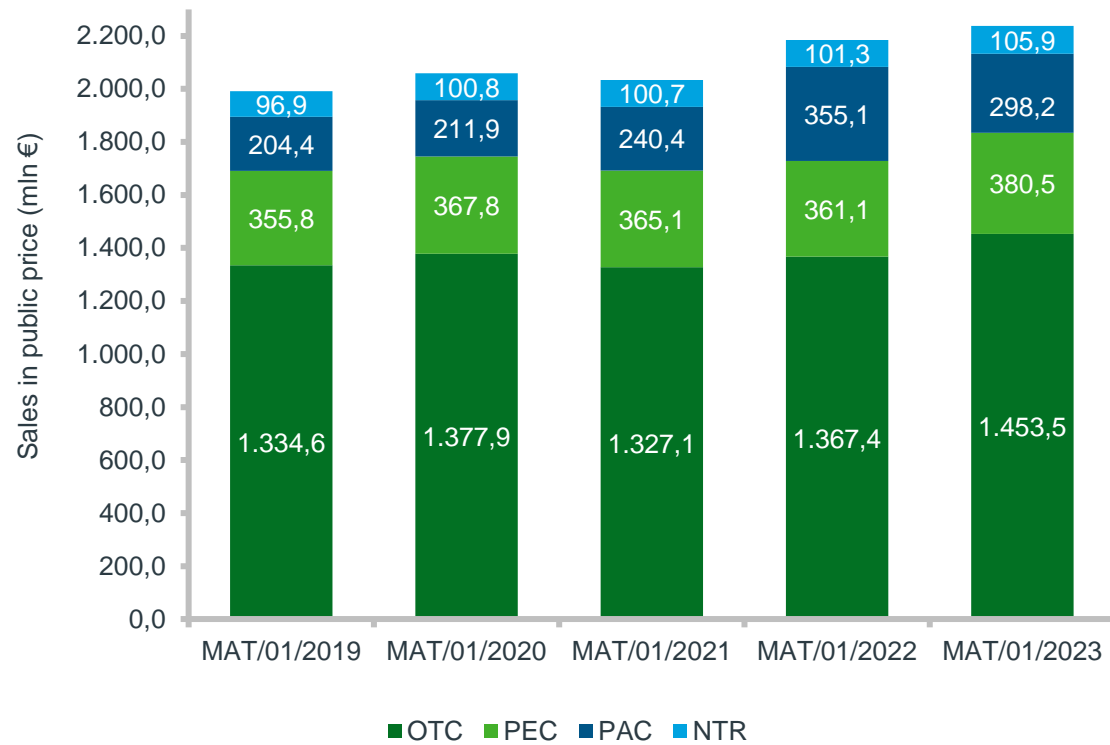
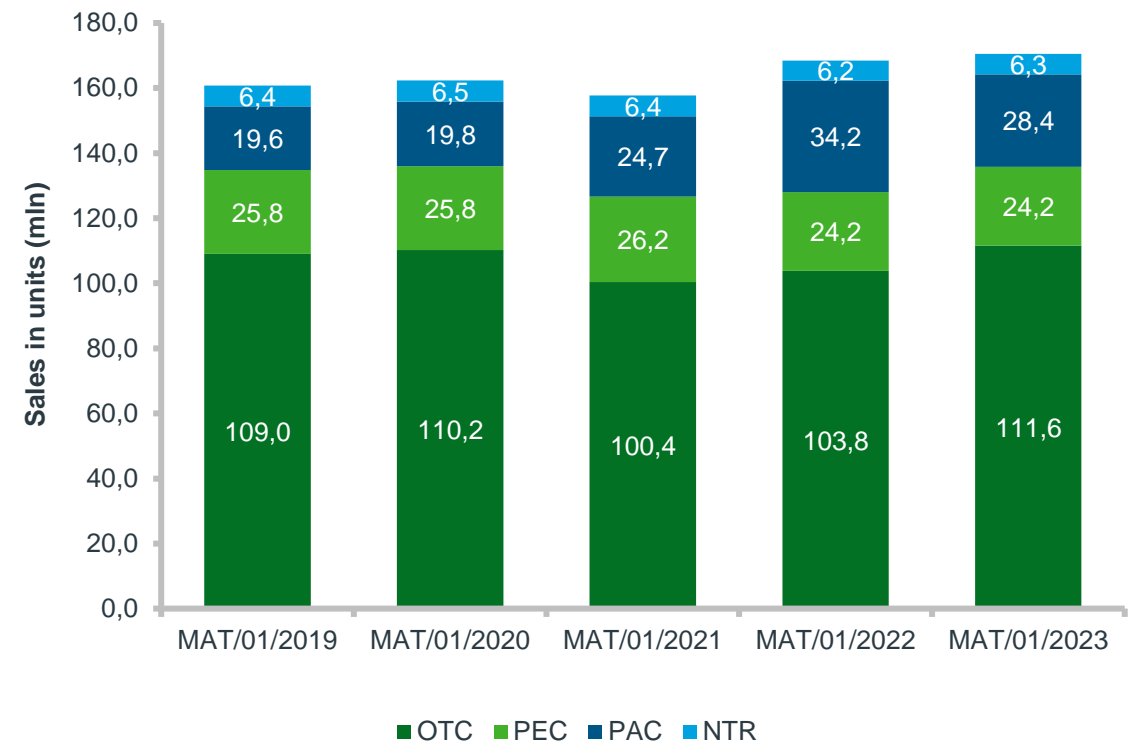


The Belgian Consumer Health market is worth €2,24 billion

Sales Evolution – Pub Value



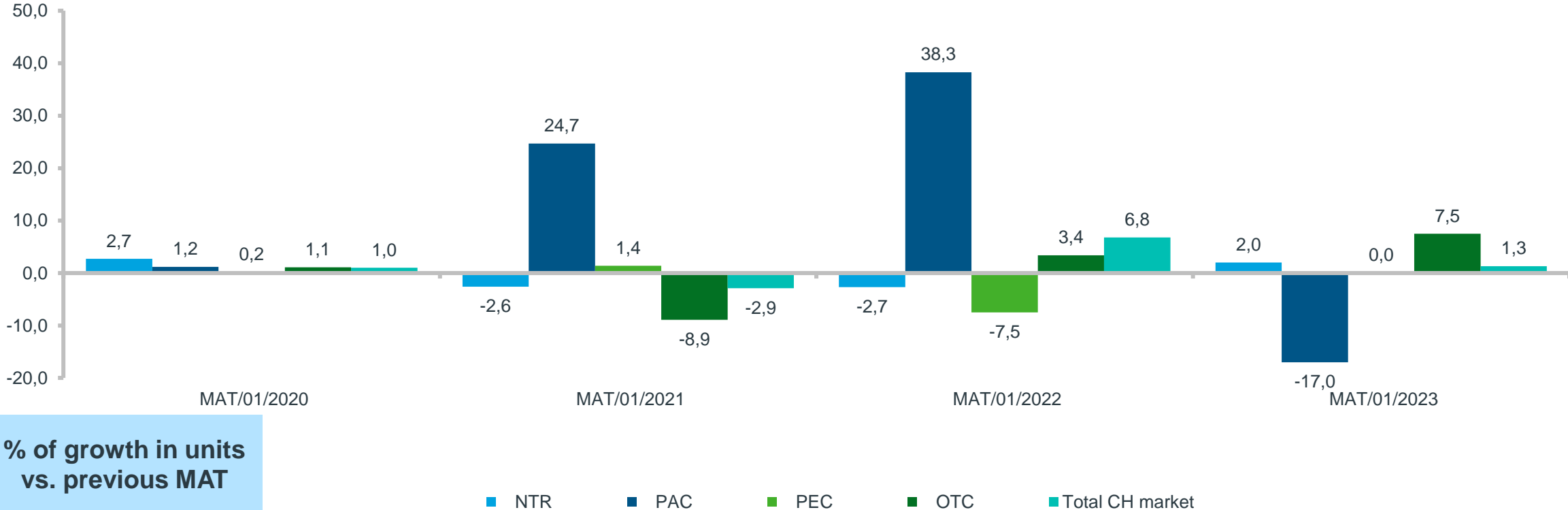
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 1,3% while the OTC segment grows with 7,5% in units

Sales Evolution – Units

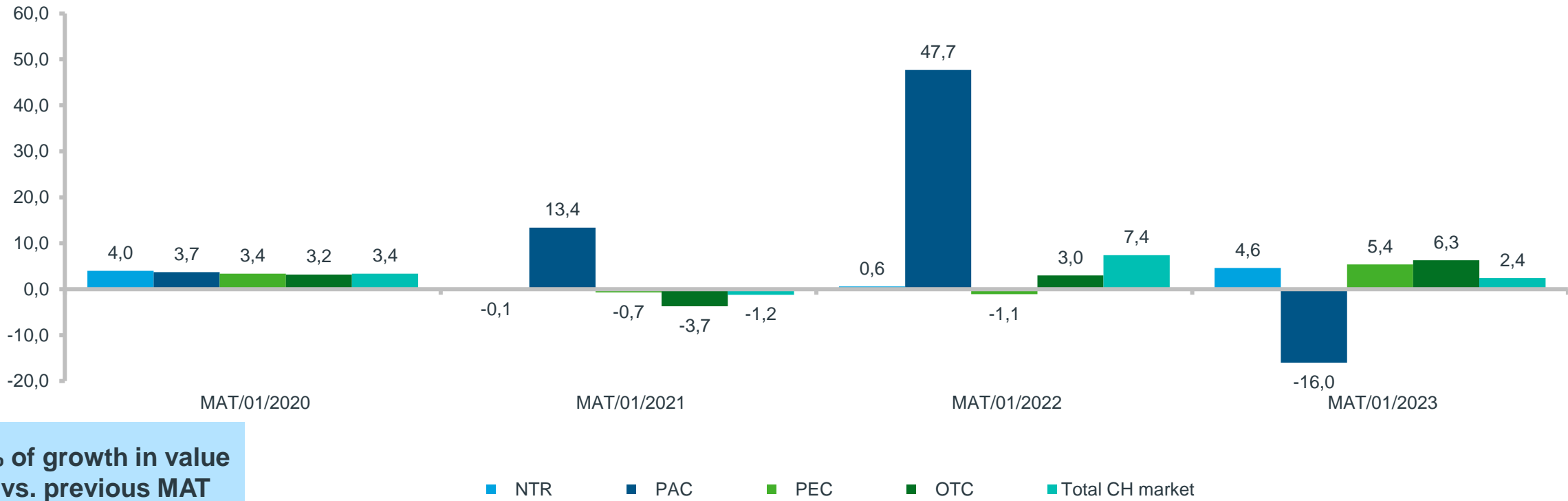


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows an increase of 2,4%, where Patient Care declines with -16,0%

Sales Evolution – Value

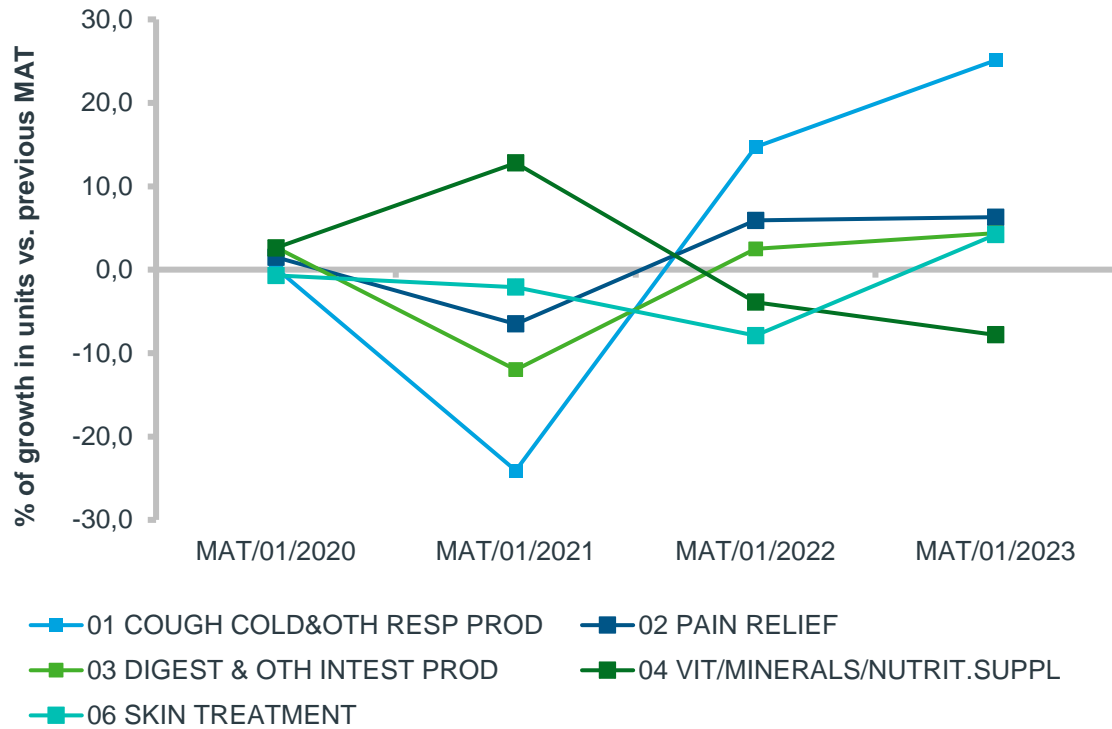


% of growth in value vs. previous MAT

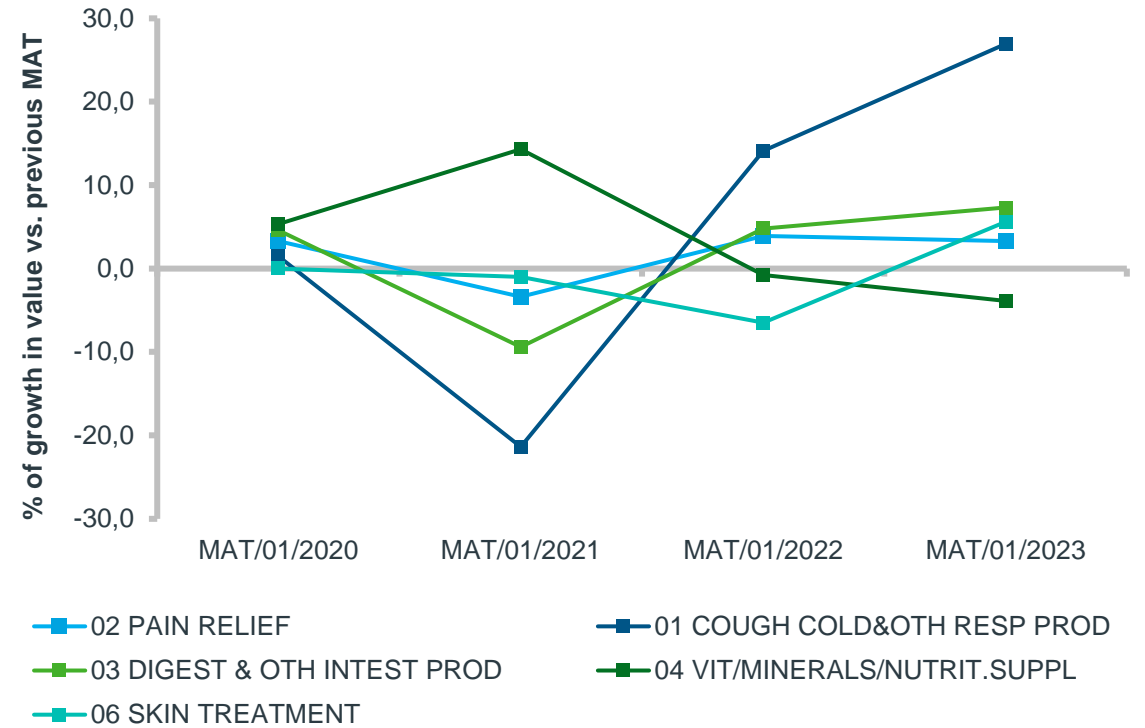
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



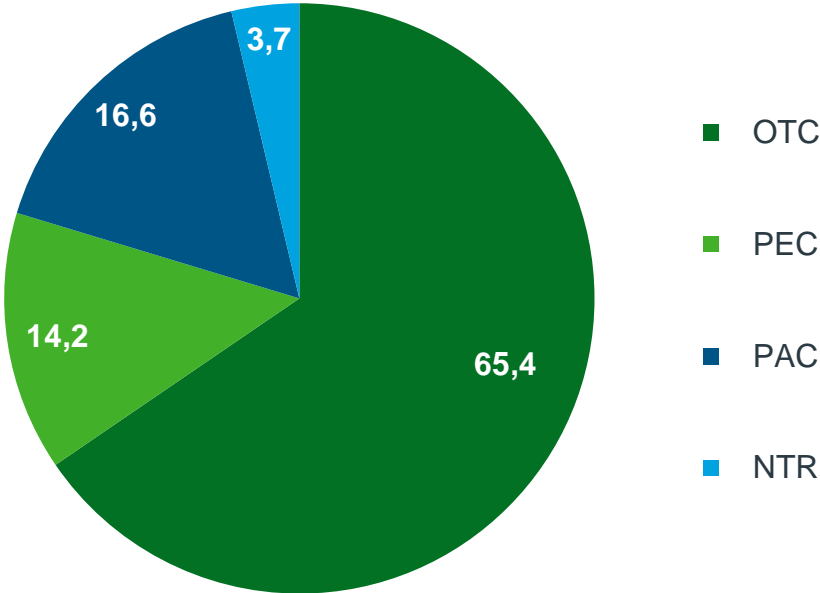
Sales Evolution – Value



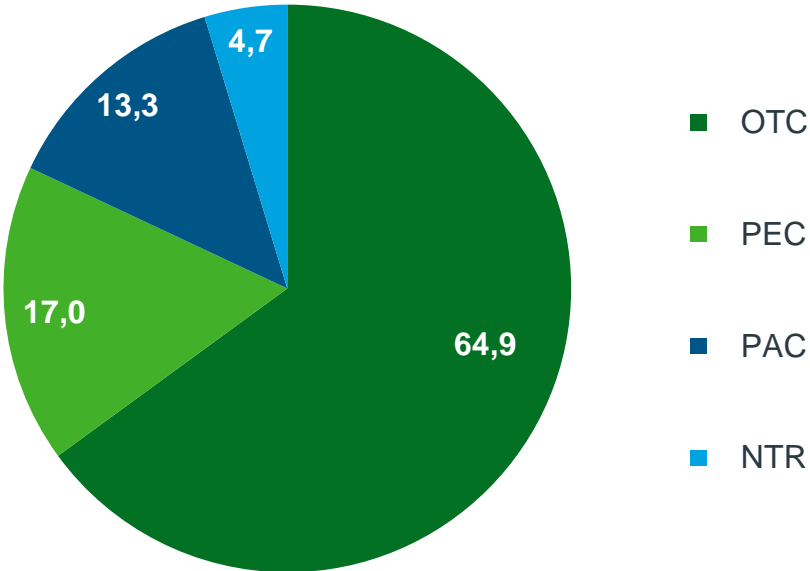
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 65,4% in units and 64,9% in value of the total CH market

Market Share in Units – MAT/01/2023



Market Share in Value – MAT/01/2023



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/01/2023 | % of the CH Market | Top 10 Best Selling OTC2 classes in value | Value abs. MAT/01/2023 | % of the CH Market |
|---|------------------------|--------------------|---|------------------------|--------------------|
| 02A GENERAL PAIN RELIEF | 20,081,005 | 11.8 | 02A GENERAL PAIN RELIEF | € 178,507,646 | 8.0 |
| 01B COLD REMEDIES | 11,823,957 | 6.9 | 01B COLD REMEDIES | € 98,271,437 | 4.4 |
| 01A COUGH PRODUCTS | 8,179,884 | 4.8 | 01A COUGH PRODUCTS | € 78,275,994 | 3.5 |
| 56T CORONAVIRUS TESTS | 7,417,159 | 4.4 | 07A EYE CARE | € 71,106,729 | 3.2 |
| 01C SORE THROAT REMEDIES | 6,525,349 | 3.8 | 04F MINERAL SUPPLEMENTS | € 69,742,828 | 3.1 |
| 03C LAXATIVES | 4,887,551 | 2.9 | 35G MILK PRDS FOR CHILDREN | € 67,506,683 | 3.0 |
| 07A EYE CARE | 4,533,256 | 2.7 | 03C LAXATIVES | € 62,355,371 | 2.8 |
| 04E OTHER SPECIFIC VITAMINS | 3,936,610 | 2.3 | 02E MUSCULAR PAIN RELIEF | € 59,756,612 | 2.7 |
| 02E MUSCULAR PAIN RELIEF | 3,151,024 | 1.8 | 01C SORE THROAT REMEDIES | € 59,143,368 | 2.6 |
| 35G MILK PRDS FOR CHILDREN | 3,118,740 | 1.8 | 04E OTHER SPECIFIC VITAMINS | € 57,104,776 | 2.6 |

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/01/2023) |
|--|---------------------------|---|
| 01 | COUGH COLD&OTH RESP PROD | 1,797,456 |
| 02 | PAIN RELIEF | 275,347 |
| 03 | DIGEST & OTH INTEST PROD | 202,742 |
| 06 | SKIN TREATMENT | 97,055 |
| 07 | EYE CARE | 79,741 |
| 05 | TONICS/OTHER STIMS | 42,944 |
| 53 | PRDS FOR BLADDER PROBLEMS | 33,995 |
| 12 | URINARY AND REPRODUCT CAR | 23,774 |
| 08 | EAR CARE | 23,742 |
| 11 | ANTINAUSEANTS | 21,576 |

| Fastest growing OTC1 classes in Rx sales | | Rx sales Growth in abs. value (MAT/01/2023) |
|--|---------------------------|---|
| 01 | COUGH COLD&OTH RESP PROD | € 16,265,887 |
| 03 | DIGEST & OTH INTEST PROD | € 4,526,536 |
| 53 | PRDS FOR BLADDER PROBLEMS | € 2,582,035 |
| 02 | PAIN RELIEF | € 2,095,085 |
| 07 | EYE CARE | € 1,743,779 |
| 04 | VIT. MIN. & NUTRIT. SUPPS | € 1,316,593 |
| 06 | SKIN TREATMENT | € 1,222,601 |
| 05 | TONICS/OTHER STIMS | € 1,011,639 |
| 13 | CALM/SLEEP&MOOD ENHANC PD | € 750,341 |
| 35 | BABY FOODS | € 726,822 |

Source: IQVIA – CH Audits – Selling Out data