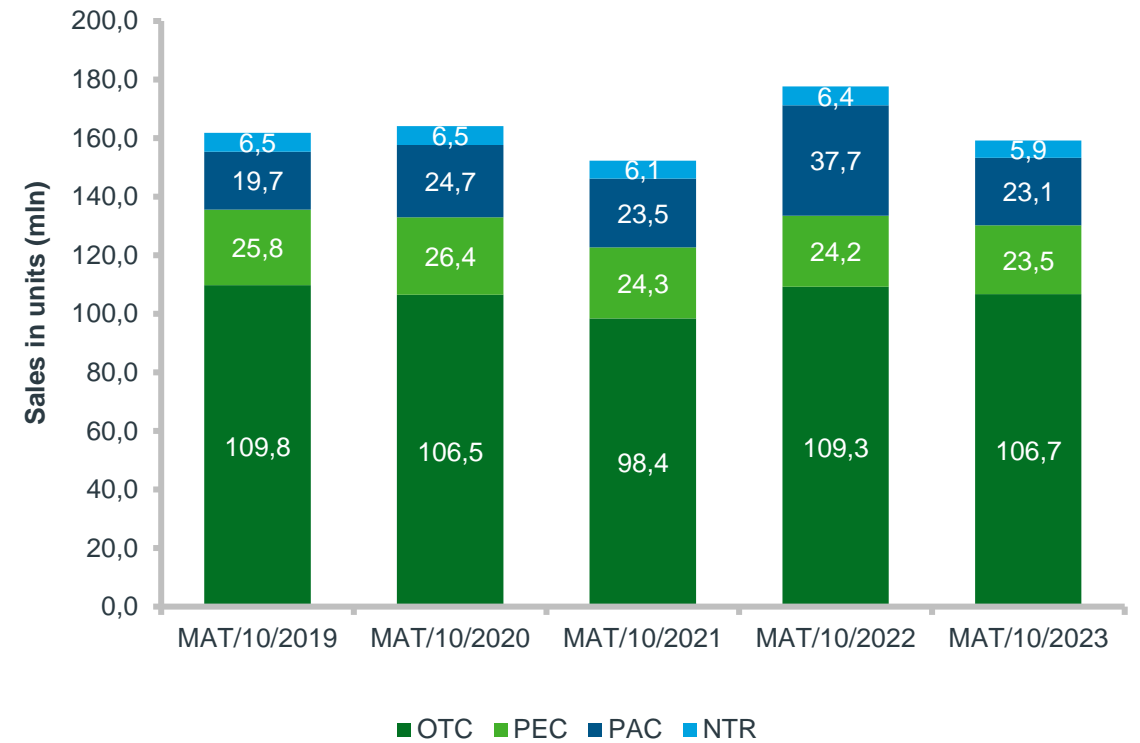


The Belgian Consumer Health market is worth €2,20 billion

Sales Evolution – Pub Value



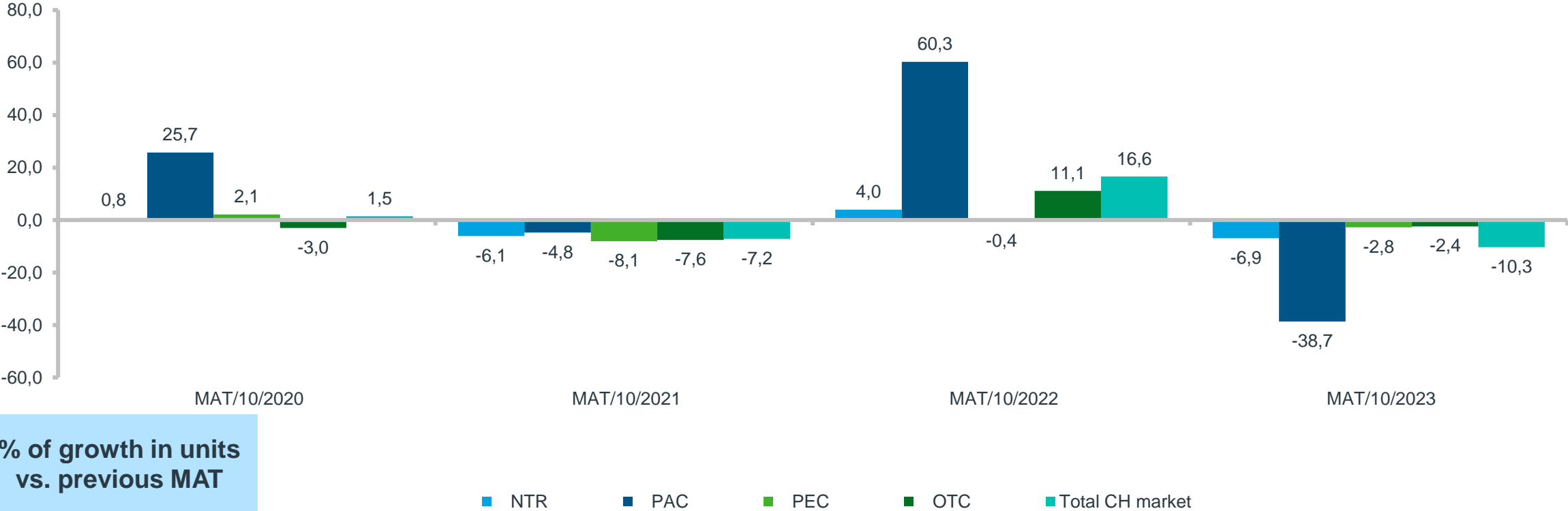
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -10,3% while the OTC declines with -2,4% in units

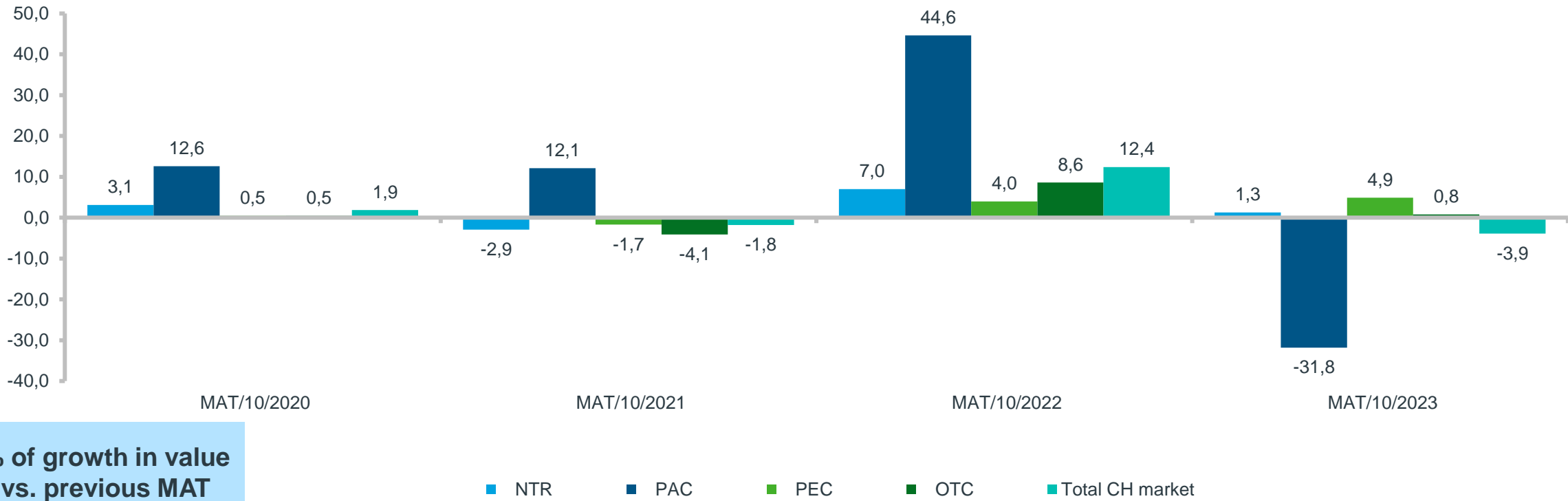
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -3,9%, where Patient Care also declines with -31,8%

Sales Evolution – Value

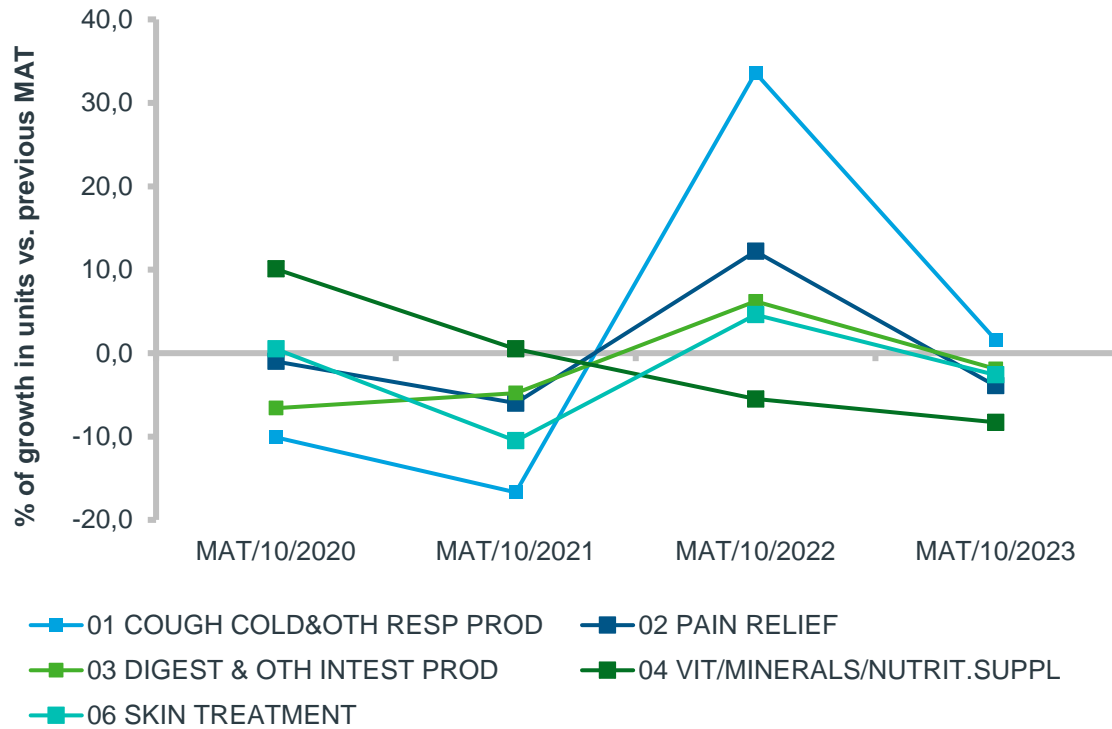


% of growth in value vs. previous MAT

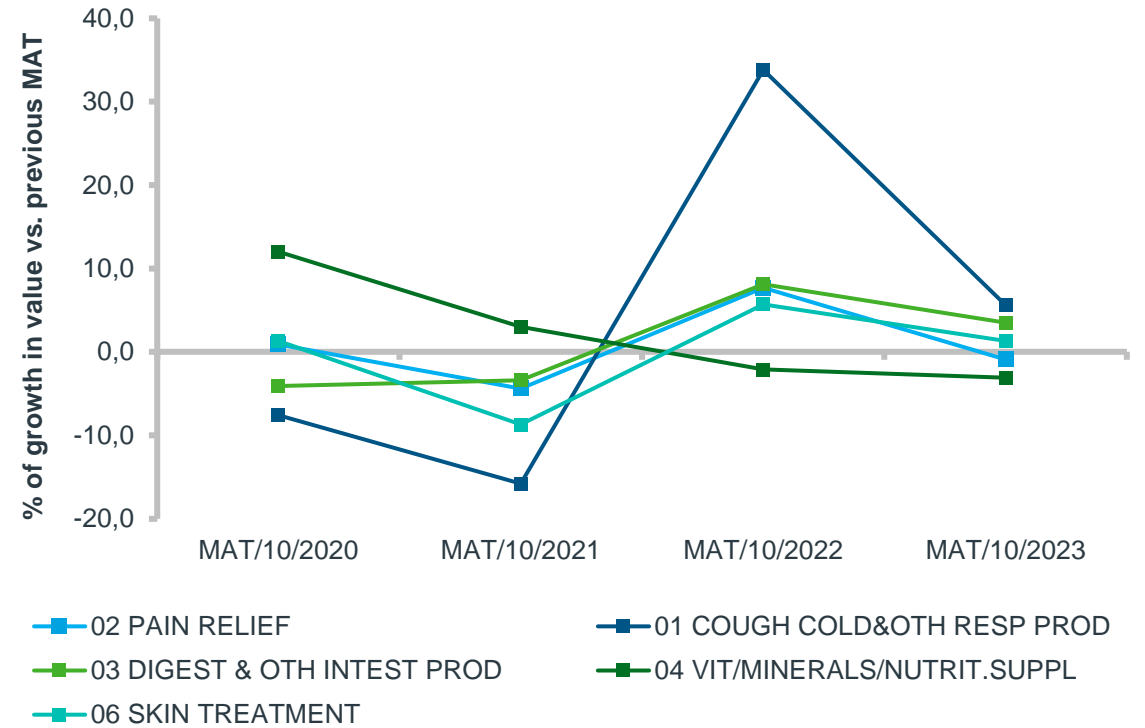
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



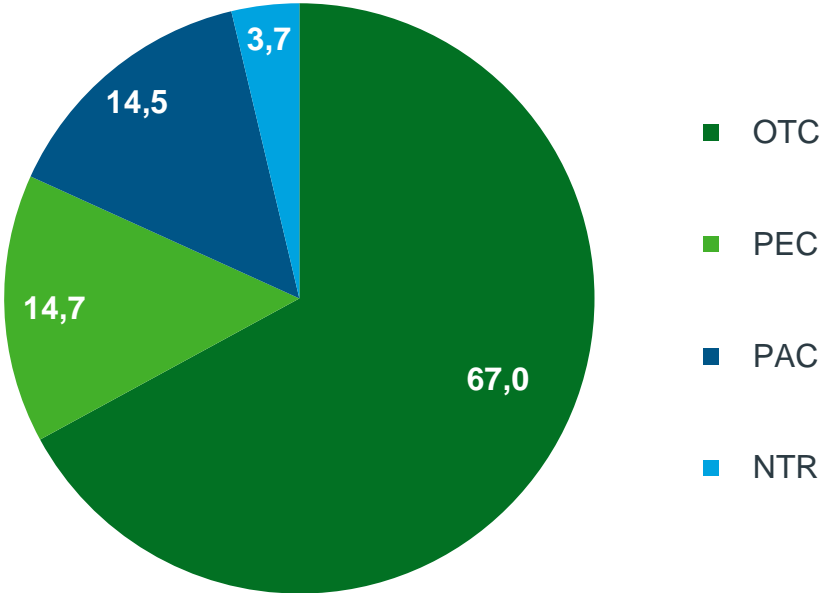
Sales Evolution – Value



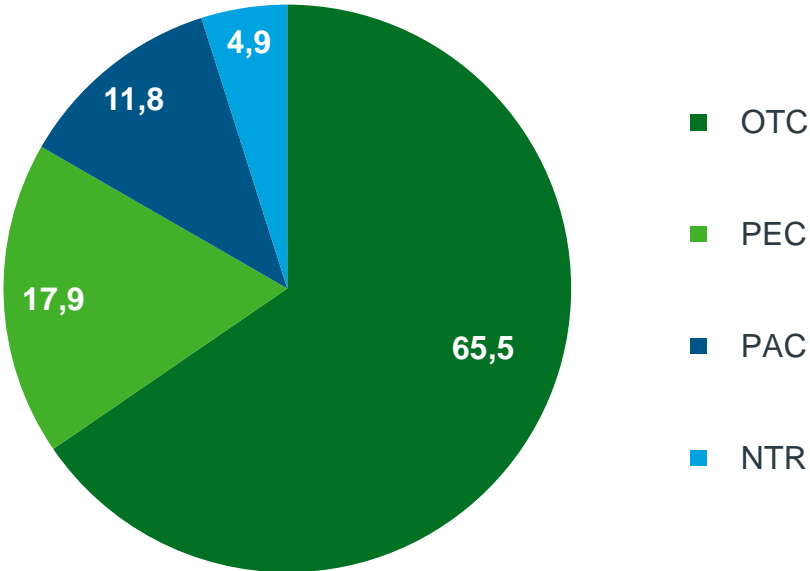
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,0% in units and 65,5% in value of the total CH market

Market Share in Units – MAT/10/2023



Market Share in Value – MAT/10/2023



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/10/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/10/2023	% of the CH Market
02A GENERAL PAIN RELIEF	18,845,929	11.8	02A GENERAL PAIN RELIEF	€ 174,395,793	7.9
01B COLD REMEDIES	11,205,950	7.0	01B COLD REMEDIES	€ 95,357,159	4.3
01A COUGH PRODUCTS	7,482,839	4.7	07A EYE CARE	€ 74,267,135	3.4
01C SORE THROAT REMEDIES	6,050,411	3.8	01A COUGH PRODUCTS	€ 74,041,637	3.4
03C LAXATIVES	4,715,419	3.0	04F MINERAL SUPPLEMENTS	€ 70,373,914	3.2
07A EYE CARE	4,593,323	2.9	35G MILK PRDS FOR CHILDREN	€ 67,420,413	3.1
04E OTHER SPECIFIC VITAMINS	3,736,483	2.3	03C LAXATIVES	€ 62,032,797	2.8
02E MUSCULAR PAIN RELIEF	3,144,777	2.0	02E MUSCULAR PAIN RELIEF	€ 59,996,896	2.7
03D ANTIDIARRHOEALS	2,942,974	1.8	01C SORE THROAT REMEDIES	€ 56,265,551	2.6
35G MILK PRDS FOR CHILDREN	2,819,561	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,679,924	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/09/2023)
01	COUGH COLD&OTH RESP PROD	465,914
07	EYE CARE	88,807
06	SKIN TREATMENT	76,397
03	DIGEST & OTH INTEST PROD	47,731
13	CALM/SLEEP&MOOD ENHANC PD	40,375
12	URINARY AND REPRODUCT CAR	32,247
41	SURGICAL ABSORBENTS	19,822
08	EAR CARE	15,076
09	MOUTH TREATMENT PRODUCTS	13,922
83	UNISEX BEAUTY PRODUCTS	13,890

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/09/2023)
01	COUGH COLD&OTH RESP PROD	€ 5,826,962
03	DIGEST & OTH INTEST PROD	€ 3,302,751
53	PRDS FOR BLADDER PROBLEMS	€ 2,882,179
04	VIT. MIN. & NUTRIT. SUPPS	€ 2,108,695
07	EYE CARE	€ 2,029,859
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,323,516
02	PAIN RELIEF	€ 1,249,845
06	SKIN TREATMENT	€ 1,247,982
12	URINARY AND REPRODUCT CAR	€ 748,649
83	UNISEX BEAUTY PRODUCTS	€ 739,148

Source: IQVIA – CH Audits – Selling Out data