

## Trading update 4<sup>th</sup> quarter and full year 2009

### Quarterly sales climb by 4 % Annual sales 2009 surpass 2008

Nazareth (Belgium), 21 January 2010 (17:45 CET) – The sales of Omega Pharma increased by more than 4 %, rising to € 214 million in the 4<sup>th</sup> quarter of 2009. This results in annual 2009 sales of € 814 million, slightly higher than in 2008.

#### General comments

The quarterly sales of Omega Pharma, the specialist in prescription-free medicines and healthcare products, grew during the 4<sup>th</sup> quarter of 2009 by 4 %, thanks to excellent results in the Emerging Markets, in Belgium and in Western Europe. After a weak 1<sup>st</sup> semester, substantial efforts were made to reduce Omega's cost base and to boost our innovation and expansion. These efforts resulted in a growth in sales in the 2<sup>nd</sup> semester, while company structures were re-organised during the 4<sup>th</sup> quarter.

#### Sales figures by segments

Non-audited figures in millions of EUR	4 <sup>th</sup> quarter			FY		
	Q4/2009	Q4/2008	Evolution	2009	2008	Evolution
Western Europe	74,0	70,4	+ 5 %	326,7	335,9	- 3 %
Belgium	61,8	55,2	+ 12 %	227,7	205,0	+ 11 %
Emerging Markets	38,5	34,6	+ 11 %	102,3	98,5	+ 4 %
France	39,4	45,0	- 12 %	157,1	171,9	- 9 %
<b>Group</b>	<b>213,6</b>	<b>205,2</b>	<b>+ 4 %</b>	<b>813,8</b>	<b>811,3</b>	<b>+ 0,3 %</b>

Marc Coucke, CEO of Omega Pharma: "2009 was a year with two different faces: In the 1<sup>st</sup> semester sales declined by 3 % due to the economic crisis, while sales grew by 4 % in the 2<sup>nd</sup> semester. Our internal organisation reacted very alertly to the various challenges and opportunities offered by the macroeconomic situation. We have been able to achieve substantial cost reductions, we fine tuned our innovations and continued our geographic expansion. I am very pleased that the annual sales of 2009 exceeded those of 2008.

A large number of future-oriented measures were taken with regard to our product range, the local organisations and our group structure, which means that the outlook for 2010 is very promising."



### **Summary explanation and outlooks for each geographical segment\***

**Western Europe:** Most countries recovered after a weak 1<sup>st</sup> semester (-8 %), which has led to a growth of 5 % during the 4<sup>th</sup> quarter. Double-digit growth was noted in Greece, Spain, Italy and Scandinavia, while Germany and the UK remained weak. Western Europe will benefit fully from the innovative projects of the Group during 2010.

**Belgium:** Omega Pharma Belgium (+ 12 %) continued to perform strongly. Growth in the 4<sup>th</sup> quarter was realised with generic products, and 2010 looks very promising for our Own Brands.

**Emerging Markets:** This division scored strongly in the 4<sup>th</sup> quarter (+11 %) and was responsible for more than 15 % of group sales. Russia, the Ukraine and Australia achieved the highest growth, and the Indian joint venture booked its first (limited) sales. Now that the exchange rate fluctuations are improving vs 2009, 2010 looks highly promising for Emerging Markets, also thanks to the local structures that have been built up and the cross-selling projects.

**France:** Sales in France continued to decline. When taking into account the sale of the factory in Marseille, 4<sup>th</sup> quarter sales show a decline of - 8 %. A new management was recruited for this purpose. We expect that these measures, together with strong local brands and pharmacy-oriented sales organisations, will stabilize sales in 2010.

### **Local and group structures**

- The Executive Committee of the Omega Pharma Group currently consists of Marc Coucke (Chief Executive Officer), Georges De Vos (Chief Operating Officer), Barbara De Saedeleer (Chief Financial Officer), Jan Cassiman (Head of Innovation and Business Development) and Sam Sabbe (Chief Strategy Officer).
- The performance of the corporate structure has been raised through the upcoming recruitment of Regional Managers (North, South, East), and through an expansion of the Innovation & Marketing Department.
- At the same time, the country managers for France, Germany and Poland are being replaced.

### **Group outlook\***

- Thanks to highly promising brands with high growth potential and a large number of growth markets, Omega Pharma is convinced that the sales growth of 4 % achieved in the 2<sup>nd</sup> semester of 2009 can be maintained in 2010.

### **Declaration**

This Trading Update was prepared by the Executive Committee of Omega Pharma, with the exception of the above-mentioned Group outlook which has been approved by the Board of Directors of the company.



### **Calendar for the Shareholders**

10 March 2010 (5:45 p.m.)	: Annual results 2009
18 March 2010 (3 p.m.)	: Analyst meeting
15 April 2010 (5:45 p.m.)	: Trading Update Q1 2010
3 May 2010 (7 p.m.)	: Annual General Meeting
5 May 2010	: Publication of the probable ex-dividend share price
10 May 2010	: Probable payment of dividend
19 July 2010 (5:45 p.m.)	: Trading Update S1 2010
26 August 2010 (5:45 p.m.)	: Results S1 2010
19 October 2010 (5:45 p.m.)	: Trading Update Q3 2010

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\*Disclaimer: This press release contains forward-looking information which is based on current internal estimates and expectations as well as market expectations. Forward-looking statements contain inherent risks and apply exclusively on the date they are made. The actual results may differ substantially from those included in the forward-looking statements. Considering the reduced visibility which is inherent to the current economic environment, differences between expectations and reality may vary more significantly than previously.