



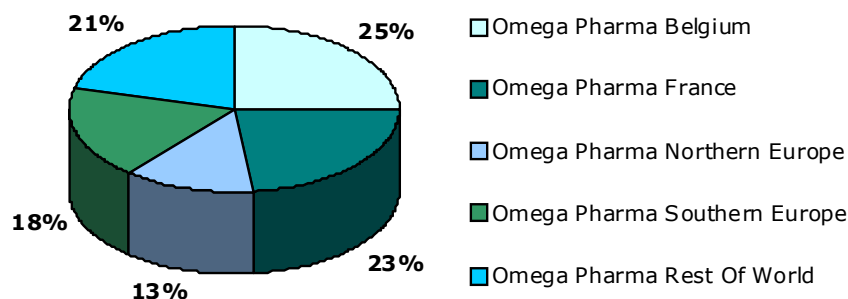
OTC growth factors and group strategy outweigh recession impact

- Continuation of strong performance in Belgium, including confirmation of growth for OTC and generic drugs
- Emerging Markets yield solid sales growth, both in Q4 and for the full year 2008
- Trade stock reduction and currency exchange differences each cost approximately 1% of annual turnover
- All scenarios suggest a slight growth in turnover for 2009
- Cost savings plan to yield over 30 million euro

Nazareth (Belgium), 22 January 2009 (5:45 PM CET) – The consolidated turnover in 2008 is 811.2 million euro. This is a 2.8% increase (+3.5% at constant currencies) compared to the same period last year. The evolution of the turnover per business unit is as follows:

Non-audited management figures	Fourth Quarter			Full Year		
	2008	2007	evolution	2008	2007	evolution
in EUR million						
Belgium	55.2	46.3	+19%	205.0	199.0	+3%
France	48.6	52.1	-7%	187.4	190.4	-2%
Northern Europe	21.8	21.2	+3%	102.0	99.6	+3%
Southern Europe	29.5	33.6	-12%	147.6	143.1	+3%
Rest Of World	50.0	47.9	+5%	169.1	157.2	+8%
Omega Pharma (OTC)	205.2	201.0	+2%	811.2	789.3	+3%

Contribution to the consolidated turnover in 2008



Annual turnover grows from 789 million euro to 811 million euro

Omega Pharma achieved an increase in turnover in spite of the current macro-economic conditions. This is due to its focus on the OTC market, the unique positioning of its products, the utilization of group synergies, and the implementation of the strategy based on innovation and geographic expansion into Emerging Markets.

- The consumption of over-the-counter health and personal care products continues to be only **slightly to moderately sensitive to recession**. Changes in consumer behavior were generally registered only to a limited extent (e.g. in France) and confined to mainly smaller product segments such as make-up.
- A strong increase in turnover has been realized in major product categories with Omega Pharma brands that have a **unique price/quality ratio** positioning. In this context, the dynamic approach with the Bodysol (Belgium) and Claire Fisher (Germany) dermocosmetic brands as well as the Bébisol baby articles, and the EG-generics (Belgium) each led to a strong double digit increase in annual turnover.
- The utilization of **group synergies and cross-selling** also created sales growth. Examples include the anti-snoring product Silence, which posted an increased turnover of more than 50% thanks to its introduction in numerous additional countries. The Angstrom sun protection products (Italian-origin) witnessed a comparable growth as a result of cross-selling in Portugal.
- **Innovation** was also an important growth factor. In addition to numerous local product innovations, the introductions of XLS Nutrition and Paradust showed remarkable results. XLS Nutrition offers an entirely new assortment of low-calorie nutritional products, complementing the well-known XLS slimming products range. Paradust is an innovative product against house mite allergy, which widened and strengthened the Para brand of anti-insect products.
- Thanks to its presence in the **Emerging Markets**, Omega Pharma can anticipate an increasing demand for OTC products in these countries. The Star Brands are being introduced here on a step-wise basis. Omega Pharma extended its **geographic expansion** strategy in 2008, enabling this approach to continue to remain successful in the future.

As a consequence of these factors, the overall impact of the recession remains relatively limited for Omega Pharma.

- In those markets where integrated retail chains play a major role – i.e. the UK and the Netherlands – as well as in Southern Europe, the fourth quarter was characterized by the extremely prudent purchasing pattern of **trade customers**. The impact of the trade's efforts to reduce its stock position to a minimal level represents an estimated 1% of annual turnover.
- The impact of unfavorable **currency exchange differences** caused the annual turnover to end approximately 1% lower. This phenomenon was particularly felt in the United Kingdom, Scandinavia, and in specific Emerging Markets.

Overview by business unit

- In **Belgium**, Omega Pharma's turnover grew strongly in the fourth quarter, just as in the third quarter. As a result, the annual turnover increased 3%. This is in spite of a difficult first half year.
 - Generic drugs are increasingly successful in the current economic environment. Both end-consumers and trade customers are driving the growing demand – even though the measures announced by the government earlier are not yet implemented. The partnership for the distribution of generic drugs thus proves its strategic importance complementing the OTC operations in Belgium.
 - Among OTC products, the numerous successful new product launches of the fourth quarter demonstrate that Omega Pharma can continue to count on the trust and loyalty of the Belgian pharmacists in the future.
- In **France**, a significant number of customers continued to follow an extremely prudent purchasing pattern which they had already adopted in the third quarter. This time it was mainly inspired by the generally prevailing perception regarding the economic outlook and by the slightly decreased consumer demand.
- In **Northern Europe**, the innovation strategy enabled the continuation of the sales growth seen in the preceding quarters.
- In **Southern Europe**, the turnover evolution was impacted by the conditions already described above, as well as the current unrest in Greece.
- **Omega Rest of World** achieved a 5% growth in turnover for the fourth quarter, or +8% for the full year. On the one hand, the turnover in the United Kingdom and the Netherlands suffered from the external conditions already mentioned. On the other hand, the turnover in Russia, Ukraine, Poland, and the other markets in CEE and CIS witnessed a strong double digit growth.

Prognosis ^(*): growth based on innovation, geographic expansion, and synergies

Its strong sales organizations and its innovation capabilities are important structural strengths of Omega Pharma in the attractive OTC sector. Consumption of over-the-counter health and personal care products still appears to be little to moderately sensitive when the overall economy is in recession, implying that Omega Pharma remains well-positioned with its strategy in the current economic environment.

In this respect, Omega Pharma will continue to bear fruit from the initiated geographic expansion, enabling its sales platforms to lay the foundations for sustained growth over the next several years. The remarkable 2008 performance justifies the assumption that the market for the health and personal care products of Omega Pharma will continue to grow structurally in the Emerging Markets – even in less prosperous economic times.

These evolutions also continue to create new growth opportunities for the Omega Pharma Star Brands.

The restoration of generic drug growth in Belgium represents another opportunity. Because of the anti-cyclical character, and as new generic versions of block buster products facing patent expiration are scheduled for 2009, this growth trend is expected to continue.

Considering the group strategy and the unique positioning within the OTC sector, Omega Pharma is convinced that a slight growth in turnover for 2009 is a realistic option.

Moreover, Omega Pharma is already fully benefitting from the deflation that has occurred in many of the services (logistics, marketing, etc.) of high relevance for the group. The result is an equally strong or even stronger support of its activities at reduced costs. This vigorous cost savings project should yield a minimum of 30 million euro and result in improved working capital of over 20 million euro, without losing market share and without affecting the company's internal dynamics.

() see disclaimer at the bottom of this press release*

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 more than 30 countries. Since the carve-out of Arseus in October 2007, Omega Pharma has now focused entirely on consumer health products. Omega Pharma is one of the few companies dealing solely in OTC products and is poised to enter the worldwide Top Ten ranking in the over-the-counter medicines and personal care products market.

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.

All figures referring to 2008 in this press release have not yet been audited.

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Shareholder calendar

Thursday 12 March 2009 (5:45 PM CET)

Thursday 16 April 2009 (5:45 PM CET)

2008 Results

Trading Update 1st Quarter 2009