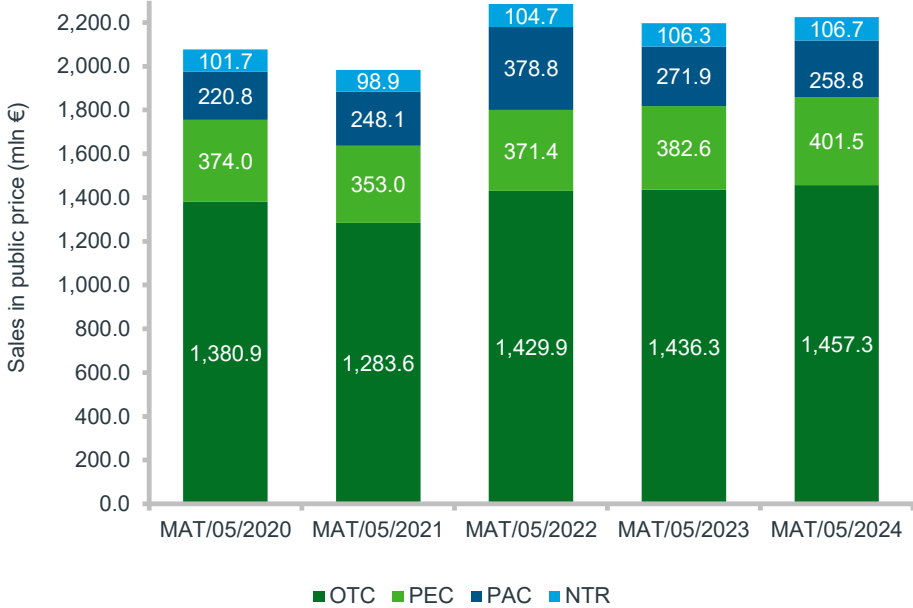
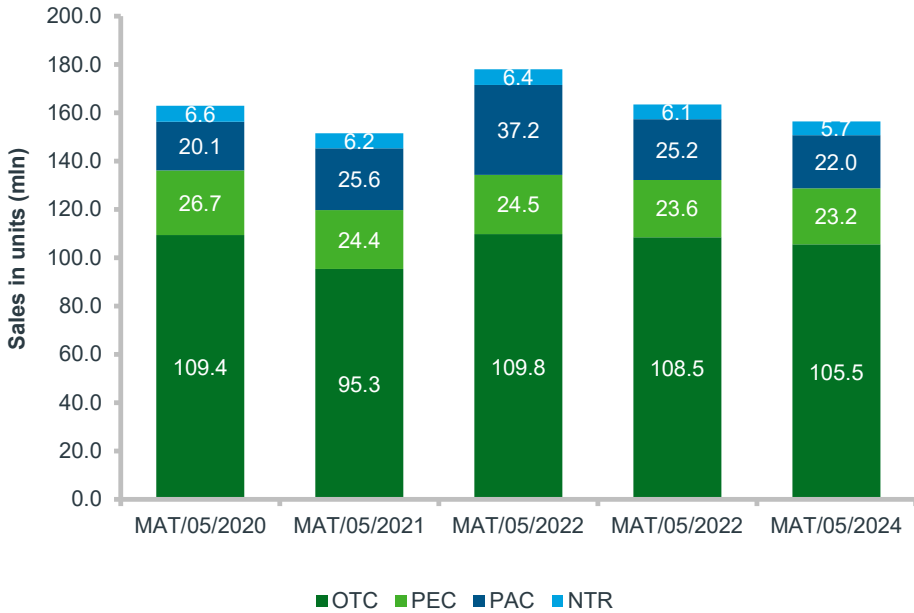


The Belgian Consumer Health market is worth €2,22 billion

Sales Evolution – Pub Value



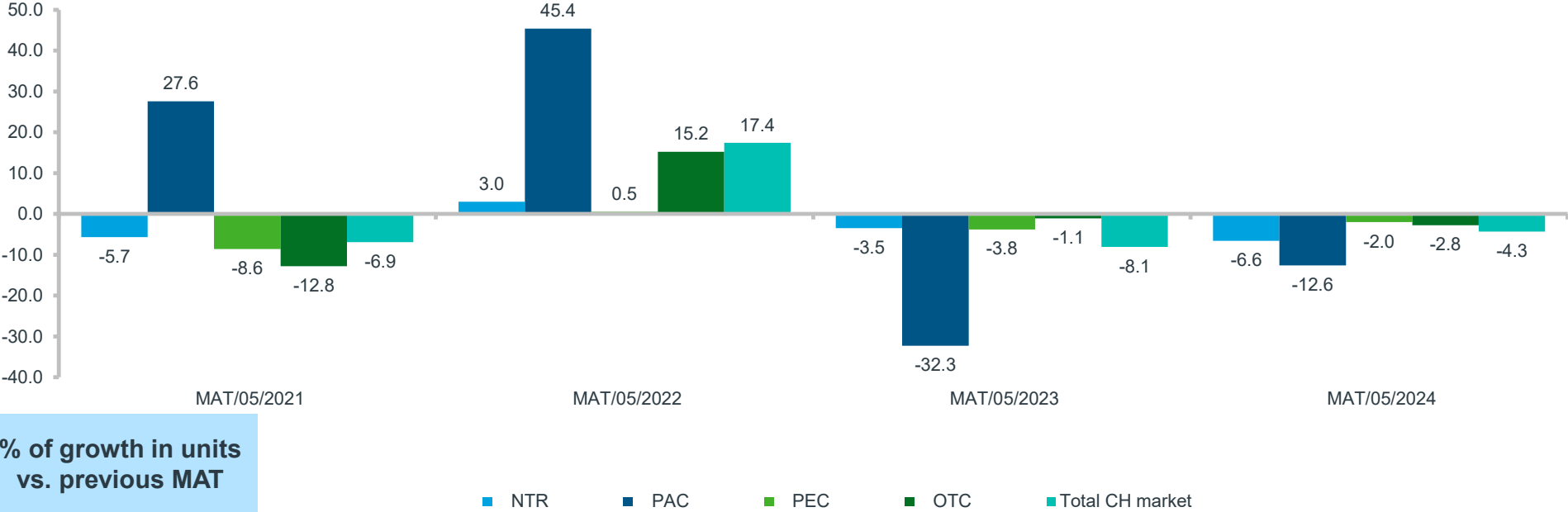
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -4,3% while the OTC declines with -2,8% in units

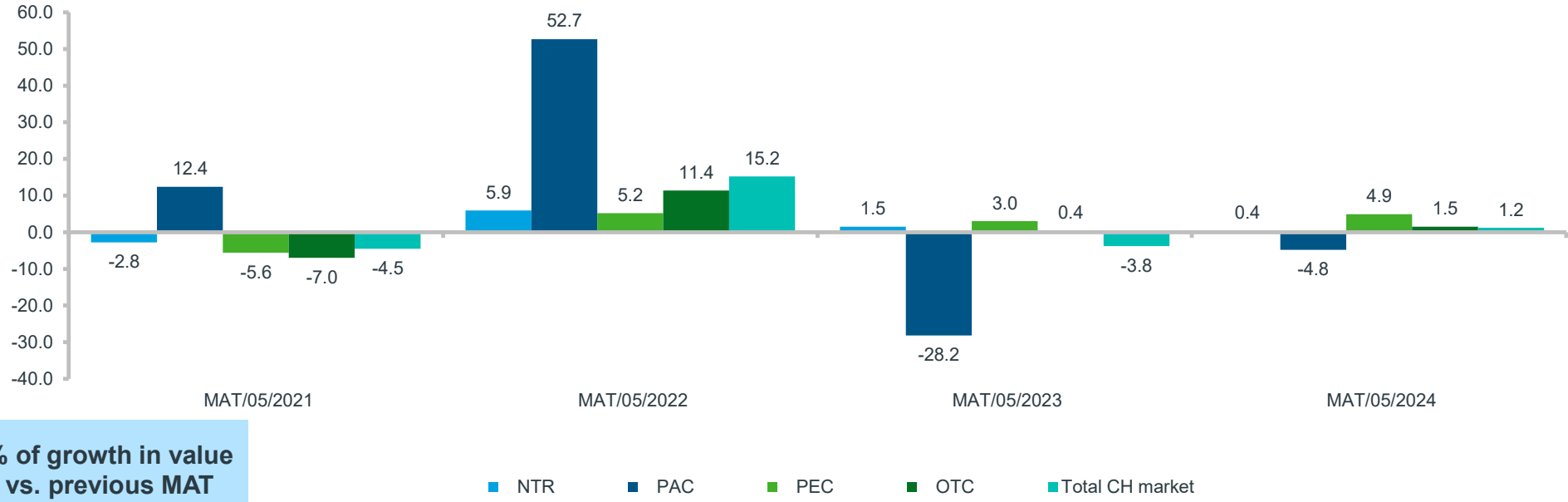
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows an increase of 1,2%, where Patient Care declines with -4,8%

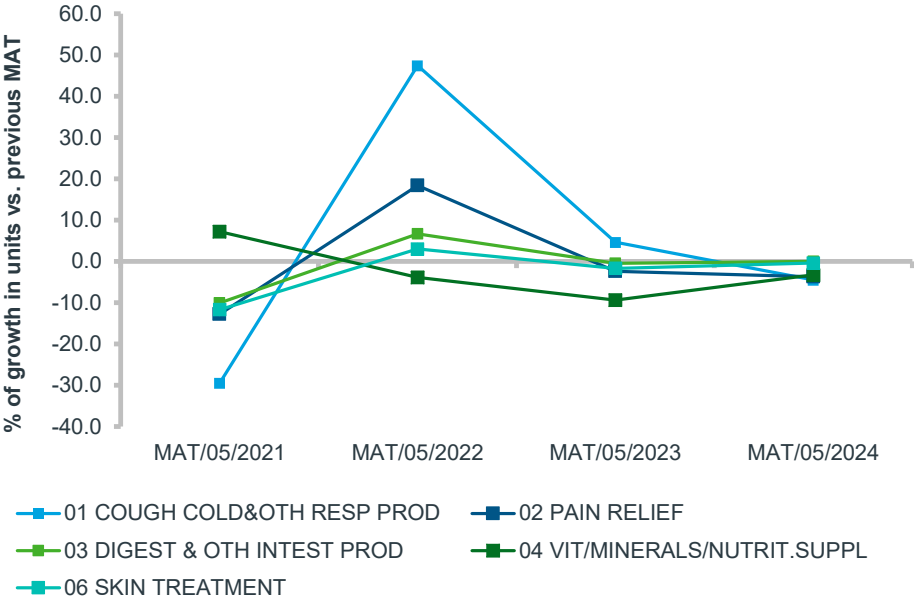
Sales Evolution – Value



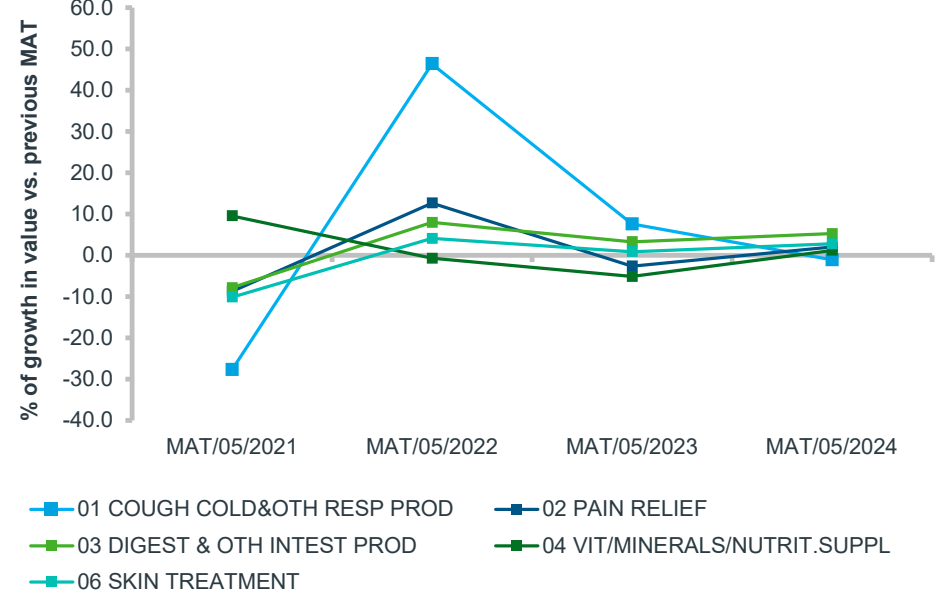
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



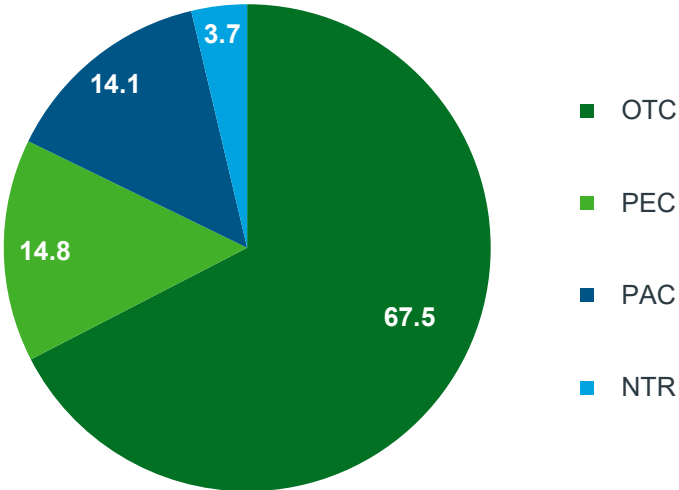
Sales Evolution – Value



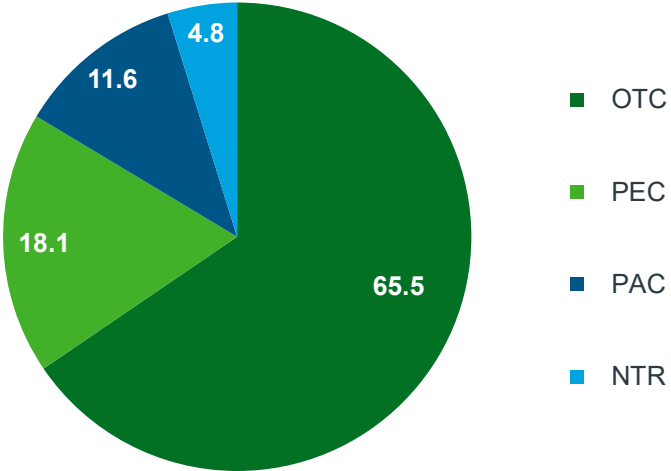
Source: IQVIA – CH Audits – Selling Out data

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

Market Share in Units – MAT/05/2024



Market Share in Value – MAT/05/2024



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/05/2024	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/05/2024	% of the CH Market
02A GENERAL PAIN RELIEF	18,433,615	11.8	02A GENERAL PAIN RELIEF	€ 179,163,799	8.1
01B COLD REMEDIES	10,962,305	7.0	01B COLD REMEDIES	€ 94,949,338	4.3
01A COUGH PRODUCTS	7,308,726	4.7	07A EYE CARE	€ 75,845,900	3.4
01C SORE THROAT REMEDIES	5,776,292	3.7	01A COUGH PRODUCTS	€ 74,834,297	3.4
03C LAXATIVES	4,666,895	3.0	04F MINERAL SUPPLEMENTS	€ 70,869,645	3.2
07A EYE CARE	4,567,408	2.9	35G MILK PRDS FOR CHILDREN	€ 66,147,977	3.0
04E OTHER SPECIFIC VITAMINS	3,751,080	2.4	03C LAXATIVES	€ 62,543,686	2.8
02E MUSCULAR PAIN RELIEF	3,123,112	2.0	02E MUSCULAR PAIN RELIEF	€ 60,008,562	2.7
03D ANTIDIARRHOEALS	2,968,050	1.9	04E OTHER SPECIFIC VITAMINS	€ 57,040,637	2.6
04F MINERAL SUPPLEMENTS	2,710,799	1.7	13A CALMING AND SLEEPING PROD	€ 56,462,868	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/05/2024)
07	EYE CARE	75,292
06	SKIN TREATMENT	73,594
03	DIGEST & OTH INTEST PROD	50,870
04	VIT. MIN. & NUTRIT. SUPPS	45,797
13	CALM/SLEEP&MOOD ENHANC PD	30,402
12	URINARY AND REPRODUCT CAR	21,968
41	SURGICAL ABSORBENTS	12,743
53	PRDS FOR BLADDER PROBLEMS	11,057
08	EAR CARE	7,245
79	OTHER PATIENT CARE PRODS	7,182

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/05/2024)
04	VIT. MIN. & NUTRIT. SUPPS	€ 3,936,723
03	DIGEST & OTH INTEST PROD	€ 3,282,516
07	EYE CARE	€ 1,922,662
53	PRDS FOR BLADDER PROBLEMS	€ 1,746,259
02	PAIN RELIEF	€ 1,663,346
06	SKIN TREATMENT	€ 1,255,537
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,146,231
01	COUGH COLD&OTH RESP PROD	€ 983,589
12	URINARY AND REPRODUCT CAR	€ 771,140
83	UNISEX BEAUTY PRODUCTS	€ 599,309

Source: IQVIA – CH Audits – Selling Out data