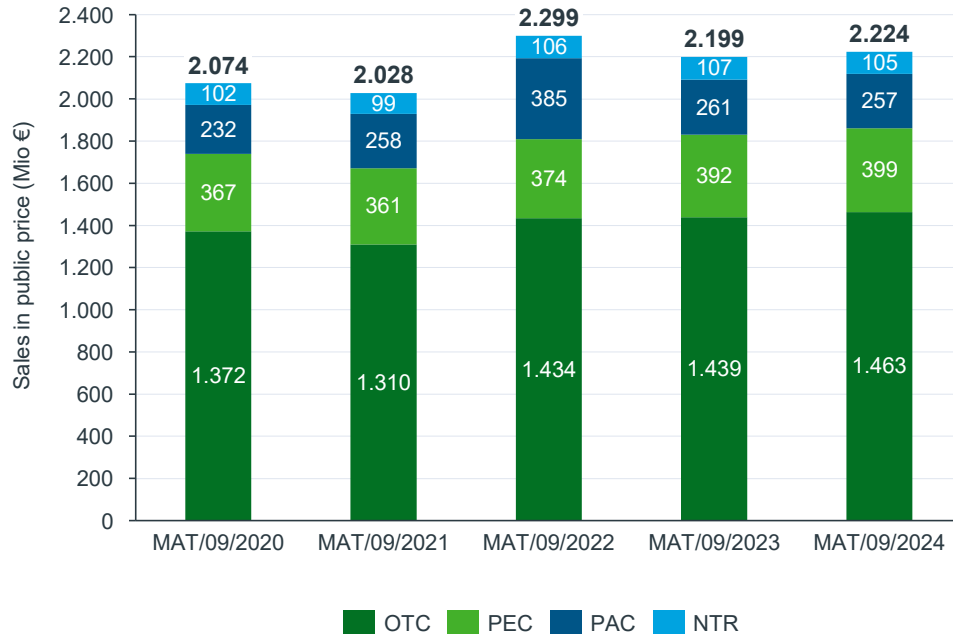


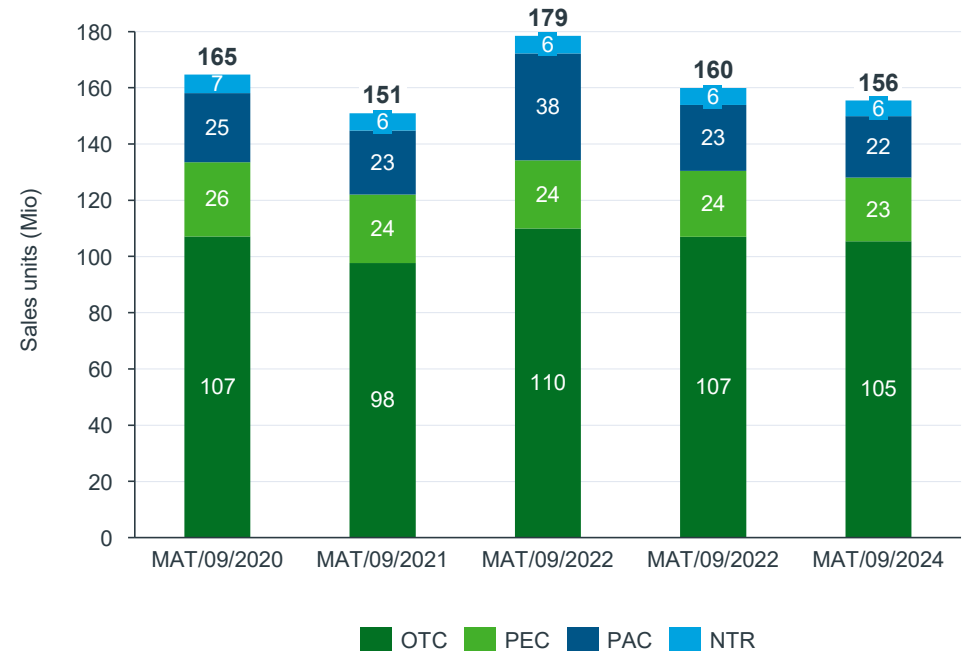


The Belgian retail market is worth € 2.2 billion

Sales Evolution VALUE



Sales Evolution UNITS



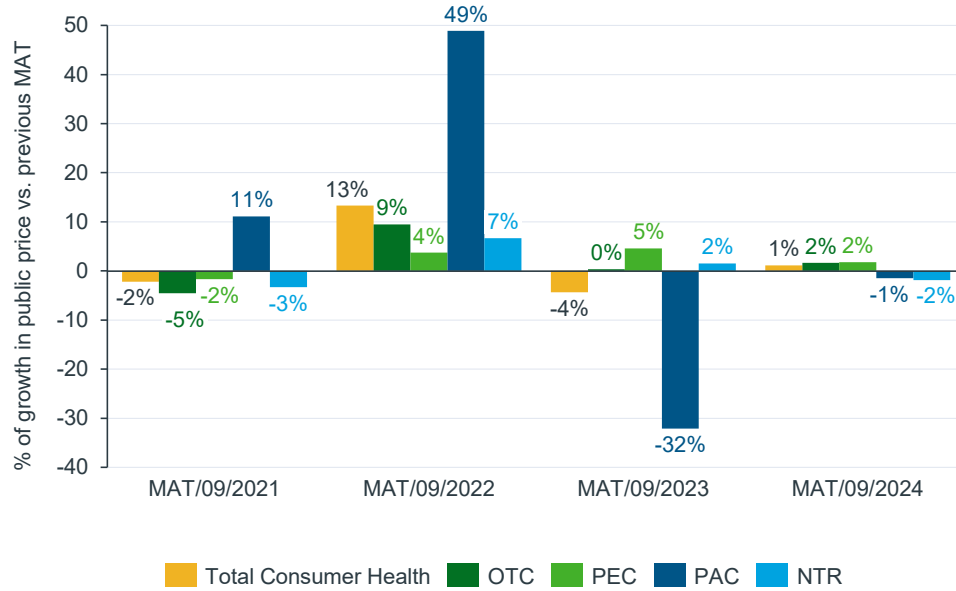


Consumer Health market growth evolution in Belgium

In the last MAT, in value, the total CH market shows an increase of 01%, while Patient Care decline with -01% and in units, the CH market shows a decrease of -03%, while the OTC declines with -01%

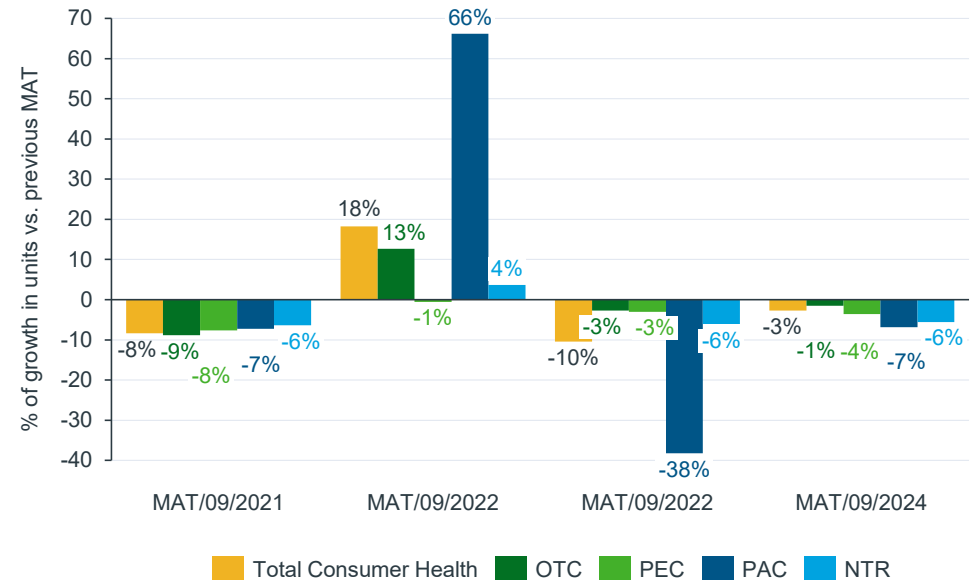
% of growth versus previous MAT

VALUE



% of growth versus previous MAT

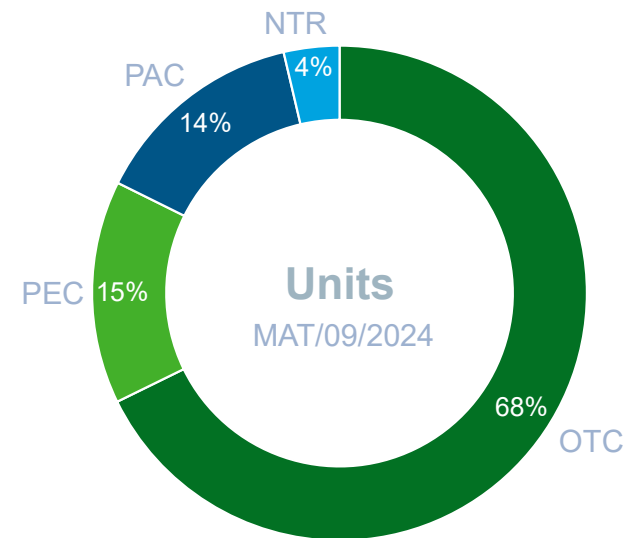
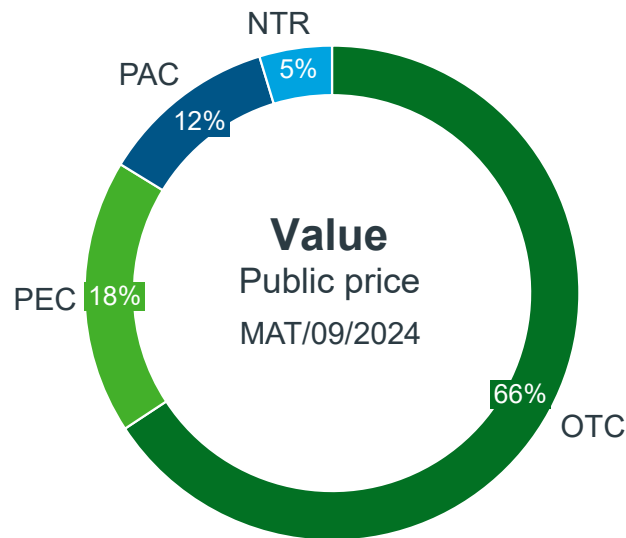
UNITS





OTC segment has a market share of 68% in units and 66% in value of the total CH market

Market Share

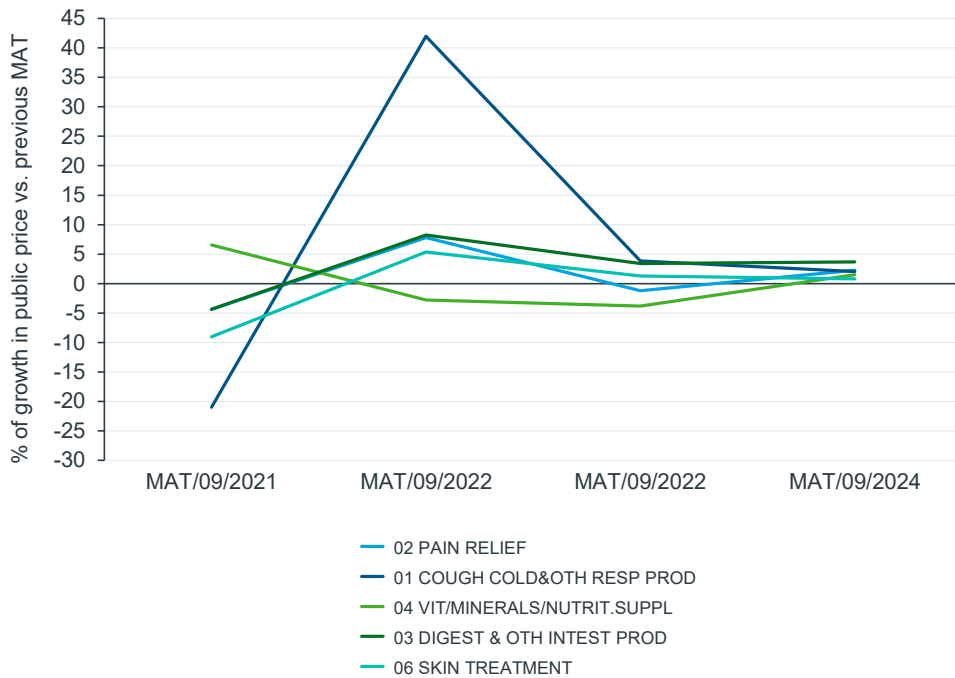




Top 5 classes sales evolution

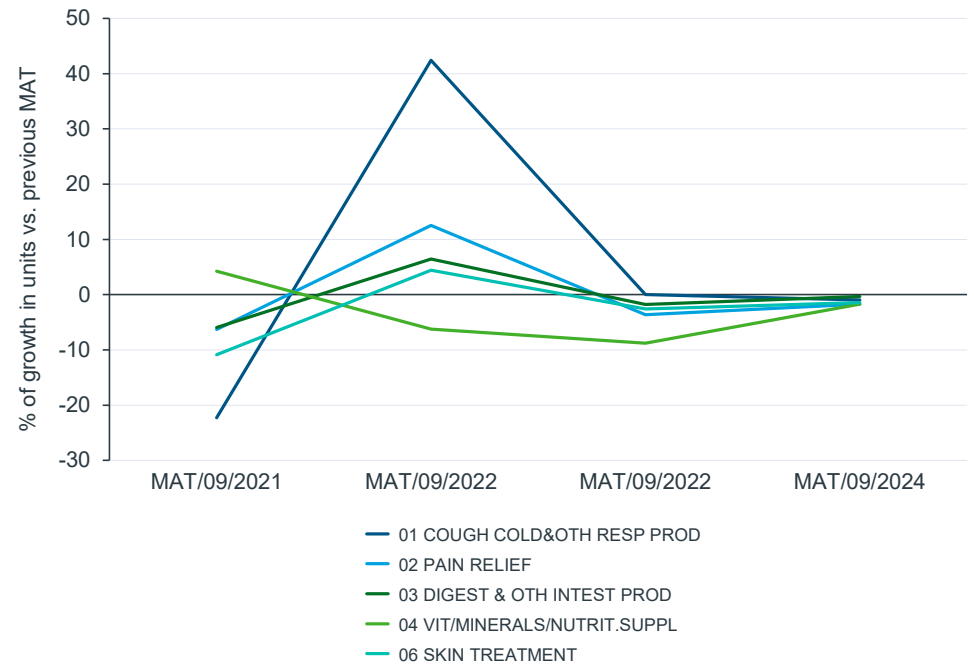
% of growth versus last MAT

VALUE



% of growth versus last MAT

UNITS



The top 10 best selling OTC2 classes in CH in units and value

Top 10 Best Selling OTC2 classes in retail VALUE public price



| | Pub/EUR MAT/09/2024 | % of BE CH Market |
|-------------------------------|------------------------|----------------------|
| 02A GENERAL PAIN RELIEF | 182 M € | 8.2% |
| 01B COLD REMEDIES | 98 M € | 4.4% |
| 01A COUGH PRODUCTS | 77 M € | 3.5% |
| 07A EYE CARE | 76 M € | 3.4% |
| 04F MINERAL SUPPLEMENTS | 71 M € | 3.2% |
| 35G MILK PRDS FOR CHILDREN | 65 M € | 2.9% |
| 03C LAXATIVES | 62 M € | 2.8% |
| 02E MUSCULAR PAIN RELIEF | 60 M € | 2.7% |
| 04E OTHER SPECIFIC VITAMINS | 58 M € | 2.6% |
| 13A CALMING AND SLEEPING PROD | 57 M € | 2.6% |

Top 10 Best Selling OTC2 classes in retail UNITS (= number of packs)



| | UN MAT/09/2024 | % of BE CH Market |
|-----------------------------|-------------------|----------------------|
| 02A GENERAL PAIN RELIEF | 18,567,311 | 11.9% |
| 01B COLD REMEDIES | 11,219,387 | 7.2% |
| 01A COUGH PRODUCTS | 7,411,039 | 4.8% |
| 01C SORE THROAT REMEDIES | 5,910,145 | 3.8% |
| 03C LAXATIVES | 4,578,850 | 2.9% |
| 07A EYE CARE | 4,485,270 | 2.9% |
| 04E OTHER SPECIFIC VITAMINS | 3,795,811 | 2.4% |
| 02E MUSCULAR PAIN RELIEF | 3,098,360 | 2.0% |
| 03D ANTIDIARRHOEALS | 2,934,427 | 1.9% |
| 04F MINERAL SUPPLEMENTS | 2,670,677 | 1.7% |



Emerging Trends: Top 10 Consumer Health classes showing Growth in Units and Value

Fastest Growing OTC1 in Rx sales in % growth in VALUE ex-mnf



| | Pub/EUR MAT/09/2024 | Absolute growth in value | % growth |
|------------------------------|---------------------|--------------------------|----------|
| 39 OTH NUTRITIONAL PRODUCTS | 4 K € | 3 K € | 57.9% |
| 33 FIBRE FOOD PRODUCTS | 5 K € | 1 K € | 15.5% |
| 65 BABY+NURSING ACCESSORIES | 27 K € | 3 K € | 11.8% |
| 82 BEAUTY PRODUCTS FOR WOMEN | 3323 K € | 377 K € | 11.4% |
| 52 INCONTINENCE CARE PRDS | 1011 K € | 115 K € | 11.3% |
| 79 OTHER PATIENT CARE PRODS | 3235 K € | 344 K € | 10.6% |
| 09 MOUTH TREATMENT PRODUCTS | 2661 K € | 271 K € | 10.2% |
| 44 PRESSURE SORE PREVENTION | 0.0 M € | 2 K € | 8.1% |
| 07 EYE CARE | 16.5 M € | 1313 K € | 8.0% |
| 89 OTHER PERSONAL CARE PRODS | 0.0 M € | 0 K € | 7.0% |

Fastest Growing OTC1 in Rx sales in % growth in UNITS



| | UN MAT/09/2024 | Absolute growth in units | % growth |
|------------------------------|----------------|--------------------------|----------|
| 39 OTH NUTRITIONAL PRODUCTS | 351 | 163 | 46.4% |
| 89 OTHER PERSONAL CARE PRODS | 80 | 23 | 28.8% |
| 94 ACCESSORIES FOR BABIES | 6,513 | 1,297 | 19.9% |
| 33 FIBRE FOOD PRODUCTS | 443 | 66 | 14.9% |
| 65 BABY+NURSING ACCESSORIES | 1,845 | 201 | 10.9% |
| 79 OTHER PATIENT CARE PRODS | 89,451 | 5,528 | 6.2% |
| 82 BEAUTY PRODUCTS FOR WOMEN | 124,350 | 7,268 | 5.8% |
| 17 HABIT TREATMENT | 41,615 | 1,918 | 4.6% |
| 11 ANTINAUSEANTS | 104,157 | 4,689 | 4.5% |
| 08 EAR CARE | 174,727 | 6,305 | 3.6% |



The top 10 fastest growing Consumer Health classes in growth (units and value)

Fastest Growing OTC1 in Rx sales in % growth in VALUE ex-mnf



| | Pub/EUR MAT/09/2024 | Absolute growth in value | % growth |
|------------------------------|------------------------|--------------------------------|-------------|
| 04 VIT. MIN. & NUTRIT. SUPPS | 67.1 M € | 3.6 M € | 5.4% |
| 01 COUGH COLD&OTH RESP PROD | 65.2 M € | 1.9 M € | 2.8% |
| 03 DIGEST & OTH INTEST PROD | 49.4 M € | 1.8 M € | 3.7% |
| 02 PAIN RELIEF | 57.8 M € | 1.7 M € | 2.9% |
| 07 EYE CARE | 16.5 M € | 1.3 M € | 8.0% |
| 53 PRDS FOR BLADDER PROBLEMS | 26.5 M € | 1.3 M € | 4.8% |
| 06 SKIN TREATMENT | 18.9 M € | 0.9 M € | 4.5% |
| 13 CALM/SLEEP&MOOD ENHANC PD | 12.3 M € | 0.7 M € | 5.9% |
| 12 URINARY AND REPRODUCT CAR | 10.9 M € | 0.5 M € | 4.5% |
| 83 UNISEX BEAUTY PRODUCTS | 8.1 M € | 0.4 M € | 5.0% |

Fastest Growing OTC1 in Rx sales in % growth in UNITS



| | UN MAT/09/2024 | Absolute growth in units | % growth |
|------------------------------|-------------------|-----------------------------|-------------|
| 04 VIT. MIN. & NUTRIT. SUPPS | 3,344,603 | 76,538 | 2.3% |
| 06 SKIN TREATMENT | 1,904,561 | 49,137 | 2.6% |
| 07 EYE CARE | 969,310 | 19,490 | 2.0% |
| 13 CALM/SLEEP&MOOD ENHANC PD | 539,318 | 16,133 | 3.0% |
| 01 COUGH COLD&OTH RESP PROD | 6,546,363 | 8,719 | 0.1% |
| 53 PRDS FOR BLADDER PROBLEMS | 357,252 | 8,700 | 2.4% |
| 12 URINARY AND REPRODUCT CAR | 547,903 | 7,696 | 1.4% |
| 82 BEAUTY PRODUCTS FOR WOMEN | 124,350 | 7,268 | 5.8% |
| 08 EAR CARE | 174,727 | 6,305 | 3.6% |
| 79 OTHER PATIENT CARE PRODS | 89,451 | 5,528 | 6.2% |