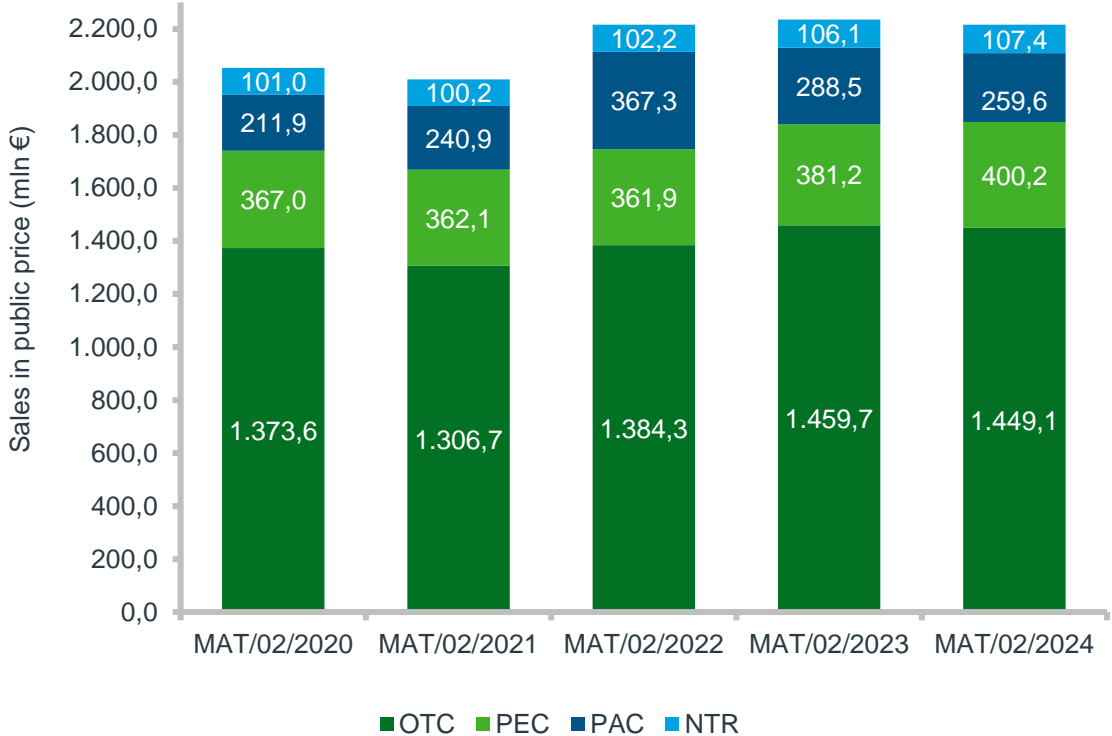
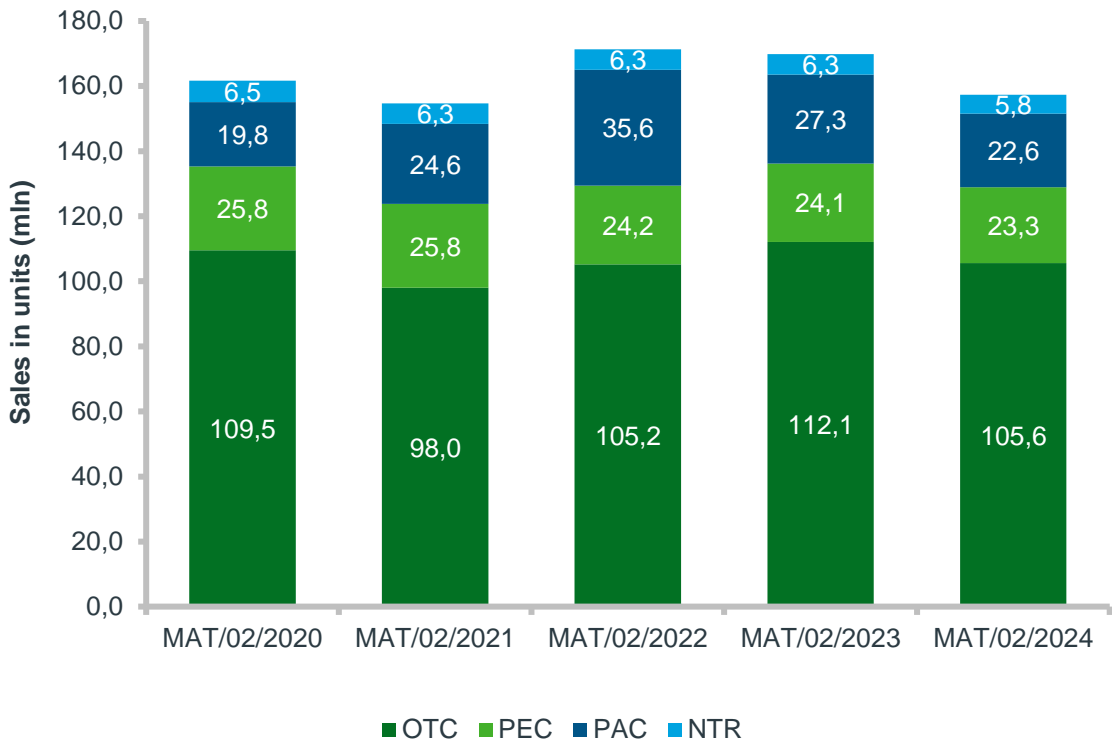


The Belgian Consumer Health market is worth €2,22 billion

Sales Evolution – Pub Value



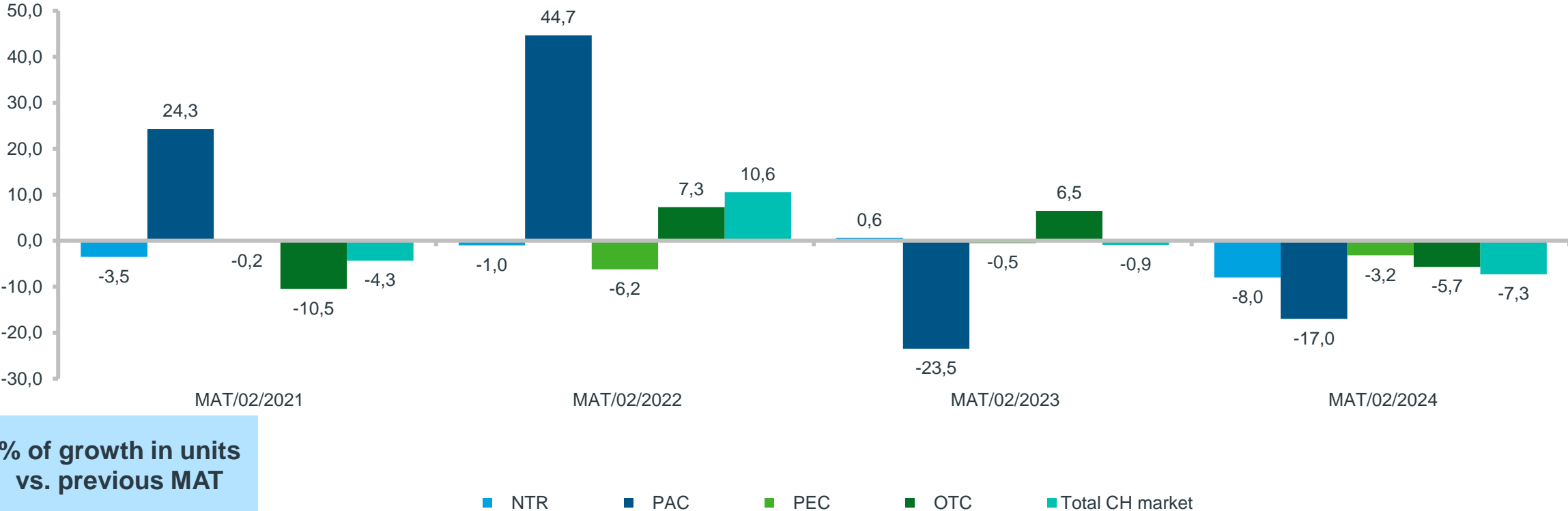
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -7,3% while the OTC declines with -5,7% in units

Sales Evolution – Units

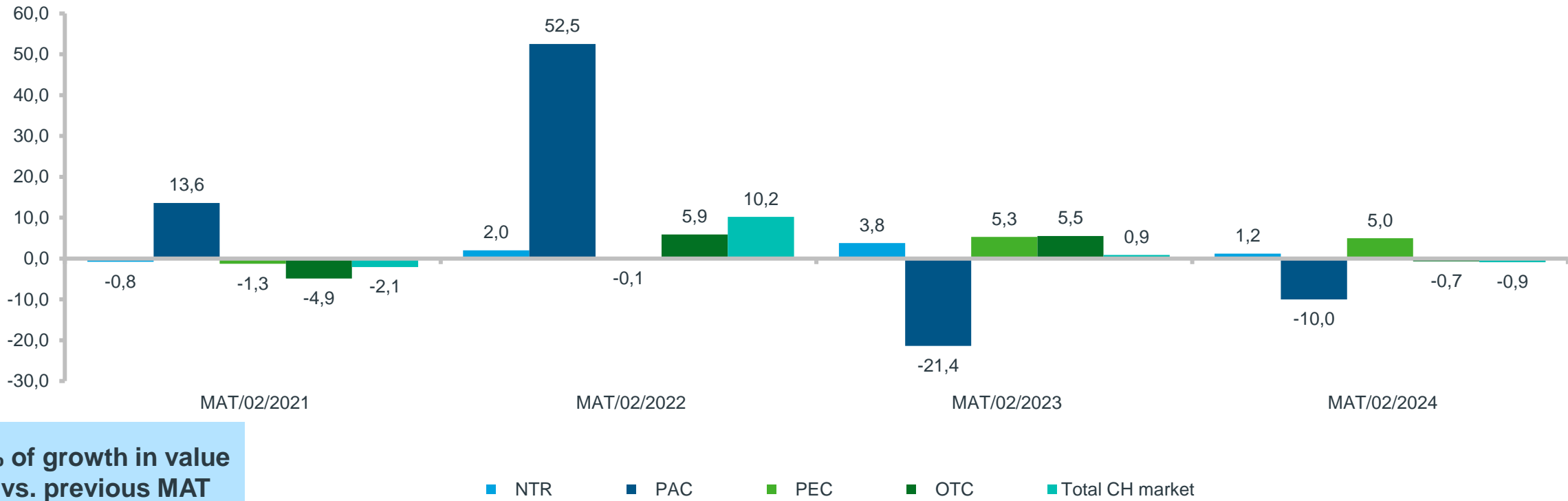


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -0,9%, where Patient Care also declines with -10,0%

Sales Evolution – Value

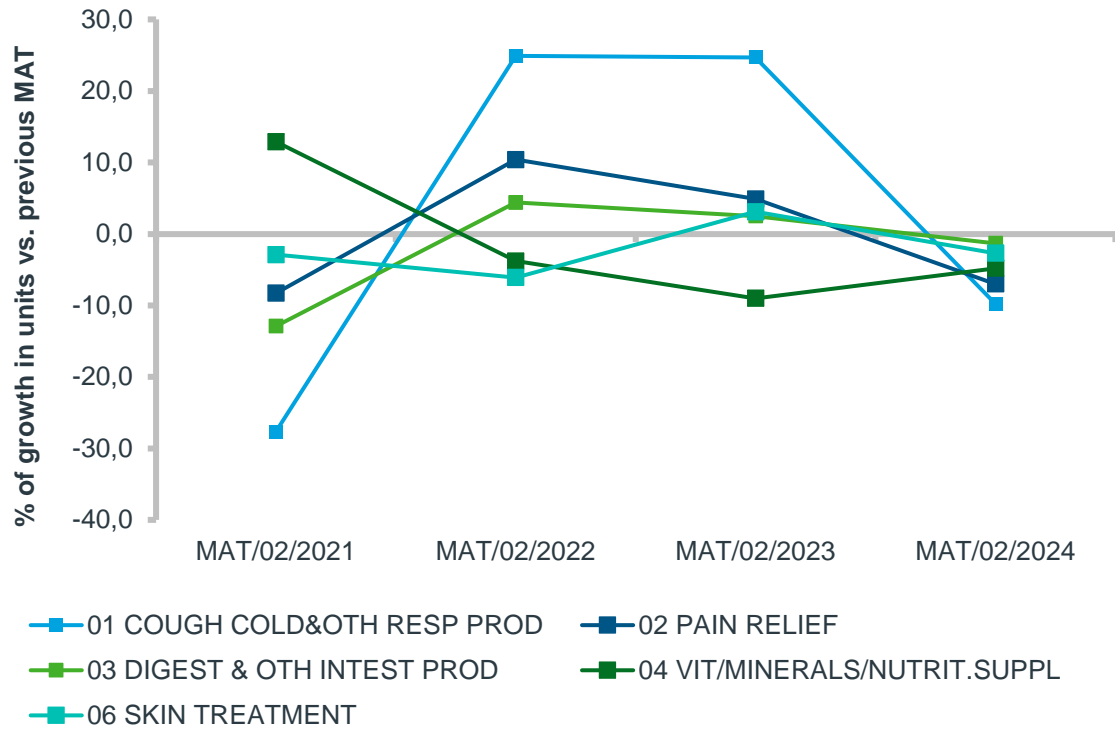


% of growth in value vs. previous MAT

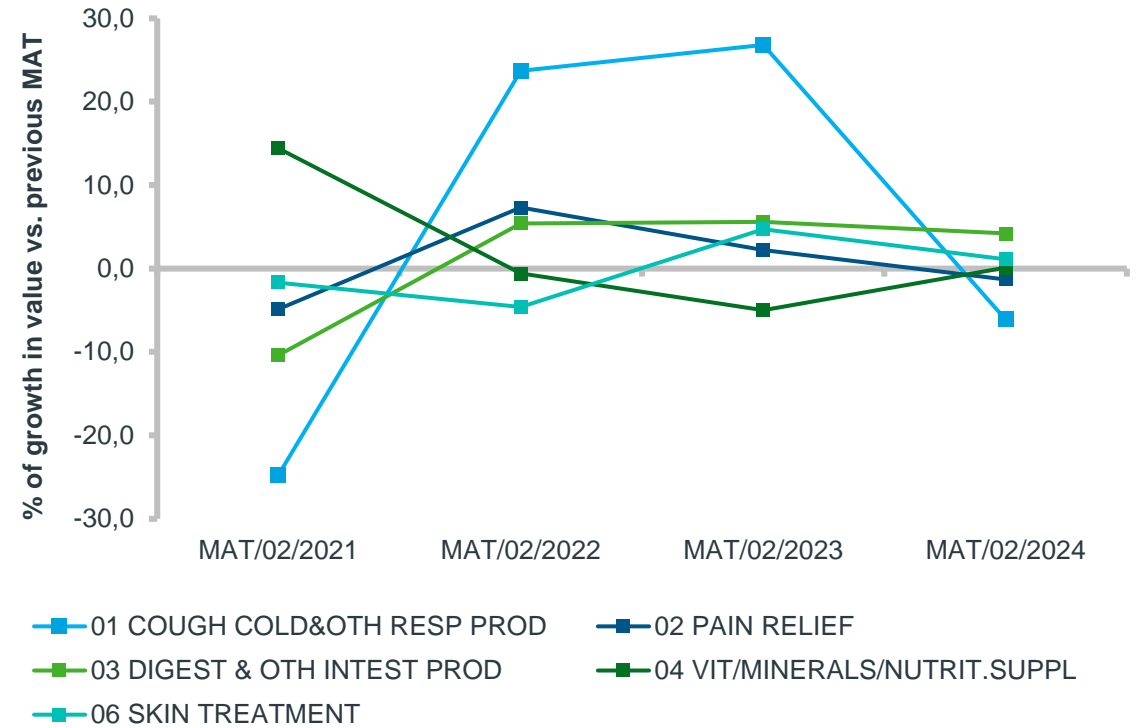
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



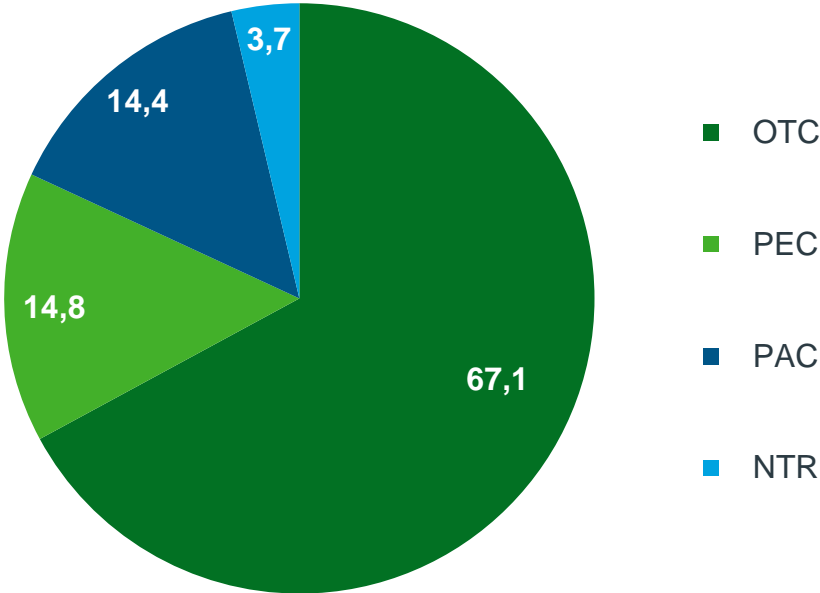
Sales Evolution – Value



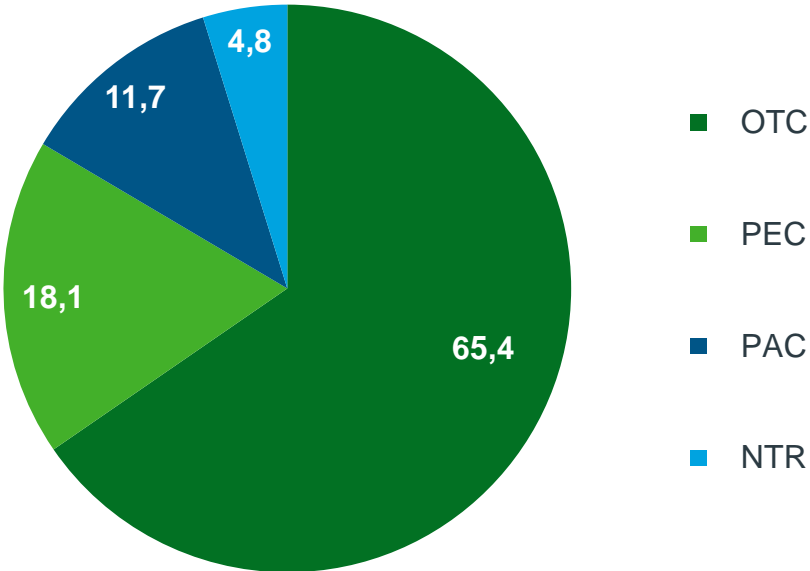
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,1% in units and 65,4% in value of the total CH market

Market Share in Units – MAT/02/2024



Market Share in Value – MAT/02/2024



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/02/2024	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/02/2024	% of the CH Market
02A GENERAL PAIN RELIEF	18,460,136	11.7	02A GENERAL PAIN RELIEF	€ 176,310,620	8.0
01B COLD REMEDIES	11,035,491	7.0	01B COLD REMEDIES	€ 94,794,090	4.3
01A COUGH PRODUCTS	7,251,989	4.6	07A EYE CARE	€ 75,323,078	3.4
01C SORE THROAT REMEDIES	5,816,743	3.7	01A COUGH PRODUCTS	€ 73,635,703	3.3
03C LAXATIVES	4,688,634	3.0	04F MINERAL SUPPLEMENTS	€ 70,597,960	3.2
07A EYE CARE	4,595,315	2.9	35G MILK PRDS FOR CHILDREN	€ 67,126,192	3.0
04E OTHER SPECIFIC VITAMINS	3,749,713	2.4	03C LAXATIVES	€ 62,417,144	2.8
02E MUSCULAR PAIN RELIEF	3,128,704	2.0	02E MUSCULAR PAIN RELIEF	€ 59,887,664	2.7
03D ANTIDIARRHOEALS	2,957,527	1.9	04E OTHER SPECIFIC VITAMINS	€ 56,650,289	2.6
04F MINERAL SUPPLEMENTS	2,731,014	1.7	13A CALMING AND SLEEPING PROD	€ 55,740,875	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/01/2024)
07	EYE CARE	72,500
06	SKIN TREATMENT	46,077
13	CALM/SLEEP&MOOD ENHANC PD	31,694
41	SURGICAL ABSORBENTS	20,750
12	URINARY AND REPRODUCT CAR	20,407
03	DIGEST & OTH INTEST PROD	6,618
82	BEAUTY PRODUCTS FOR WOMEN	4,552
83	UNISEX BEAUTY PRODUCTS	4,520
79	OTHER PATIENT CARE PRODS	4,416
08	EAR CARE	4,132

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/01/2024)
04	VIT. MIN. & NUTRIT. SUPPS	€ 2,616,274
03	DIGEST & OTH INTEST PROD	€ 2,308,813
07	EYE CARE	€ 1,753,301
53	PRDS FOR BLADDER PROBLEMS	€ 1,633,760
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,212,129
06	SKIN TREATMENT	€ 1,033,611
12	URINARY AND REPRODUCT CAR	€ 714,253
83	UNISEX BEAUTY PRODUCTS	€ 689,938
79	OTHER PATIENT CARE PRODS	€ 391,446
82	BEAUTY PRODUCTS FOR WOMEN	€ 351,882

Source: IQVIA – CH Audits – Selling Out data