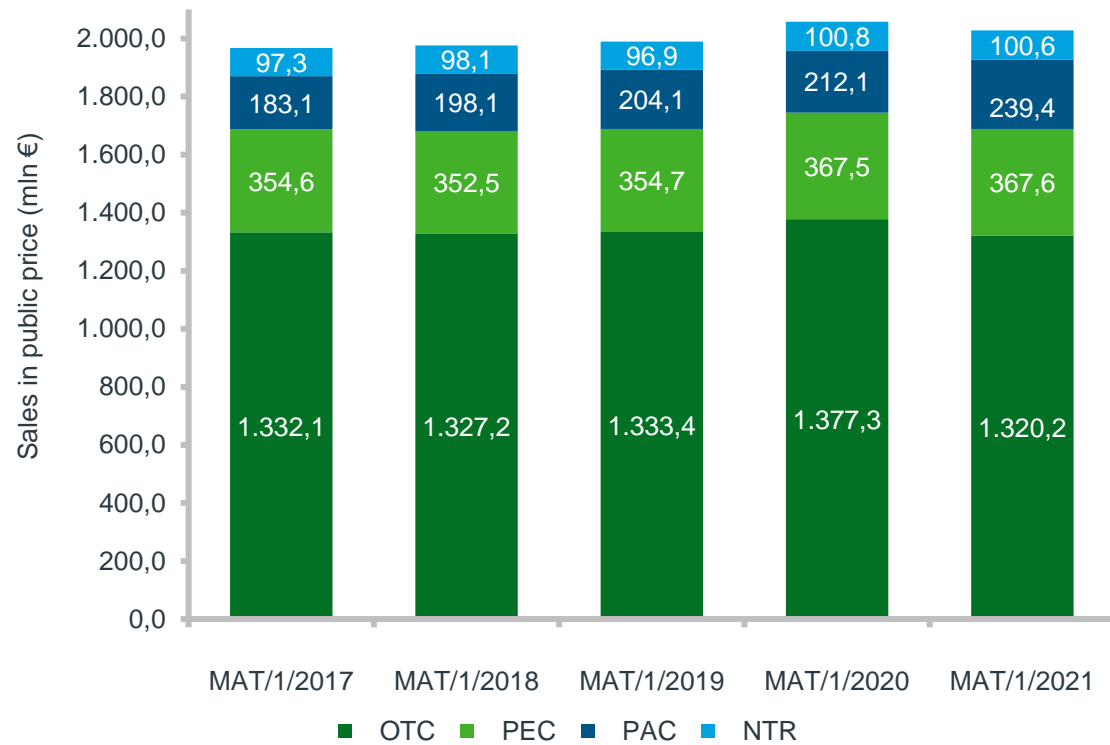
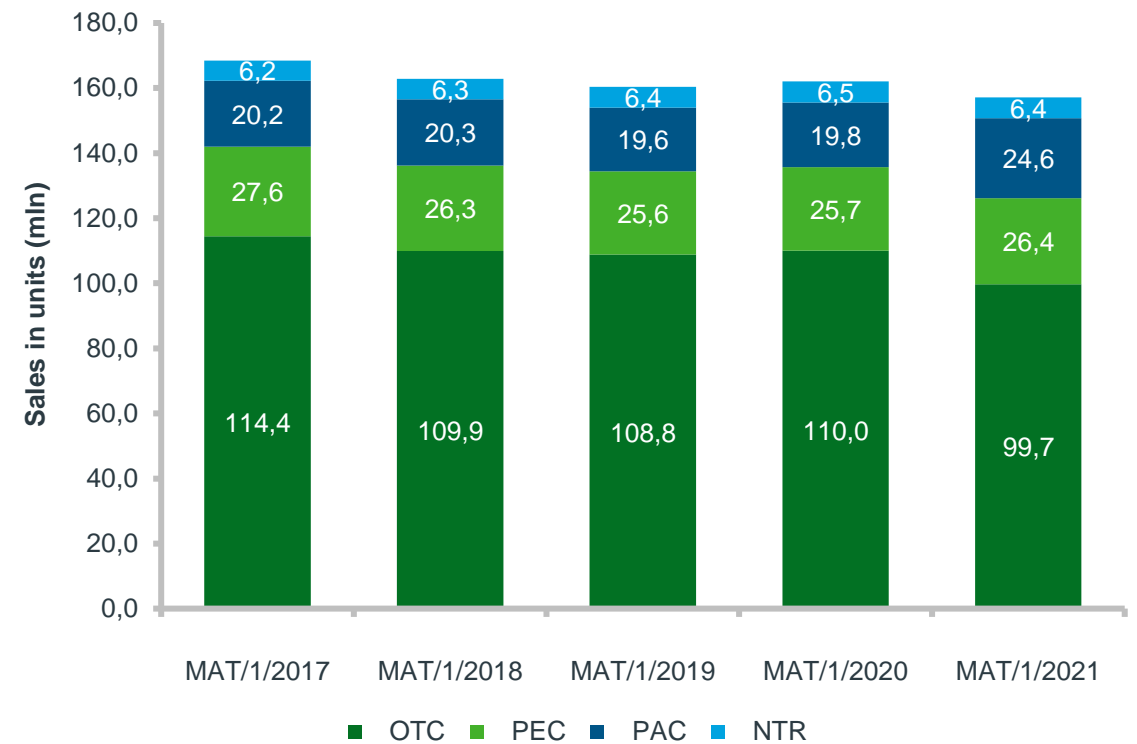


# The Belgian Consumer Health market is worth €2,03 billion

## Sales Evolution – Pub Value



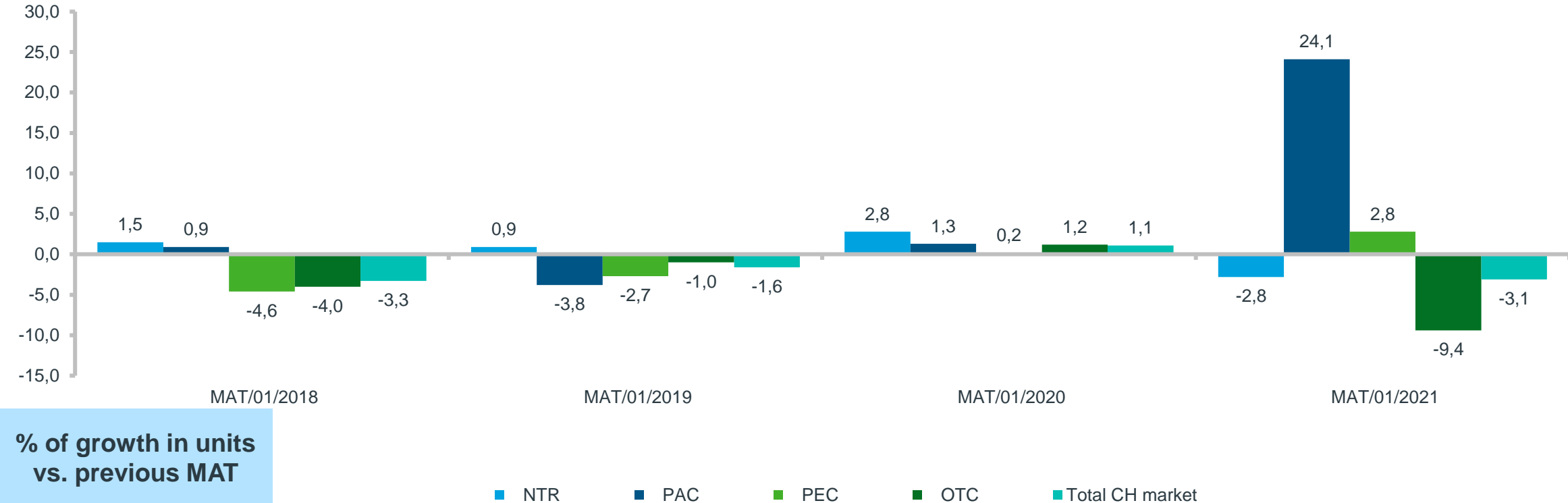
## Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -3,1% while the OTC segment declines with -9,4% in units

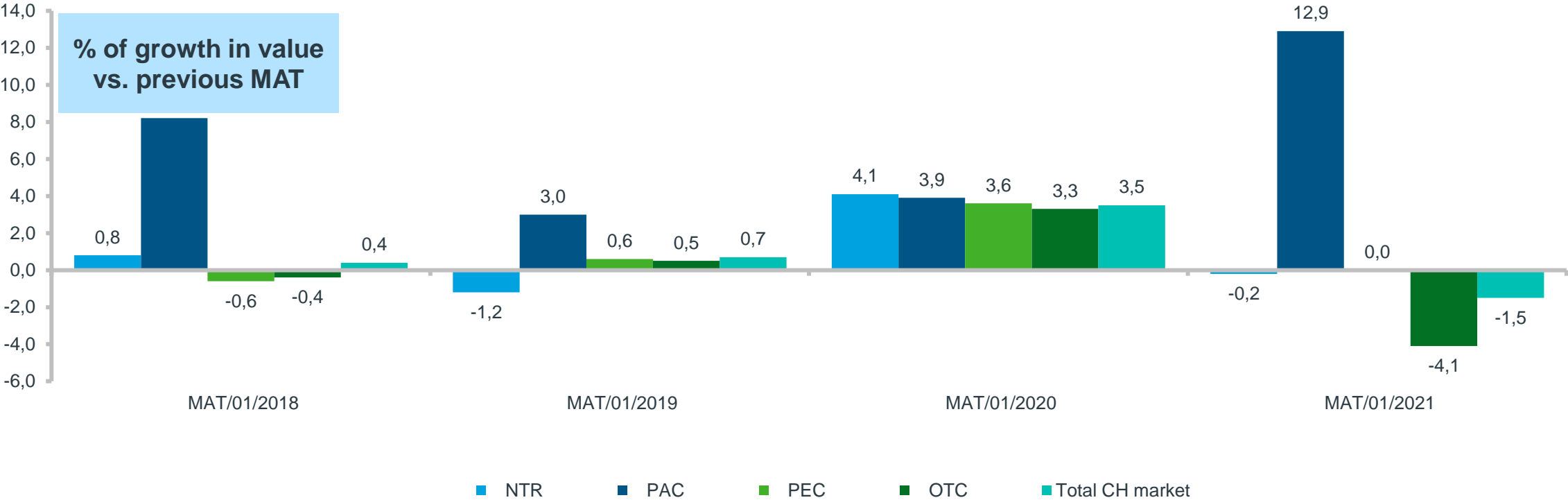
## Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows a decrease of -1,5%, where Patient Care is growing with 12,9%

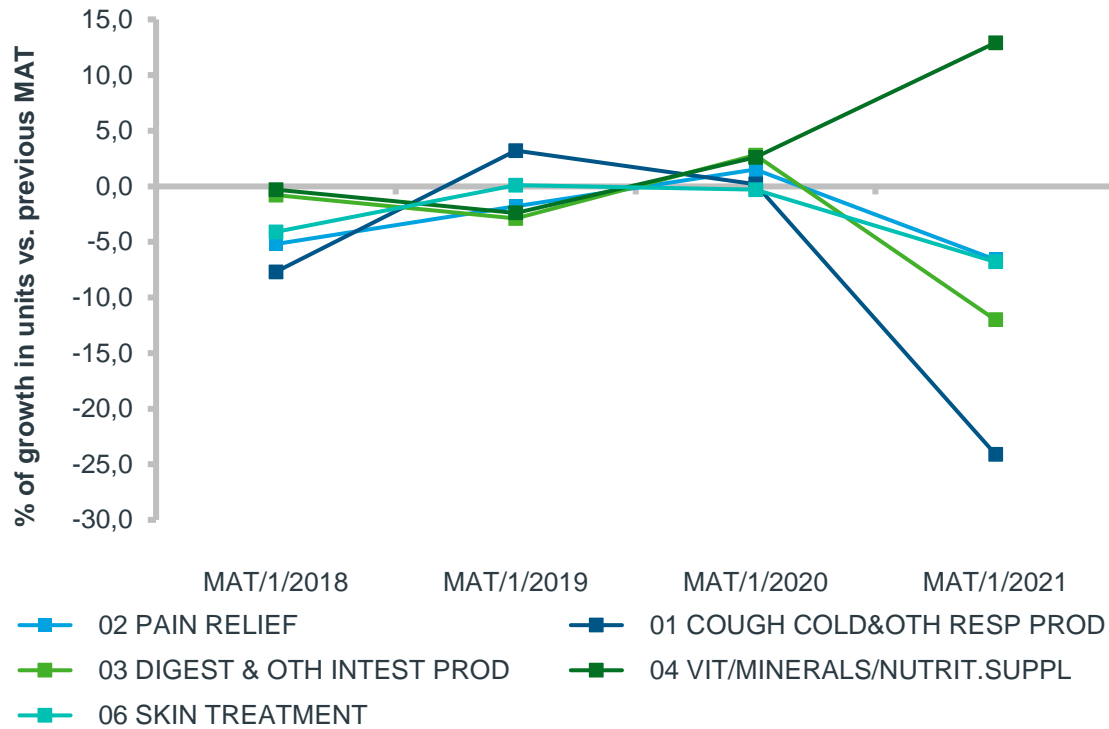
## Sales Evolution – Value



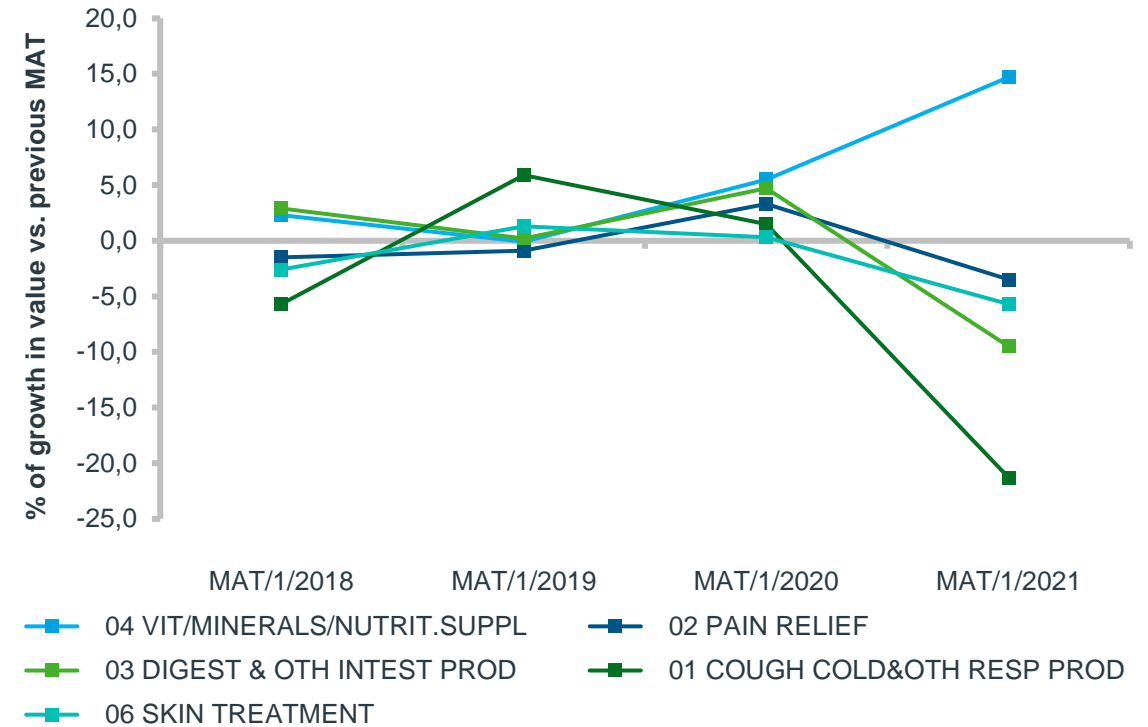
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



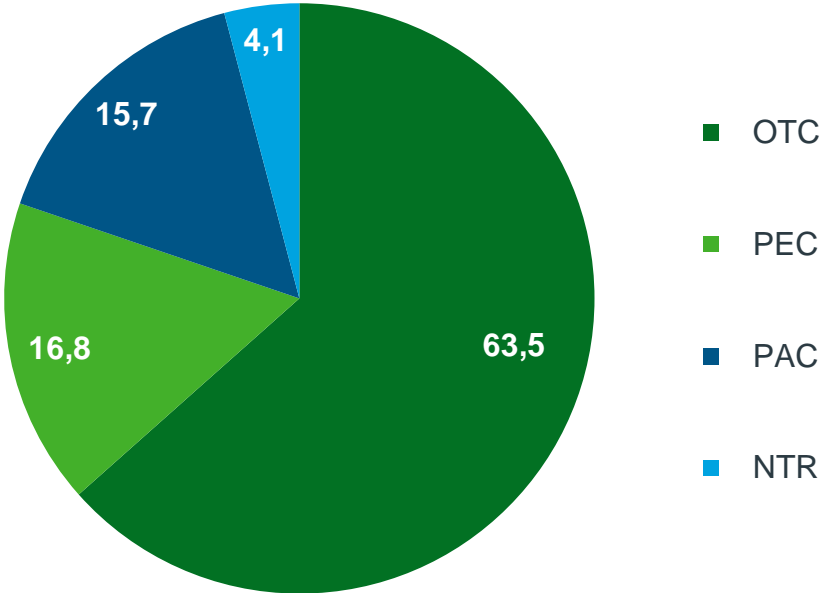
## Sales Evolution – Value



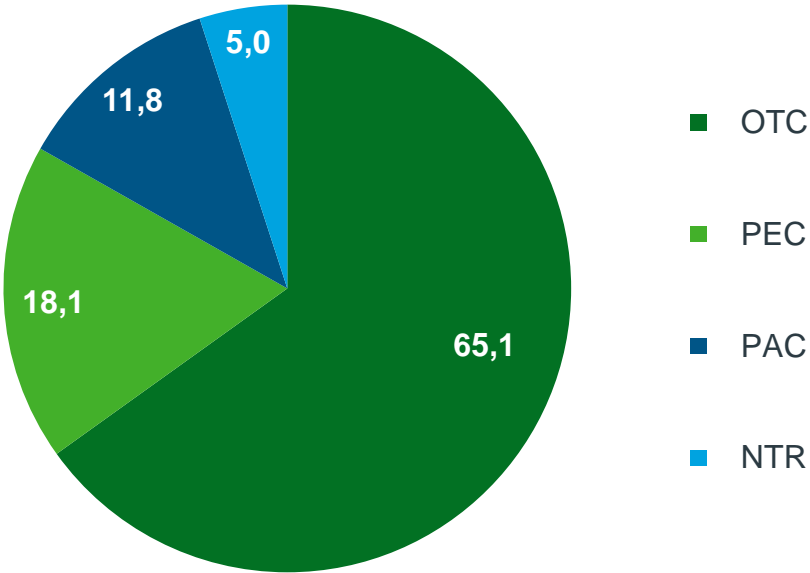
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 63,5% in units and 65,1% in value of the total CH market

Market Share in Units – MAT/01/2021



Market Share in Value – MAT/01/2021



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/01/2021	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/01/2021	% of the CH Market
02A GENERAL PAIN RELIEF	16,910,376	10.8	02A GENERAL PAIN RELIEF	€ 152,514,832	7.5
01B COLD REMEDIES	8,634,562	5.5	01B COLD REMEDIES	€ 71,873,040	3.5
03C LAXATIVES	5,030,542	3.2	04F MINERAL SUPPLEMENTS	€ 70,419,784	3.5
57K MISCELLANOUS	4,954,970	3.2	07A EYE CARE	€ 63,930,832	3.2
04E OTHER SPECIFIC VITAMINS	4,463,275	2.8	35G MILK PRDS FOR CHILDREN	€ 63,195,220	3.1
01A COUGH PRODUCTS	4,454,712	2.8	02E MUSCULAR PAIN RELIEF	€ 62,603,184	3.1
07A EYE CARE	4,331,061	2.8	03C LAXATIVES	€ 60,029,112	3.0
01C SORE THROAT REMEDIES	4,280,736	2.7	04E OTHER SPECIFIC VITAMINS	€ 58,474,136	2.9
02E MUSCULAR PAIN RELIEF	3,359,620	2.1	13A CALMING AND SLEEPING PROD	€ 47,094,592	2.3
04F MINERAL SUPPLEMENTS	3,102,361	2.0	82B SPEC.FACIAL CARE PRODUCT	€ 43,283,576	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/12/2020)
57	MEDICAL/SURGICAL AIDS	353,547
53	PRDS FOR BLADDER PROBLEMS	61,726
56	TESTS+MEASURING INSTRUMNT	36,006
35	BABY FOODS	9,092
85	PERSONAL HYGIENE	7,416
70	HOUSE DISINFECTANTS ETC	4,303
32	GLUTEN-FREE&LOW PROT.PRDS	836
34	SLIMMING AIDS	494
44	PRESSURE SORE PREVENTION	481
59	PHARMACY EQUIPMENT	142

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/12/2020)
53	PRDS FOR BLADDER PROBLEMS	€ 4,754,740
57	MEDICAL/SURGICAL AIDS	€ 1,754,619
56	TESTS+MEASURING INSTRUMNT	€ 739,769
35	BABY FOODS	€ 451,739
55	INJECTION DEVICES	€ 31,739
70	HOUSE DISINFECTANTS ETC	€ 24,767
97	ALL OTH MISC PRODS	€ 20,824
52	INCONTINENCE CARE PRDS	€ 12,783
90	BEAUTY ACCESSORIES	€ 8,656
32	GLUTEN-FREE&LOW PROT.PRDS	€ 7,355

Source: IQVIA – CH Audits – Selling Out data