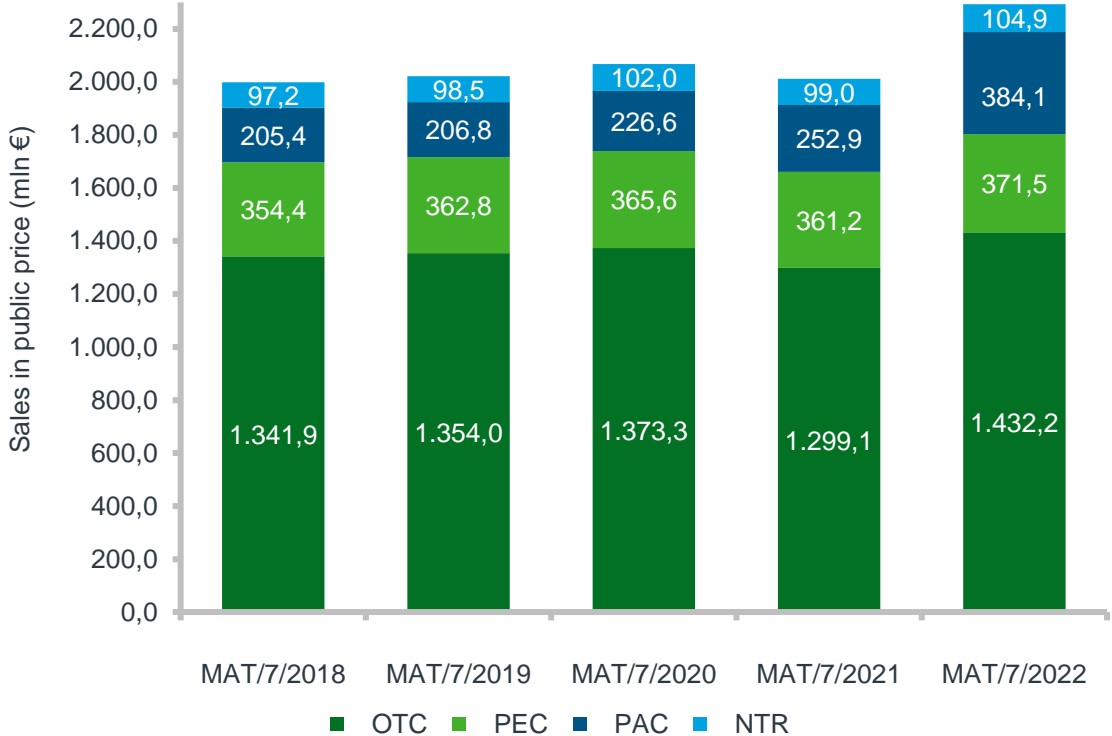
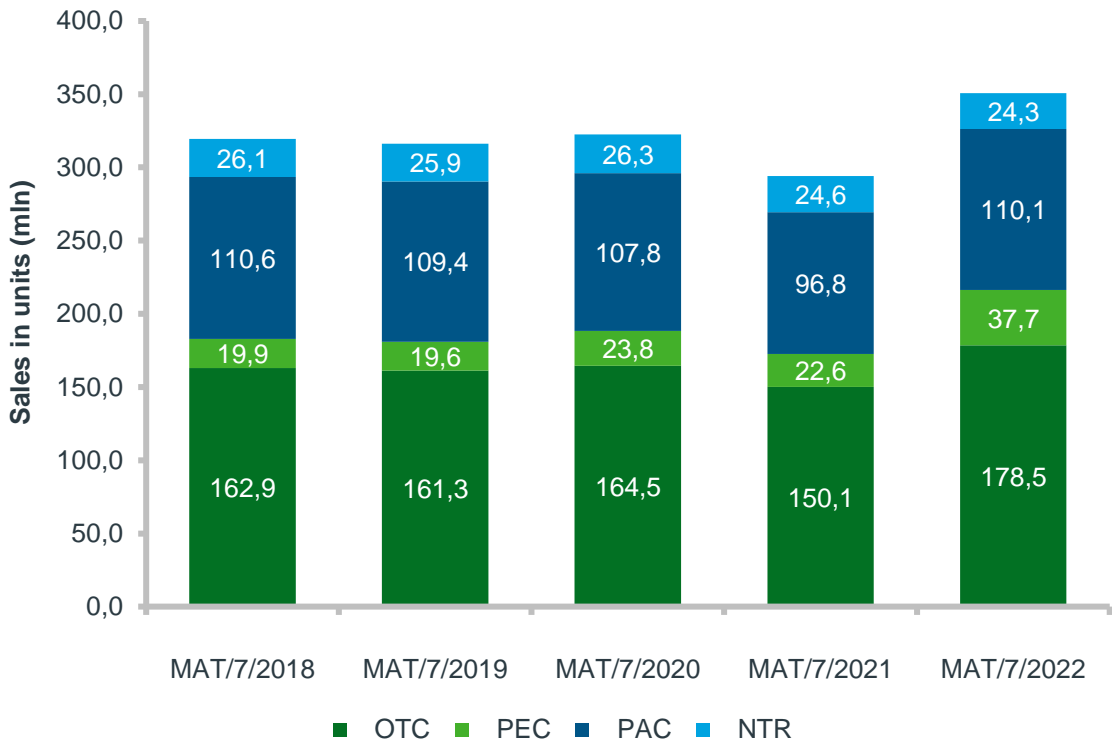


# The Belgian Consumer Health market is worth €2,29 billion

### Sales Evolution – Pub Value



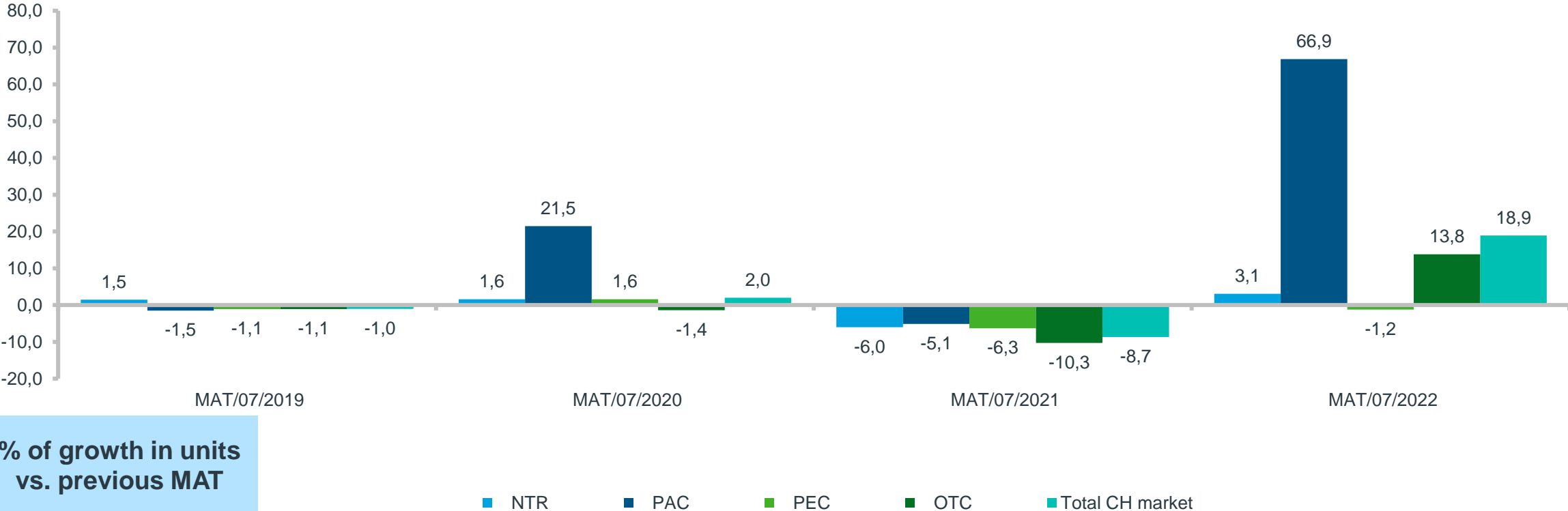
### Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows an increase of 18,9% while the OTC segment grows with 13,8% in units

## Sales Evolution – Units

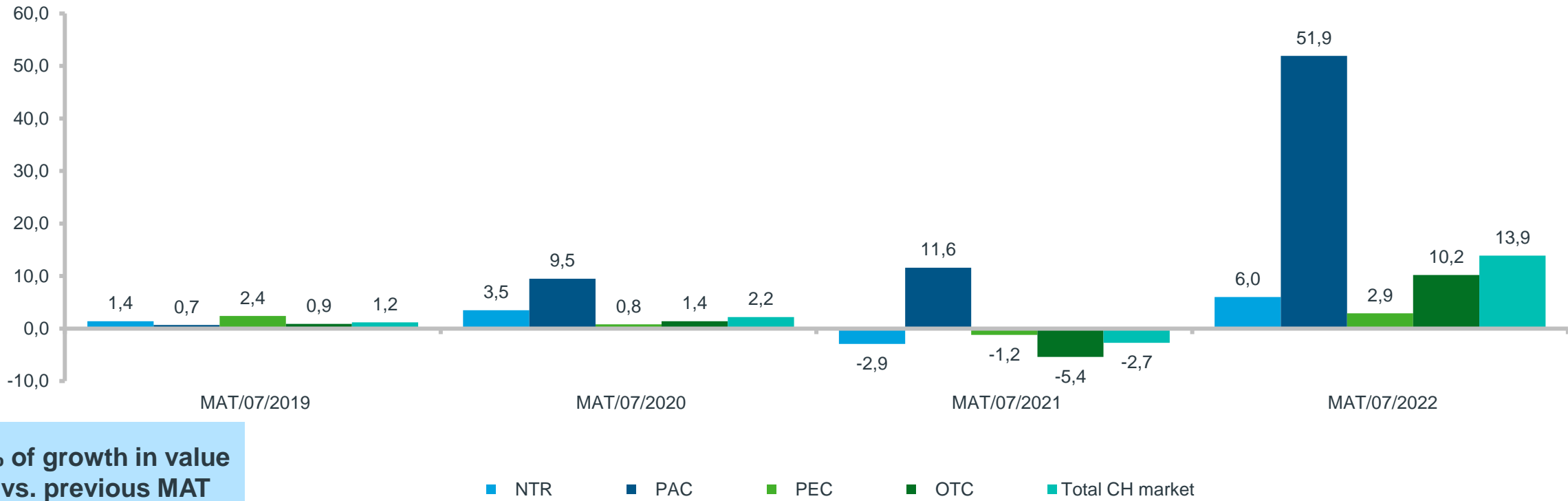


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows an increase of 13,9%, where Patient Care is growing with 51,9%

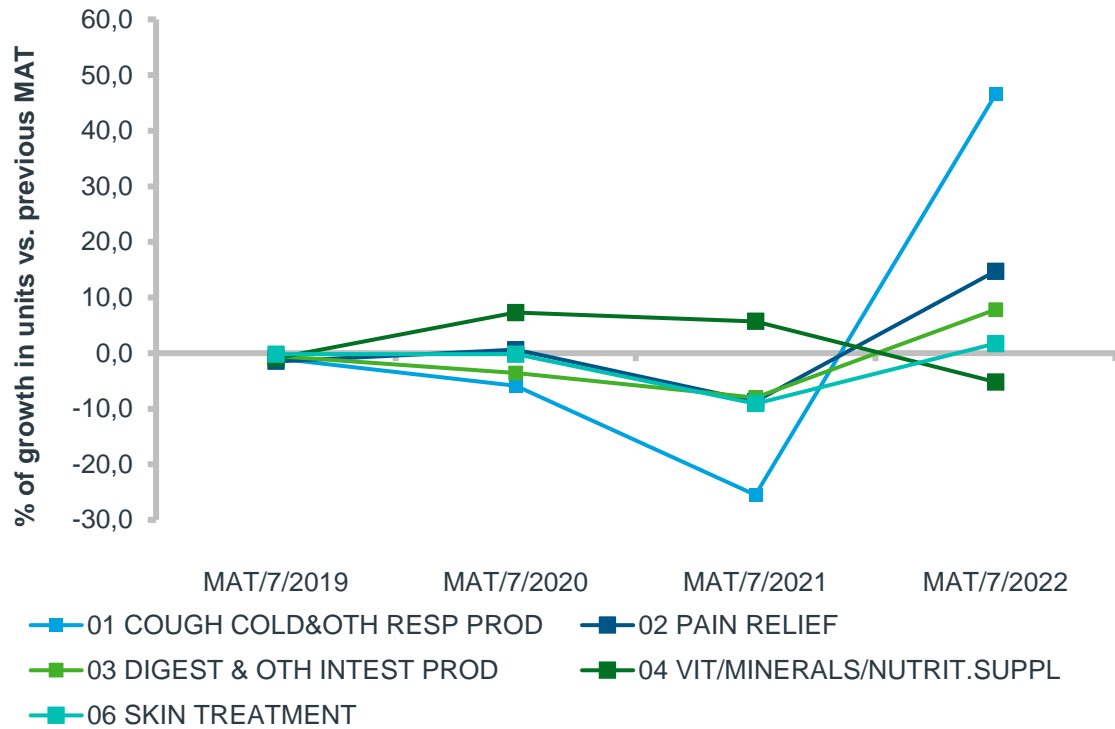
## Sales Evolution – Value



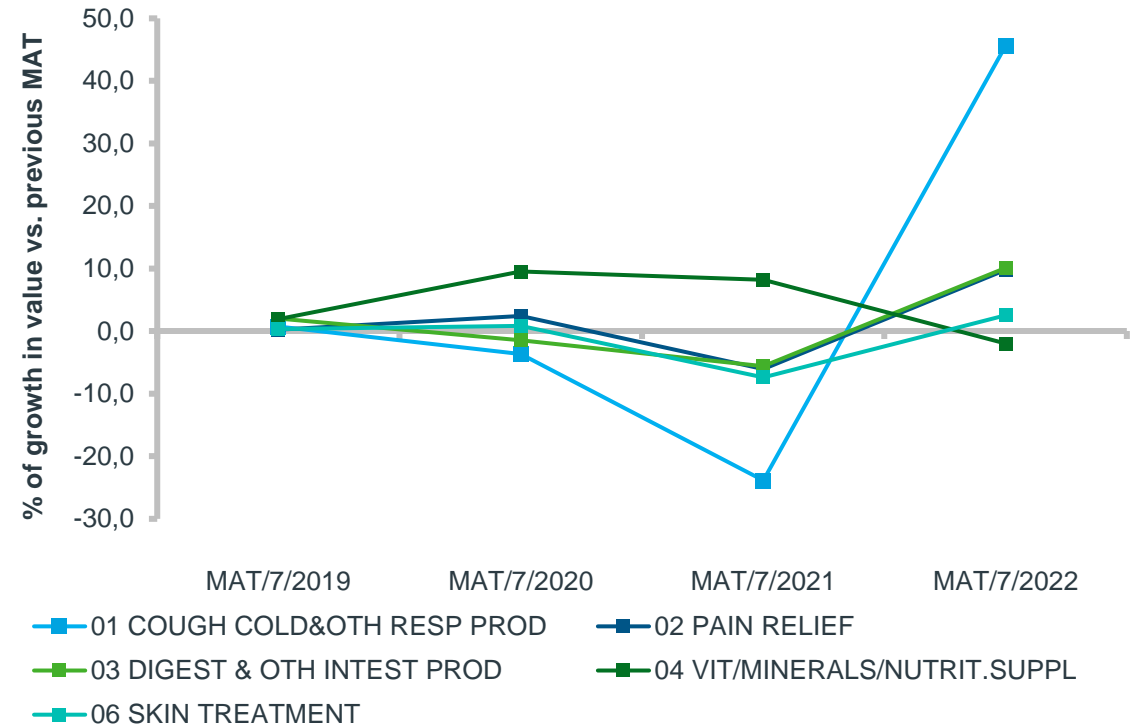
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



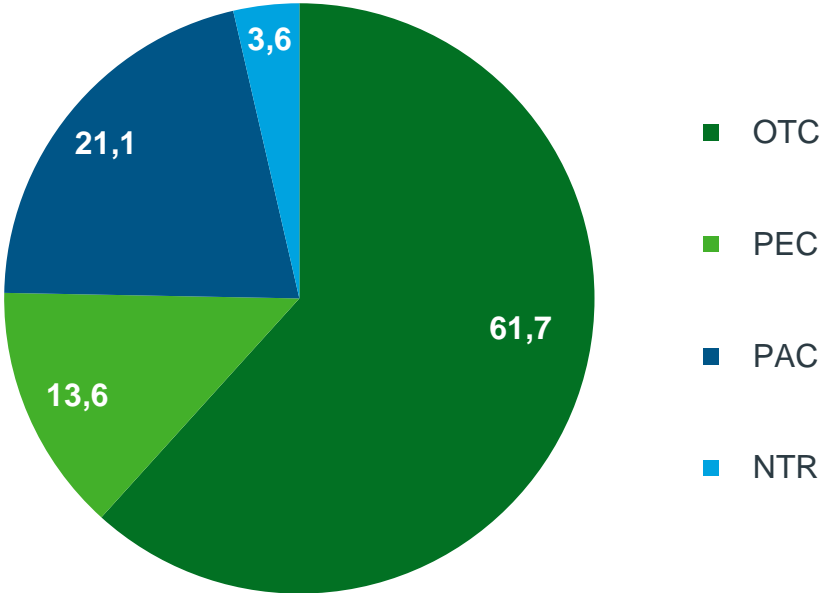
## Sales Evolution – Value



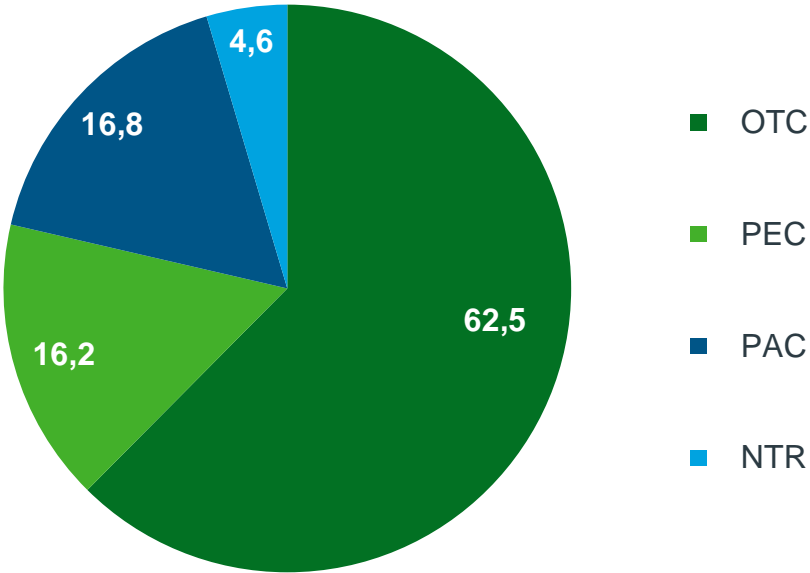
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 61,7% in units and 62,5% in value of the total CH market

### Market Share in Units – MAT/07/2022



### Market Share in Value – MAT/07/2022



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/07/2022	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/07/2022	% of the CH Market
02A GENERAL PAIN RELIEF	19,676,653	11.0	02A GENERAL PAIN RELIEF	€ 175,913,324	7.7
56T CORONAVIRUS TESTS	16,644,559	9.3	56T CORONAVIRUS TESTS	€ 143,431,580	6.3
01B COLD REMEDIES	11,351,334	6.4	01B COLD REMEDIES	€ 93,076,384	4.1
01A COUGH PRODUCTS	7,298,238	4.1	04F MINERAL SUPPLEMENTS	€ 70,409,883	3.1
01C SORE THROAT REMEDIES	6,081,327	3.4	01A COUGH PRODUCTS	€ 68,632,444	3.0
03C LAXATIVES	4,906,306	2.7	07A EYE CARE	€ 68,238,214	3.0
07A EYE CARE	4,483,291	2.5	35G MILK PRDS FOR CHILDREN	€ 67,557,327	2.9
04E OTHER SPECIFIC VITAMINS	4,292,679	2.4	03C LAXATIVES	€ 61,449,121	2.7
02E MUSCULAR PAIN RELIEF	3,245,482	1.8	02E MUSCULAR PAIN RELIEF	€ 61,351,340	2.7
35G MILK PRDS FOR CHILDREN	3,196,213	1.8	04E OTHER SPECIFIC VITAMINS	€ 61,169,052	2.7

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/07/2022)
56	TESTS+MEASURING INSTRUMNT	3,516,446
01	COUGH COLD&OTH RESP PROD	2,129,936
02	PAIN RELIEF	361,480
03	DIGEST & OTH INTEST PROD	235,971
05	TONICS/OTHER STIMS	49,021
07	EYE CARE	36,991
06	SKIN TREATMENT	22,525
11	ANTINAUSEANTS	22,410
08	EAR CARE	21,369
35	BABY FOODS	18,135

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/07/2022)
56	TESTS+MEASURING INSTRUMNT	€ 28,692,480
01	COUGH COLD&OTH RESP PROD	€ 18,176,782
03	DIGEST & OTH INTEST PROD	€ 4,510,574
02	PAIN RELIEF	€ 2,555,222
05	TONICS/OTHER STIMS	€ 1,124,834
35	BABY FOODS	€ 950,635
04	VIT. MIN. & NUTRIT. SUPPS	€ 896,746
07	EYE CARE	€ 765,204
06	SKIN TREATMENT	€ 510,408
13	CALM/SLEEP&MOOD ENHANC PD	€ 484,055

Source: IQVIA – CH Audits – Selling Out data