

Trading Update on the Third Quarter 2009

Quarterly turnover increases by 4%

Nazareth (Belgium), 15 October 2009 (5:45 PM CET) – In the third quarter of 2009, the turnover of Omega Pharma increased by 4% to 189 million euro. After two quarters with a decreasing turnover, innovations and internal dynamics - mainly in Western Europe, including Belgium - led again to revenue growth.

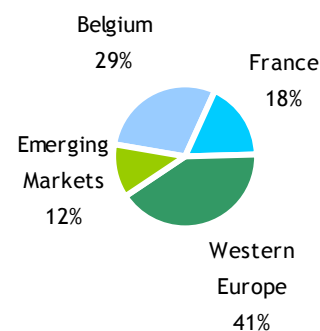
General commentary

The turnover of Omega Pharma, the specialist in over-the-counter medicines and health products, has increased by 4% in the third quarter 2009.

In the first half of 2009, when turnover decreased by 3% mainly because of macro-economic conditions, Omega Pharma has significantly reduced its cost basis - by over 30 million euro on an annual basis - and has invested in new geographic growth markets as well as in research and innovation. When the first early economic recovery was observed in the third quarter, Omega Pharma noticed an immediate increase in the demand for its optimized product assortment in Western Europe. In parallel, the cost savings plan was further implemented.

Turnover by segment

Non-audited figures (IFRS) in EUR million	Third Quarter		
	2009	2008	evolution
Belgium	54.0	46.9	+15%
France	34.4	35.9	-4%
Western Europe	77.8	74.9	+4%
Emerging Markets	22.8	24.8	-8%
Total	189.0	182.5	+4%



Marc Coucke, CEO Omega Pharma: “It is very encouraging that Omega Pharma is growing again already at this stage. The internal organizations have responded in an alert manner to the improved economic conditions, and have achieved a nice volume growth with existing and innovative products. Most of the innovations, however, are only scheduled for Q4 and 2010 -

especially in the Emerging Markets - and currency exchange differences continued to have a major negative effect. This makes it clear that the fine Q3 results can be extended in the coming quarters, as Omega Pharma will reap the fruits of major shifts in focus in the recent past. After this recession, Omega Pharma is confident for the future, thanks to its new growth markets, its promising growth brands and a lower cost basis.”

Brief commentary by geographic segment

Belgium - Omega Pharma Belgium had a magnificent quarter with a 15% increase of turnover mainly from the OTC brands - both related to the summer products and to the start of the winter pathology. The generic medicines grew high single-digit.

France - In France, the turnover decreased by 4%, which represents a slight improvement over the previous quarters. Although the recent sale of the plant in Marseille to Fareva results in a loss of turnover as of the fourth quarter of 2009 (5 million euro on an annual basis), it enables Omega Pharma France to achieve a more efficient sourcing of its products and to enhance its focus on the brands.

Western Europe - The sales growth in Western Europe (+4%) is based on the double-digit growth in the Netherlands, and mainly on the recovery in various Southern European countries (Spain, Italy, Portugal). Scandinavia and the UK saw their turnover - expressed in euro - fall back.

Emerging Markets - The sales decline in the Emerging Markets (mainly Central and Eastern Europe) is entirely due to currency exchange evolutions. Omega Pharma also chose deliberately to introduce the many innovations at a very moderate pace - parallel to the development of the organizational structures in these countries. This strategic approach is expected to bear fruit from the fourth quarter and fully from Q2/2010, when - based on the current situation - the year-on-year currency exchanges will be stabilized.

Prognosis (*)

The sales figures of the third quarter demonstrate that the demand for Omega Pharma products is picking up again in Western Europe, thus confirming that the 2009 turnover will remain in the vicinity of the 2008 turnover, despite the weaker first half of the year.

Omega Pharma has implemented significant restructurings to achieve a lower cost base and has invested in new geographic markets as well as in future innovative launches and cross fertilizations. This will enable Omega Pharma to pursue a steady growth in turnover and profitability.

(*) *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.*

Statement

This Trading Update is edited by the Executive Committee of Omega Pharma.

Omega Pharma, a pure OTC play

Since its creation in 1987, Omega Pharma has grown into a multinational group with over 2,000 staff and with operations in over 35 countries. Since the carve-out of Arseus in October 2007, Omega Pharma is one of the few companies dealing solely in OTC products. Even though approximately 90% of the group turnover is currently generated in Western Europe, Omega Pharma already features in the world-wide Top Twenty ranking in the market for over-the-counter medicines and personal care products.

Financial calendar

Thursday 21 January 2010 (5:45 PM CET): Trading Update on the fourth quarter 2009

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