

A man and a woman are shown in a mountainous landscape. The man, on the left, is wearing a dark blue baseball cap and a dark t-shirt. The woman, on the right, is wearing a black wide-brimmed hat and a blue and white striped shirt. They are both looking at a smartphone held by the woman. The background features rugged mountains under a clear blue sky.

Group Strategy update

Coloplast Capital Markets Day 2018

Lars Rasmussen, President & CEO

Coloplast Group – Ostomy Care / Continence Care / Wound & Skin Care / Urology Care



We changed our long term guidance to invest in more growth and are satisfied with 5 quarters of 8% organic growth

Long Term Guidance

17/18-19/20

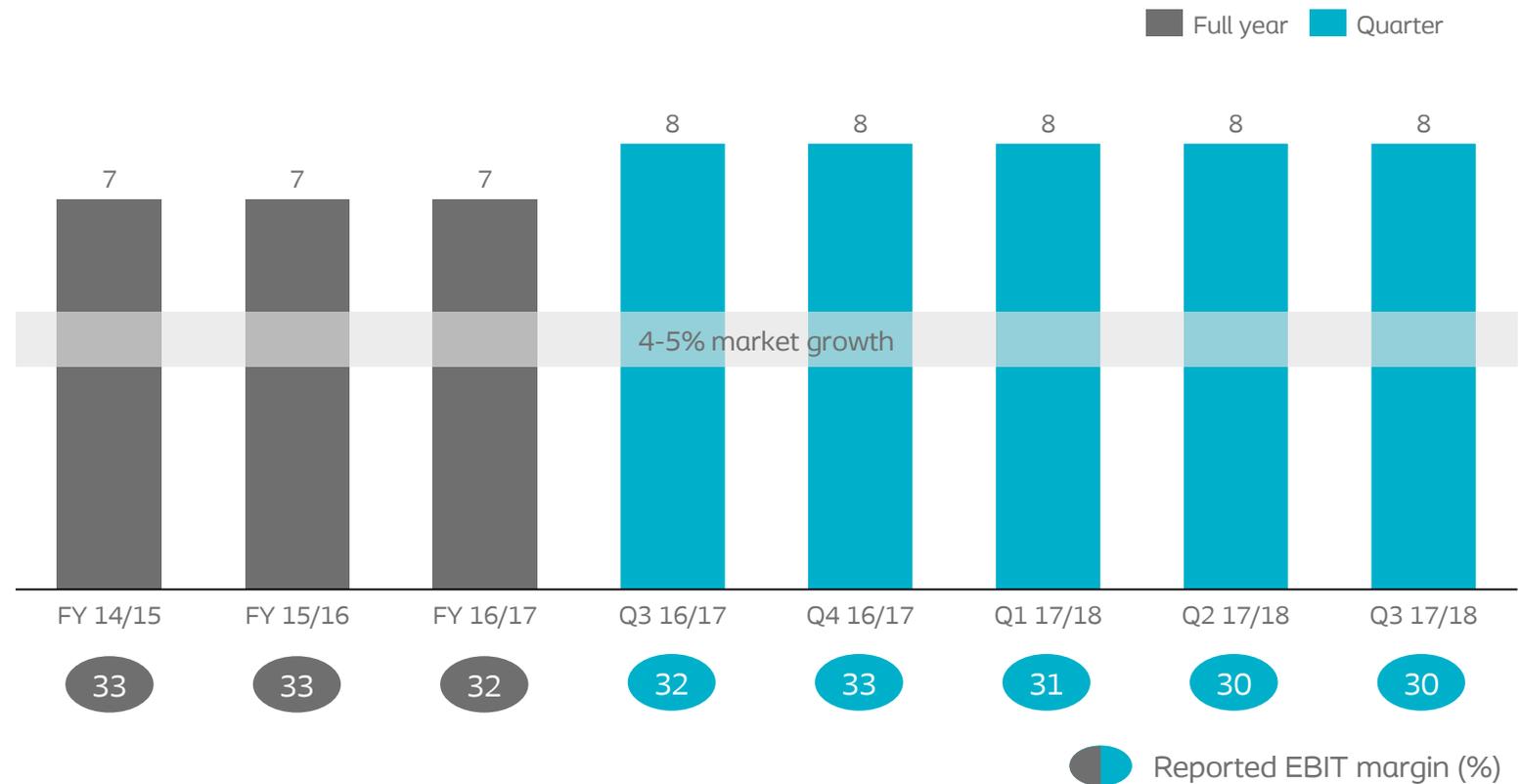
Organic Revenue Growth

7-9%

EBIT %, fixed currencies

>30%

Organic growth in percentage

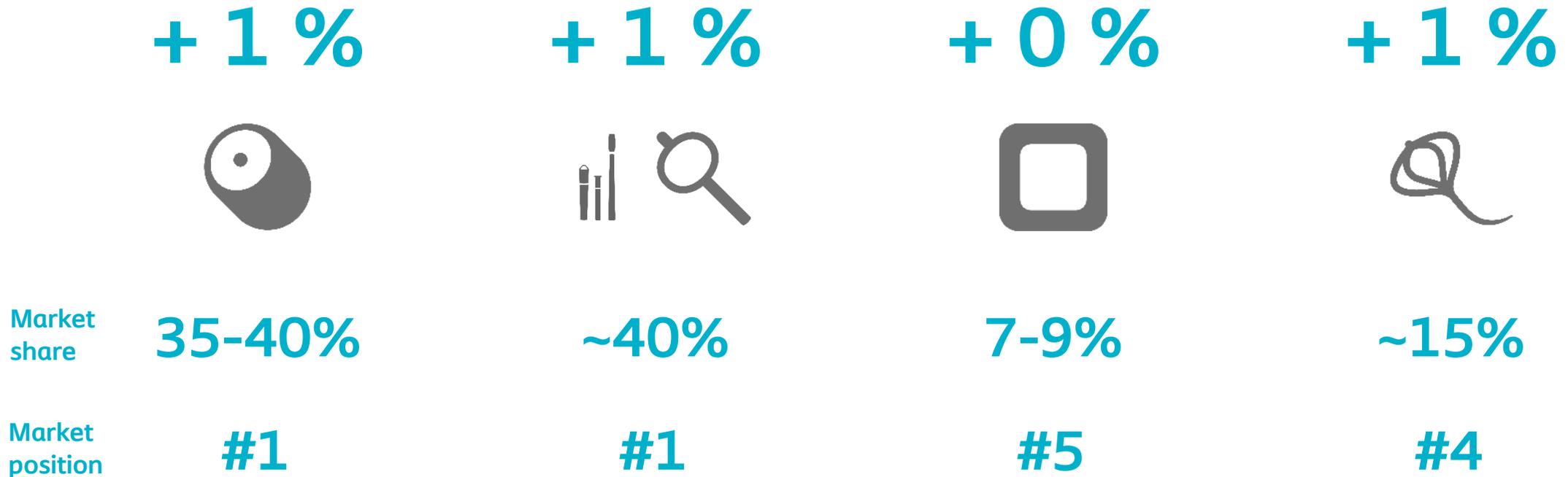


Source: Coloplast

We continue to gain market share across our business areas

Market share development

Percentage point increase from 16/17 to 9M 17/18



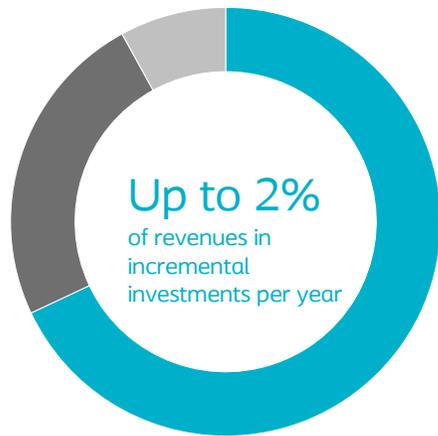
Source: Coloplast estimates

Since the launch of LEAD20 we have invested significantly to fuel future growth and sustain market share gains

Investment overview

Investment allocation by type

FY 15/16 to 9M 17/18



- Sales & marketing expansion
- R&D
- Other (IT, Admin, etc.)

Source: Coloplast

Traditional investment areas



Incremental
R&D



Sales force



Consumer/DTC

New investment areas



Next level
innovation



Direct distribution



Market access

To fuel growth short to mid-term, two key investment areas will be Emerging markets and US

In Emerging markets, we invest to deliver 15-20% growth by leveraging our proven commercial model ...



Sales force expansion is a key part of growing our Emerging markets

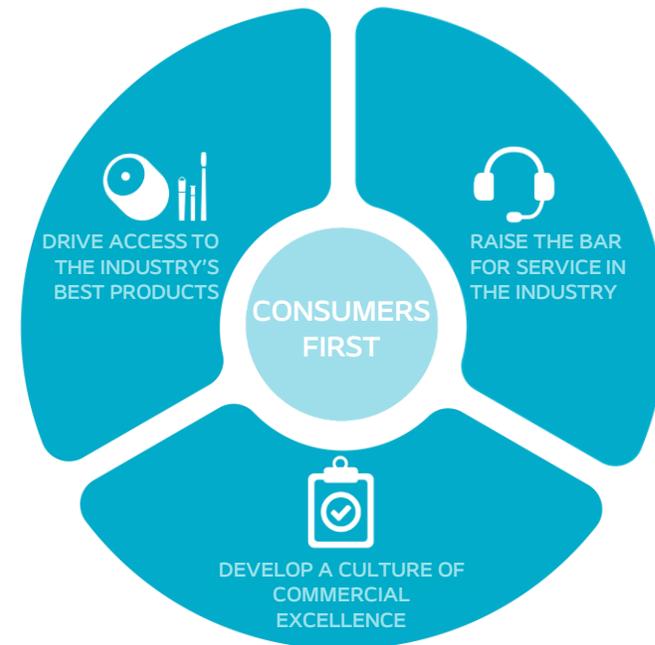


Market Access is key to establishing our categories in new markets and improving funding in existing markets



We continue to leverage **Coloplast Care** to get closer to users

... while we in the US invest to deliver +10% growth and build a new service model





Today we will focus on our Innovation and User focused efforts



With SenSura[®] Mio Concave we have completed our ostomy product portfolio and now address all body shapes

Patients with outward body profiles have significant leakage issues ...



83%

say they have leakage issues¹

SenSura[®] Mio Concave is the first ostomy bag tailored to an outward body profile supported by clinical trials²

... but with the launch of SenSura[®] Mio Concave we have a product for all body types



Market value split

With SenSura[®] Mio Concave we are building a new innovative product category that addresses an unmet need

Innovation supported by clinical trials with a 30% market value potential

1) Ostomy Life Study 2016, (n=4,235), (Data-on-file) VV-0191619

2) NCT number: NCT02675634 and NCT number: NCT02362360

We have a strong catheter portfolio and continue to focus on solving the key clinical challenge of UTIs

Our catheter portfolio is complete ...
... but users greatest challenge is UTIs
We are therefore preparing to upgrade our coating technology and the results are promising

Straight


Compact


Sleeve


What really matters to people using catheters?¹

 **45%**
if users describe UTIs are their greatest challenge in life

 **2.7**
UTIs per user on average every year

viable bacteria

Competitor 1 Competitor 2 SC SC Standard BBT

Bacteria Barrier Technology and SpeediCath[®] compared to main competitors²

 **Bacteria Barrier Technology™**

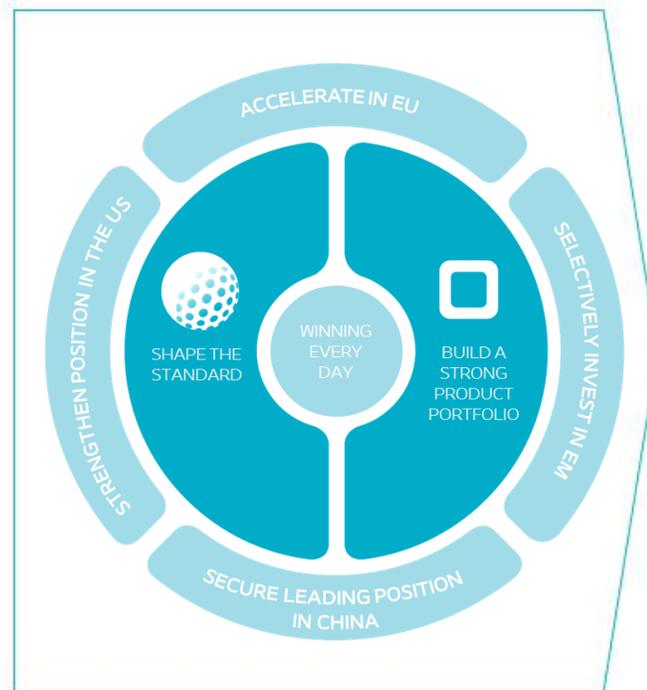
The catheter portfolio is strong, but users are still troubled by UTIs

Our Bacteria Barrier Technology is a first step towards addressing this challenge

1) Coloplast IC user survey, January 2016 (n=2,942), (Data-on-file) VV-0122794

2) Tested according to ISO 22196 (2011) with modifications. Verified by the Danish Technological Institute in 2018.

We are committed to Wound Care and are investing in innovation and commercial initiatives to scale the business



Providing innovative wound care solutions

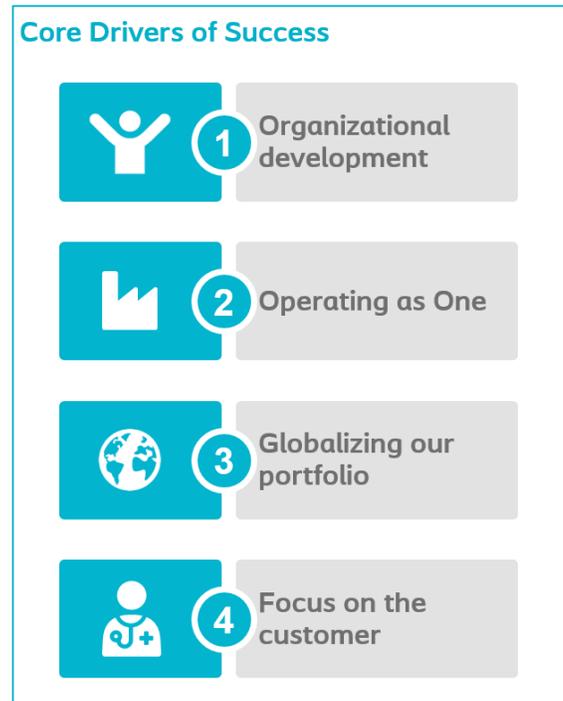
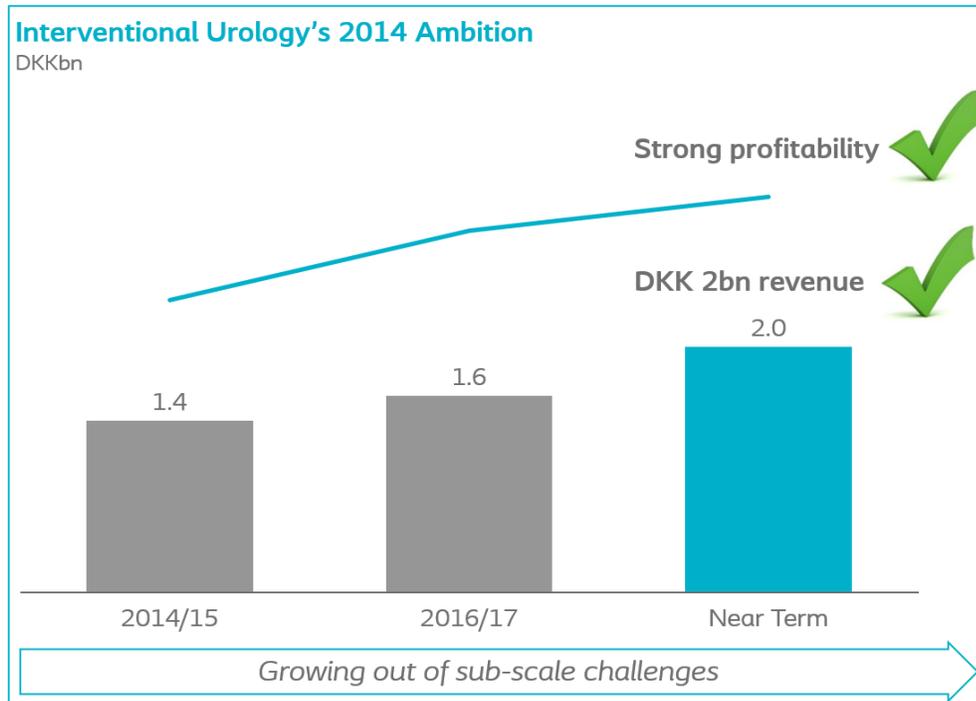
3DFit[®]
Technology

Biatain[®] Silicone with its unique 3DFIT Technology™ conforms to the wound bed to fill the gap and prevent exudate pooling promoting optimal healing conditions.

We see attractive value creation opportunities within the Wound Care market

The Biatain[®] Silicone portfolio and 3DFit[®] Technology are driving growth in the silicone foams segment

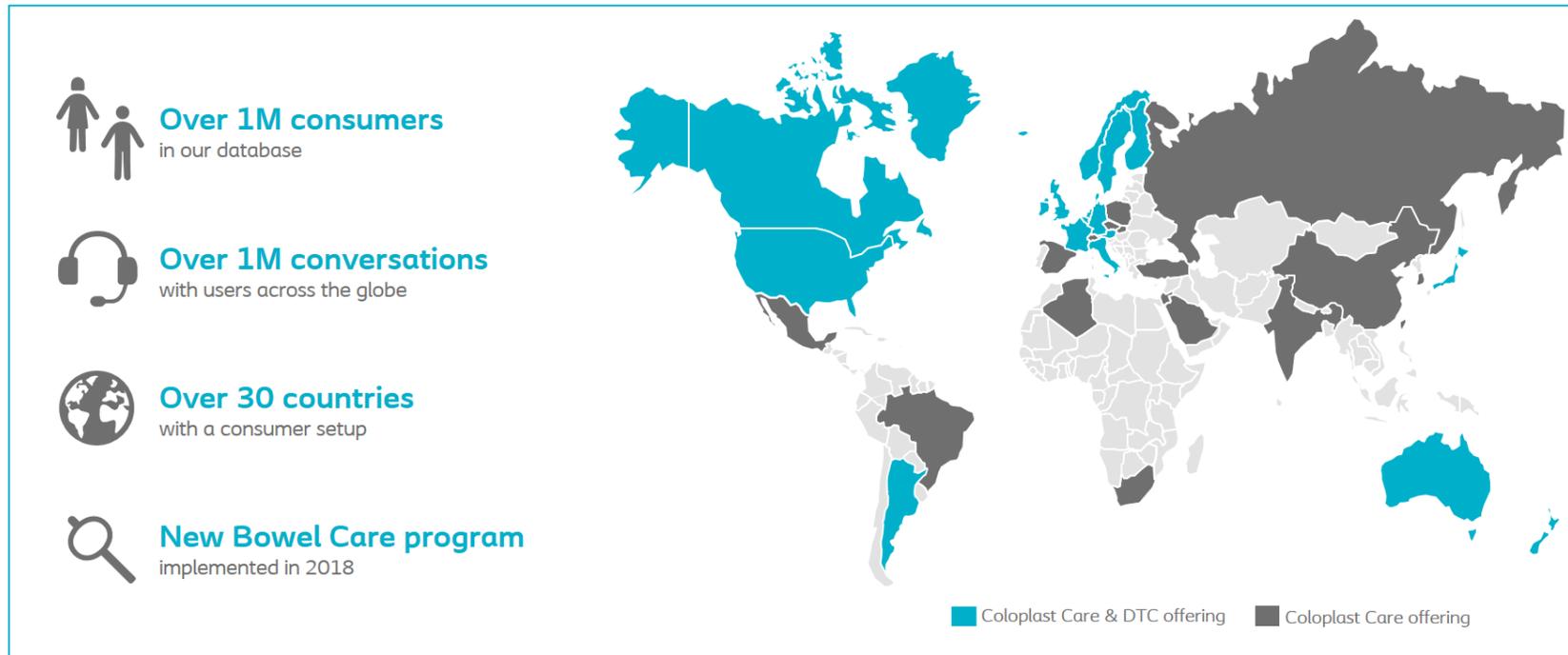
Urology Care has delivered on the strategy set out in 2014 and is a ~DKK 2bn business with improved profitability



Urology Care has delivered on their current strategy and is now a more profitable ~DKK 2bn business

Today, Urology Care will share their new strategy and ambition

We now reach out to more than 1 million consumers making Coloplast a true consumer healthcare company



Through our Coloplast Care program and DtC initiatives, we now have more than 1 million consumers in our database across more than 30 countries

The Coloplast Care program will continue to grow as a direct relationship with consumers is essential to us

The combination of superior products, Coloplast Care and direct distribution is a strong commercial model

We have within the last years added a direct setup in France and the US...



Charter
Care Delivered



SIWEA
Coloplast Homecare



Lilial
vous accompagne

Recent additions
through M&A



Comfort
Medical



天猫 Tmall.com
Coloplast

... and with the direct presence we have a strong commercial model

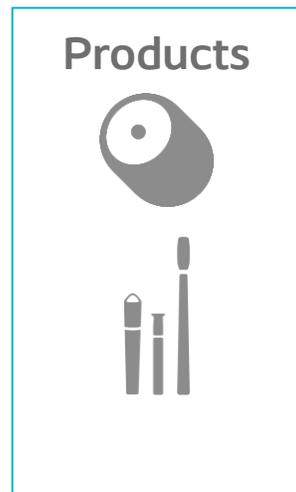


We have a strong commercial model with products, services and direct distribution

With our recent acquisitions we are now fully capable in five key markets

To further strengthen the commercial model, digitalization is a focus area across products, services and distribution

Digitalization plays a significant role in the development of Coloplast



Digitally enabled



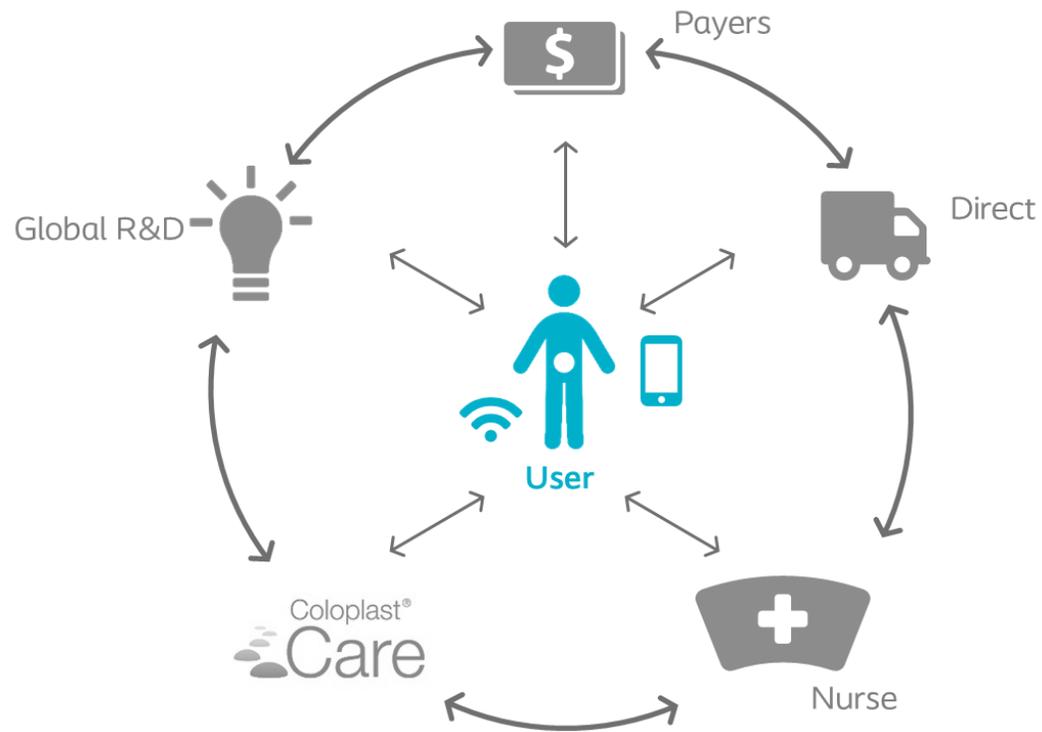
Products: Digitalized products are key to next level innovation

Services: Coloplast Care is increasingly available online. Coloplast Care advisors are being equipped with a new CRM system (Salesforce) to enable more relevant discussions with our users and clinicians

Distribution: Introduction of E-commerce increases efficiency for Coloplast, users and healthcare professionals

Through digitalization of new products, we will take the next step towards our mission of making life easier for our users

Digitalization in product development as first important milestone



Digitalization

- We have a mission of making life easier for people with intimate healthcare needs
- Digitalizing our products is an important next step and new foundation to further improve users' lives
- Our R&D department is well on its way with the first digitalized products

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