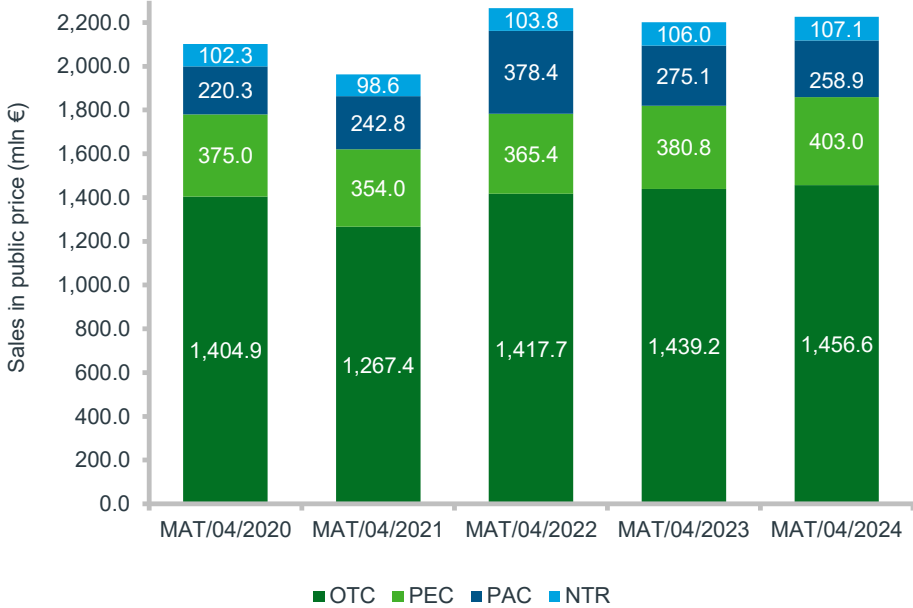
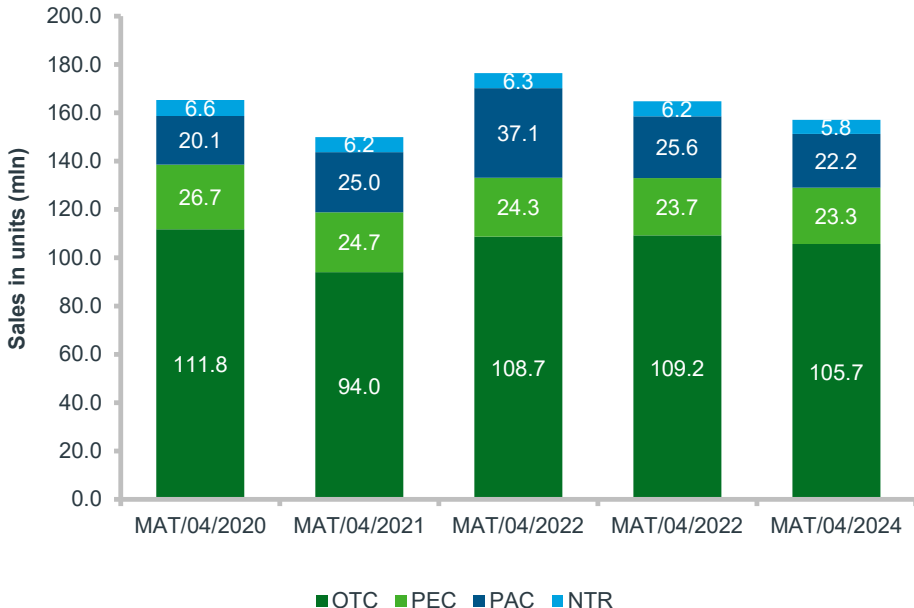


The Belgian Consumer Health market is worth €2,23 billion

Sales Evolution – Pub Value



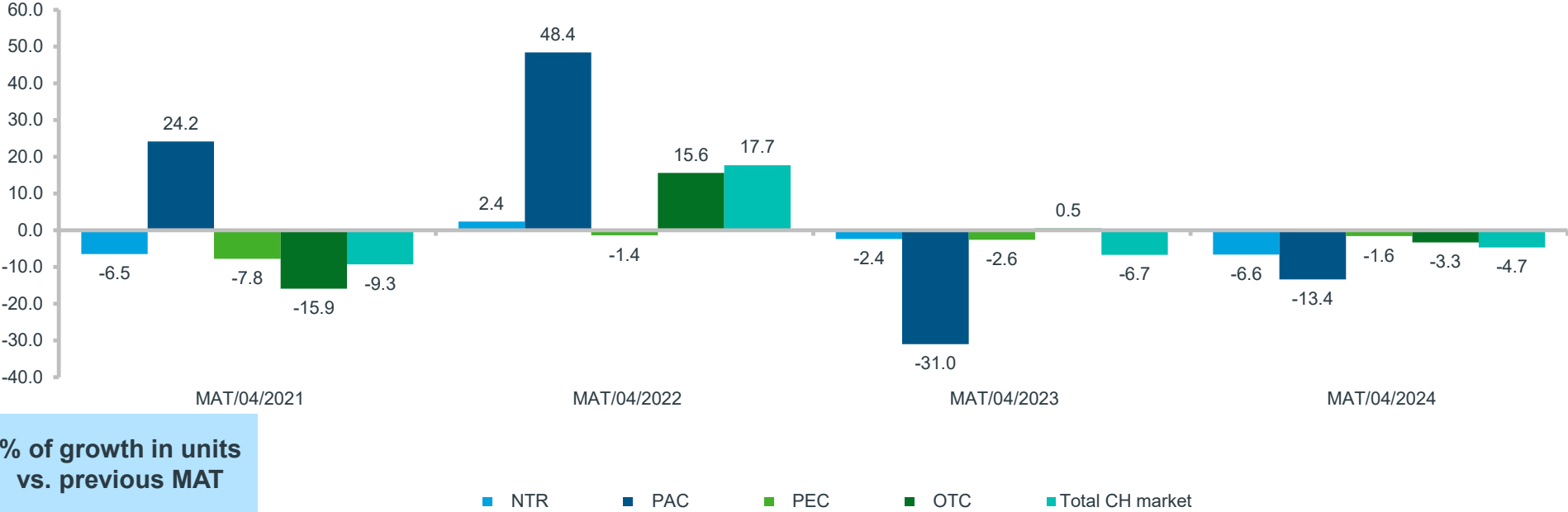
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -4,7% while the OTC declines with -3,3% in units

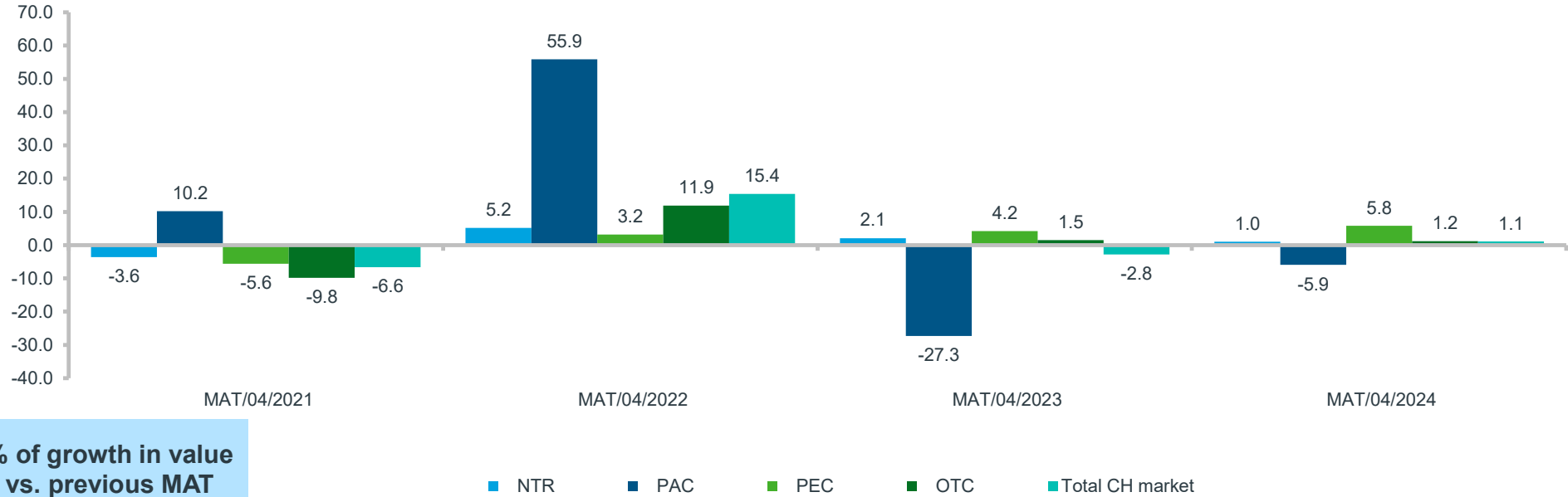
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows an increase of 1,1%, where Patient Care declines with -5,9%

Sales Evolution – Value

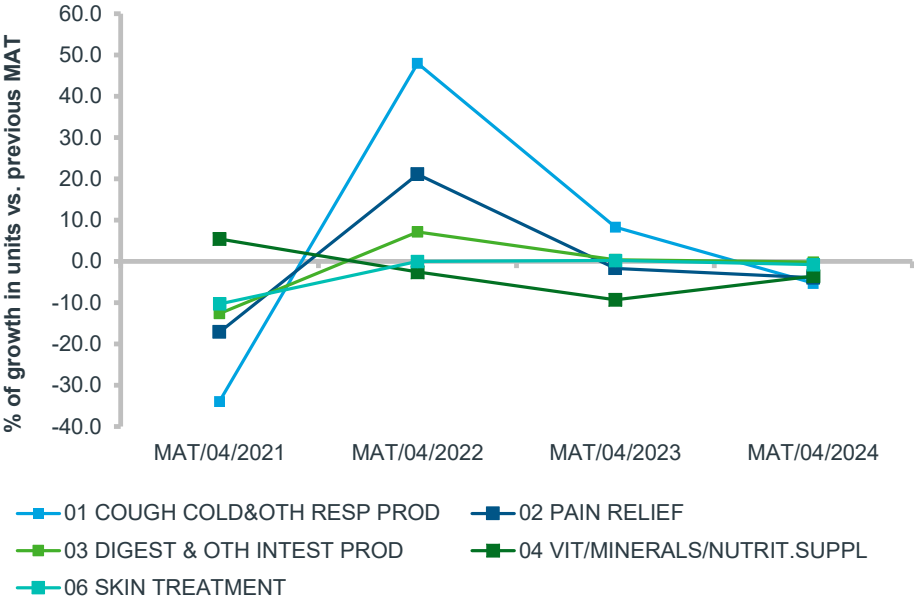


% of growth in value vs. previous MAT

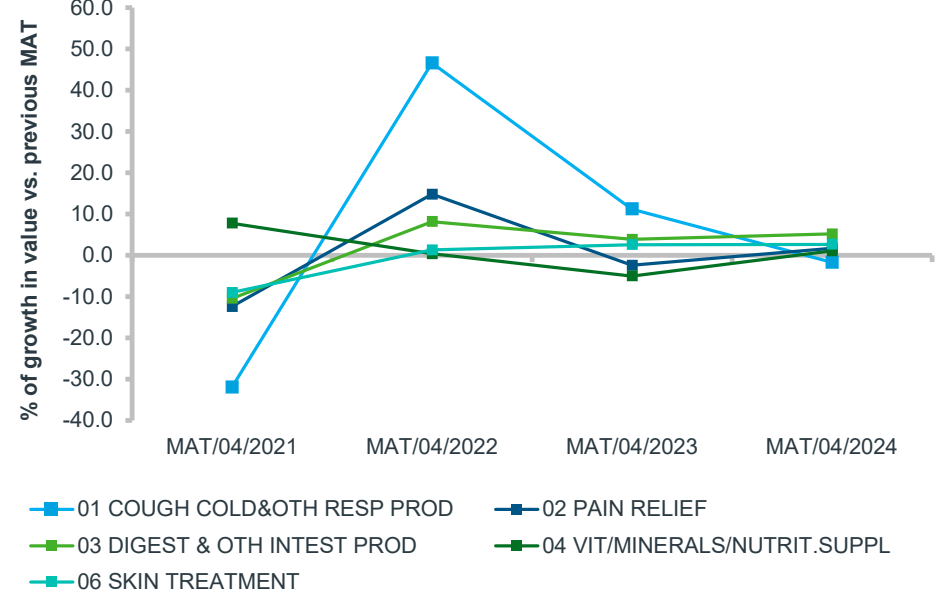
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



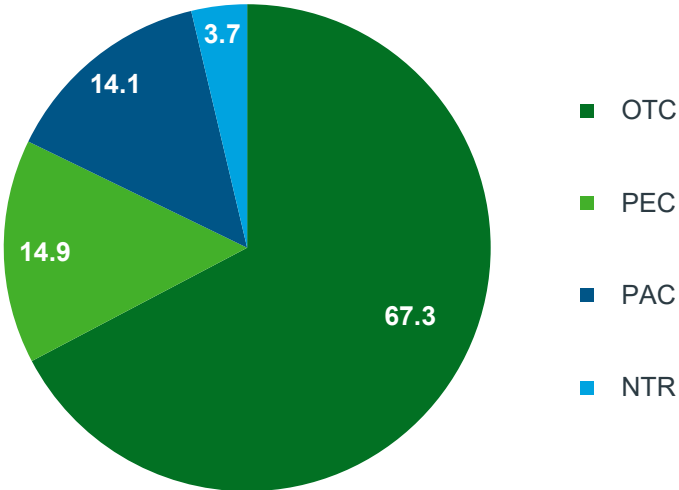
Sales Evolution – Value



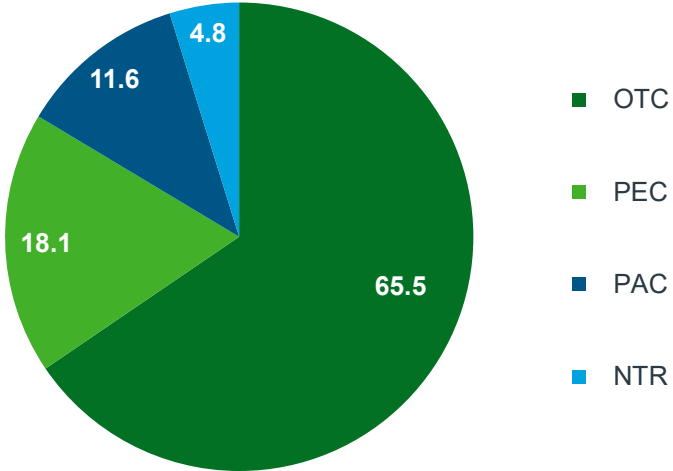
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,3% in units and 65,5% in value of the total CH market

Market Share in Units – MAT/04/2024



Market Share in Value – MAT/04/2024



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/04/2024	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/04/2024	% of the CH Market
02A GENERAL PAIN RELIEF	18,448,959	11.8	02A GENERAL PAIN RELIEF	€ 178,307,867	8.0
01B COLD REMEDIES	11,011,970	7.0	01B COLD REMEDIES	€ 95,122,789	4.3
01A COUGH PRODUCTS	7,312,878	4.7	07A EYE CARE	€ 75,816,370	3.4
01C SORE THROAT REMEDIES	5,785,938	3.7	01A COUGH PRODUCTS	€ 74,650,471	3.4
03C LAXATIVES	4,689,233	3.0	04F MINERAL SUPPLEMENTS	€ 70,958,267	3.2
07A EYE CARE	4,584,756	2.9	35G MILK PRDS FOR CHILDREN	€ 66,493,256	3.0
04E OTHER SPECIFIC VITAMINS	3,753,348	2.4	03C LAXATIVES	€ 62,730,438	2.8
02E MUSCULAR PAIN RELIEF	3,130,260	2.0	02E MUSCULAR PAIN RELIEF	€ 60,065,574	2.7
03D ANTIDIARRHOEALS	2,961,276	1.9	04E OTHER SPECIFIC VITAMINS	€ 56,959,729	2.6
04F MINERAL SUPPLEMENTS	2,723,856	1.7	13A CALMING AND SLEEPING PROD	€ 56,132,567	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/04/2024)
07	EYE CARE	69,691
06	SKIN TREATMENT	65,767
03	DIGEST & OTH INTEST PROD	35,861
04	VIT. MIN. & NUTRIT. SUPPS	34,770
13	CALM/SLEEP&MOOD ENHANC PD	28,160
12	URINARY AND REPRODUCT CAR	23,722
41	SURGICAL ABSORBENTS	16,706
82	BEAUTY PRODUCTS FOR WOMEN	6,563
79	OTHER PATIENT CARE PRODS	6,380
08	EAR CARE	5,770

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/04/2024)
04	VIT. MIN. & NUTRIT. SUPPS	€ 3,886,156
03	DIGEST & OTH INTEST PROD	€ 2,937,805
07	EYE CARE	€ 1,831,513
02	PAIN RELIEF	€ 1,524,325
53	PRDS FOR BLADDER PROBLEMS	€ 1,323,899
06	SKIN TREATMENT	€ 1,220,797
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,113,218
12	URINARY AND REPRODUCT CAR	€ 824,570
83	UNISEX BEAUTY PRODUCTS	€ 668,141
82	BEAUTY PRODUCTS FOR WOMEN	€ 385,299

Source: IQVIA – CH Audits – Selling Out data