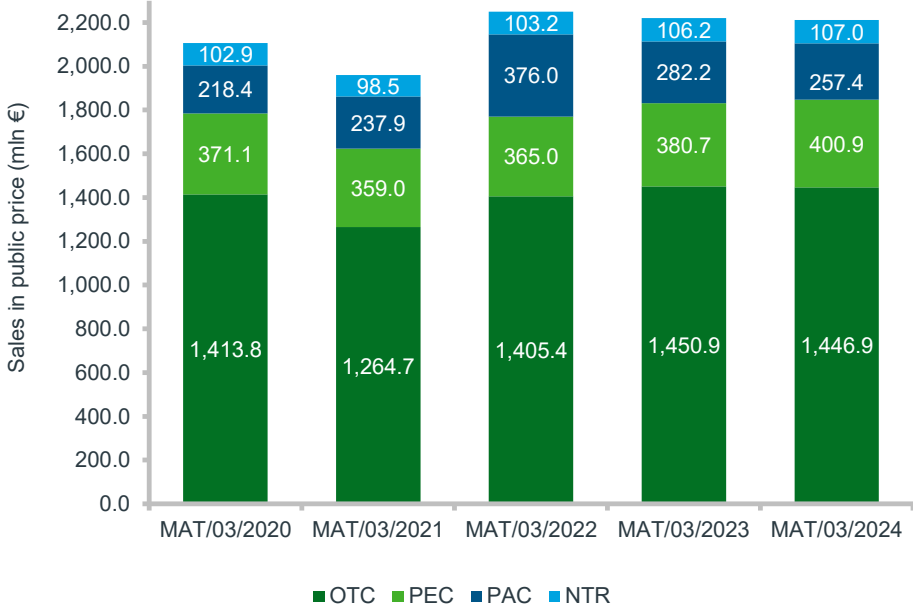
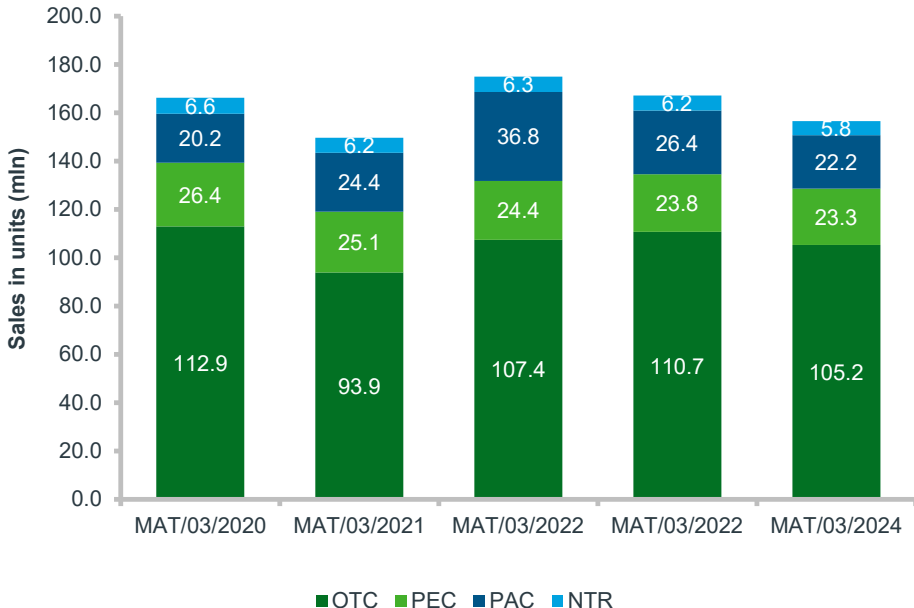


The Belgian Consumer Health market is worth €2,21 billion

Sales Evolution – Pub Value



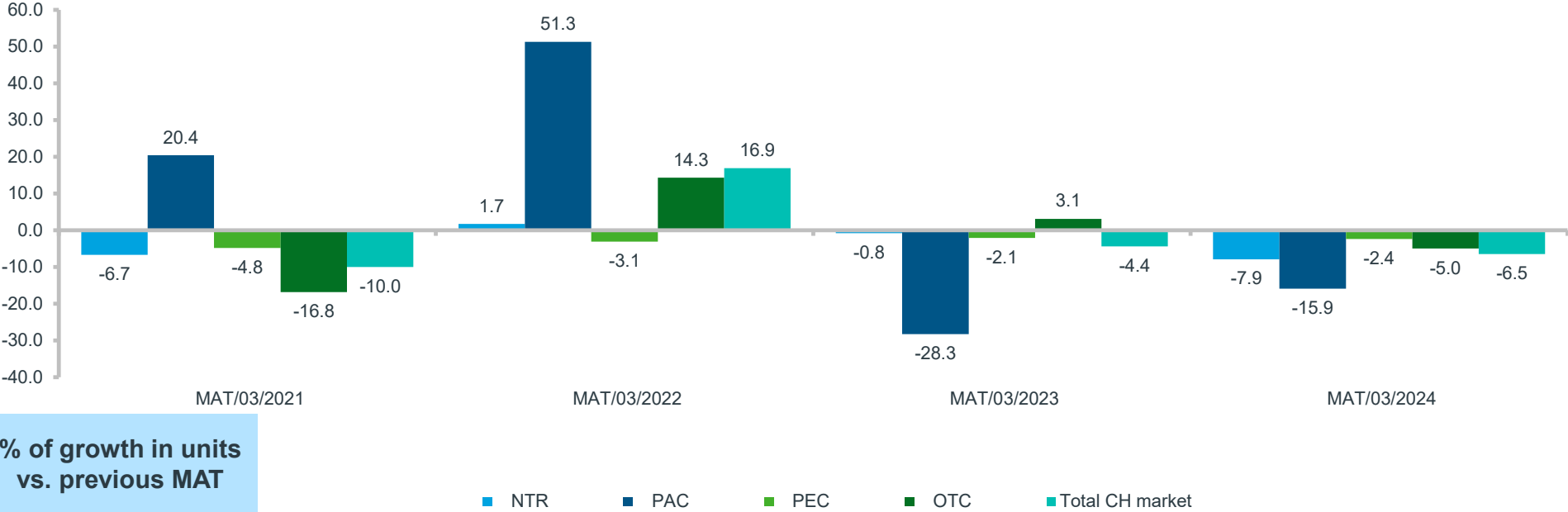
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

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

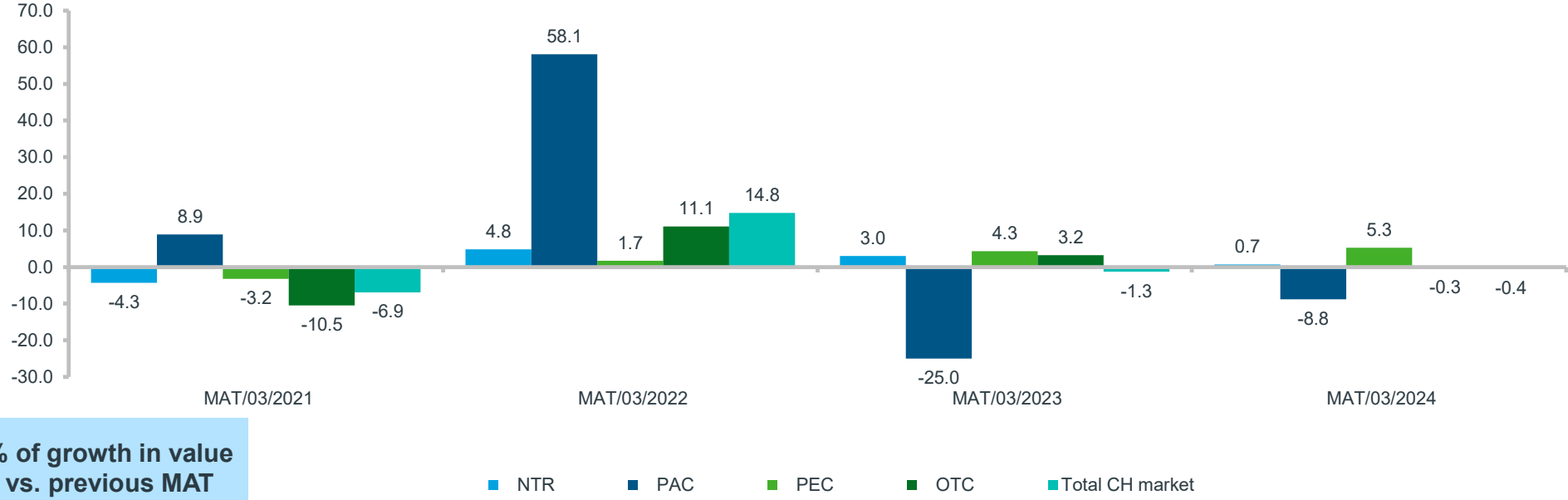
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -0,4%, where Patient Care also declines with -8,8%

Sales Evolution – Value

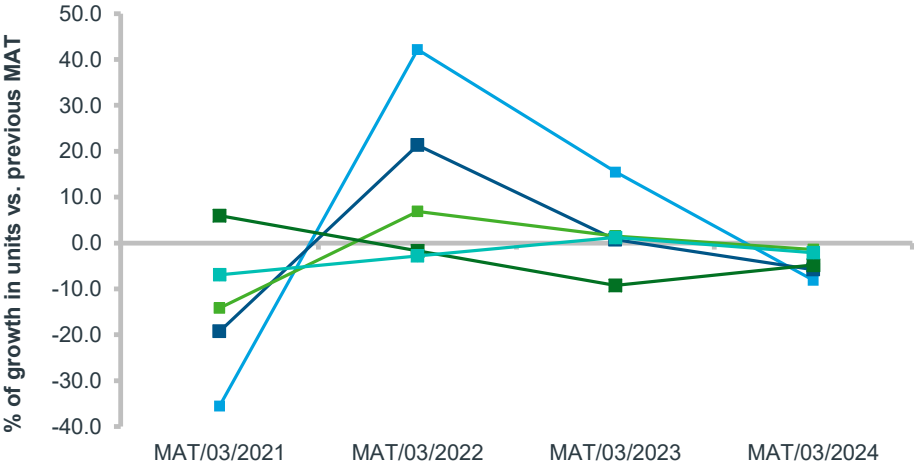


% of growth in value vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

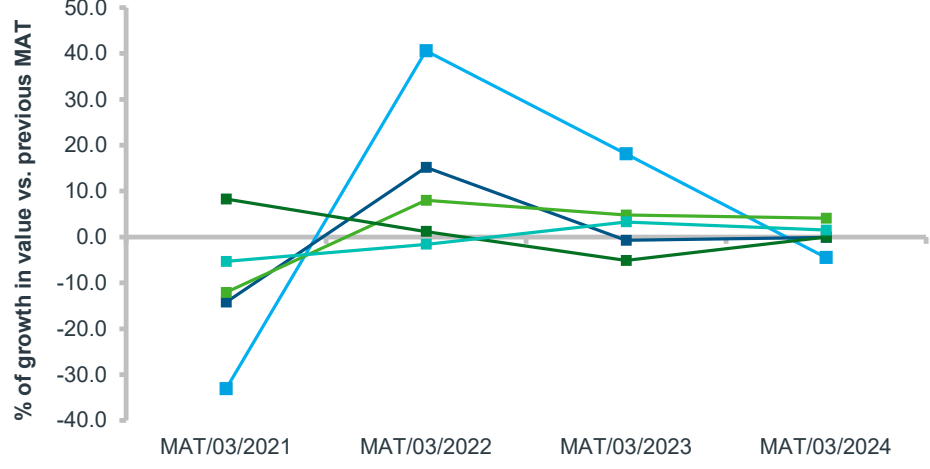
Top 5 OTC classes sales evolution

Sales Evolution – Units



- 01 COUGH COLD&OTH RESP PROD ■ 02 PAIN RELIEF
- 03 DIGEST & OTH INTEST PROD ■ 04 VIT/MINERALS/NUTRIT.SUPPL
- 06 SKIN TREATMENT

Sales Evolution – Value

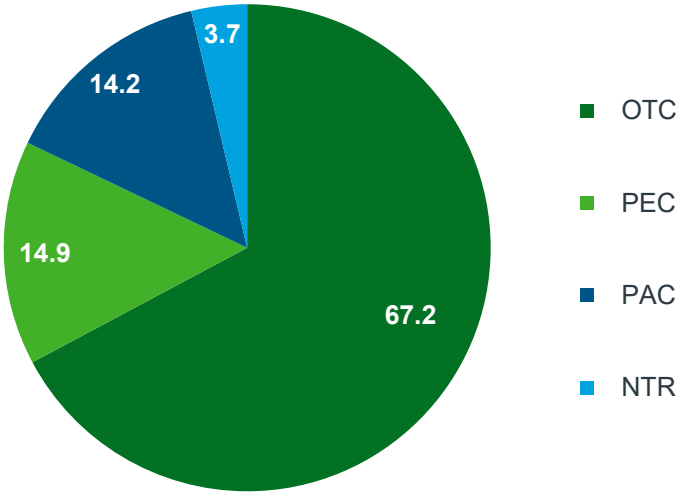


- 01 COUGH COLD&OTH RESP PROD ■ 02 PAIN RELIEF
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- 06 SKIN TREATMENT

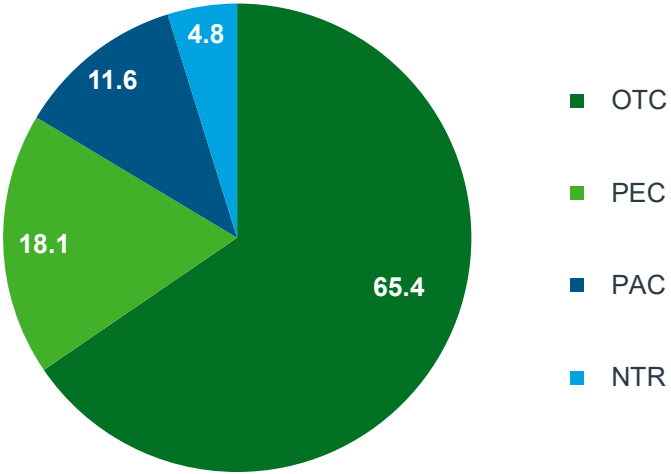
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,2% in units and 65,4% in value of the total CH market

Market Share in Units – MAT/03/2024



Market Share in Value – MAT/03/2024



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/03/2024	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/03/2024	% of the CH Market
02A GENERAL PAIN RELIEF	18,365,282	11.7	02A GENERAL PAIN RELIEF	€ 176,478,448	8.0
01B COLD REMEDIES	10,965,610	7.0	01B COLD REMEDIES	€ 94,507,758	4.3
01A COUGH PRODUCTS	7,228,554	4.6	07A EYE CARE	€ 75,370,588	3.4
01C SORE THROAT REMEDIES	5,757,296	3.7	01A COUGH PRODUCTS	€ 73,628,639	3.3
03C LAXATIVES	4,672,222	3.0	04F MINERAL SUPPLEMENTS	€ 70,457,391	3.2
07A EYE CARE	4,576,516	2.9	35G MILK PRDS FOR CHILDREN	€ 66,633,015	3.0
04E OTHER SPECIFIC VITAMINS	3,732,363	2.4	03C LAXATIVES	€ 62,334,819	2.8
02E MUSCULAR PAIN RELIEF	3,121,970	2.0	02E MUSCULAR PAIN RELIEF	€ 59,845,436	2.7
03D ANTIDIARRHOEALS	2,947,064	1.9	04E OTHER SPECIFIC VITAMINS	€ 56,518,908	2.6
04F MINERAL SUPPLEMENTS	2,714,778	1.7	13A CALMING AND SLEEPING PROD	€ 55,709,187	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/03/2024)
07	EYE CARE	67,680
06	SKIN TREATMENT	47,777
13	CALM/SLEEP&MOOD ENHANC PD	27,101
12	URINARY AND REPRODUCT CAR	20,834
41	SURGICAL ABSORBENTS	17,000
03	DIGEST & OTH INTEST PROD	10,641
53	PRDS FOR BLADDER PROBLEMS	7,181
82	BEAUTY PRODUCTS FOR WOMEN	6,105
79	OTHER PATIENT CARE PRODS	5,173
08	EAR CARE	4,085

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/03/2024)
04	VIT. MIN. & NUTRIT. SUPPS	€ 3,203,394
03	DIGEST & OTH INTEST PROD	€ 2,543,251
07	EYE CARE	€ 1,769,579
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,113,340
53	PRDS FOR BLADDER PROBLEMS	€ 1,061,839
06	SKIN TREATMENT	€ 1,057,233
12	URINARY AND REPRODUCT CAR	€ 770,536
83	UNISEX BEAUTY PRODUCTS	€ 649,245
02	PAIN RELIEF	€ 579,750
82	BEAUTY PRODUCTS FOR WOMEN	€ 378,924

Source: IQVIA – CH Audits – Selling Out data