

A man with a full red beard and a dark flat cap is shown in profile, looking out a window. The window has multiple panes and shows a blurred outdoor scene with greenery and a brick wall. The background wall behind him is made of blue square tiles.

Raising the bar for innovation in Chronic Care

Coloplast Capital Markets Day 2018

Oliver Johansen, Senior Vice President, Global R&D

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



Innovation is the cornerstone of the company and we have recently launched several new products in Chronic Care

Superior products and innovation

SenSura® Mio Convex



SenSura® Mio Concave



SpeediCath® Flex



SpeediCath® Flex Coude Pro
(US only)



SenSura® Mio Hospital Assortment



Brava® Protective Seal



Brava® Tape XL



The SenSura® Mio platform now addresses all body shapes with different solutions for different challenges

Real bodies have different shapes¹



53% Regular fit



13% Inward fit



34% Outward fit



SenSura® Mio Flat



SenSura® Mio Convex



SenSura® Mio Concave



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

SenSura[®] Mio Concave solves an unmet need for people with outward body profiles

Innovative features

83%

with outward body profile say they have leakage issues¹

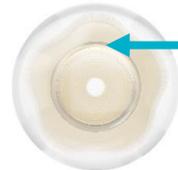
39%

worry about it to a "high" or "very high" degree¹



Curved star shape

Securing snug fit over bulges, hernias and curves without creasing or folding



Stability ring

The ring stabilizes the center zone so the stoma gets the necessary support



Elastic adhesive

The elastic adhesive follows body movements and provides flexibility

Clinical trials

Two multicenter randomized clinical trials² showed:



Superior body fit



Better comfort



Better quality of life

SenSura[®] Mio Concave



User preference

1) Source: Ostomy Life Study 2016, (n=4,235), (Data-on-file) VV-0191619, OC Usage Pattern Study 2015, (Data-on-file) VV-0147638

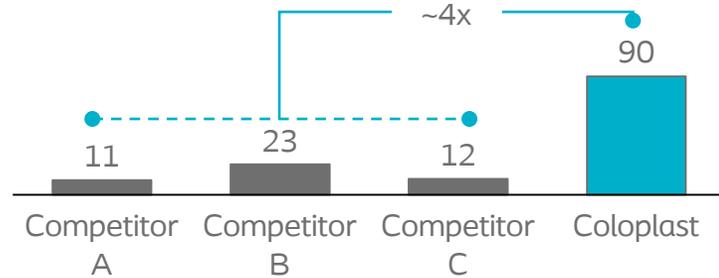
Source: <https://clinicaltrials.gov>

2) NCT number: NCT02675634 and NCT number: NCT02362360

The launch of SenSura® Mio Convex has demonstrated the impact of improved clinical performance

Clinical trials are not new to Coloplast but going forward our aim is to improve clinical outcomes

of Clinical trials performed, 2008 - 2018¹



With SenSura® Mio Convex we proved a reduction in leakage which is the key issue for ostomates...

SenSura® Mio Convex Clinical trial



NEVER DOCUMENTED BEFORE IN RANDOMISED CONTROLLED CLINICAL TRIALS

12%

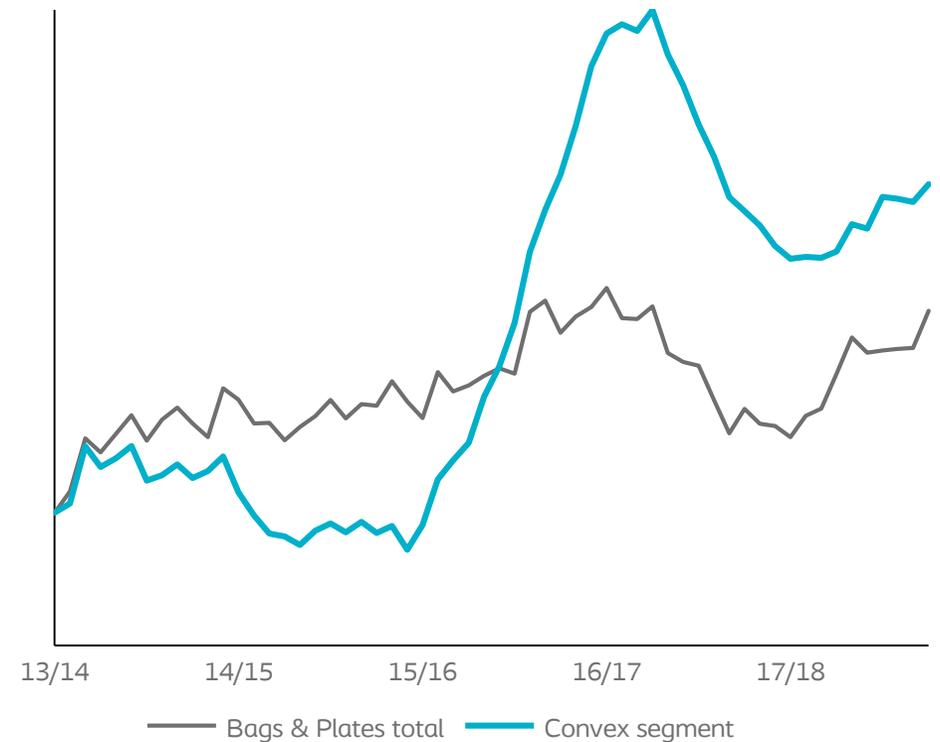
reduction of leakage area UNDER the baseplate²

23%

more baseplates WITHOUT leakage²

... ultimately leading to strong revenue growth

Sensura® Mio Convex & Group Bags & Plates, Revenue growth MAT FY 2013/14 index 100

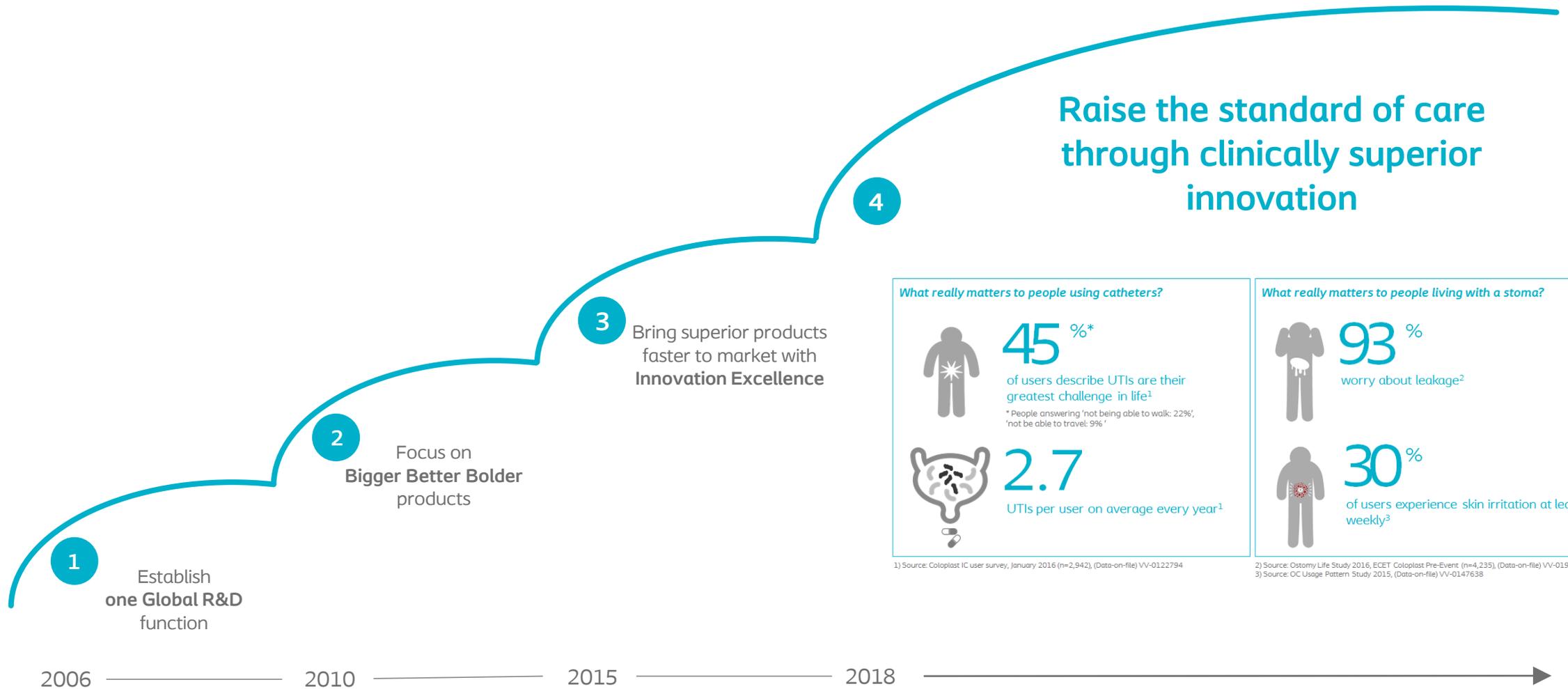


Source: Coloplast

1) <https://clinicaltrials.gov>

2) <https://clinicaltrials.gov> (NCT01994902)

Going forward we want to raise the standard of care through clinically superior products and innovation



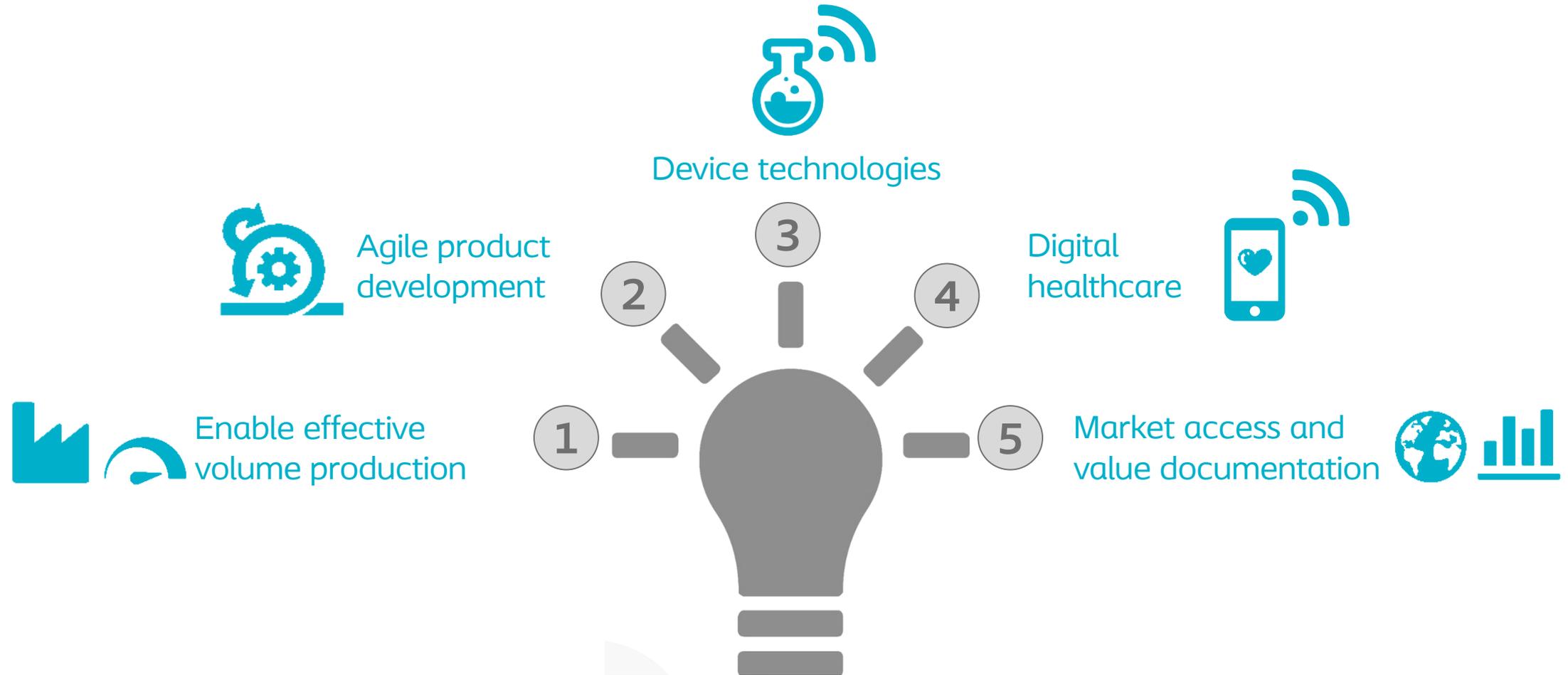
What really matters to people using catheters?	What really matters to people living with a stoma?
 45 %* of users describe UTIs as their greatest challenge in life ¹ <small>* People answering 'not being able to walk: 22%', 'not be able to travel: 9%'</small>	 93 % worry about leakage ²
 2.7 UTIs per user on average every year ¹	 30 % of users experience skin irritation at least weekly ³

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

2) Source: Ostomy Life Study 2016, ECET Coloplast Pre-Event (n=4,235), (Data-on-file) VV-0191619

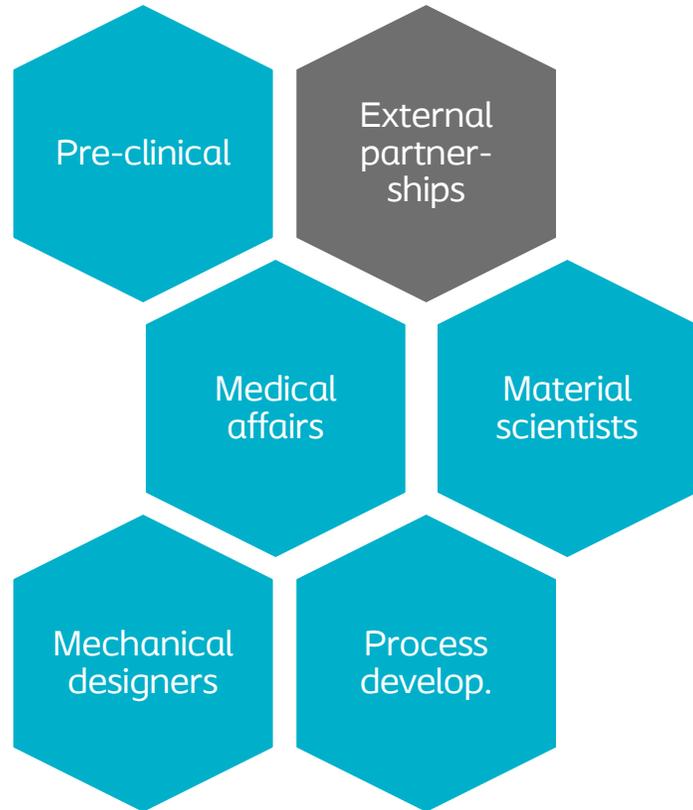
3) Source: OC Usage Pattern Study 2015, (Data-on-file) VV-0147638

In order to raise the standard of care we are investing in five themes that will drive us forward



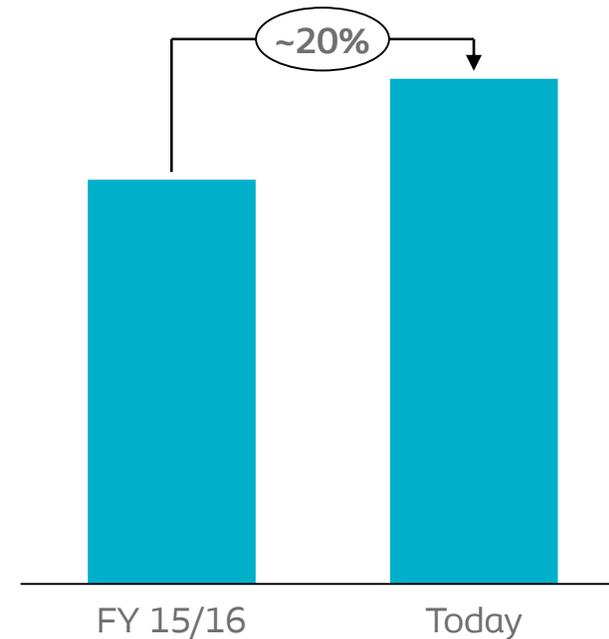
We have increased our R&D spend from 3% to 4% of sales

Examples of strengthened R&D capabilities



Coloplast has invested in further R&D resources

of R&D/Pilot FTEs



Source: Coloplast

In Continance Care we have developed a new Bacteria Barrier Technology that reduces the risk of inserting bacteria

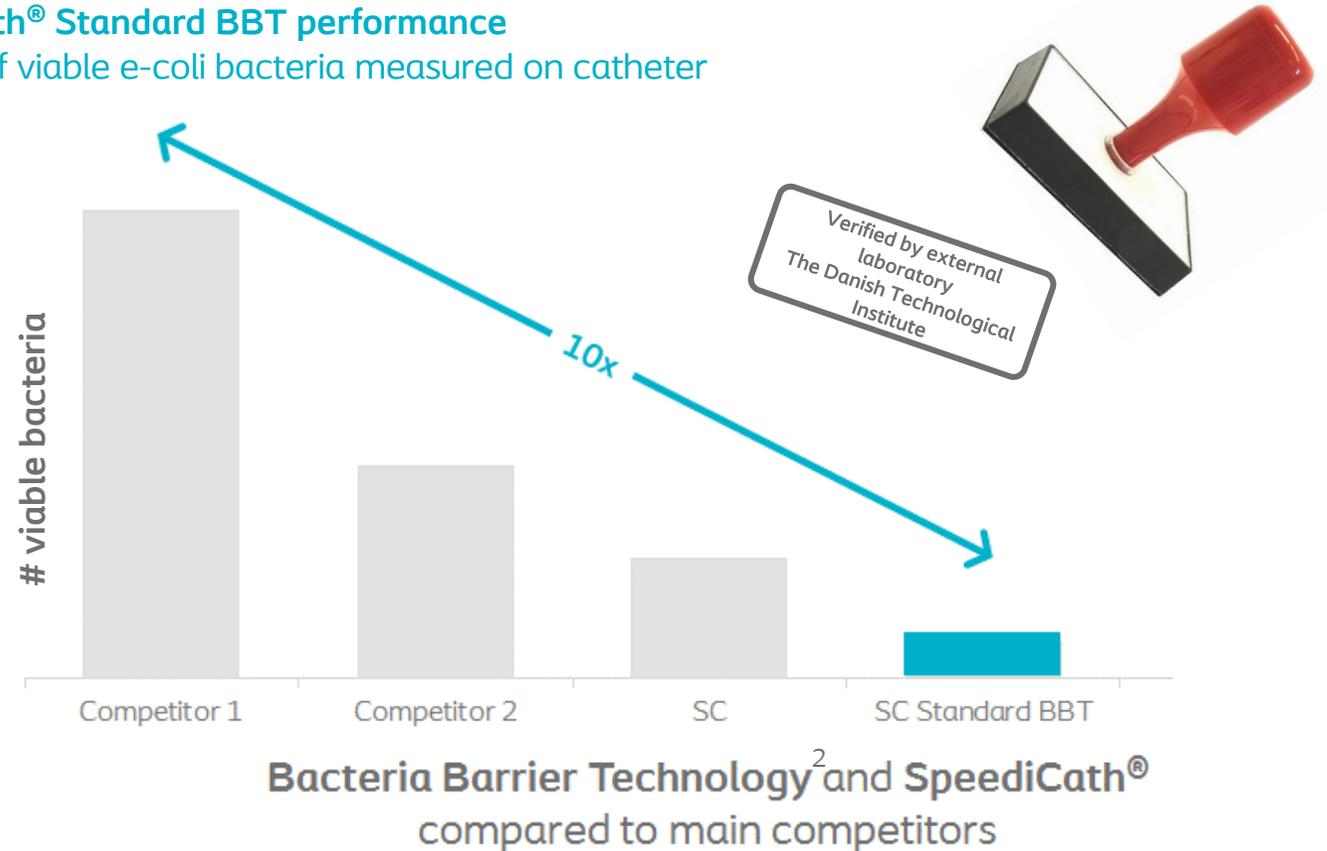
Bacteria Barrier Technology (BBT)

- 42%¹ of users are daily concerned with inserting bacteria
- Users have on average 3 UTI's pr. year and +100 UTI's during a life-time
- Compared BBT vs. Standard of Care using a modified ISO test¹
- BBT delivers significant reduction in viable bacteria vs. current standard of care
- Performance has been verified by external lab (The Danish Technological Institute)

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

SpeediCath® Standard BBT performance

Amount of viable e-coli bacteria measured on catheter



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

30% of all ostomates experience mild to severe skin irritation or damage on a weekly basis

Product rationale

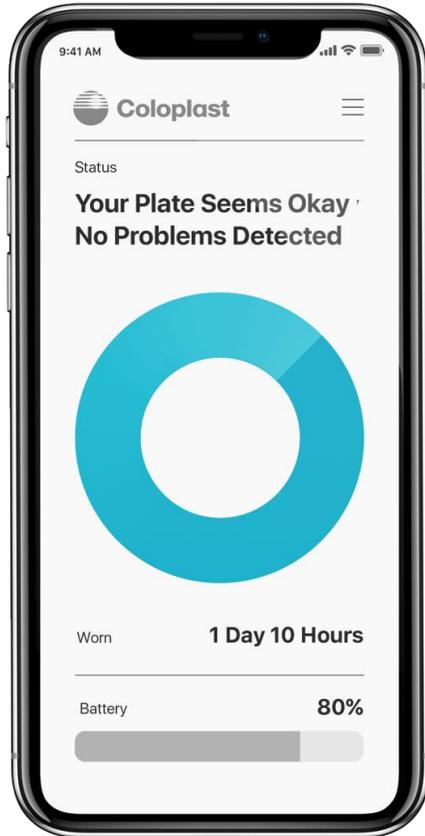
- 30%¹ of all users experience mild to severe skin irritation or damage on a weekly basis
- Despite understanding the link between output on the skin and skin issues, users wear baseplates too long
- Clinical ambition to improve skin health
- Price premium ambition

1) Source: Source: OC Usage Pattern Study 2015, (Data-on-file) VV-0147638

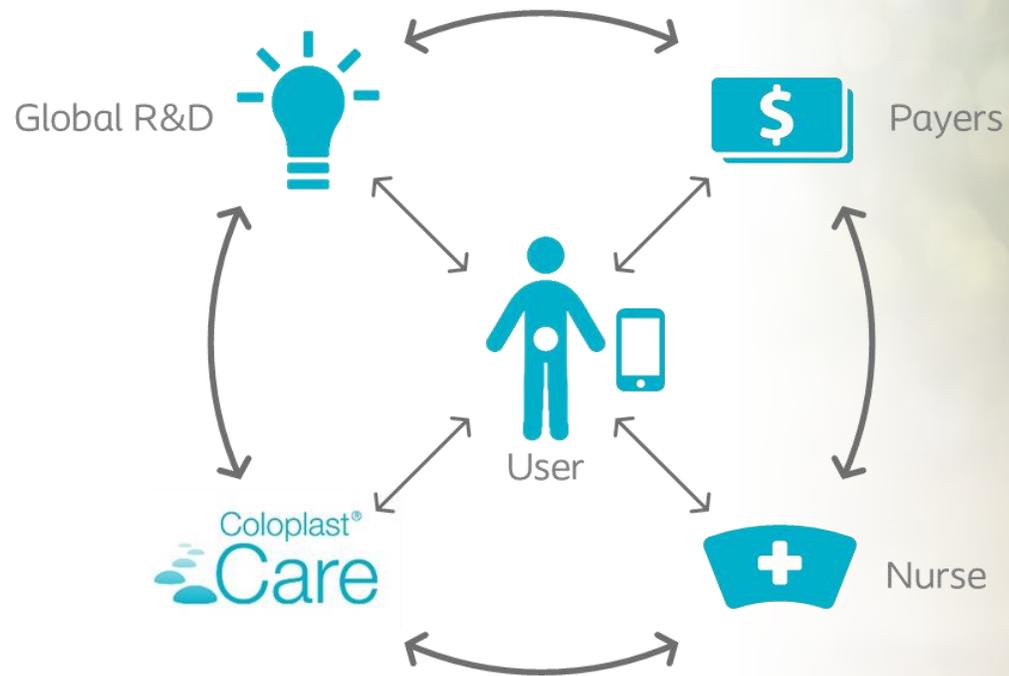
Damaged peristomal skin



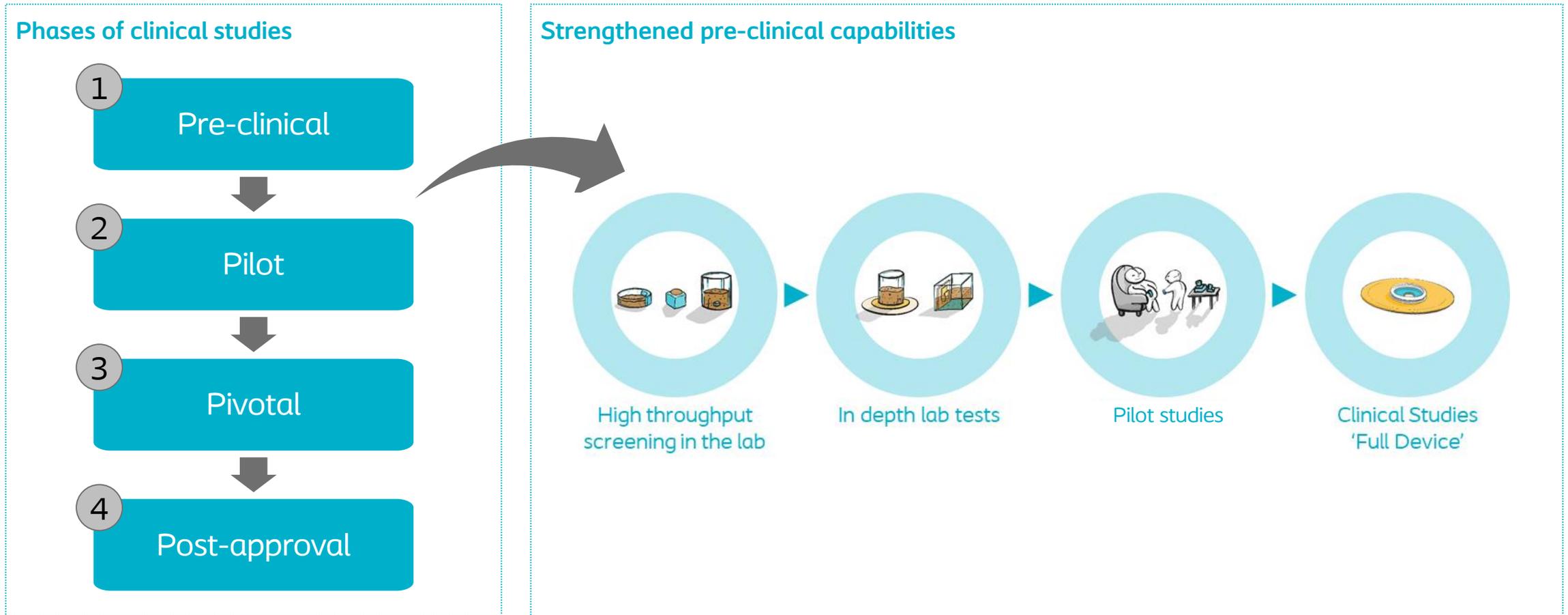
Within Ostomy Care we aim to significantly improve outcomes through improved adhesive and digital technologies



Our aspiration is to connect our products and services digitally to give users a much greater feeling of control and support better outcomes



We have strengthened our pre-clinical capabilities in order to improve outcomes...



Strong clinical evidence will allow us to achieve premiums and new categories linked to outcome

1. Key payers interviewed in core markets



2. Key findings

Possibility to get higher reimbursement prices if **strong** evidence is provided for...



Improved clinical outcome



Better quality of life



User preference for the product

Going forward we want to raise the standard of care through clinically superior innovation

Products to be launched beyond 2020

Speed to market

Line extensions within existing categories

- Shorter lead time and higher launch cadence
- Design for reimbursement is key
- Price strategy - parity / parity+
- Local and global consumer marketing skills critical
- We are committed to launching products in this category during 17/18 - 19/20

Premium reimbursement

Launch into new/premium categories

- Longer lead times due to technology development and clinical studies / documentation
- Price negotiation beats time-to-market
- Higher risk innovation projects
- Local and global market access capabilities critical
- Sales force's clinical skill training critical

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