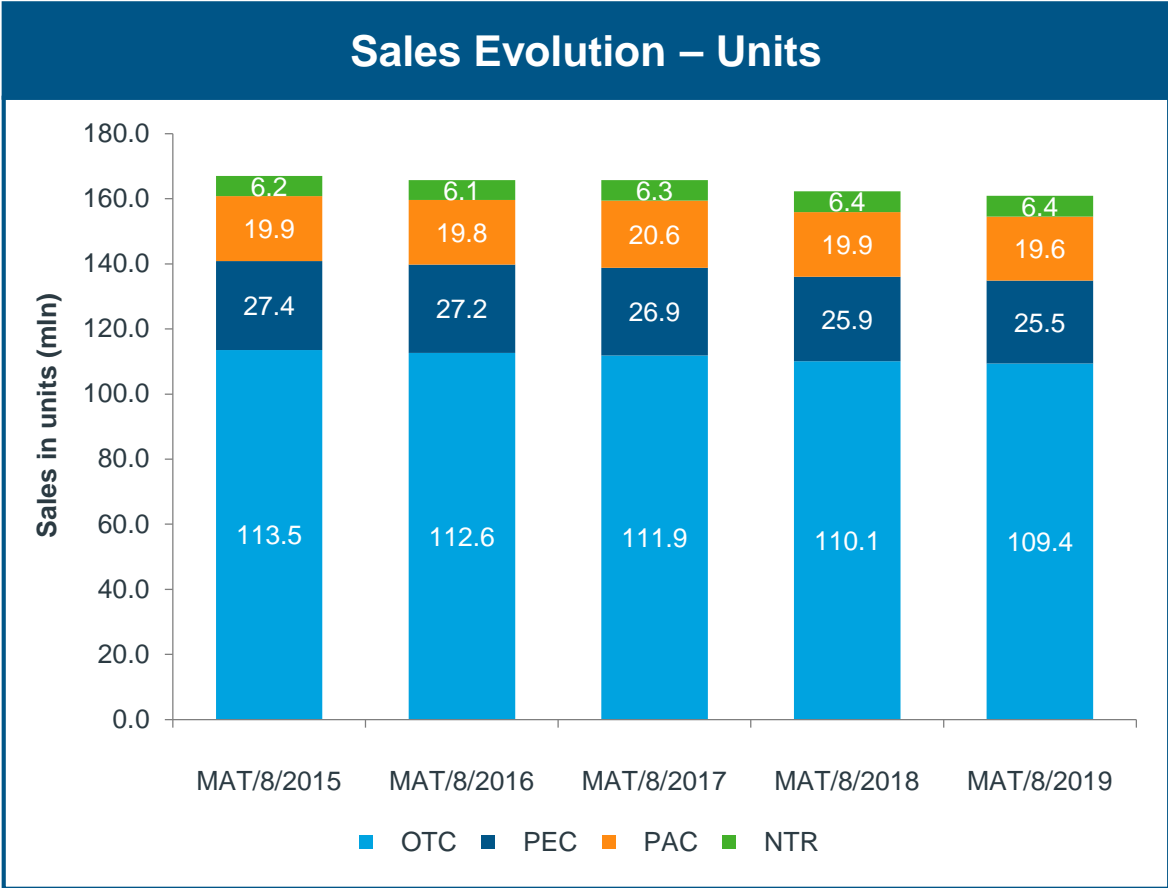
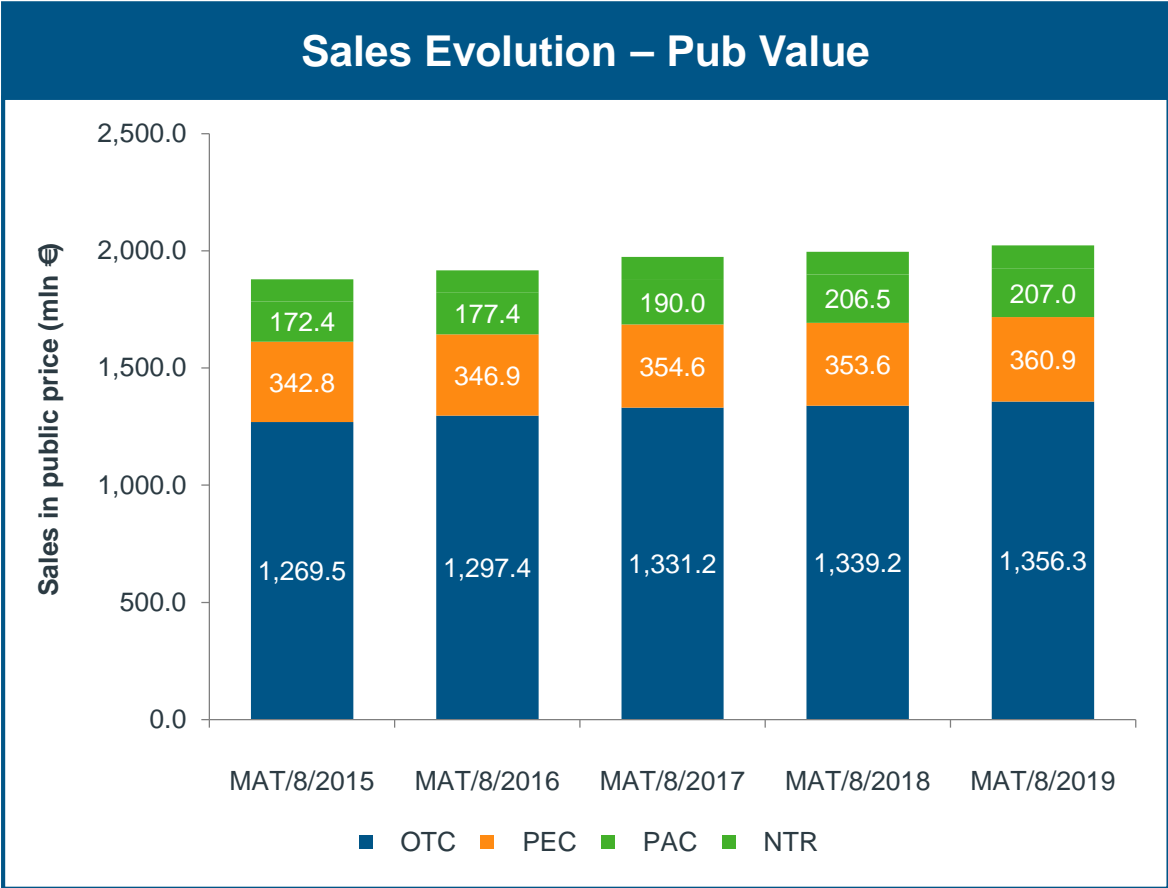
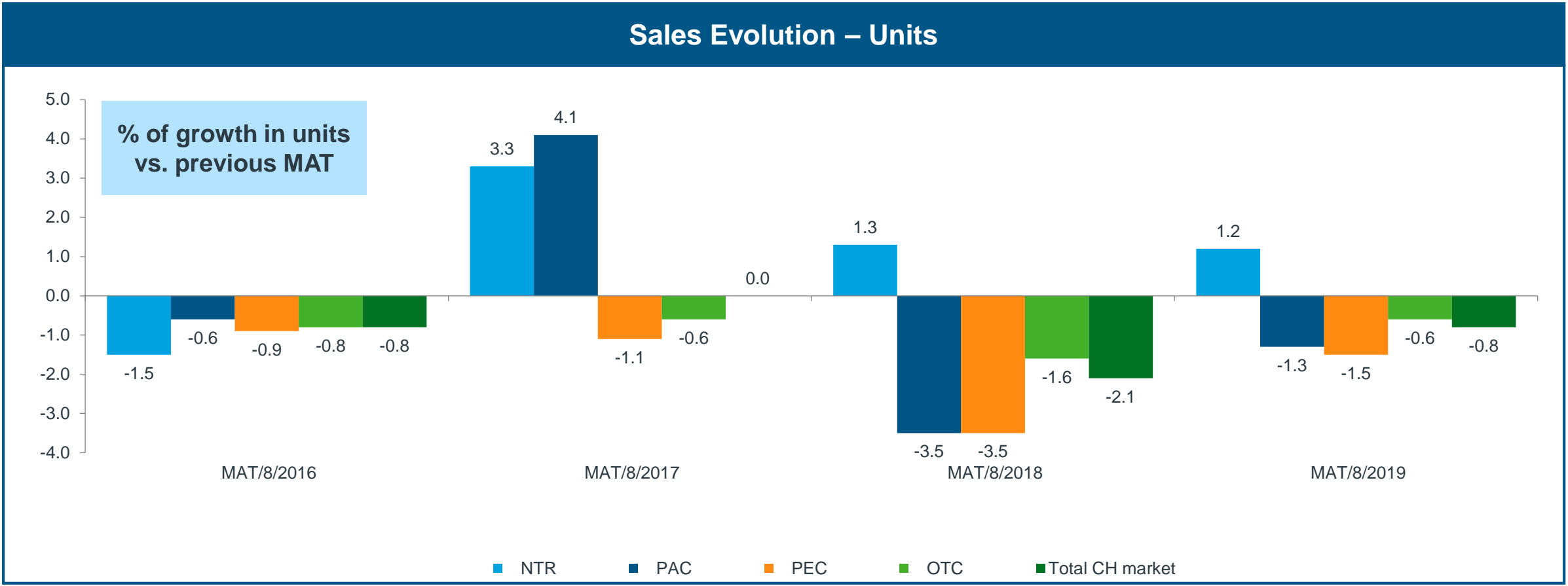


The Belgian Consumer Health market is worth €2,02 billion



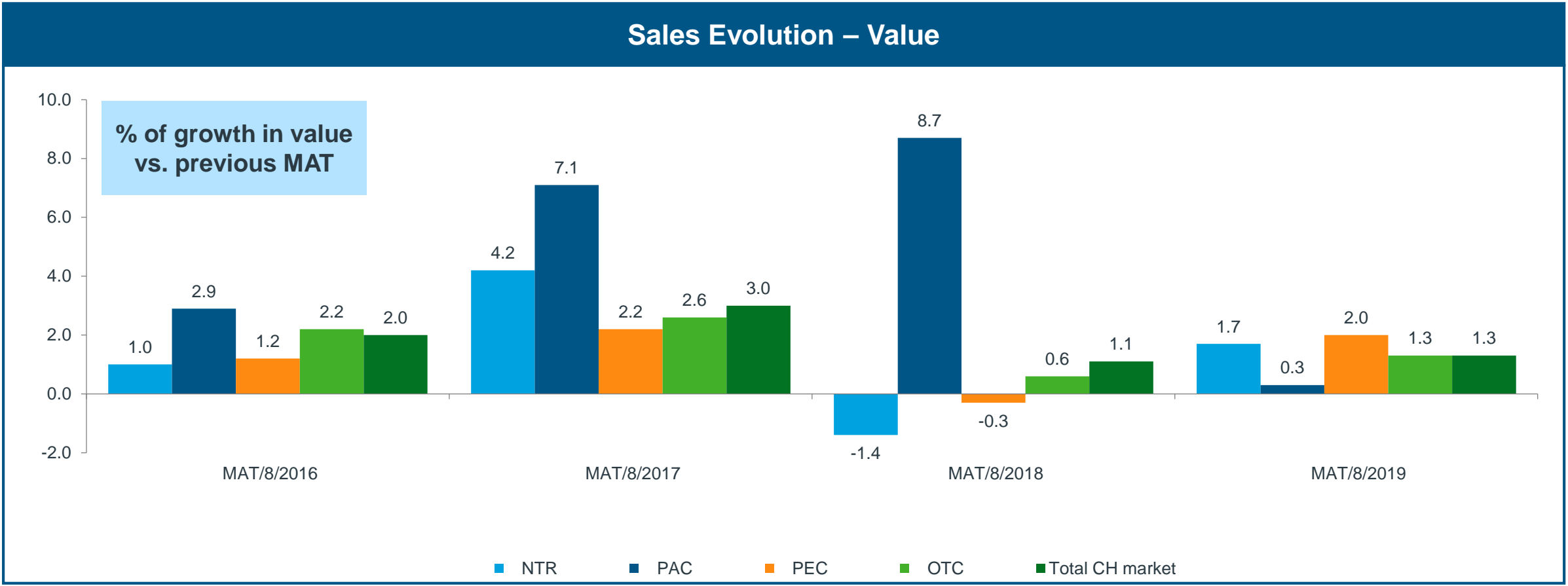
Source: IQVIA – CH Audits – Selling Out data

The total CH market in units shows a decrease of -0.8% while only the NUT market grows with 1,2% in units



Source: IQVIA – CH Audits – Selling Out data

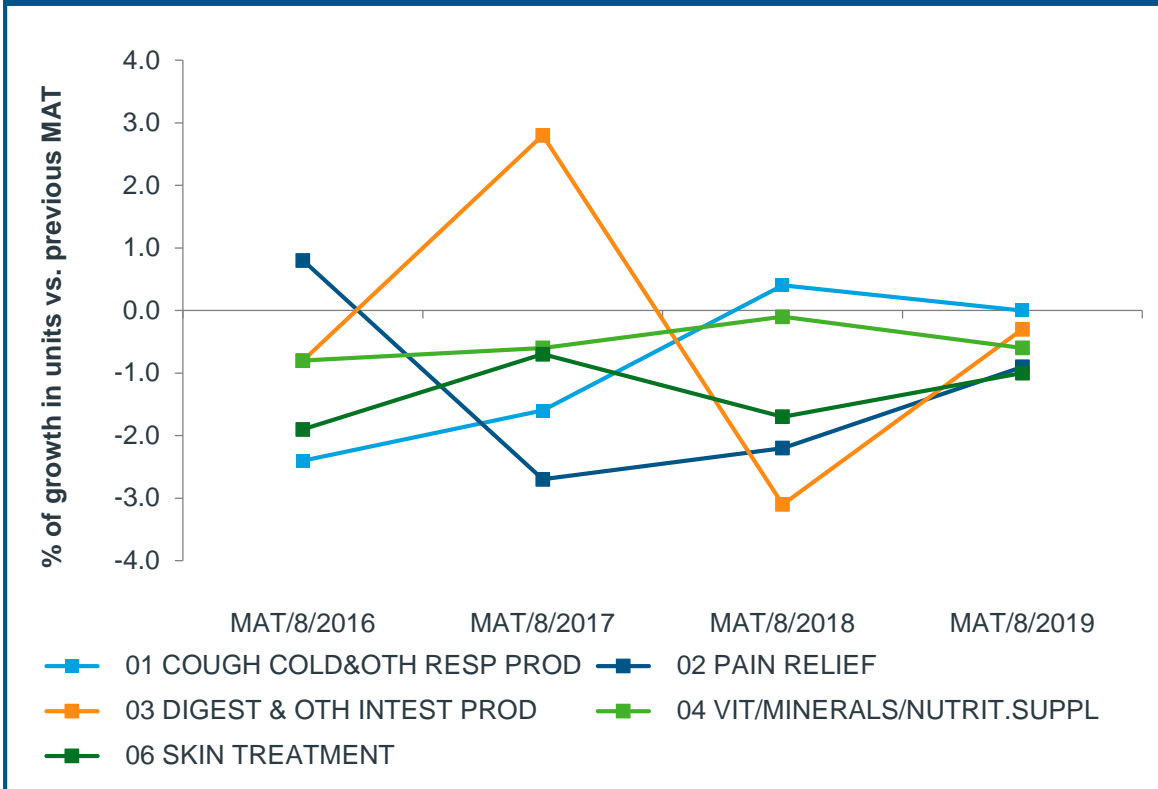
In value, the total CH market grows with 1,3%, where Personal Care is growing with 2,0%



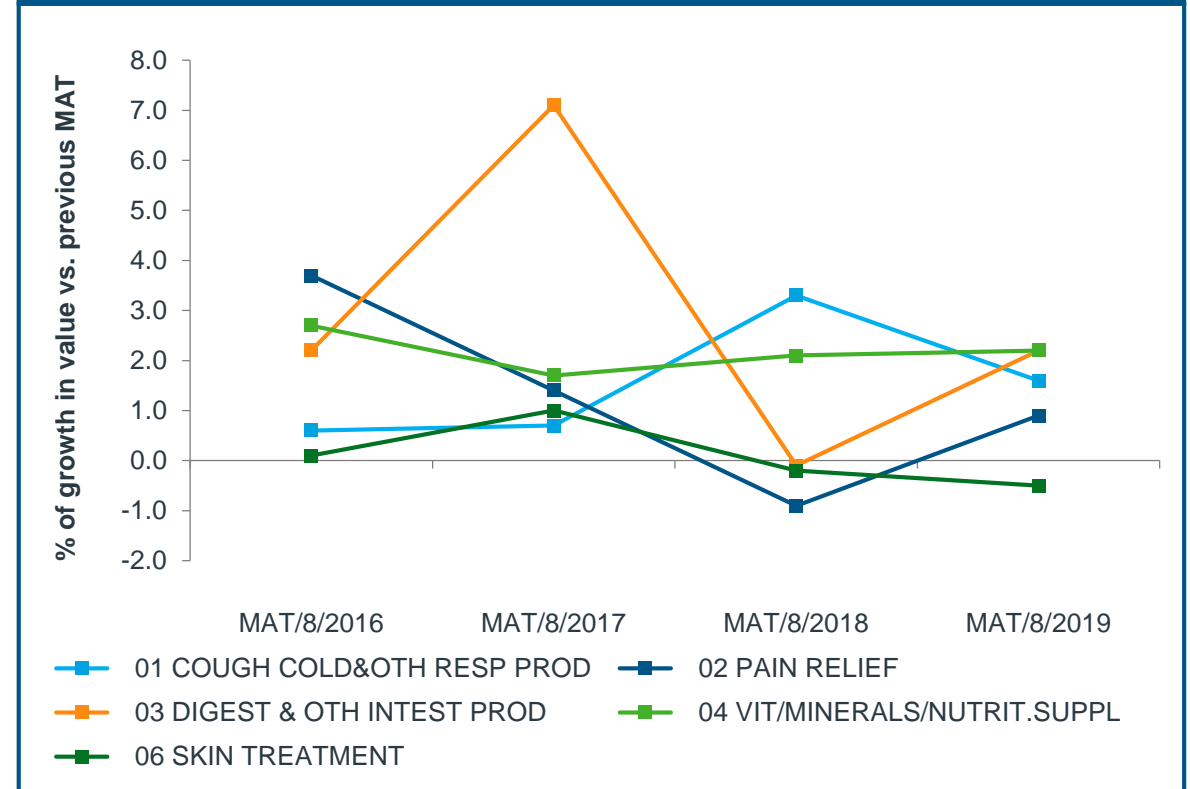
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



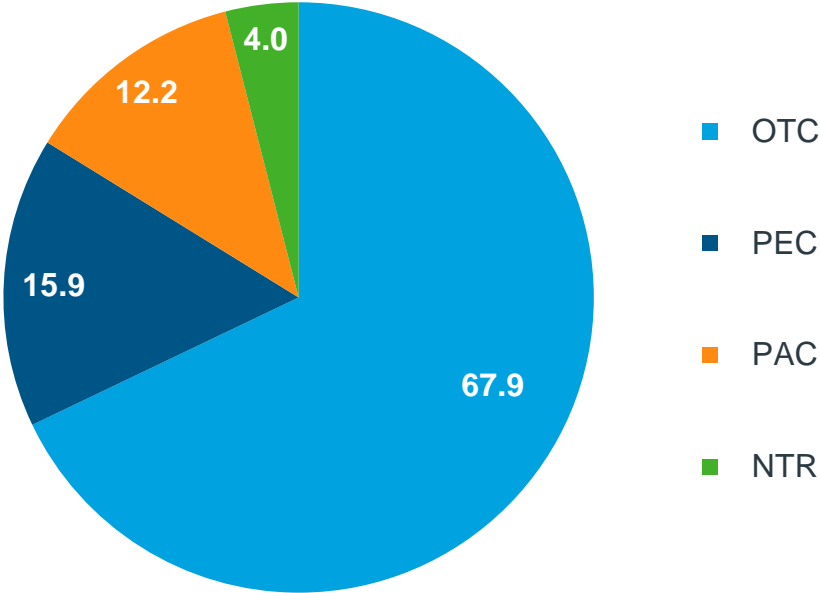
Sales Evolution – Value



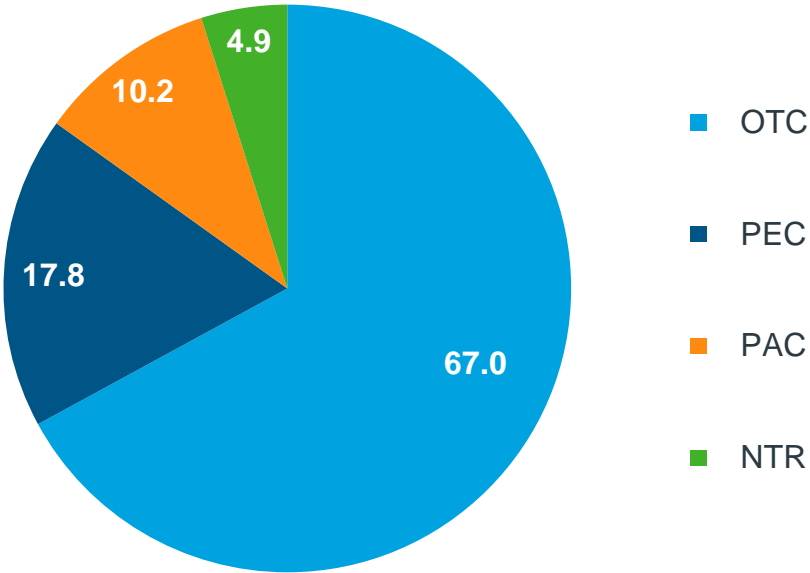
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,9% in units and 67% in value of the total CH market

Market Share in Units – MAT/08/2019



Market Share in Value – MAT/08/2019



Source: IQVIA – CH Audits – Selling Out data

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

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/08/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/08/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17,932,908	11.1	02A GENERAL PAIN RELIEF	153,274,464	7.6
01B COLD REMEDIES	11,399,362	7.1	01B COLD REMEDIES	91,254,288	4.5
01A COUGH PRODUCTS	7,036,488	4.4	04F MINERAL SUPPLEMENTS	67,806,928	3.4
01C SORE THROAT REMEDIES	5,458,936	3.4	02E MUSCULAR PAIN RELIEF	64,775,876	3.2
03C LAXATIVES	5,232,746	3.3	07A EYE CARE	64,421,676	3.2
07A EYE CARE	4,525,438	2.8	01A COUGH PRODUCTS	62,817,848	3.1
02E MUSCULAR PAIN RELIEF	3,639,836	2.3	35G MILK PRDS FOR CHILDREN	61,379,296	3.0
04E OTHER SPECIFIC VITAMINS	3,560,331	2.2	03C LAXATIVES	59,133,092	2.9
35G MILK PRDS FOR CHILDREN	3,096,868	1.9	01C SORE THROAT REMEDIES	45,471,764	2.2
04F MINERAL SUPPLEMENTS	3,062,390	1.9	82B SPEC.FACIAL CARE PRODUCT	43,032,248	2.1

Source: IQVIA – CH Audits – Selling Out data
 *Analysis done on brandlevel™

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/08/2019)
13	CALM/SLEEP&MOOD ENHANC PD	20,219
08	EAR CARE	7,217
17	HABIT TREATMENT	3,852
06	SKIN TREATMENT	1,555
58	ORTHOPAED/ANTIRHEUM AID	1,471
35	BABY FOODS	1,273
32	GLUTEN-FREE&LOW PROT.PRDS	671
91	PERSONAL HYGIENE ACCESSOR	360
45	FIRST AID KITS	113
44	PRESSURE SORE PREVENTION	104

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/08/2019)
04	VIT. MIN. & NUTRIT. SUPPS	1,904,196
53	PRDS FOR BLADDER PROBLEMS	1,051,853
13	CALM/SLEEP&MOOD ENHANC PD	462,083
07	EYE CARE	317,241
17	HABIT TREATMENT	189,750
08	EAR CARE	156,330
06	SKIN TREATMENT	134,813
35	BABY FOODS	111,589
66	CONTRACEPTION	100,415
58	ORTHOPAED/ANTIRHEUM AID	85,002

Source: IQVIA – CH Audits – Selling Out data
 *Analysis done on brandlevel™

The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/08/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/08/2019	% Growth in value
DAFALGAN	6,738,368	-2.3	DAFALGAN	64,341,692	-1.3
D-CURE	2,554,298	-3.1	VOLTAREN EMULGEL	27,717,242	3.7
NUROFEN	2,388,654	-2.3	D-CURE	25,689,080	-0.5
ASAFLOW	2,150,390	0.5	NUROFEN	23,923,767	-0.8
ISO-BETADINE	1,967,806	5.9	ASAFLOW	20,100,360	0.3
RHINATHIOL	1,747,694	-1.5	OMNIBIONTA	17,193,149	-5.4
PERDOLAN	1,653,745	-3.2	STEOVIT	16,071,443	5.8
OTRIVINE	1,645,054	7.4	IMODIUM	14,492,912	5.4
SOFRASOLONE	1,451,096	-1.2	DAFLON	14,411,108	8.5
SINUTAB	1,418,254	4.3	NICORETTE	13,996,239	13.1

Source: IQVIA – CH Audits – Selling Out data
*Analysis done on brandlevel™