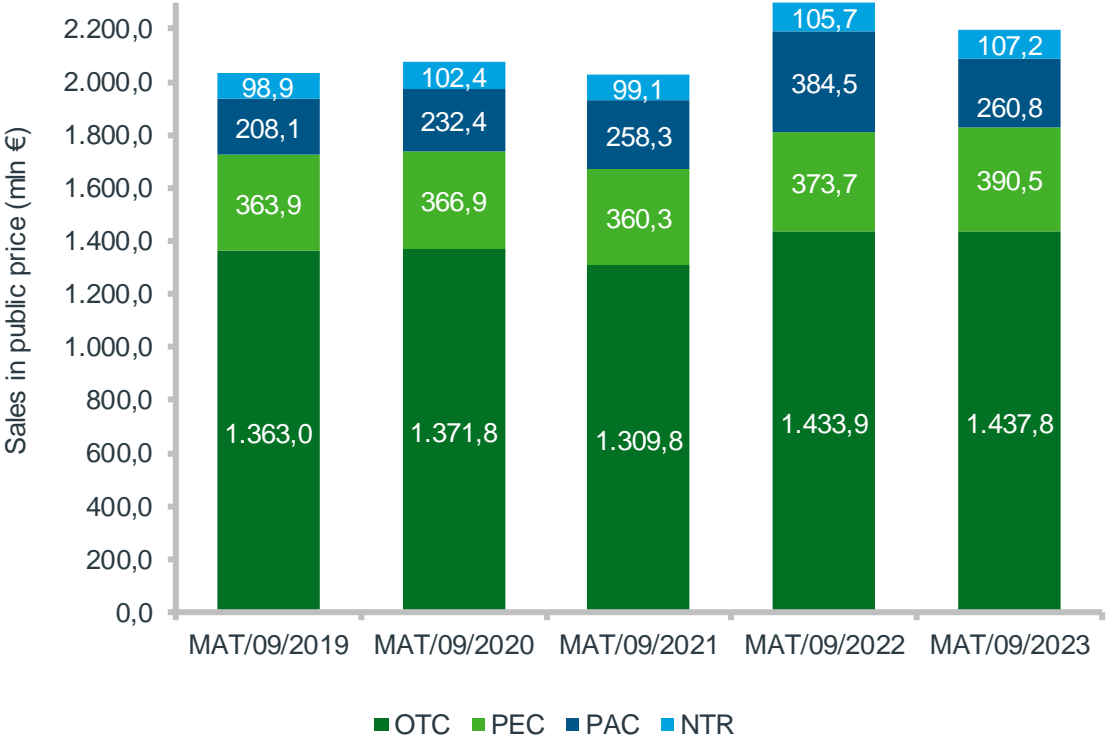
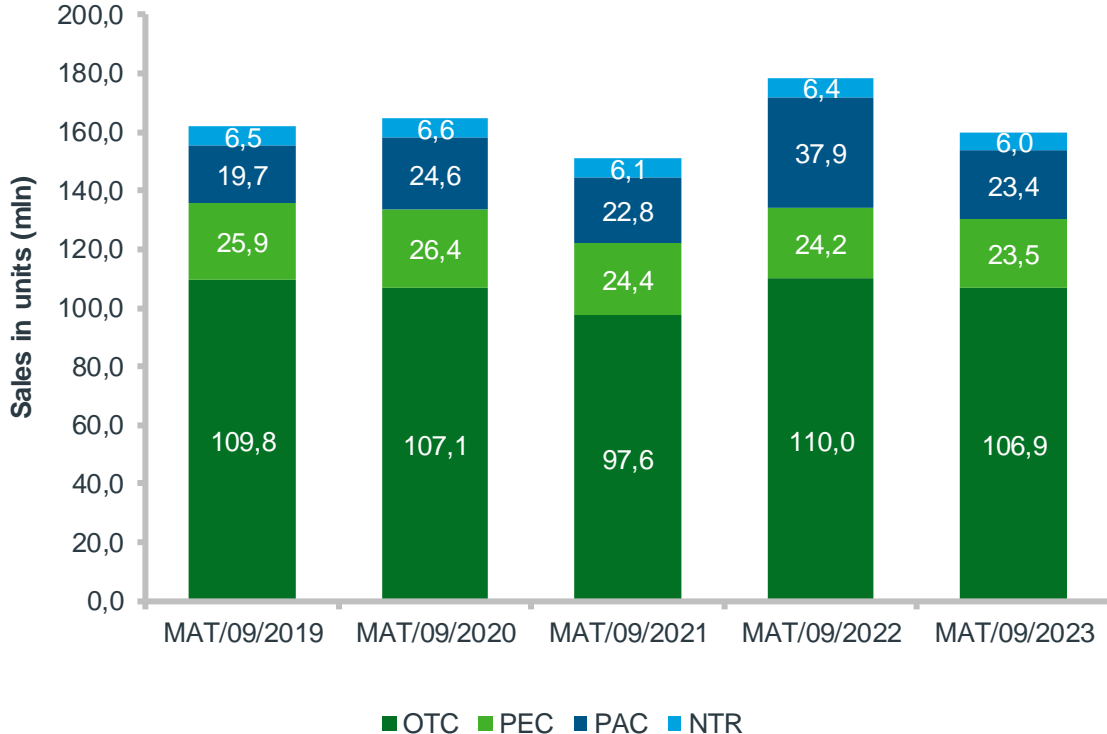


# The Belgian Consumer Health market is worth €2,20 billion

### Sales Evolution – Pub Value



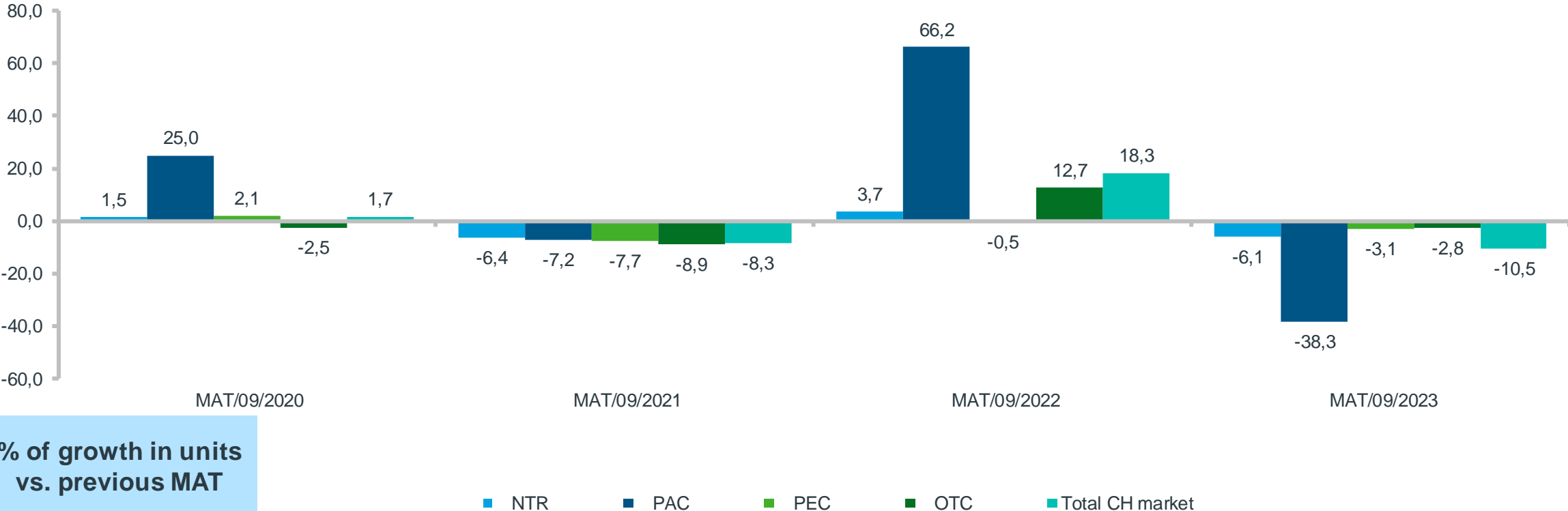
### Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -10,5% while the OTC declines with -2,8% in units

## Sales Evolution – Units

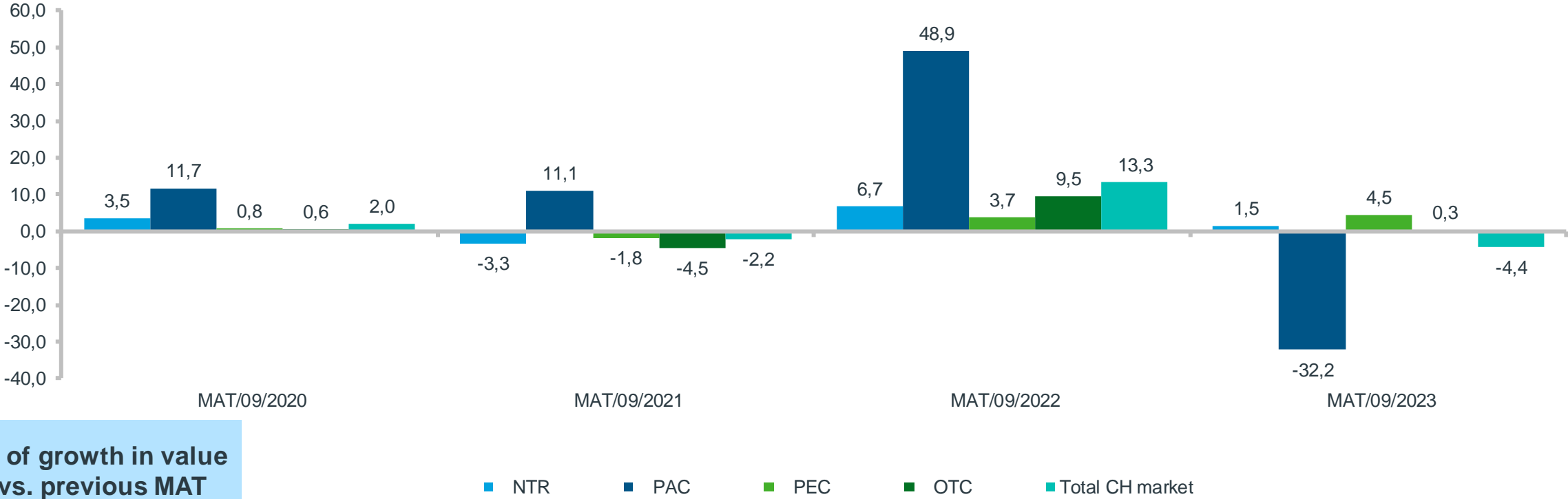


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market shows a decrease of -4,4%, where Patient Care also declines with -32,2%

## Sales Evolution – Value



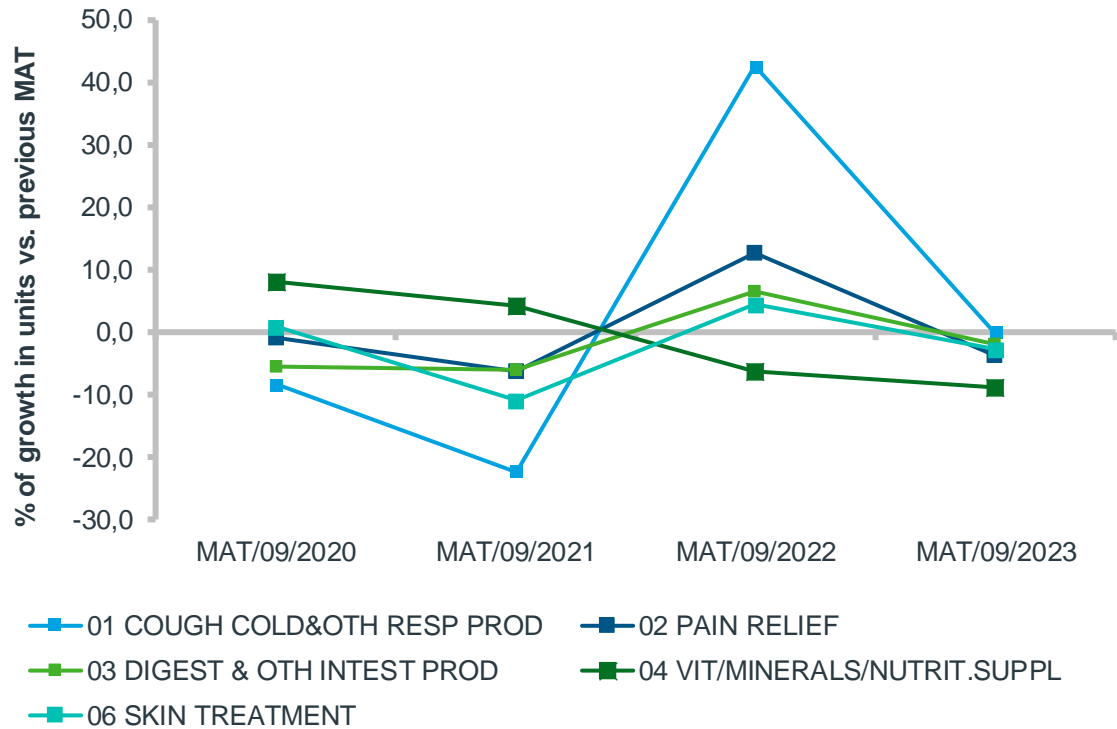
% of growth in value vs. previous MAT

■ NTR ■ PAC ■ PEC ■ OTC ■ Total CH market

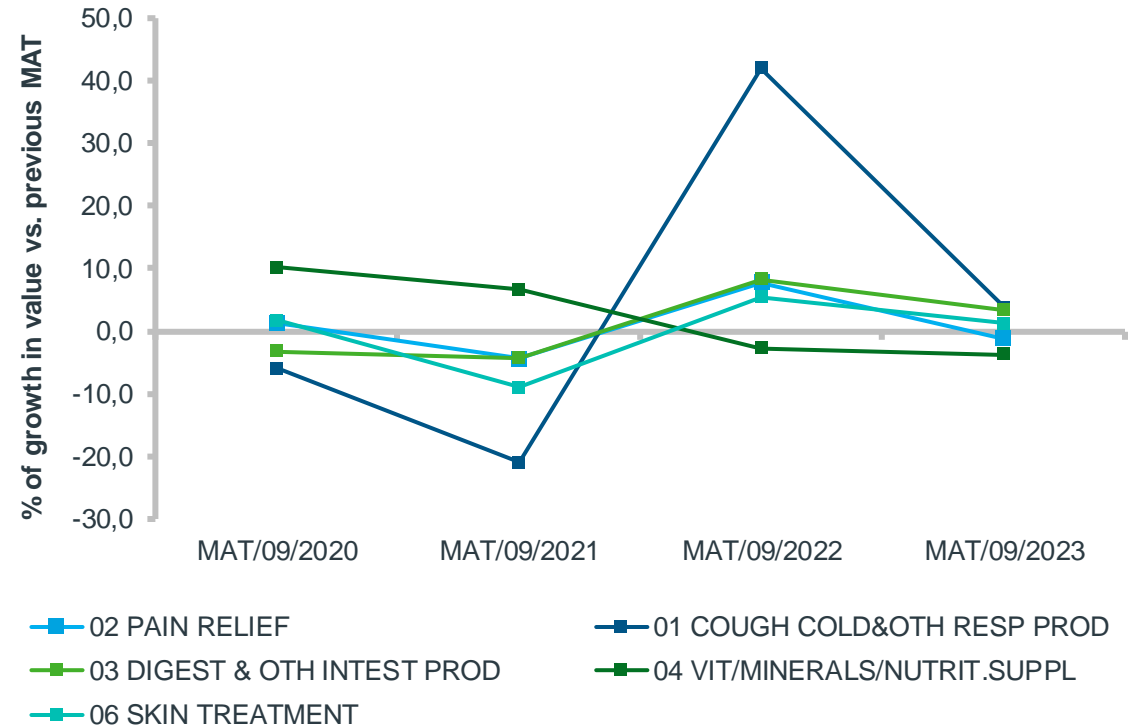
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



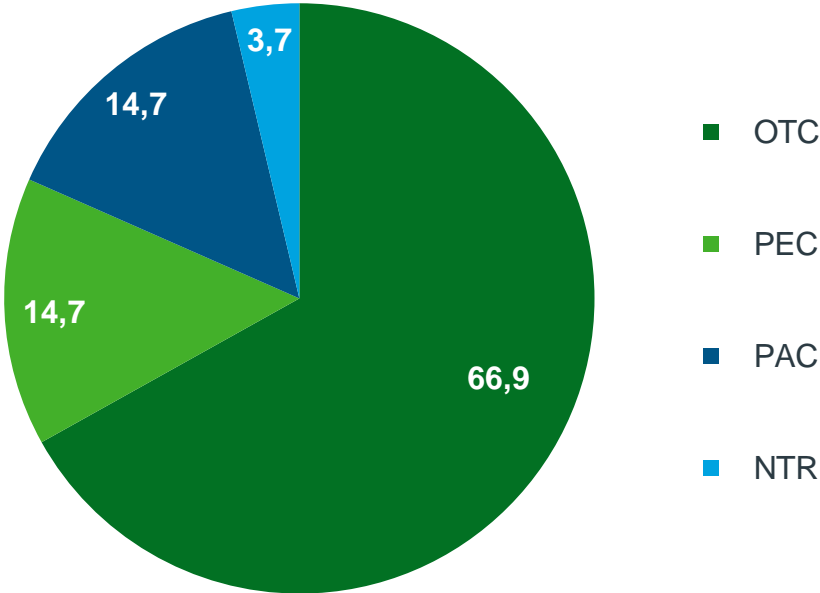
## Sales Evolution – Value



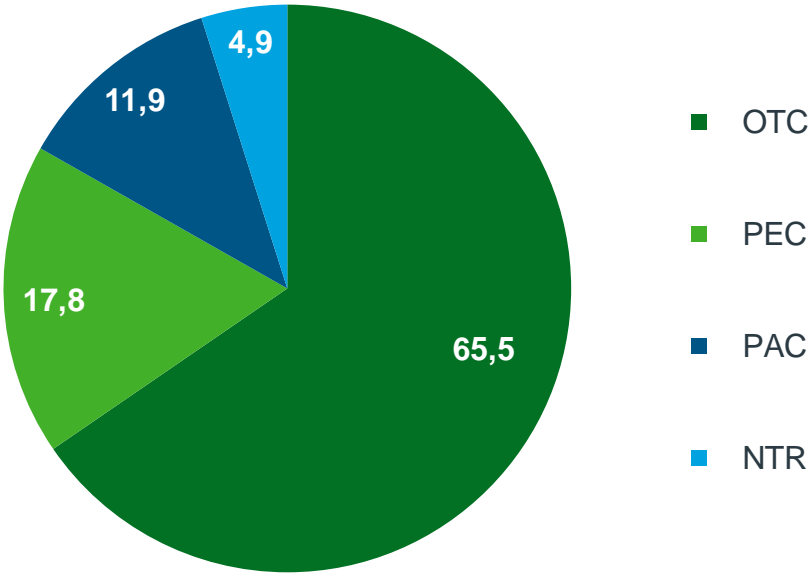
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 66,9% in units and 65,5% in value of the total CH market

### Market Share in Units – MAT/09/2023



### Market Share in Value – MAT/09/2023



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/09/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/09/2023	% of the CH Market
02A GENERAL PAIN RELIEF	18,899,005	11.8	02A GENERAL PAIN RELIEF	€ 173,645,564	7.9
01B COLD REMEDIES	11,167,618	7.0	01B COLD REMEDIES	€ 94,710,691	4.3
01A COUGH PRODUCTS	7,511,539	4.7	07A EYE CARE	€ 74,127,976	3.4
01C SORE THROAT REMEDIES	6,063,063	3.8	01A COUGH PRODUCTS	€ 73,912,852	3.4
03C LAXATIVES	4,732,775	3.0	04F MINERAL SUPPLEMENTS	€ 69,634,840	3.2
07A EYE CARE	4,597,936	2.9	35G MILK PRDS FOR CHILDREN	€ 67,590,664	3.1
04E OTHER SPECIFIC VITAMINS	3,747,582	2.3	03C LAXATIVES	€ 62,021,677	2.8
02E MUSCULAR PAIN RELIEF	3,155,400	2.0	02E MUSCULAR PAIN RELIEF	€ 60,174,859	2.7
56T CORONAVIRUS TESTS	3,020,433	1.9	01C SORE THROAT REMEDIES	€ 56,179,132	2.6
03D ANTIDIARRHOEALS	2,949,467	1.8	04E OTHER SPECIFIC VITAMINS	€ 55,605,506	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/08/2023)
01	COUGH COLD&OTH RESP PROD	411,545
07	EYE CARE	87,145
06	SKIN TREATMENT	59,997
03	DIGEST & OTH INTEST PROD	47,723
13	CALM/SLEEP&MOOD ENHANC PD	39,394
12	URINARY AND REPRODUCT CAR	29,358
53	PRDS FOR BLADDER PROBLEMS	17,704
08	EAR CARE	14,747
09	MOUTH TREATMENT PRODUCTS	14,436
55	INJECTION DEVICES	13,067

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/08/2023)
01	COUGH COLD&OTH RESP PROD	€ 5,239,873
53	PRDS FOR BLADDER PROBLEMS	€ 3,281,094
03	DIGEST & OTH INTEST PROD	€ 3,185,936
07	EYE CARE	€ 2,047,629
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,824,260
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,265,054
06	SKIN TREATMENT	€ 1,070,929
02	PAIN RELIEF	€ 850,494
83	UNISEX BEAUTY PRODUCTS	€ 693,348
12	URINARY AND REPRODUCT CAR	€ 672,611

Source: IQVIA – CH Audits – Selling Out data