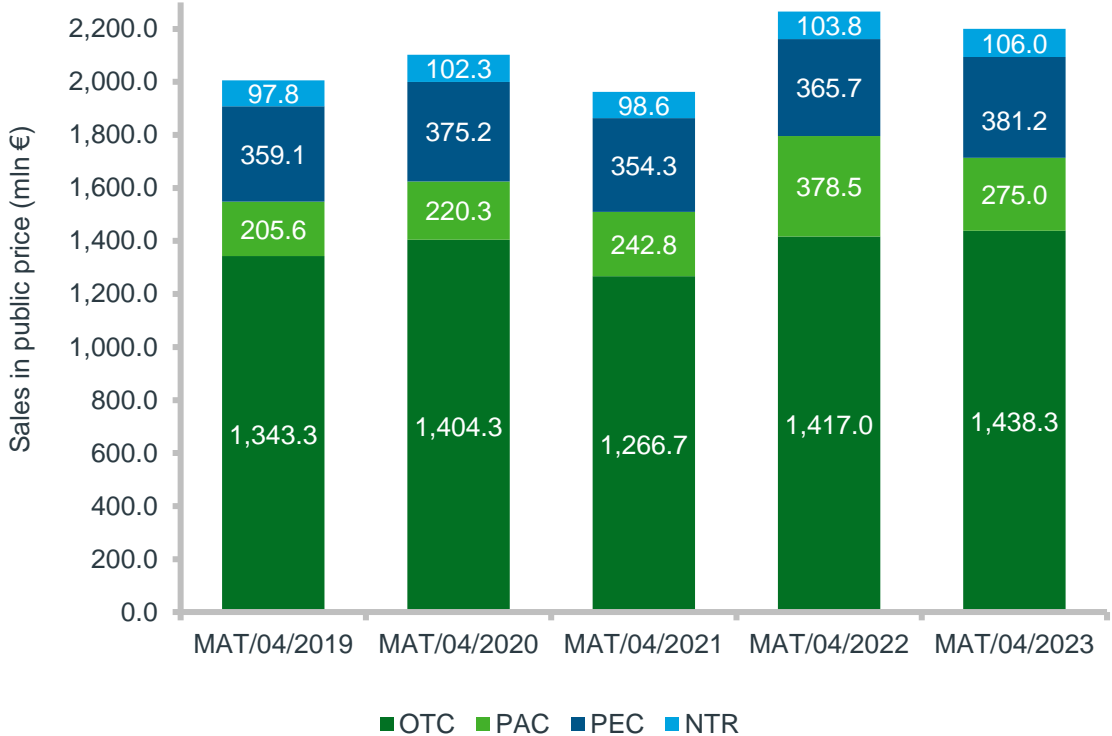
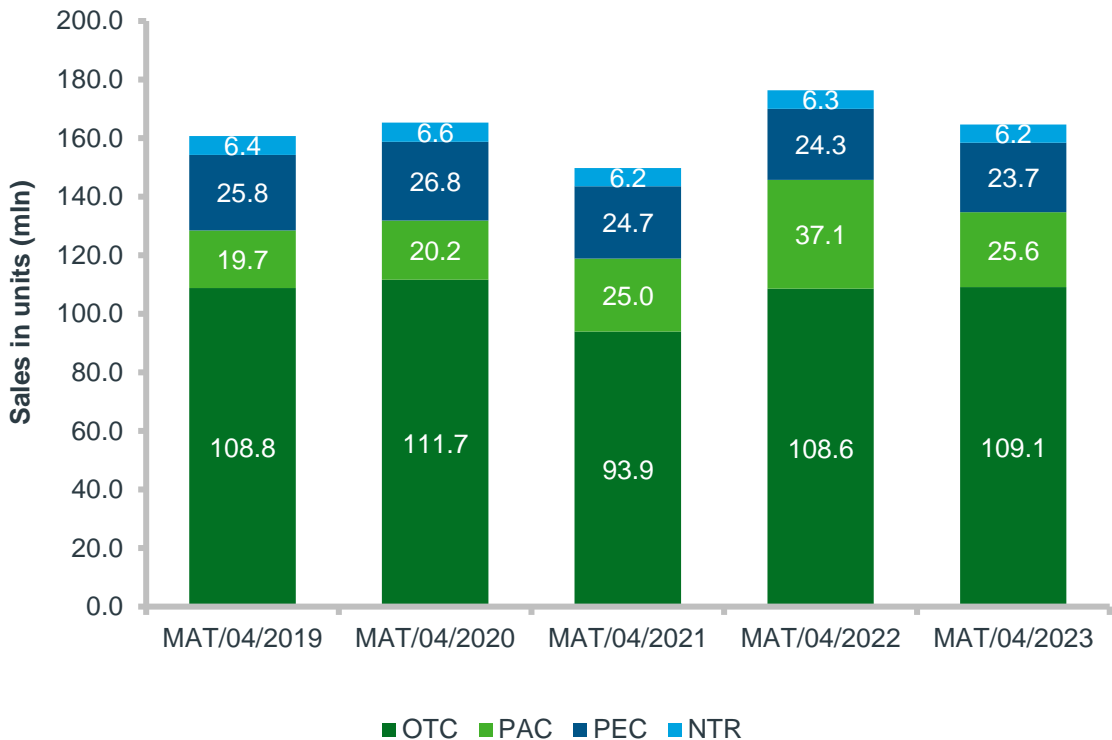


# The Belgian Consumer Health market is worth €2,20 billion

### Sales Evolution – Pub Value



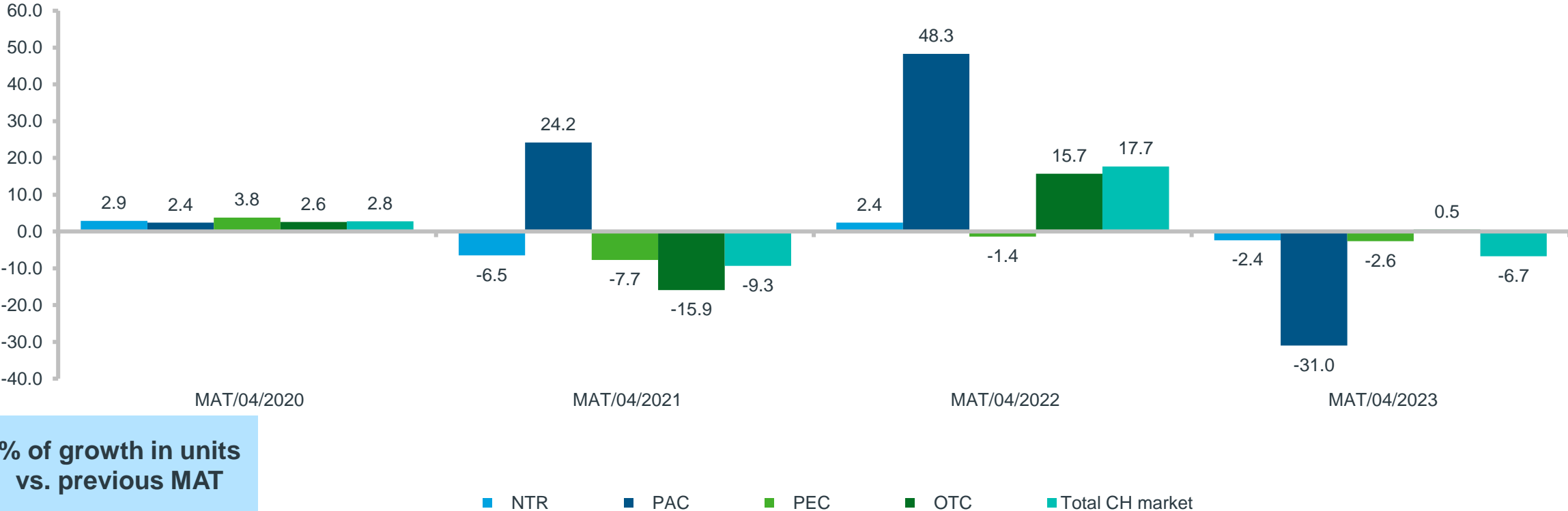
### Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -6,7% while the OTC segment grows with 0,5% in units

## Sales Evolution – Units

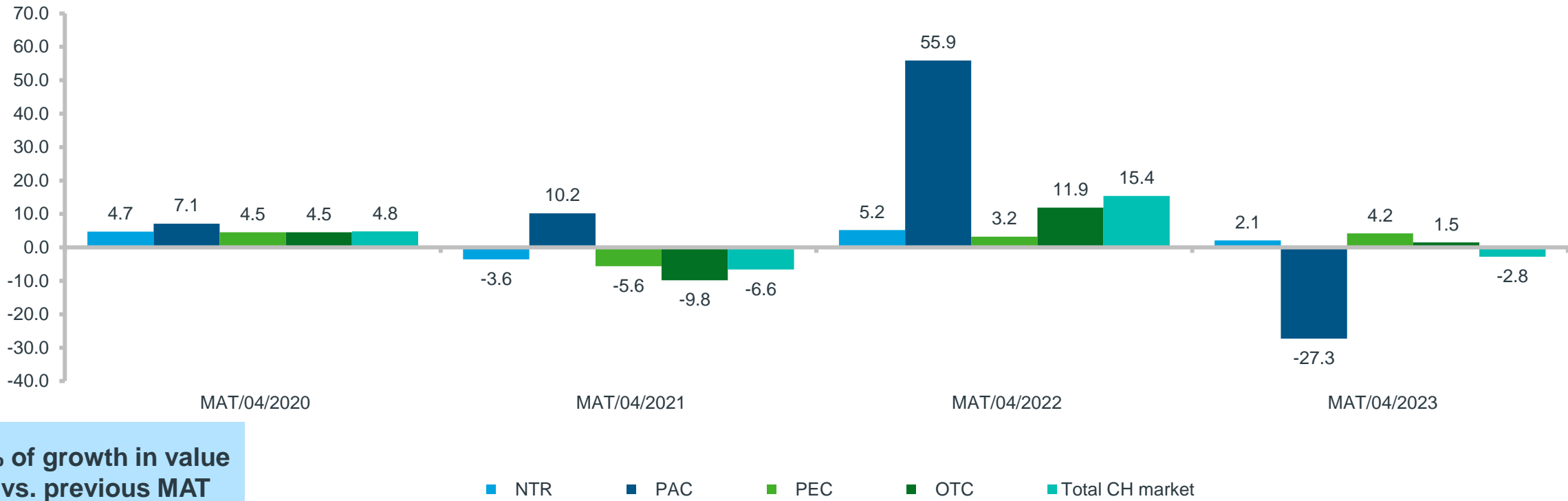


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows a decrease of -2,8%, where Patient Care also declines with -27,3%

## Sales Evolution – Value

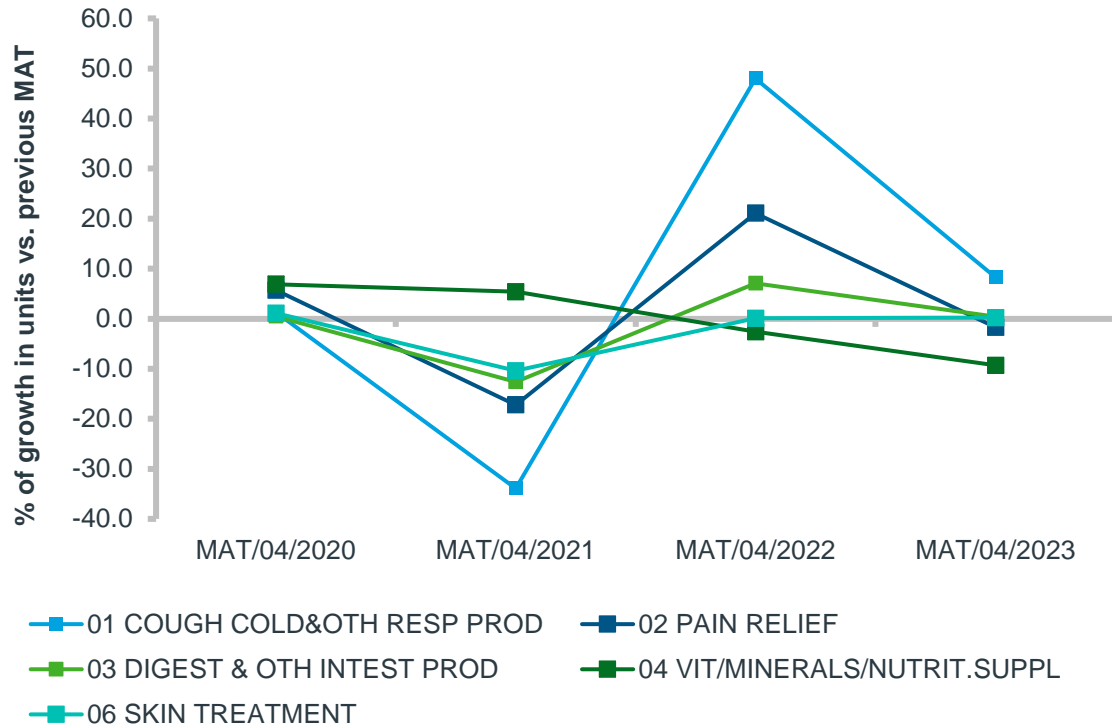


**% of growth in value vs. previous MAT**

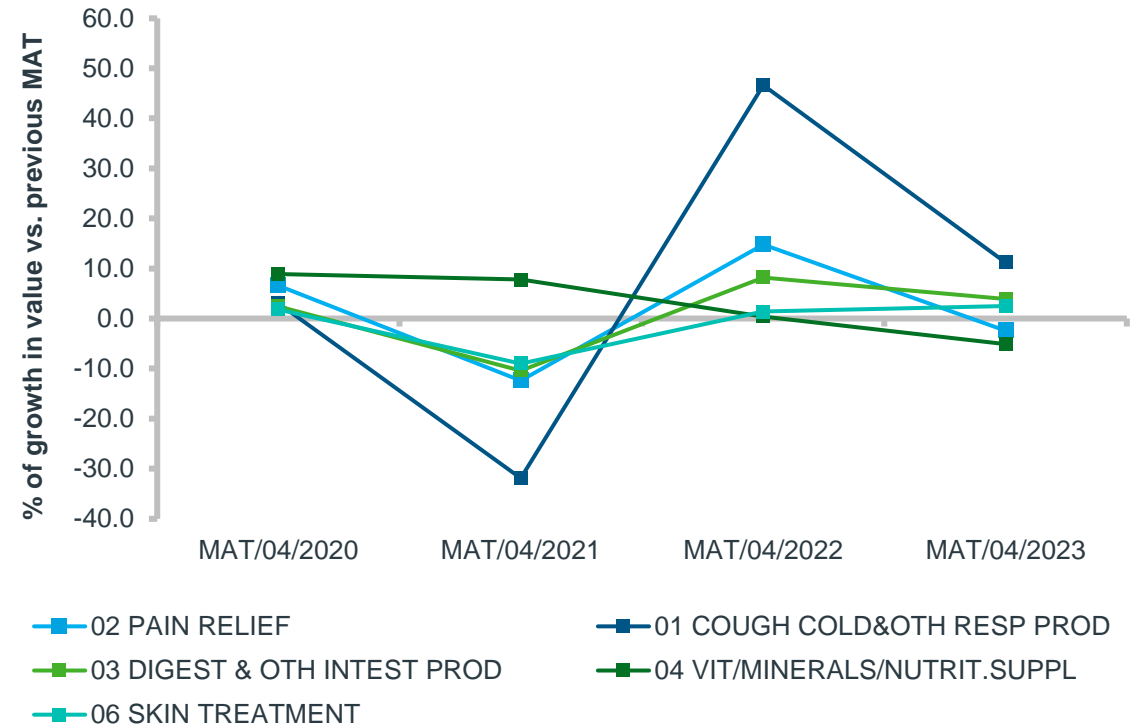
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



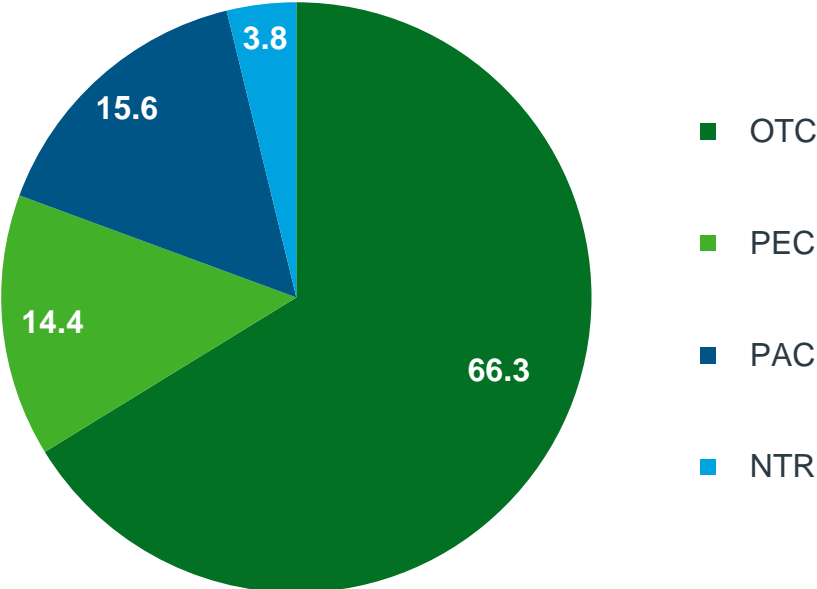
## Sales Evolution – Value



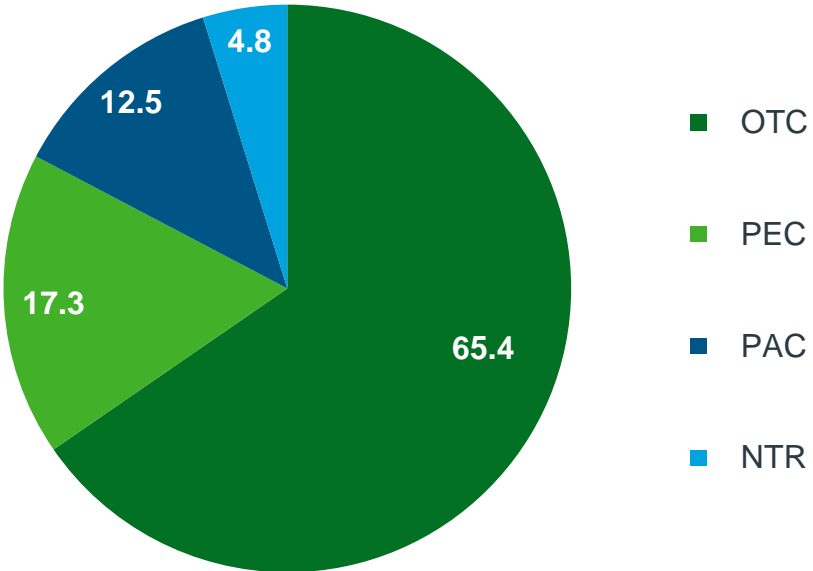
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 66,3% in units and 65,4% in value of the total CH market

Market Share in Units – MAT/04/2023



Market Share in Value – MAT/04/2023



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/04/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/04/2023	% of the CH Market
02A GENERAL PAIN RELIEF	19,429,909	11.8	02A GENERAL PAIN RELIEF	€ 173,886,086	7.9
01B COLD REMEDIES	11,517,578	7.0	01B COLD REMEDIES	€ 96,529,581	4.4
01A COUGH PRODUCTS	7,848,933	4.8	01A COUGH PRODUCTS	€ 76,113,757	3.5
01C SORE THROAT REMEDIES	6,374,270	3.9	07A EYE CARE	€ 72,366,807	3.3
56T CORONAVIRUS TESTS	5,067,998	3.1	04F MINERAL SUPPLEMENTS	€ 69,337,501	3.2
03C LAXATIVES	4,804,774	2.9	35G MILK PRDS FOR CHILDREN	€ 67,367,252	3.1
07A EYE CARE	4,562,936	2.8	03C LAXATIVES	€ 61,872,890	2.8
04E OTHER SPECIFIC VITAMINS	3,816,808	2.3	02E MUSCULAR PAIN RELIEF	€ 59,065,844	2.7
02E MUSCULAR PAIN RELIEF	3,105,217	1.9	01C SORE THROAT REMEDIES	€ 58,506,692	2.7
35G MILK PRDS FOR CHILDREN	3,004,900	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,934,474	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