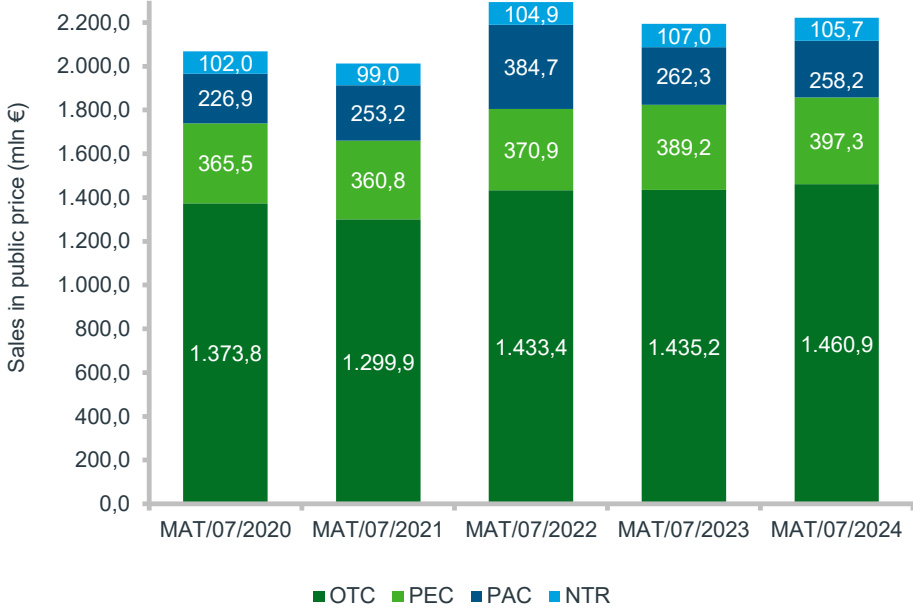
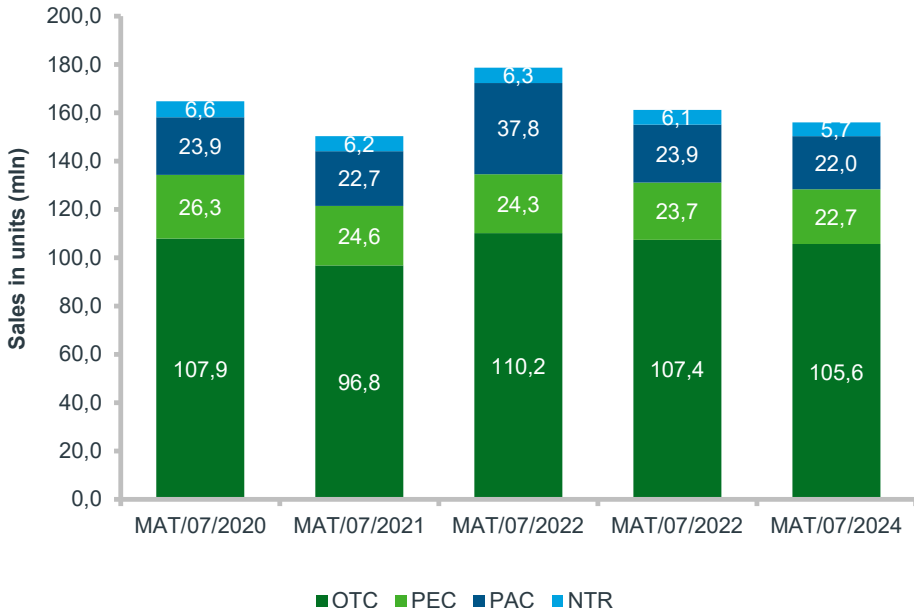


The Belgian Consumer Health market is worth €2,22 billion

Sales Evolution – Pub Value



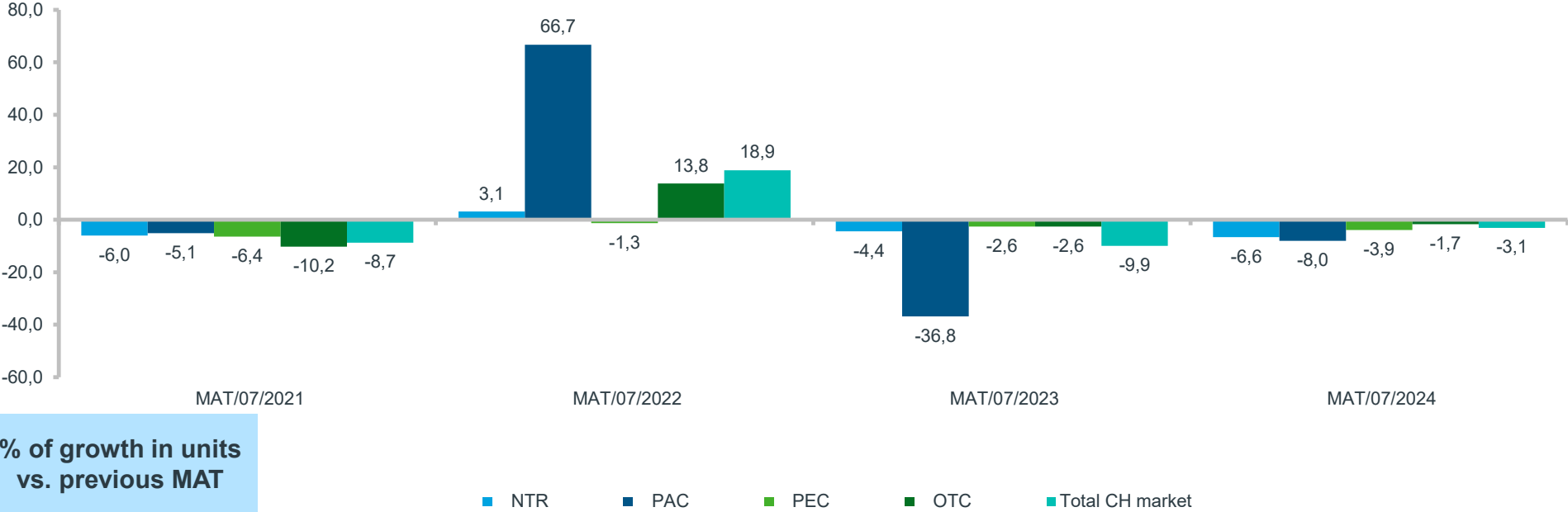
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -3,1% while the OTC also declines with -1,7% in units

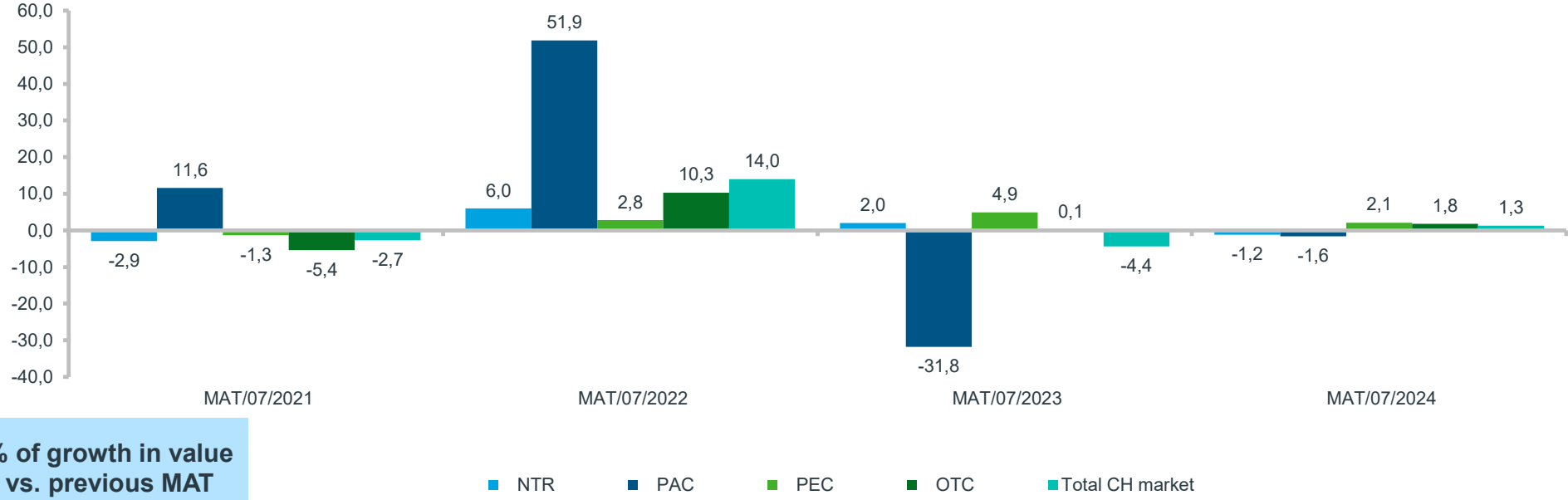
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows an increase of 1,3%, where Patient Care declines with -1,6%

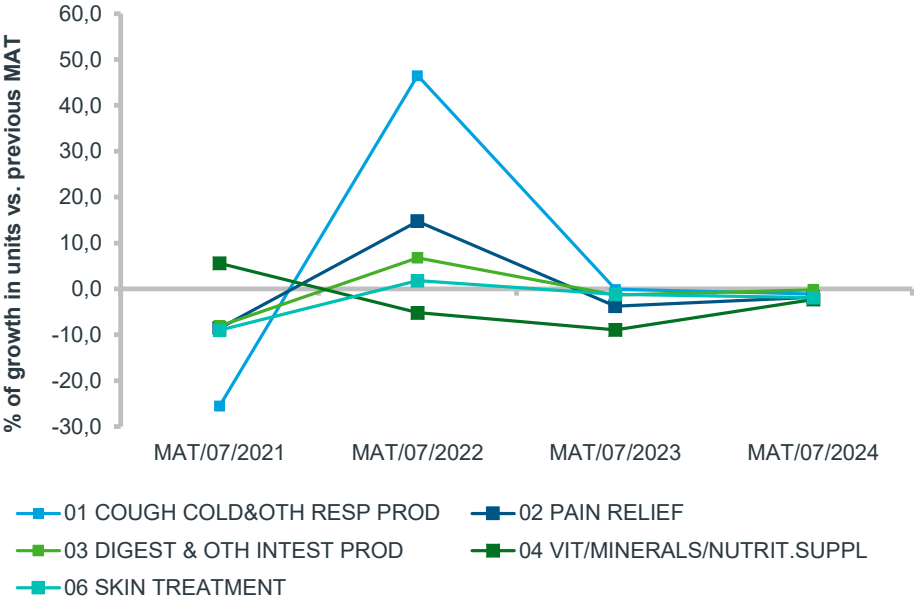
Sales Evolution – Value



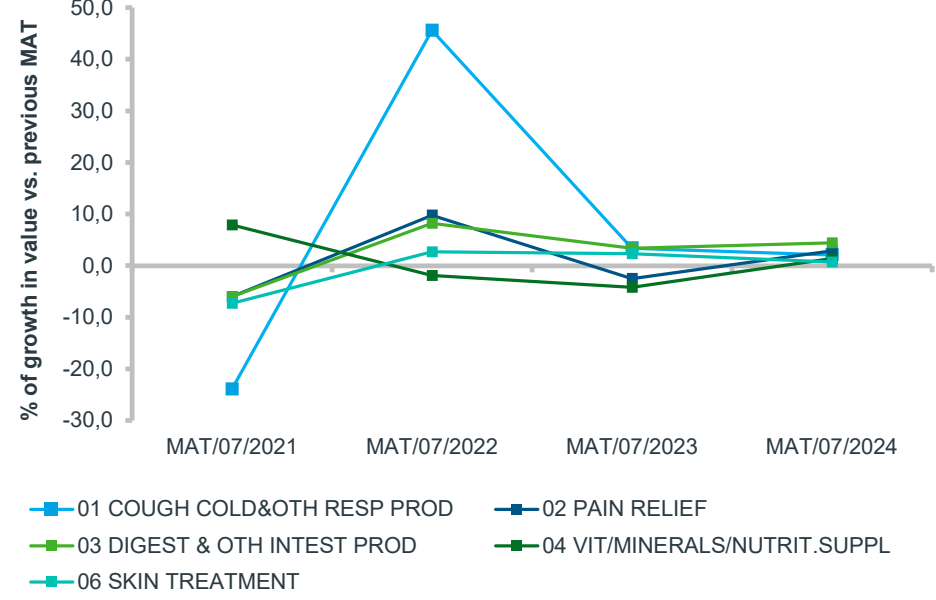
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



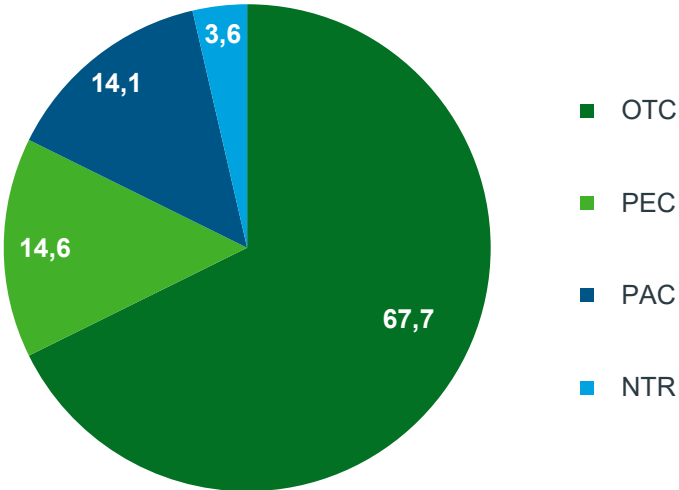
Sales Evolution – Value



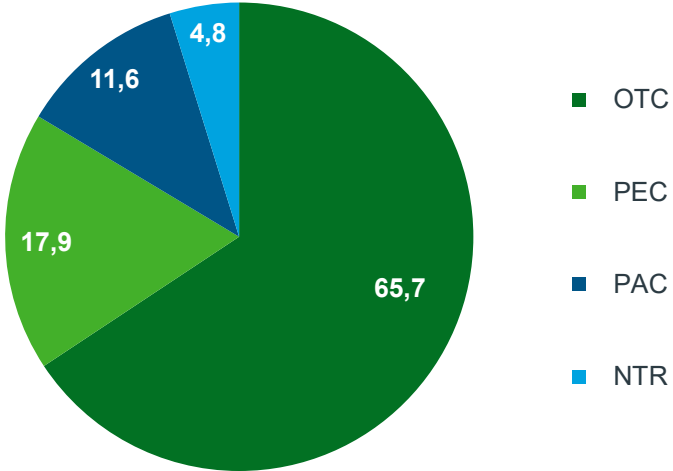
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,7% in units and 65,7% in value of the total CH market

Market Share in Units – MAT/07/2024



Market Share in Value – MAT/07/2024



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/07/2024	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/07/2024	% of the CH Market
02A GENERAL PAIN RELIEF	18,564,102	11.9	02A GENERAL PAIN RELIEF	€ 181,353,665	8.2
01B COLD REMEDIES	11,164,146	7.2	01B COLD REMEDIES	€ 97,136,020	4.4
01A COUGH PRODUCTS	7,460,253	4.8	01A COUGH PRODUCTS	€ 76,790,127	3.5
01C SORE THROAT REMEDIES	5,919,644	3.8	07A EYE CARE	€ 75,123,891	3.4
03C LAXATIVES	4,610,246	3.0	04F MINERAL SUPPLEMENTS	€ 70,765,553	3.2
07A EYE CARE	4,478,186	2.9	35G MILK PRDS FOR CHILDREN	€ 65,443,379	2.9
04E OTHER SPECIFIC VITAMINS	3,800,861	2.4	03C LAXATIVES	€ 61,972,727	2.8
02E MUSCULAR PAIN RELIEF	3,114,327	2.0	02E MUSCULAR PAIN RELIEF	€ 59,956,257	2.7
03D ANTIDIARRHOEALS	2,941,092	1.9	04E OTHER SPECIFIC VITAMINS	€ 58,023,036	2.6
04F MINERAL SUPPLEMENTS	2,686,441	1.7	13A CALMING AND SLEEPING PROD	€ 56,642,582	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/06/2024)
04	VIT. MIN. & NUTRIT. SUPPS	44,316
03	DIGEST & OTH INTEST PROD	32,725
06	SKIN TREATMENT	30,881
13	CALM/SLEEP&MOOD ENHANC PD	26,279
12	URINARY AND REPRODUCT CAR	17,431
07	EYE CARE	17,386
08	EAR CARE	7,134
79	OTHER PATIENT CARE PRODS	5,998
82	BEAUTY PRODUCTS FOR WOMEN	5,736
53	PRDS FOR BLADDER PROBLEMS	5,640

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/06/2024)
04	VIT. MIN. & NUTRIT. SUPPS	€ 3,613,774
03	DIGEST & OTH INTEST PROD	€ 2,644,962
01	COUGH COLD&OTH RESP PROD	€ 1,492,831
02	PAIN RELIEF	€ 1,442,472
53	PRDS FOR BLADDER PROBLEMS	€ 1,374,798
07	EYE CARE	€ 1,160,653
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,013,297
06	SKIN TREATMENT	€ 775,247
12	URINARY AND REPRODUCT CAR	€ 668,989
82	BEAUTY PRODUCTS FOR WOMEN	€ 352,908

Source: IQVIA – CH Audits – Selling Out data