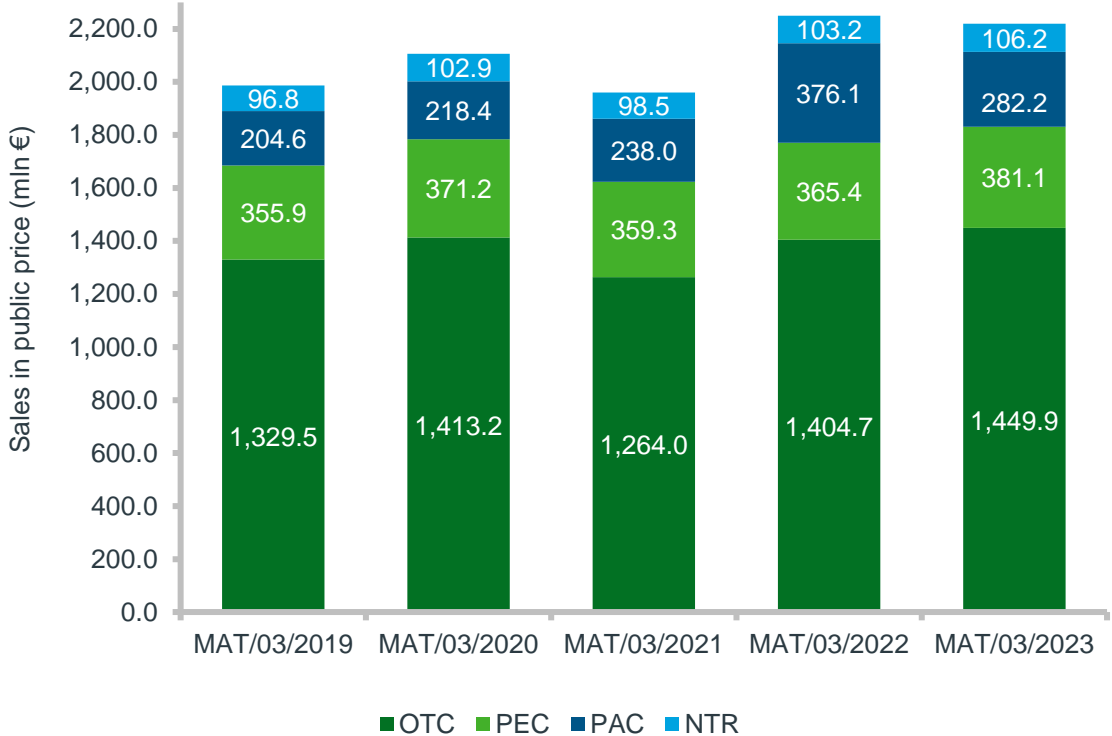
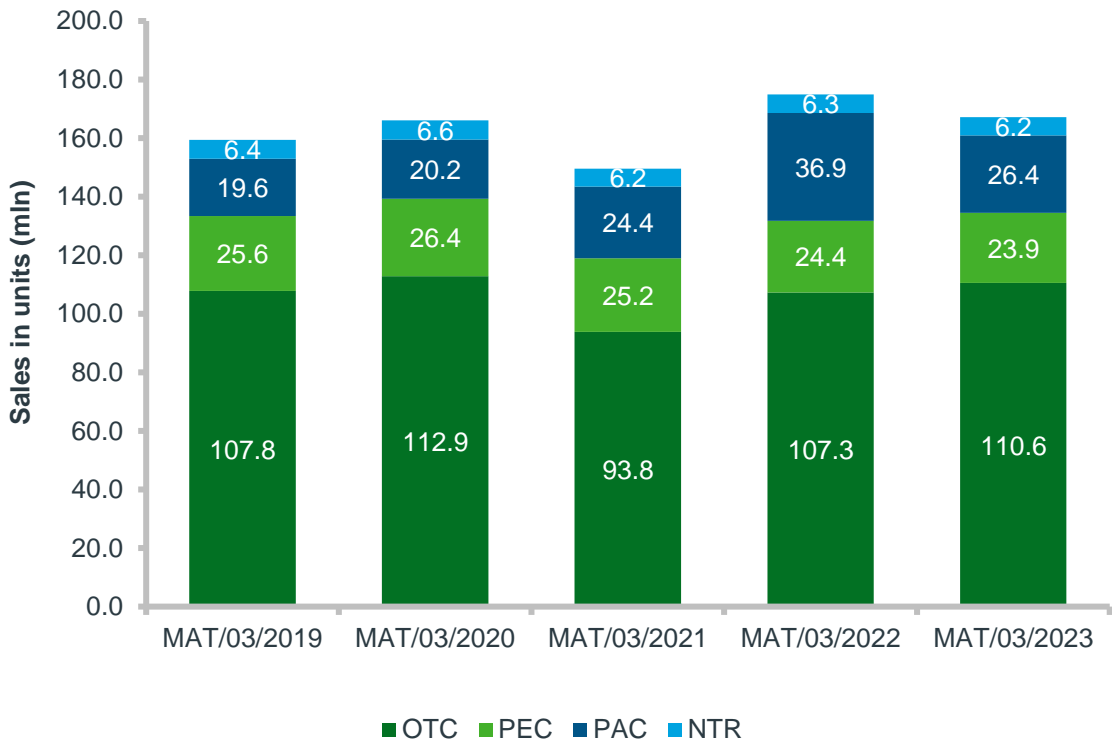


The Belgian Consumer Health market is worth €2,22 billion

Sales Evolution – Pub Value



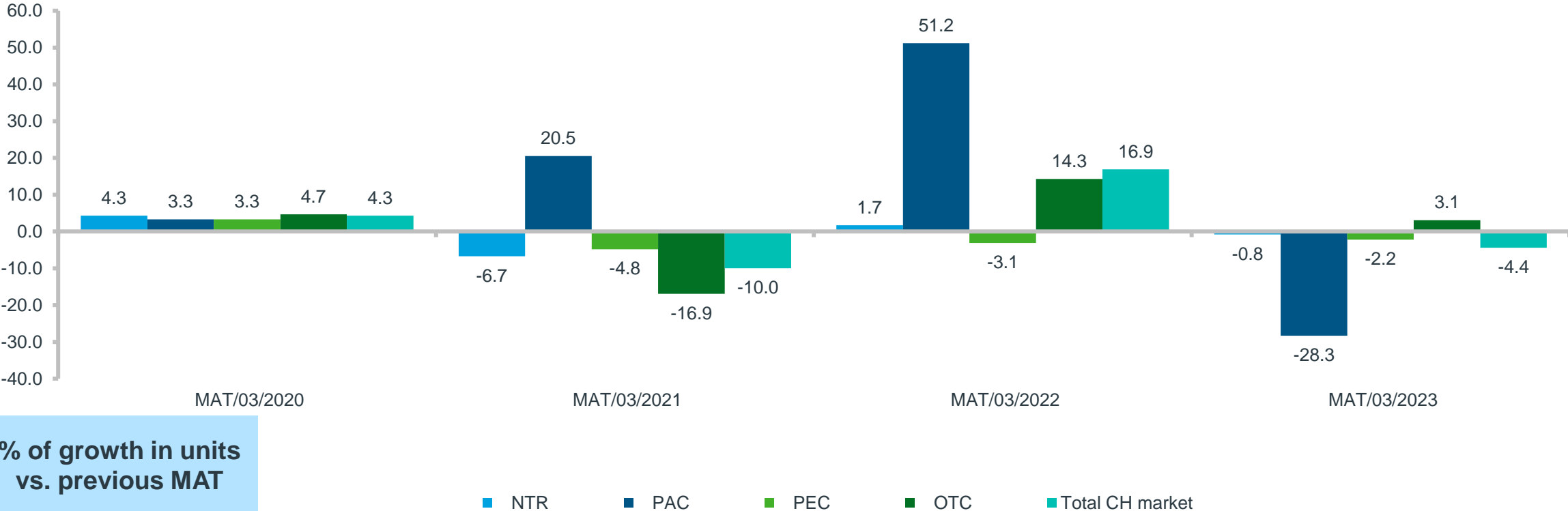
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

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

Sales Evolution – Units

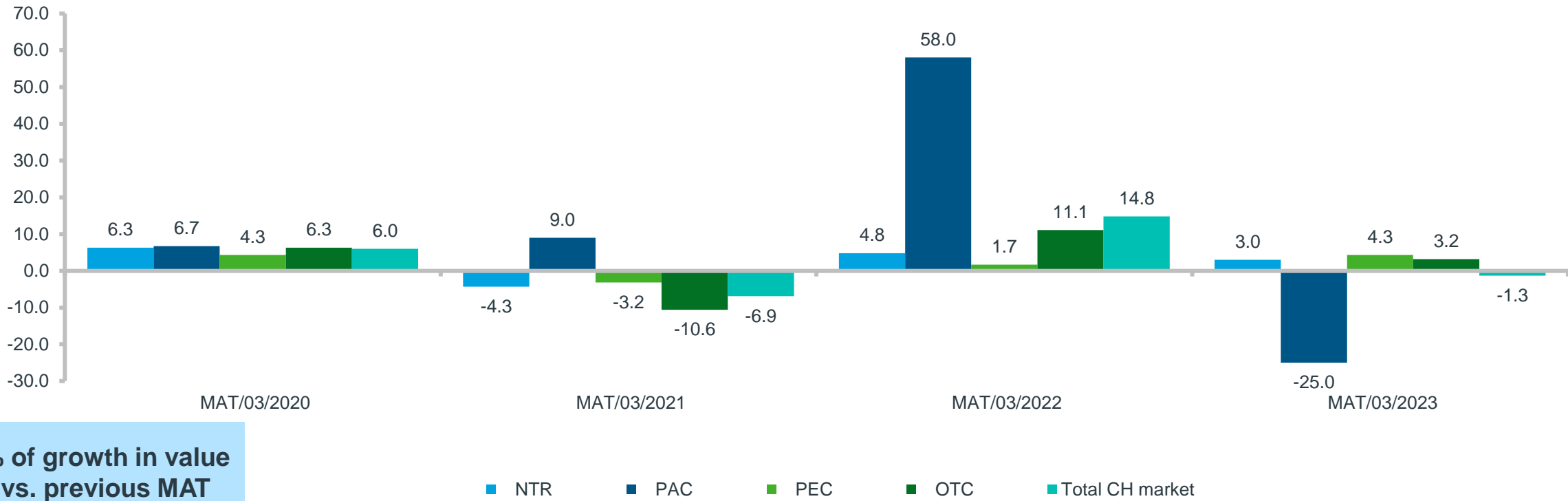


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -1,3%, where Patient Care also declines with -25,0%

Sales Evolution – Value

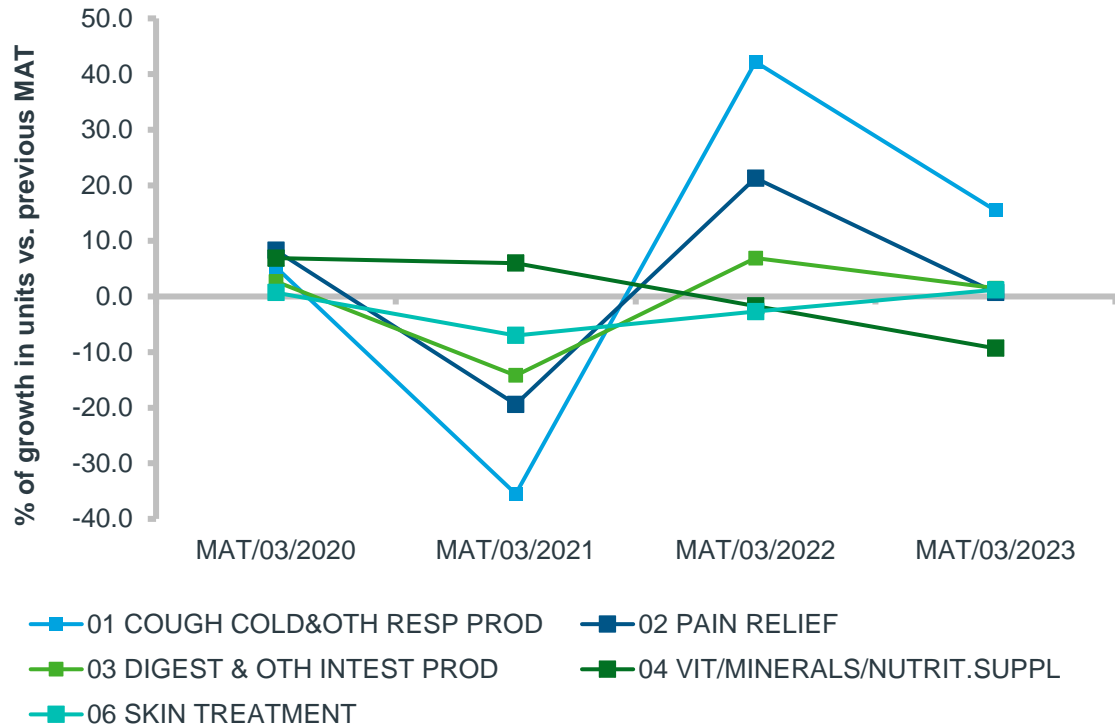


% of growth in value vs. previous MAT

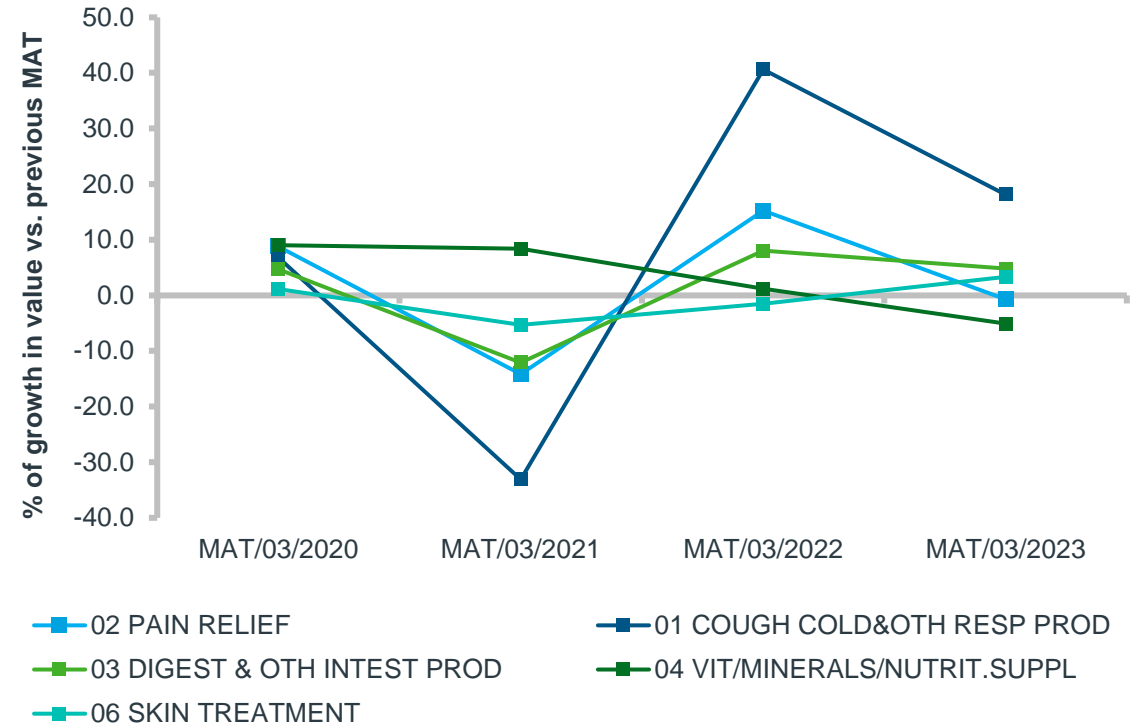
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



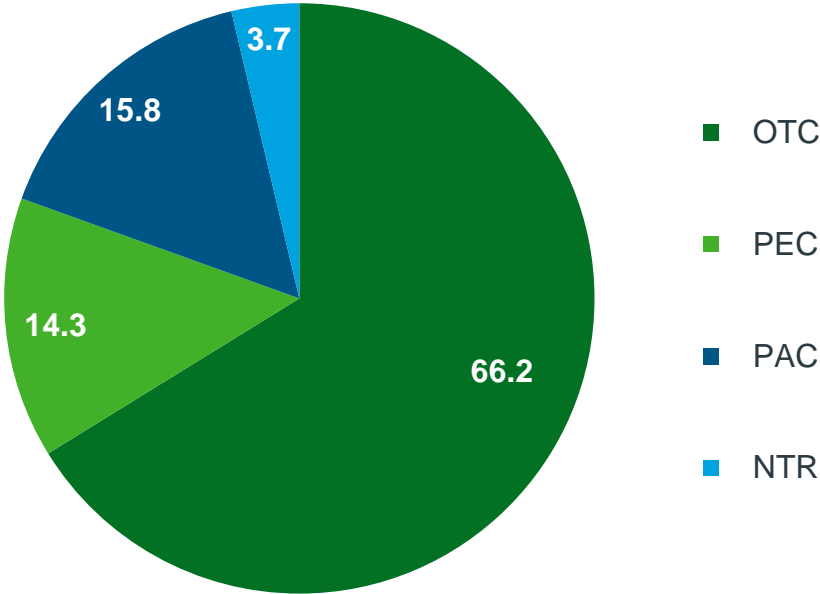
Sales Evolution – Value



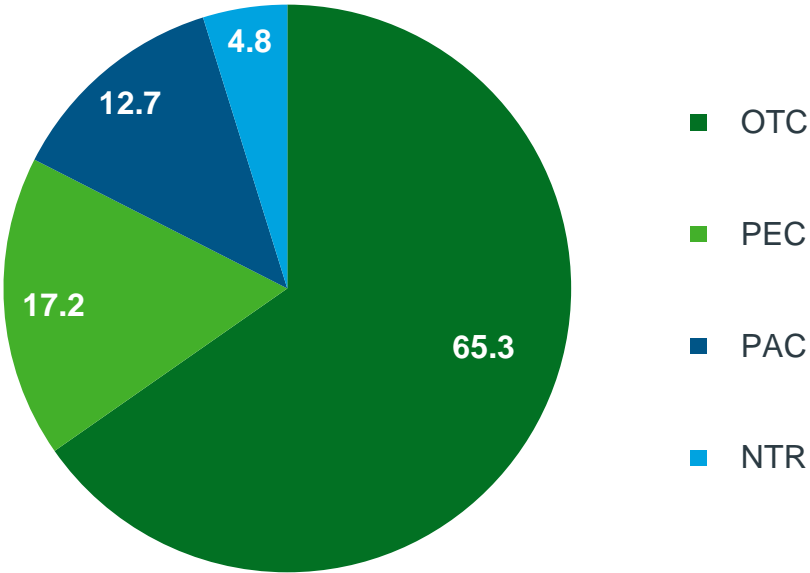
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 66,2% in units and 65,3% in value of the total CH market

Market Share in Units – MAT/03/2023



Market Share in Value – MAT/03/2023



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/03/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/03/2023	% of the CH Market
02A GENERAL PAIN RELIEF	19,745,328	11.8	02A GENERAL PAIN RELIEF	€ 176,404,688	7.9
01B COLD REMEDIES	11,762,302	7.0	01B COLD REMEDIES	€ 98,325,957	4.4
01A COUGH PRODUCTS	8,136,390	4.9	01A COUGH PRODUCTS	€ 78,582,223	3.5
01C SORE THROAT REMEDIES	6,517,072	3.9	07A EYE CARE	€ 72,054,241	3.2
56T CORONAVIRUS TESTS	5,742,311	3.4	04F MINERAL SUPPLEMENTS	€ 69,637,984	3.1
03C LAXATIVES	4,842,056	2.9	35G MILK PRDS FOR CHILDREN	€ 67,661,561	3.0
07A EYE CARE	4,562,454	2.7	03C LAXATIVES	€ 62,166,901	2.8
04E OTHER SPECIFIC VITAMINS	3,845,905	2.3	01C SORE THROAT REMEDIES	€ 59,531,517	2.7
02E MUSCULAR PAIN RELIEF	3,124,639	1.9	02E MUSCULAR PAIN RELIEF	€ 59,374,156	2.7
35G MILK PRDS FOR CHILDREN	3,050,814	1.8	04E OTHER SPECIFIC VITAMINS	€ 56,209,991	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/03/2023)
01	COUGH COLD&OTH RESP PROD	1,363,143
03	DIGEST & OTH INTEST PROD	131,960
02	PAIN RELIEF	108,831
07	EYE CARE	87,782
06	SKIN TREATMENT	87,695
05	TONICS/OTHER STIMS	39,113
53	PRDS FOR BLADDER PROBLEMS	29,553
13	CALM/SLEEP&MOOD ENHANC PD	26,820
12	URINARY AND REPRODUCT CAR	24,459
08	EAR CARE	22,013

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/03/2023)
01	COUGH COLD&OTH RESP PROD	€ 12,767,654
53	PRDS FOR BLADDER PROBLEMS	€ 3,549,719
03	DIGEST & OTH INTEST PROD	€ 3,526,731
07	EYE CARE	€ 1,935,413
06	SKIN TREATMENT	€ 1,155,175
05	TONICS/OTHER STIMS	€ 956,360
04	VIT. MIN. & NUTRIT. SUPPS	€ 953,562
13	CALM/SLEEP&MOOD ENHANC PD	€ 922,770
02	PAIN RELIEF	€ 895,526
83	UNISEX BEAUTY PRODUCTS	€ 530,060

Source: IQVIA – CH Audits – Selling Out data