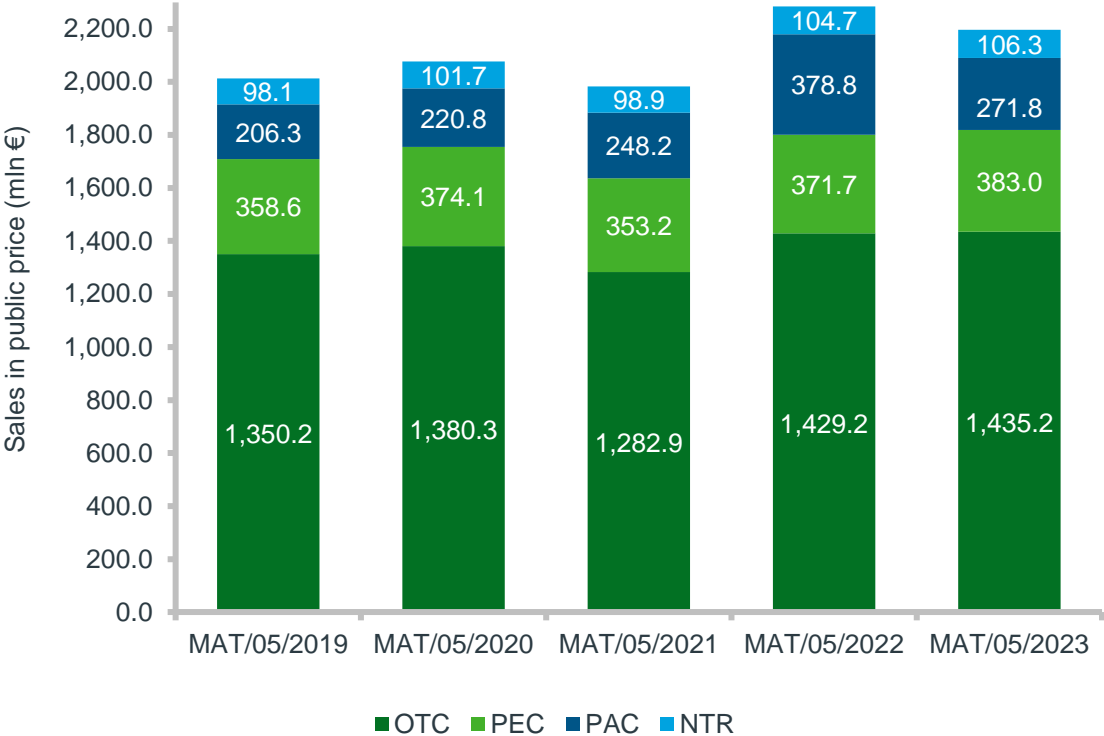
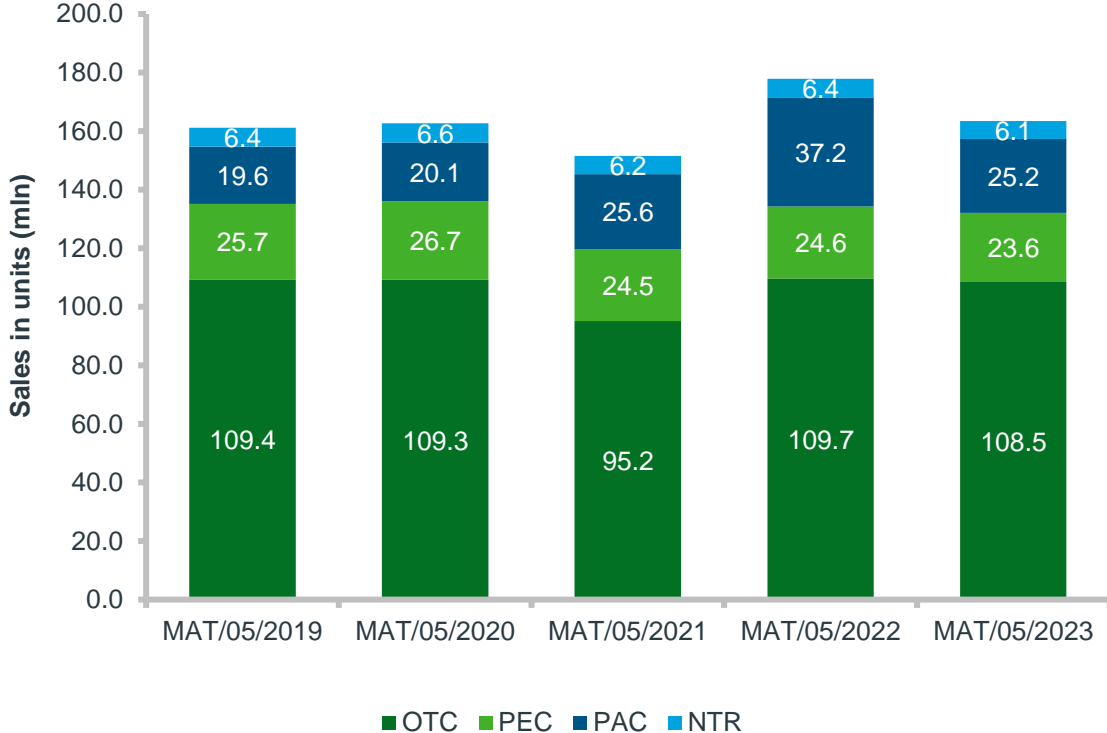


# The Belgian Consumer Health market is worth €2,20 billion

### Sales Evolution – Pub Value



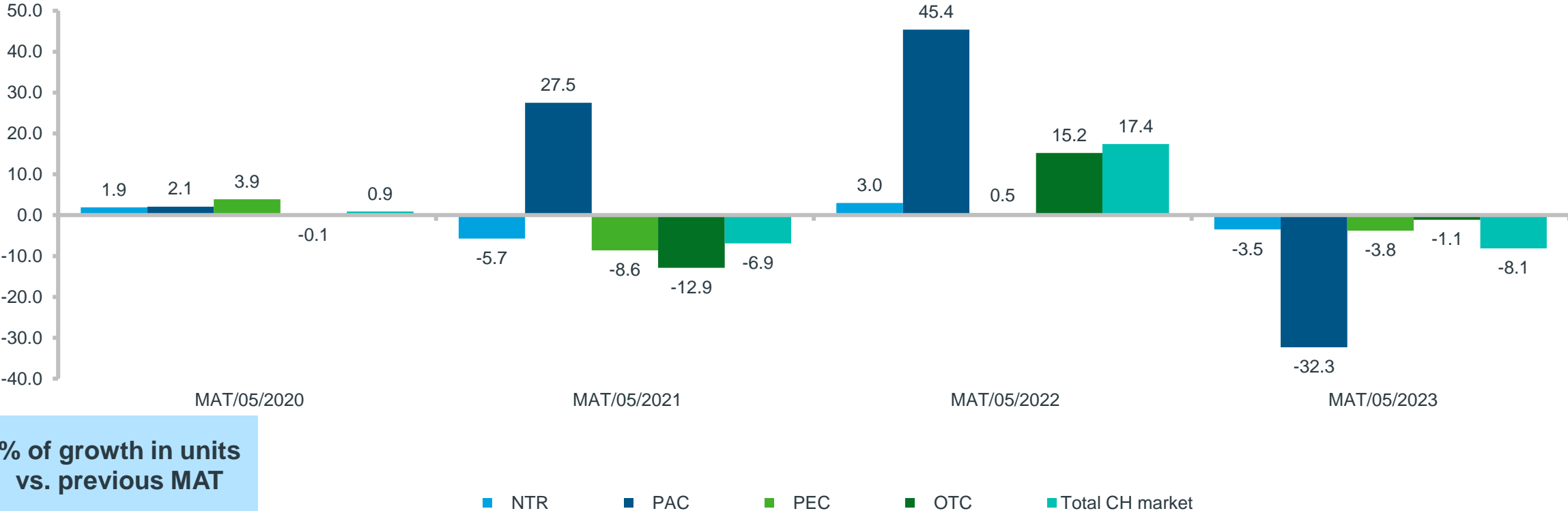
### Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -8,1% while the OTC declines with -1,1% in units

## Sales Evolution – Units

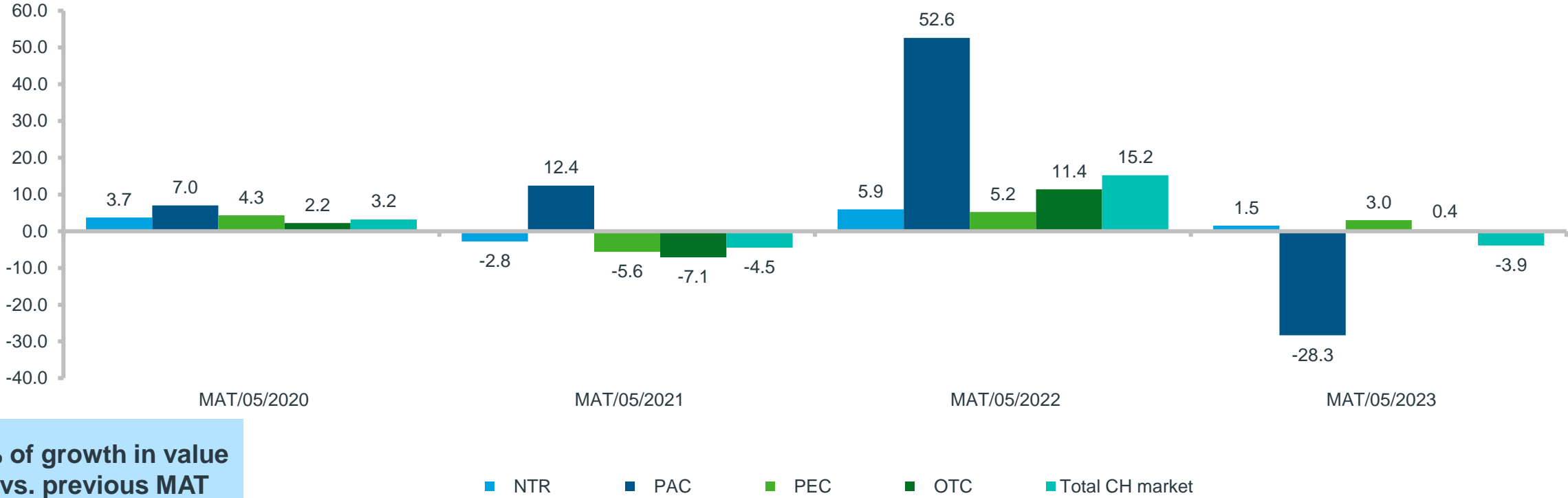


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows a decrease of -3,9%, where Patient Care also declines with -28,3%

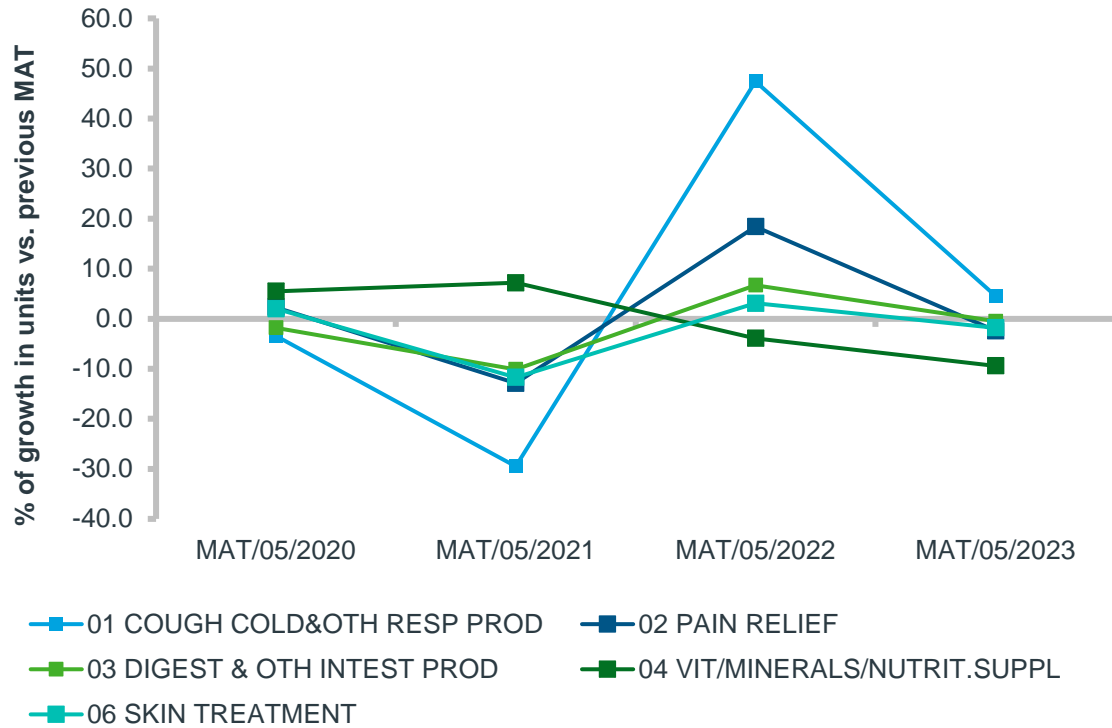
## Sales Evolution – Value



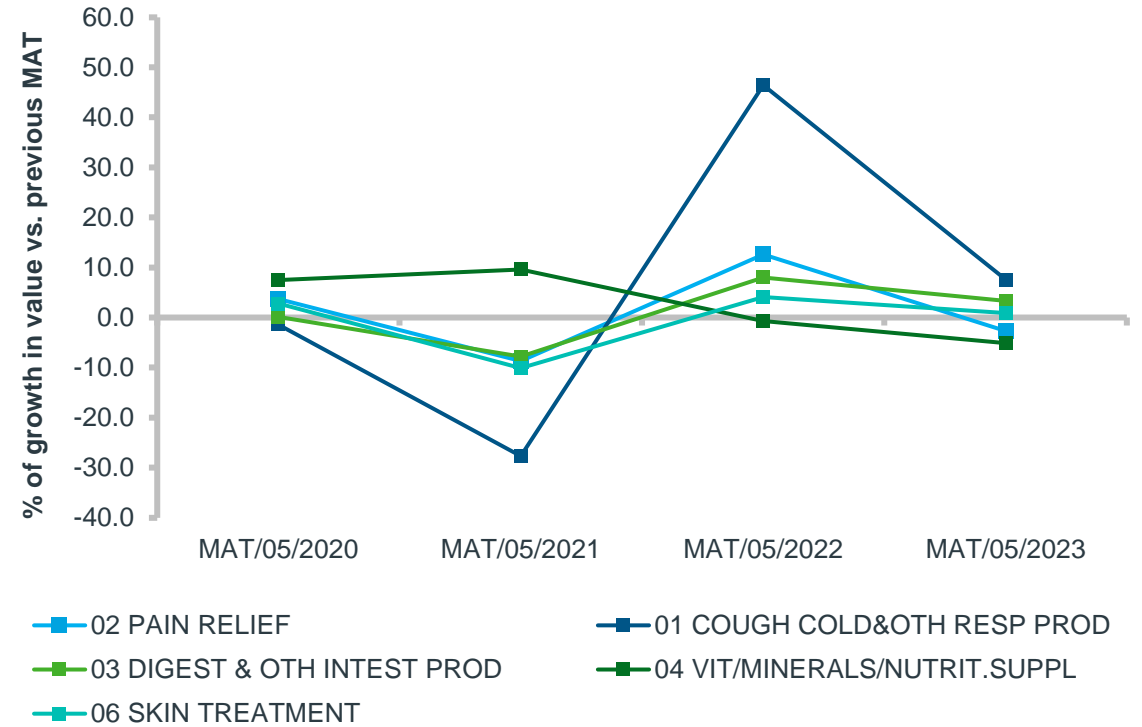
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



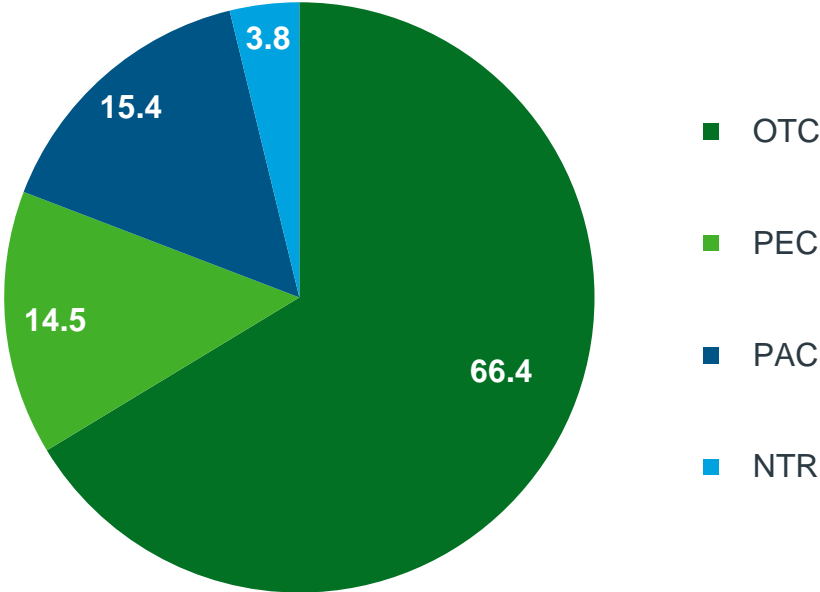
## Sales Evolution – Value



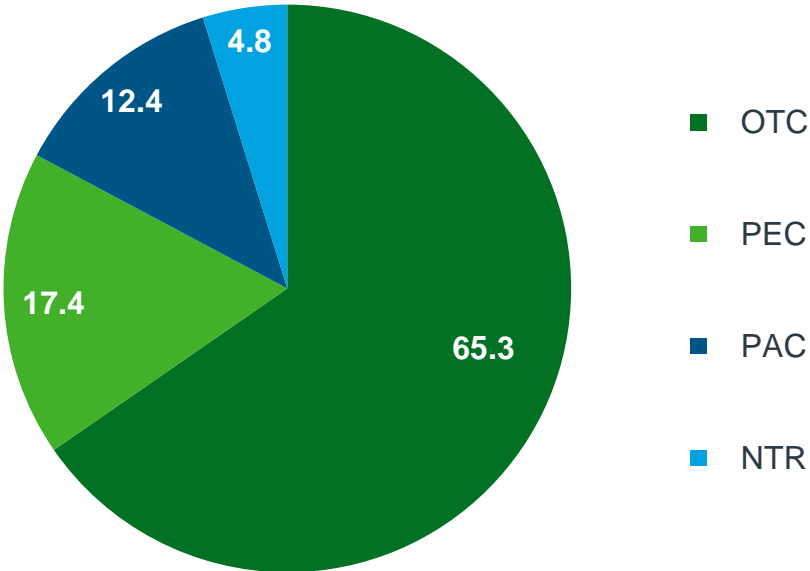
Source: IQVIA – CH Audits – Selling Out data

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

Market Share in Units – MAT/05/2023



Market Share in Value – MAT/05/2023



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/05/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/05/2023	% of the CH Market
02A GENERAL PAIN RELIEF	19,333,517	11.8	02A GENERAL PAIN RELIEF	€ 173,445,487	7.9
01B COLD REMEDIES	11,436,644	7.0	01B COLD REMEDIES	€ 96,116,199	4.4
01A COUGH PRODUCTS	7,741,341	4.7	01A COUGH PRODUCTS	€ 75,366,008	3.4
01C SORE THROAT REMEDIES	6,297,467	3.9	07A EYE CARE	€ 72,589,138	3.3
03C LAXATIVES	4,796,388	2.9	04F MINERAL SUPPLEMENTS	€ 69,435,048	3.2
56T CORONAVIRUS TESTS	4,738,597	2.9	35G MILK PRDS FOR CHILDREN	€ 67,401,096	3.1
07A EYE CARE	4,546,963	2.8	03C LAXATIVES	€ 61,991,556	2.8
04E OTHER SPECIFIC VITAMINS	3,807,709	2.3	02E MUSCULAR PAIN RELIEF	€ 59,468,978	2.7
02E MUSCULAR PAIN RELIEF	3,122,135	1.9	01C SORE THROAT REMEDIES	€ 57,969,300	2.6
03D ANTIDIARRHOEALS	2,985,079	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,948,261	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