



Urology Care Update

Coloplast Capital Markets Day 2016

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Coloplast A/S - Ostomy Care / Continence Care / Wound & Skin Care / Urology Care



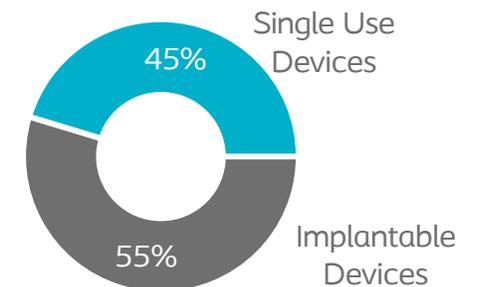
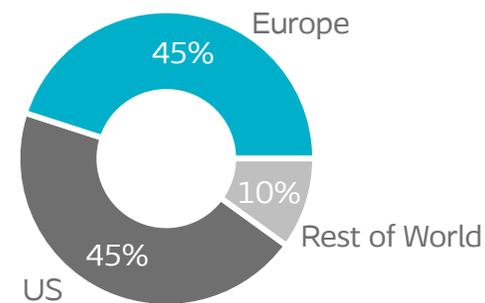
Introducing Urology Care

Urology Care geographical presence



Urology Care at a glance

- Broad and deep portfolio of implantable and single use devices for Surgical Urology procedures
- Sales in 75 countries
- Key regions: US, Europe, Japan, Australia, Latin America
- 650 employees including production
- 2014/15 revenue DKK 1.4bn (10% of Group revenue)



The global Urology Care market size is around DKK 11bn growing 3-5%

	Market dynamics	Market size (DKKbn)	Market growth
Endourology	<ul style="list-style-type: none"> Some changes in how competitors go to market Focus on time- and cost-effective solutions More pervasive use of flexible scopes 	~3	~5%
Men's Health	<ul style="list-style-type: none"> Increased competitor concentration Conditions often are side effect of cancer treatment Strong focus on education on implant technique 	~3	~4%
General Urology	<ul style="list-style-type: none"> Lower cost competitors attempting entry Market growth driven by aging population New treatments like Botox injection for OAB 	~2	~3%
Women's Health	<ul style="list-style-type: none"> Heightened regulatory requirements US consolidation for both physicians and industry Needs for solutions validated by medical communities 	~3	~3%

Source: Coloplast 2014/15 market estimates
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The industry has been consolidating and future consolidation is likely

Competitors	Men's Health	Female Pelvic Health	Endourology	General Urology
	✓	✓	✓	✓
	✓	✓	✓	
		✓	✓	✓
		✓	✓	✓
Regional/National competitors		✓	✓	✓
		✓		

The biggest industry change is occurring in the Female Pelvic Health business

Industry & regulatory changes

- Consolidation for both physicians and industry continues to occur
- In January, FDA issued two final orders to strengthen data requirements for surgical mesh to repair pelvic organ prolapse
- The FDA changes were anticipated and have not changed our vision and direction

Coloplast strategy

- We believe in providing the highest quality, most innovative products for patients
- Our product portfolio provides treatment options to meet customer needs around the world
- We continue to invest in clinical studies (including 522's) and physician training to take advantage of market opportunities

Mesh litigation update

- The MDL for transvaginal surgical mesh products was formed in 2012. Multidistrict litigations average 5-6 years
- Coloplast is progressing through the MDL process at a typical rate
- The DKK 4.5bn provision (DKK 4bn net provision) for the mesh litigation is currently considered sufficient

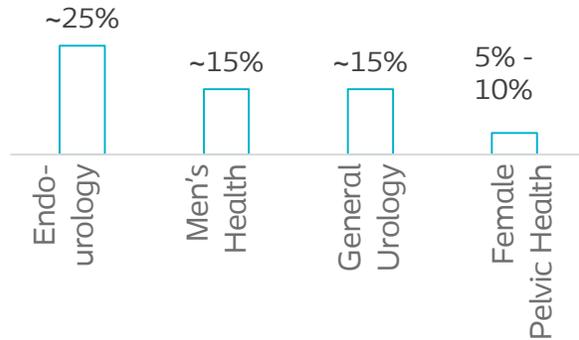


Coloplast enjoys a 10-15% global market share, and is positioned to expand further

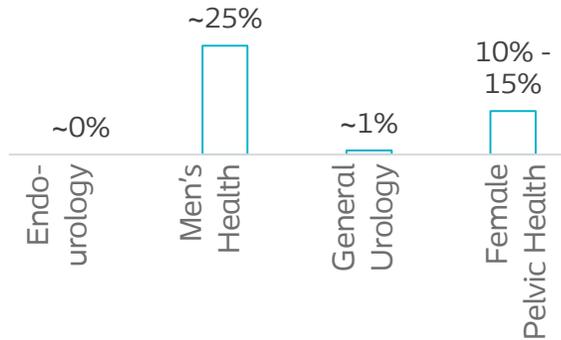
Regional Coloplast market share

In percent

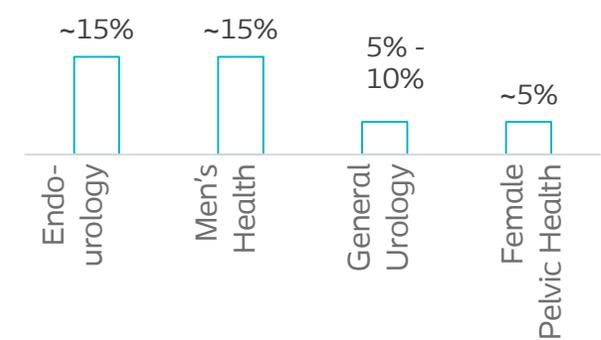
Europe



United States



Rest of World



Europe – Coloplast growth drivers

- Leverage full product portfolio with existing customer relations
- Continue to optimize go-to market structure
- Well positioned for hospital contracts/GPOs and tenders

United States – Coloplast growth drivers

- Leverage implantable device growth momentum
- Maximize value from hospital contracts/GPOs
- Introduction of Endourology based on proven model

Rest of World – Coloplast growth drivers

- Continue to invest in market registration
- Continue to develop go-to market structures
- Leverage proven commercial models for full portfolio benefits

In 2012 we embarked on a journey towards becoming a global leader within Urology Care



Innovation is key to becoming a global leader

Titan[®] inflatable penile implant



Altis[®] single incision sling



Isiris[®] cystoscope



We are becoming an industry leader by executing on the following strategies



Geographical Expansion

Expanding our geographical coverage by continued market registrations and growing our sales organization and distributor network



Operating As One

Providing a consistent product portfolio and service experience throughout the world that benefits our customers and their patients.



Innovation

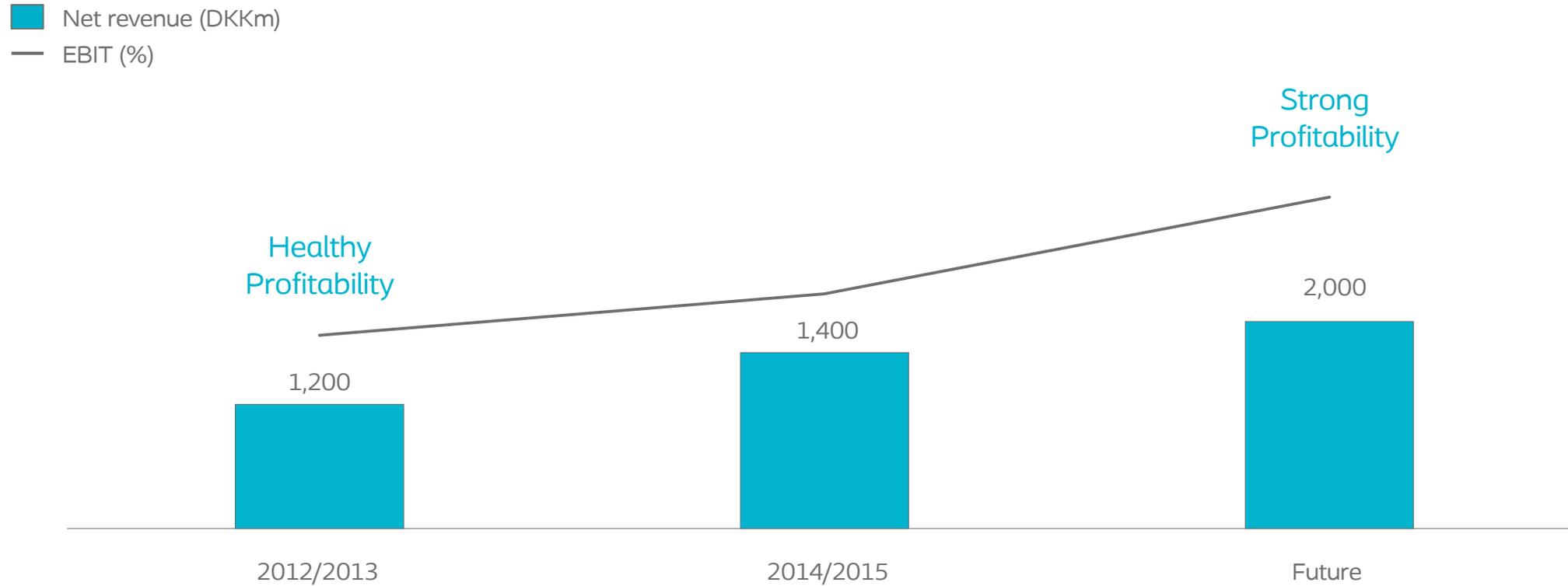
Setting the global standard for listening and responding, and investing where innovation can make a real difference



Commercial Execution

Delivering commercial excellence through global programmes; leveraging CRM, Segmentation & Targeting and Cross-Selling

Urology Care will continue to deliver high growth and strong profitability



Our mission

Making life easier for people
with intimate healthcare needs

Our values

Closeness... to better understand
Passion... to make a difference
Respect and responsibility... to guide us

Our vision

Setting the global standard
for listening and responding