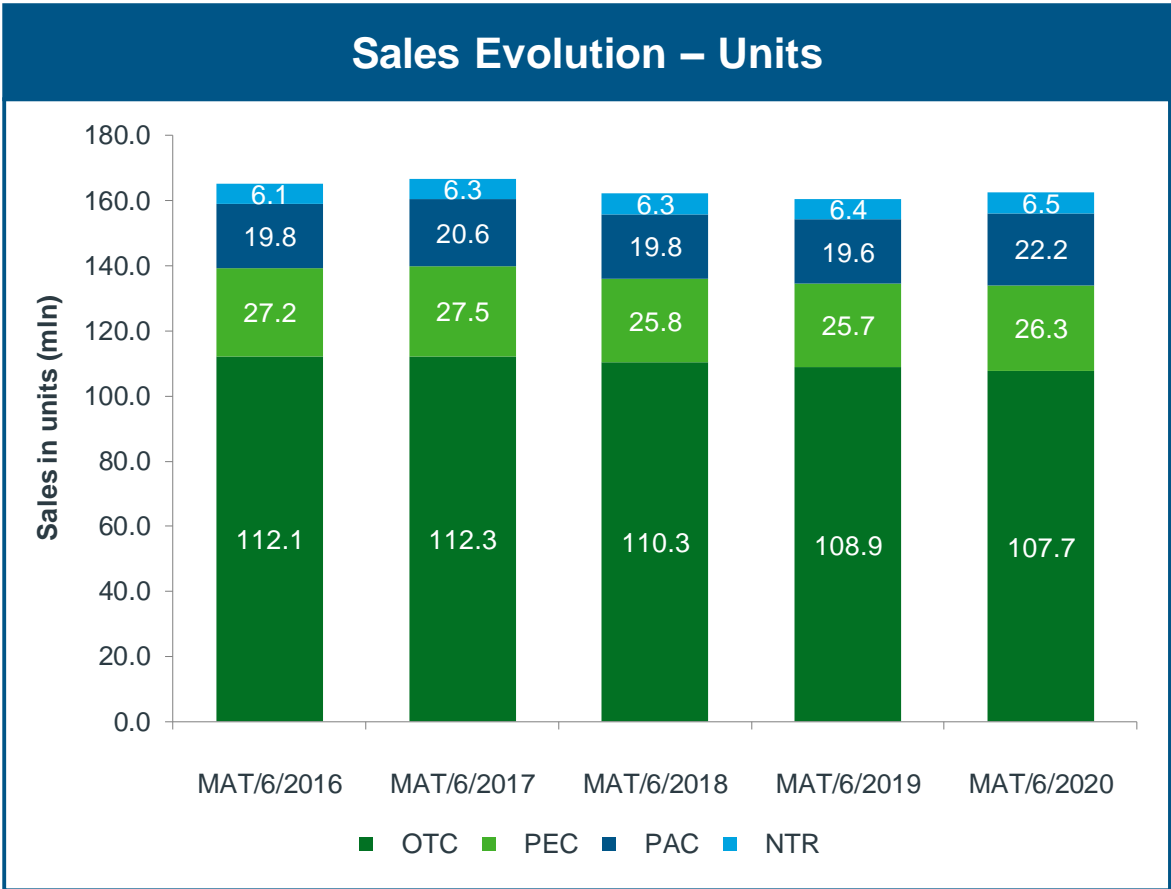
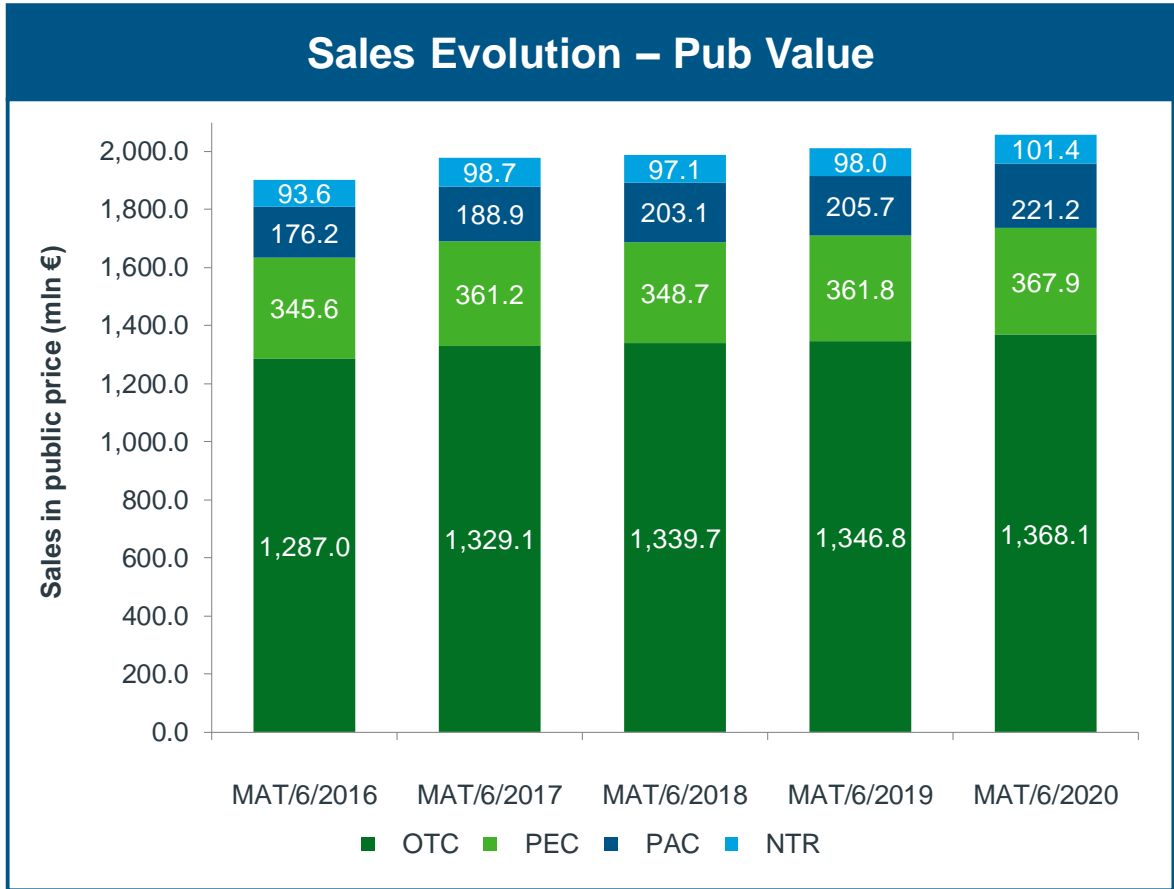
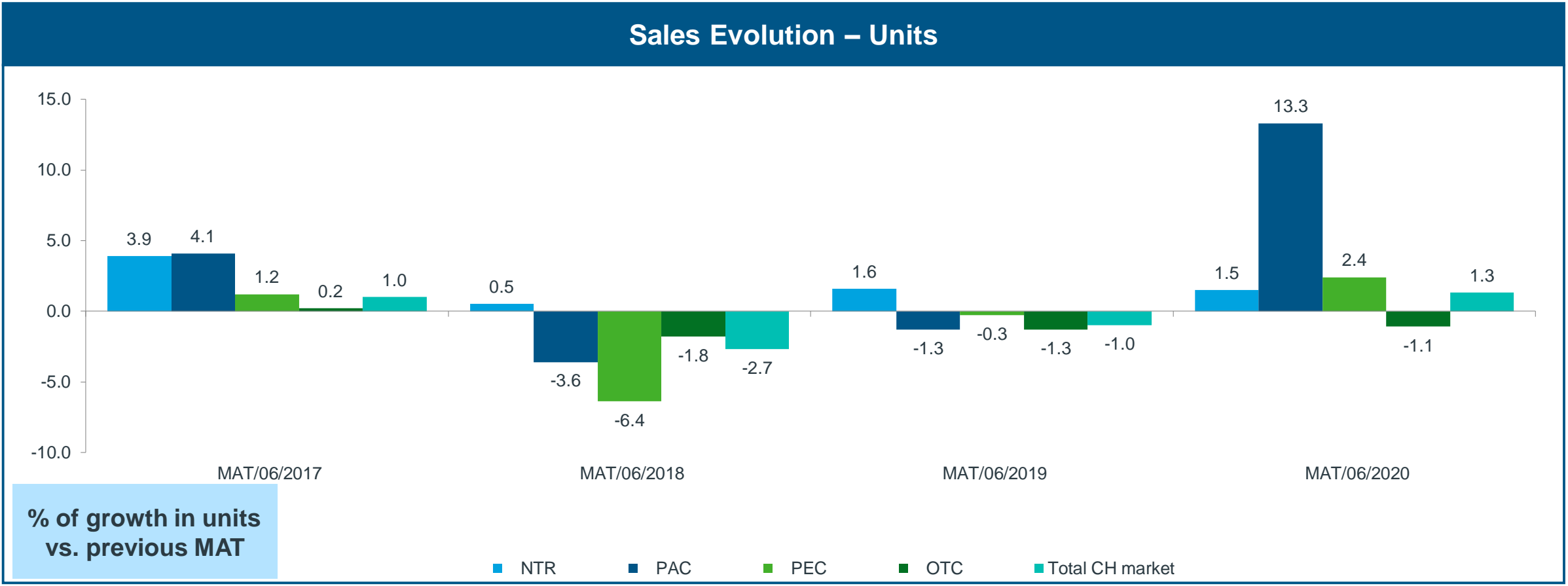


The Belgian Consumer Health market is worth €2,06 billion



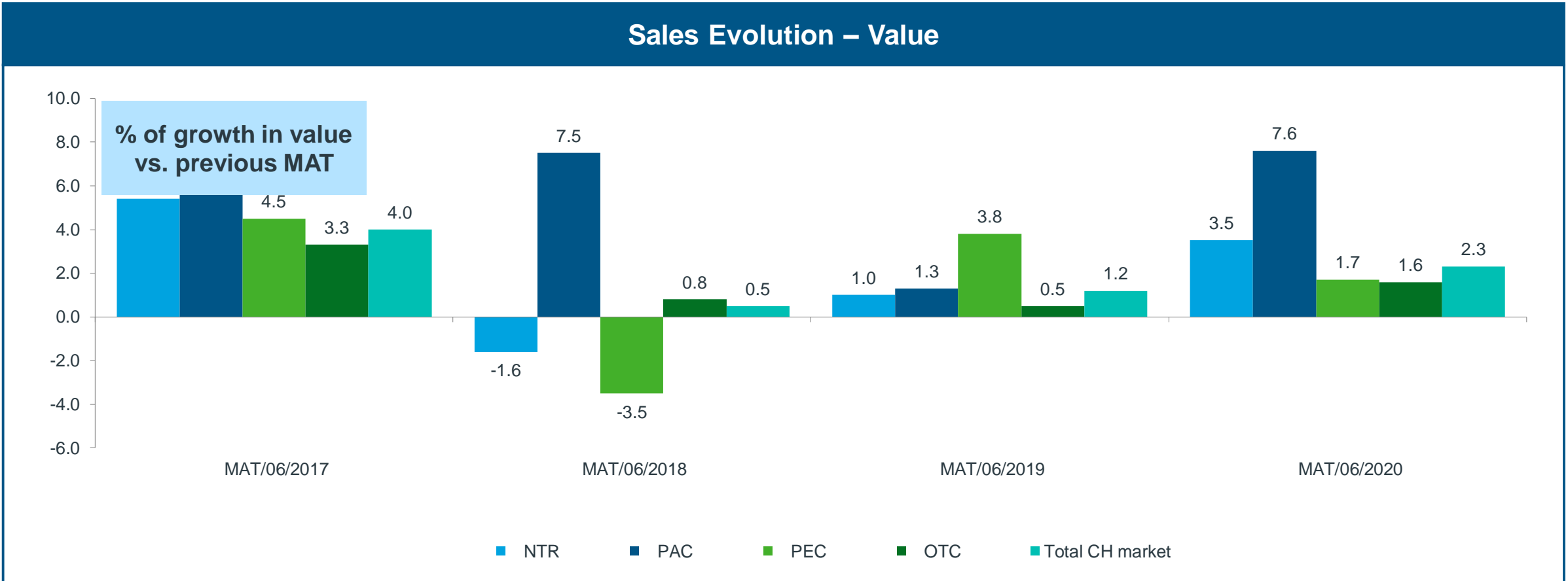
Source: IQVIA – CH Audits – Selling Out data

The total CH market shows an increase of 1,3% while the OTC segment declines with -1,1% in units



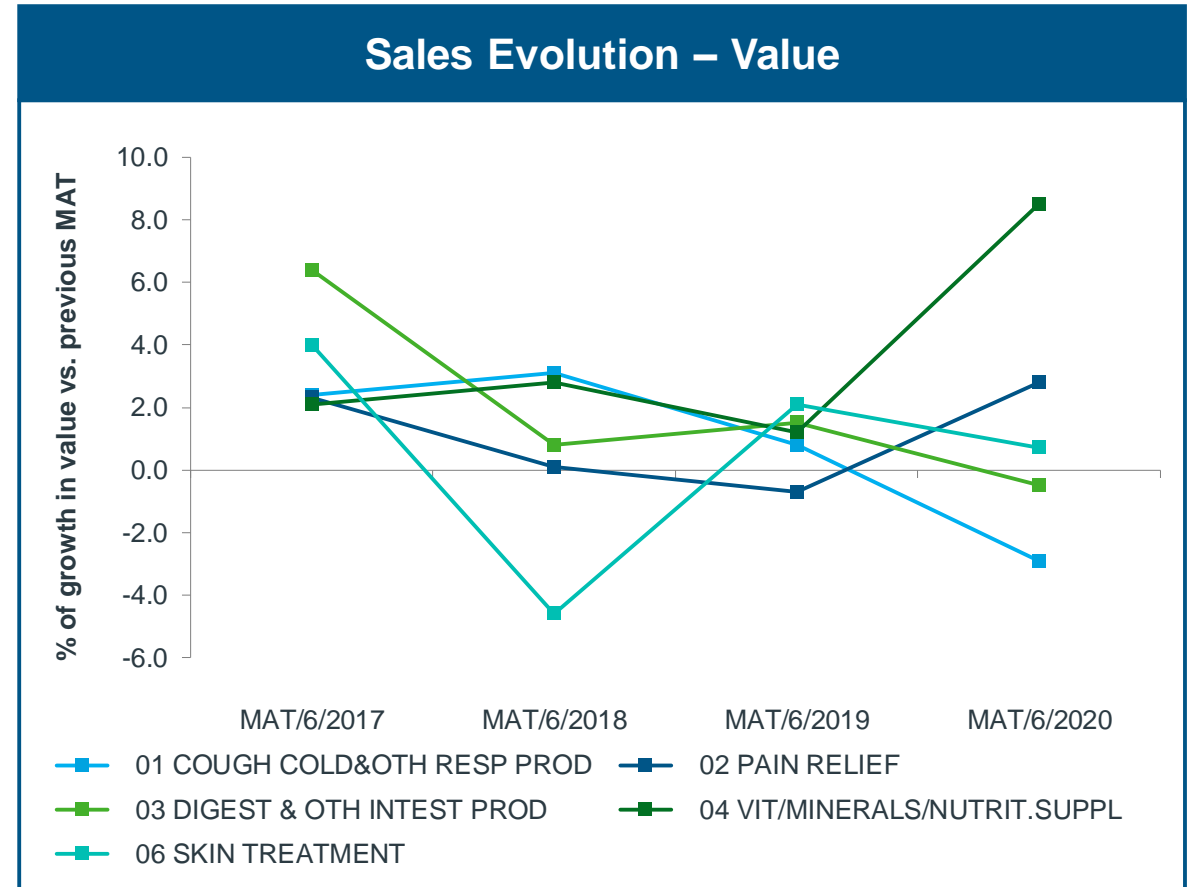
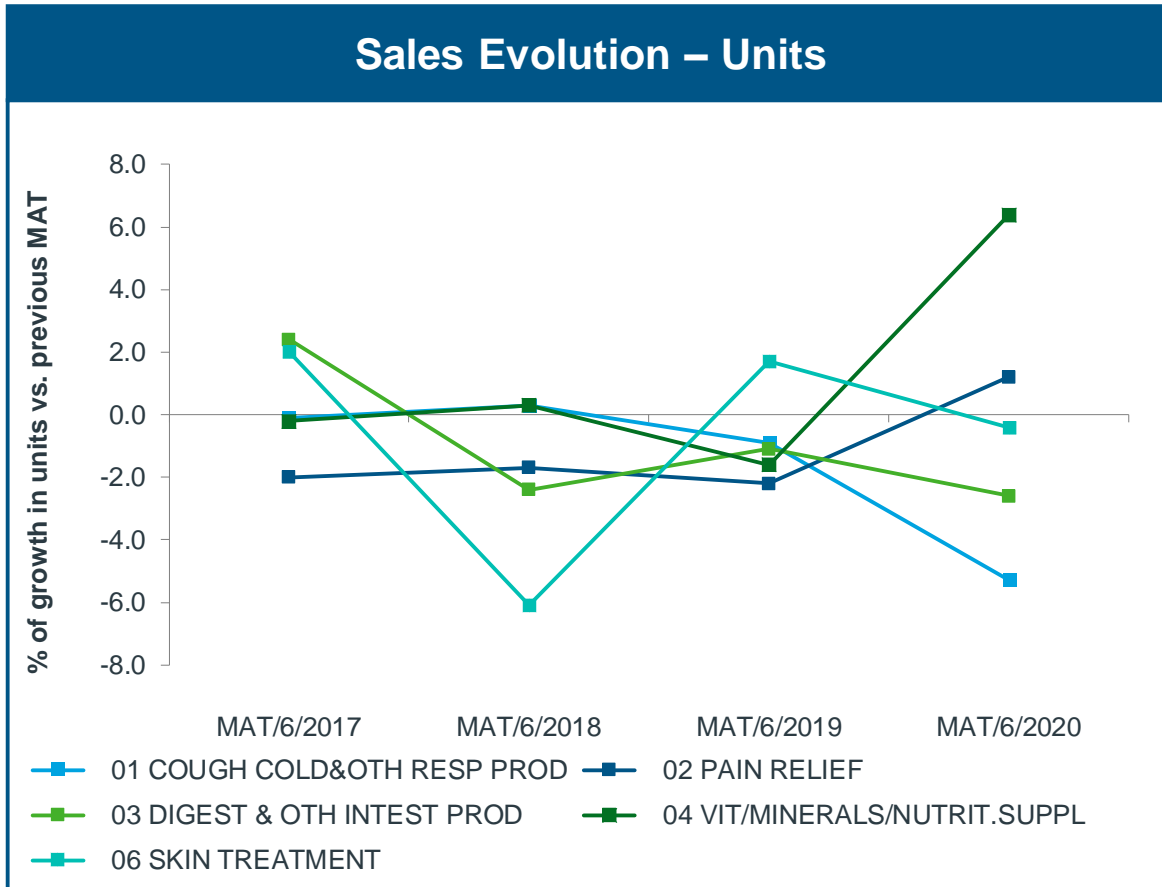
Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market grows with 2,3%, where Patient Care is growing with 7,6%



Source: IQVIA – CH Audits – Selling Out data

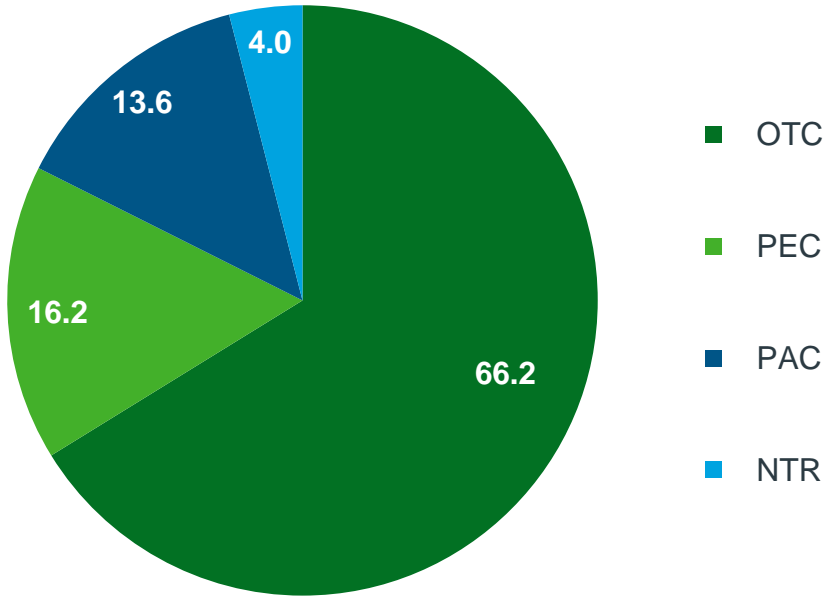
Top 5 OTC classes sales evolution



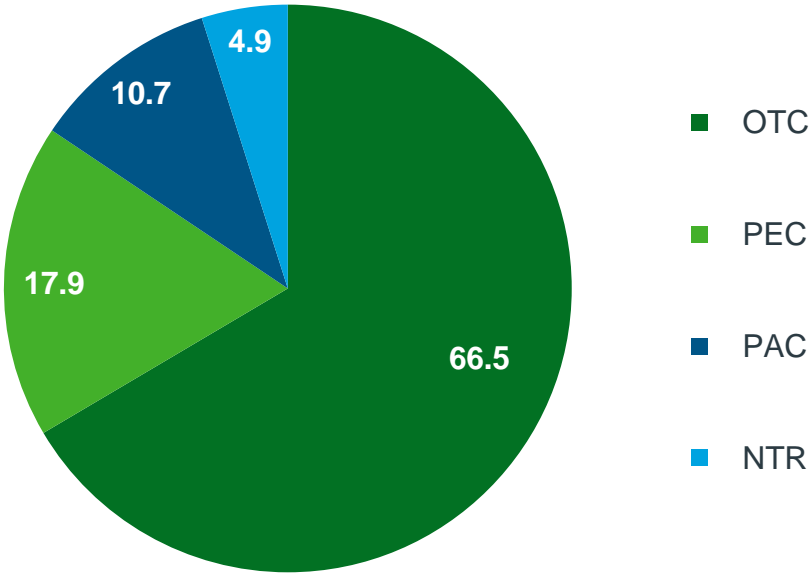
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 66,2% in units and 66,5% in value of the total CH market

Market Share in Units – MAT/06/2020



Market Share in Value – MAT/06/2020



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/06/2020 | % of the CH Market | Top 10 Best Selling OTC2 classes in value | Value abs. MAT/06/2020 | % of the CH Market |
|---|------------------------|--------------------|---|------------------------|--------------------|
| 02A GENERAL PAIN RELIEF | 18,277,818 | 11.2 | 02A GENERAL PAIN RELIEF | € 161,225,952 | 7.8 |
| 01B COLD REMEDIES | 10,548,345 | 6.5 | 01B COLD REMEDIES | € 86,610,504 | 4.2 |
| 01A COUGH PRODUCTS | 6,438,469 | 4.0 | 04F MINERAL SUPPLEMENTS | € 69,173,144 | 3.4 |
| 01C SORE THROAT REMEDIES | 5,335,841 | 3.3 | 07A EYE CARE | € 65,328,900 | 3.2 |
| 03C LAXATIVES | 5,072,474 | 3.1 | 35G MILK PRDS FOR CHILDREN | € 63,339,576 | 3.1 |
| 07A EYE CARE | 4,489,286 | 2.8 | 02E MUSCULAR PAIN RELIEF | € 63,097,908 | 3.1 |
| 04E OTHER SPECIFIC VITAMINS | 3,853,175 | 2.4 | 03C LAXATIVES | € 58,614,052 | 2.8 |
| 02E MUSCULAR PAIN RELIEF | 3,456,445 | 2.1 | 01A COUGH PRODUCTS | € 58,363,312 | 2.8 |
| 06B WOUND+SKIN DISINFECTION | 3,388,717 | 2.1 | 04E OTHER SPECIFIC VITAMINS | € 46,912,688 | 2.3 |
| 35G MILK PRDS FOR CHILDREN | 3,155,119 | 1.9 | 01C SORE THROAT REMEDIES | € 44,878,744 | 2.2 |

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/06/2020) |
|--|---------------------------|---|
| 57 | MEDICAL/SURGICAL AIDS | 165,065 |
| 53 | PRDS FOR BLADDER PROBLEMS | 43,084 |
| 56 | TESTS+MEASURING INSTRUMNT | 20,417 |
| 35 | BABY FOODS | 20,002 |
| 70 | HOUSE DISINFECTANTS ETC | 3,116 |
| 32 | GLUTEN-FREE&LOW PROT.PRDS | 286 |
| 45 | FIRST AID KITS | 192 |
| 59 | PHARMACY EQUIPMENT | 139 |
| 33 | FIBRE FOOD PRODUCTS | 93 |
| 39 | OTH NUTRITIONAL PRODUCTS | 8 |

| Fastest growing OTC1 classes in Rx sales | | Rx sales Growth in abs. value (MAT/06/2020) |
|--|---------------------------|---|
| 53 | PRDS FOR BLADDER PROBLEMS | € 3,510,343 |
| 35 | BABY FOODS | € 906,594 |
| 57 | MEDICAL/SURGICAL AIDS | € 431,232 |
| 56 | TESTS+MEASURING INSTRUMNT | € 408,476 |
| 70 | HOUSE DISINFECTANTS ETC | € 21,584 |
| 97 | ALL OTH MISC PRODS | € 14,512 |
| 32 | GLUTEN-FREE&LOW PROT.PRDS | € 7,424 |
| 45 | FIRST AID KITS | € 1,435 |
| 33 | FIBRE FOOD PRODUCTS | € 1,212 |
| 59 | PHARMACY EQUIPMENT | € 1,124 |

Source: IQVIA – CH Audits – Selling Out data

The top 10 best selling CH products in units and value

| Top 10 Best Selling Products | Units abs. MAT/06/2020 | % Growth in units | Top 10 Best Selling Products | Value abs. MAT/06/2020 | % Growth in value |
|------------------------------|---------------------------|----------------------|------------------------------|---------------------------|----------------------|
| DAFALGAN | 7,147,203 | 6.4 | DAFALGAN | € 70,538,078 | 10.3 |
| D-CURE | 2,569,832 | 1.3 | VOLTAREN EMULGEL | € 27,508,210 | 1.2 |
| NUROFEN | 2,208,535 | -7.2 | D-CURE | € 26,651,974 | 4.6 |
| ASAFLOW | 2,112,920 | -1.5 | NUROFEN | € 22,492,915 | -5.4 |
| ISO-BETADINE | 2,047,914 | 5.6 | ASAFLOW | € 19,686,624 | -2.0 |
| MASQUE TISSU-ETB | 1,889,310 | --- | OMNIBIONTA | € 18,762,279 | 8.6 |
| OTRIVINE | 1,597,885 | -1.6 | STEOVIT | € 15,464,153 | -2.3 |
| PARACETAMOL TEVA | 1,582,614 | 16.6 | DAFLON | € 15,455,353 | 9.8 |
| PERDOLAN | 1,522,908 | -7.7 | PARACETAMOL TEVA | € 14,918,758 | 16.6 |
| RHINATHIOL | 1,508,674 | -13.6 | ISO-BETADINE | € 14,655,161 | 6.5 |

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