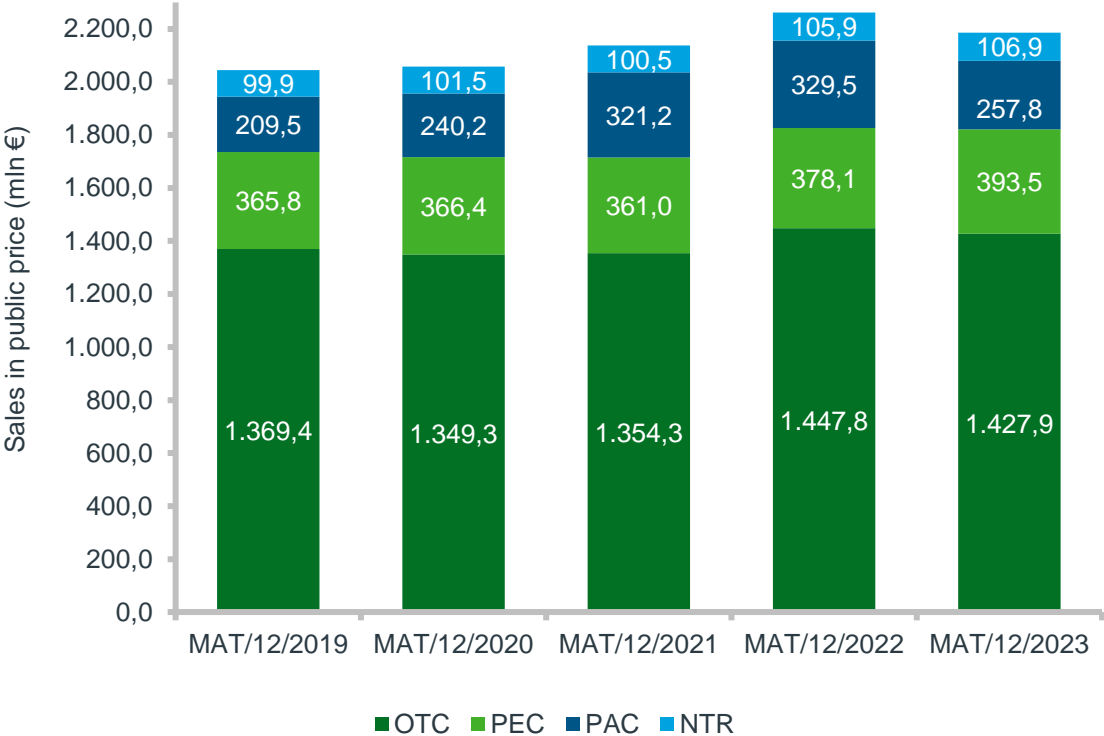
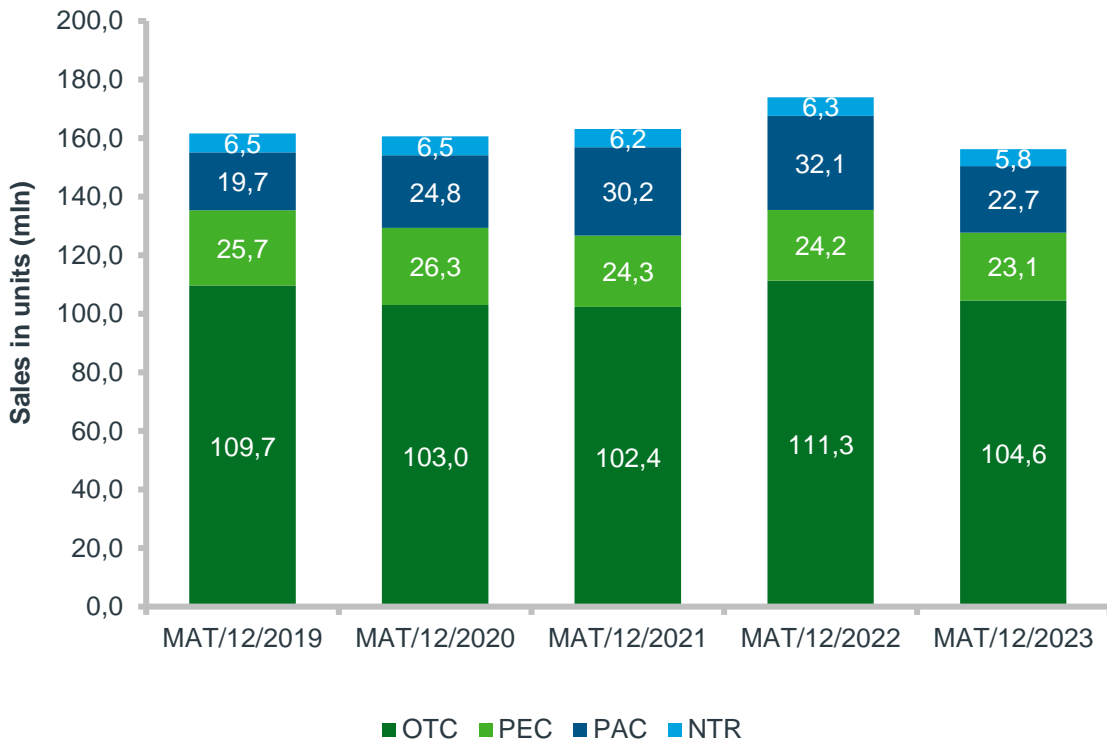


The Belgian Consumer Health market is worth €2,19 billion

Sales Evolution – Pub Value



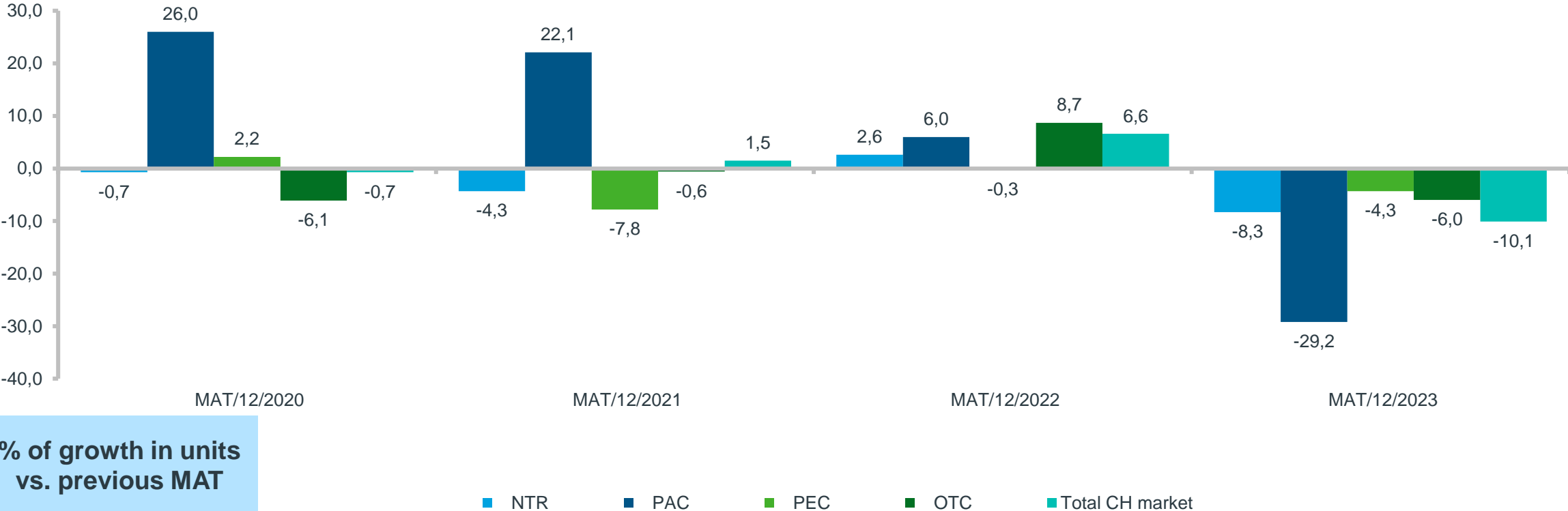
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -10,1% while the OTC declines with -6,0% in units

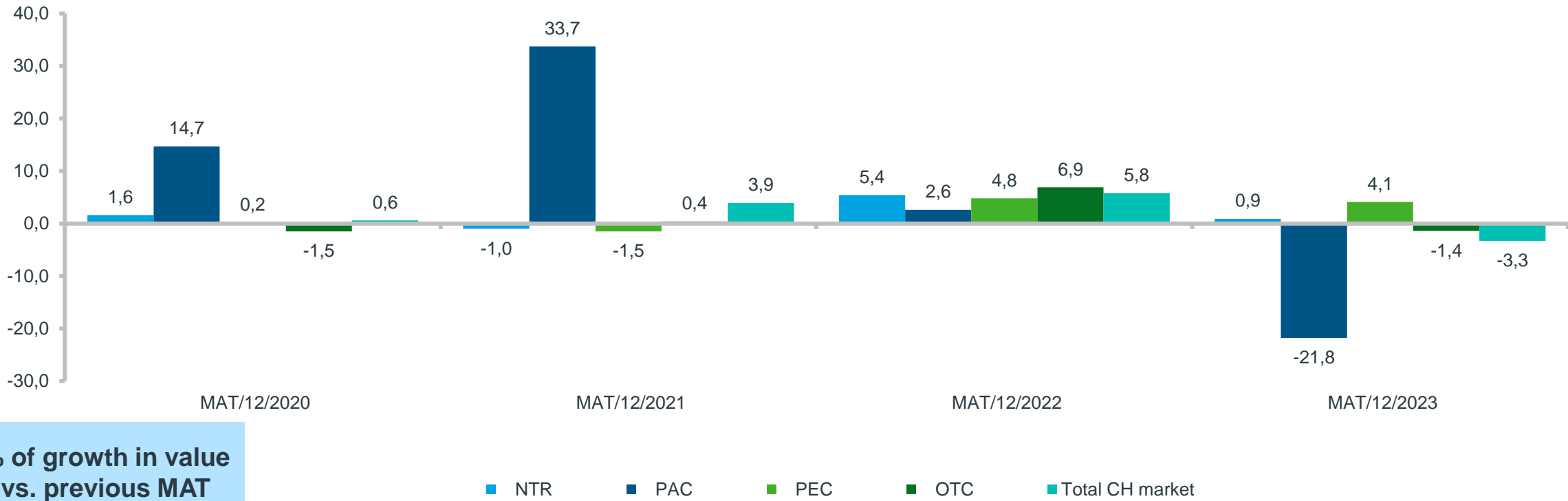
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -3,3%, where Patient Care also declines with -21,8%

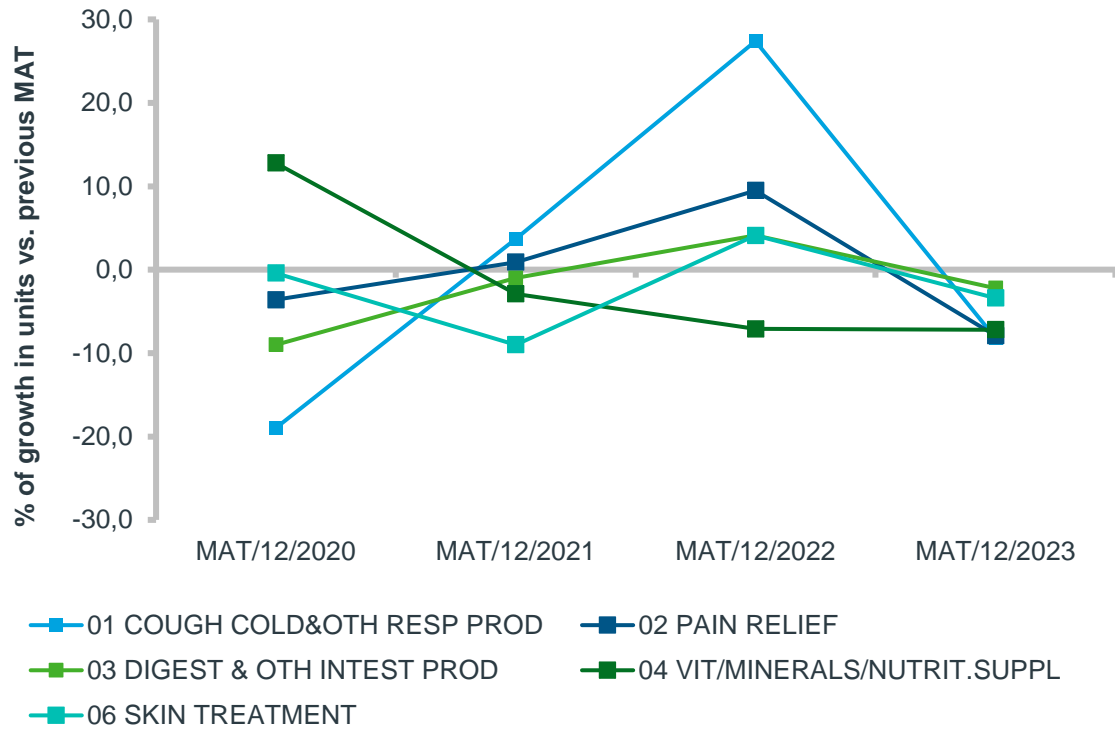
Sales Evolution – Value



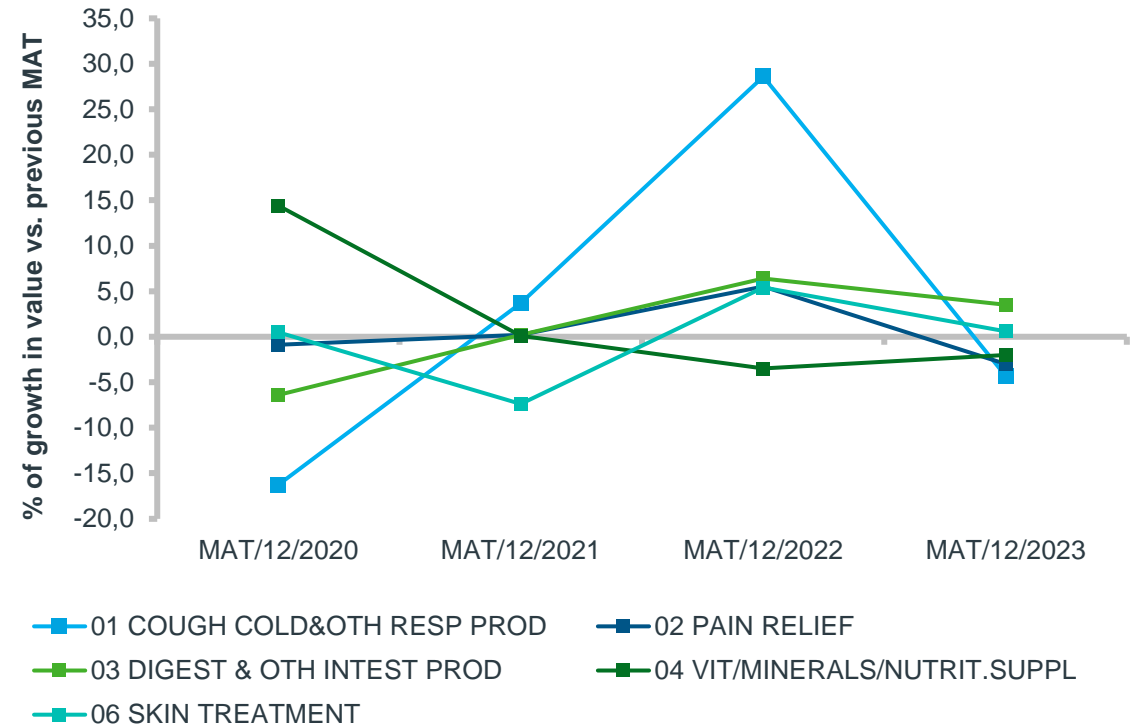
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



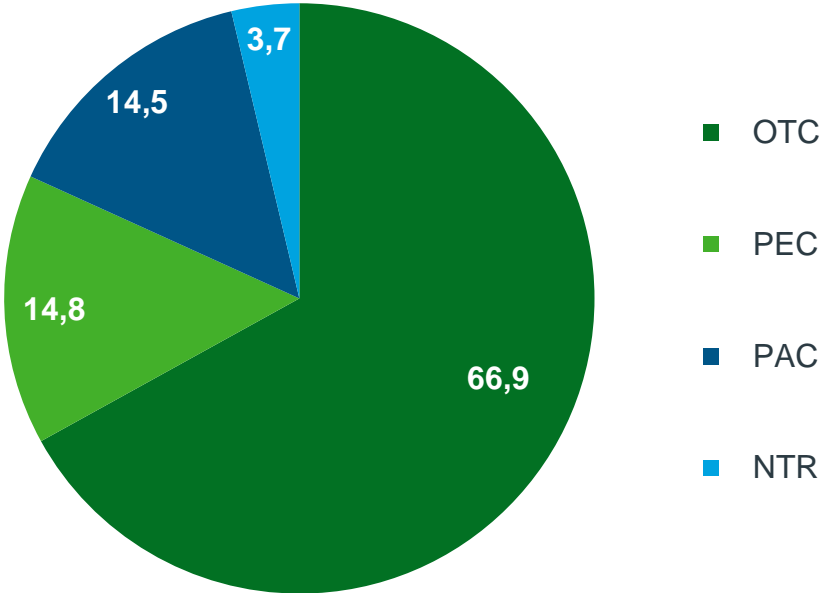
Sales Evolution – Value



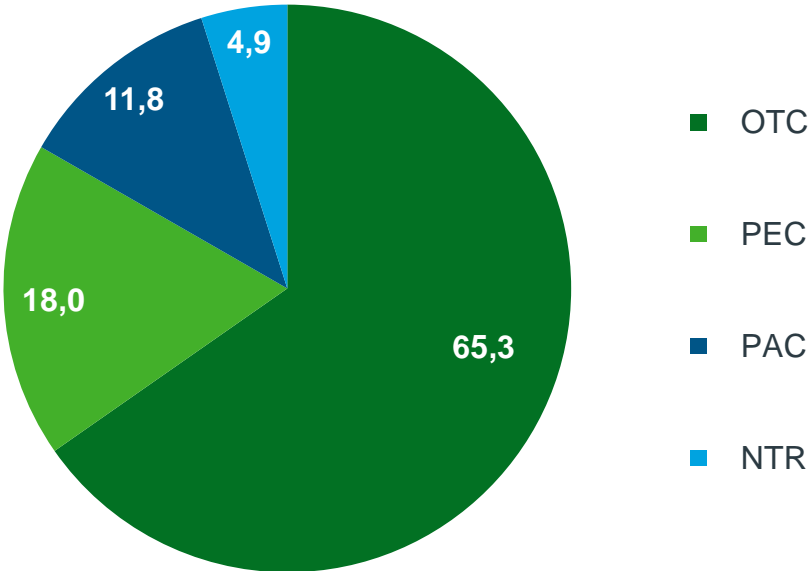
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 66,9% in units and 65,3% in value of the total CH market

Market Share in Units – MAT/12/2023



Market Share in Value – MAT/12/2023



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/12/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/12/2023	% of the CH Market
02A GENERAL PAIN RELIEF	18,296,254	11.7	02A GENERAL PAIN RELIEF	€ 172,413,599	7.9
01B COLD REMEDIES	10,829,631	6.9	01B COLD REMEDIES	€ 92,436,826	4.2
01A COUGH PRODUCTS	7,070,902	4.5	07A EYE CARE	€ 74,401,591	3.4
01C SORE THROAT REMEDIES	5,801,051	3.7	01A COUGH PRODUCTS	€ 71,099,847	3.3
03C LAXATIVES	4,669,238	3.0	04F MINERAL SUPPLEMENTS	€ 70,009,751	3.2
07A EYE CARE	4,573,337	2.9	35G MILK PRDS FOR CHILDREN	€ 66,967,597	3.1
04E OTHER SPECIFIC VITAMINS	3,722,102	2.4	03C LAXATIVES	€ 61,812,625	2.8
02E MUSCULAR PAIN RELIEF	3,111,239	2.0	02E MUSCULAR PAIN RELIEF	€ 59,453,349	2.7
03D ANTIDIARRHOEALS	2,925,340	1.9	04E OTHER SPECIFIC VITAMINS	€ 55,930,018	2.6
35G MILK PRDS FOR CHILDREN	2,748,788	1.8	13A CALMING AND SLEEPING PROD	€ 54,676,810	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/12/2023)
07	EYE CARE	79,662
06	SKIN TREATMENT	51,428
13	CALM/SLEEP&MOOD ENHANC PD	35,155
03	DIGEST & OTH INTEST PROD	27,626
12	URINARY AND REPRODUCT CAR	24,227
41	SURGICAL ABSORBENTS	21,873
08	EAR CARE	7,446
09	MOUTH TREATMENT PRODUCTS	6,334
79	OTHER PATIENT CARE PRODS	5,834
32	GLUTEN-FREE&LOW PROT.PRDS	3,884

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/12/2023)
03	DIGEST & OTH INTEST PROD	€ 2,780,448
04	VIT. MIN. & NUTRIT. SUPPS	€ 2,345,112
07	EYE CARE	€ 1,829,199
53	PRDS FOR BLADDER PROBLEMS	€ 1,776,432
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,282,414
06	SKIN TREATMENT	€ 1,061,861
12	URINARY AND REPRODUCT CAR	€ 731,492
83	UNISEX BEAUTY PRODUCTS	€ 640,648
79	OTHER PATIENT CARE PRODS	€ 415,242
82	BEAUTY PRODUCTS FOR WOMEN	€ 334,255

Source: IQVIA – CH Audits – Selling Out data