

Interventional Urology update

Coloplast Capital Markets Day 2018

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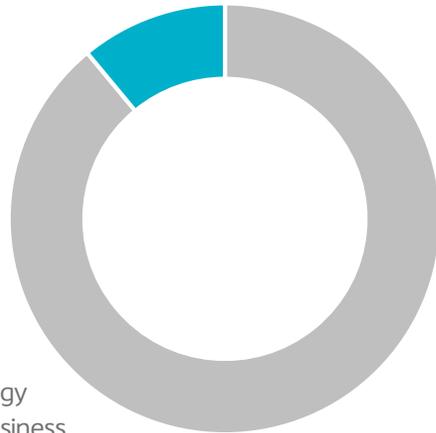
Coloplast Group – Ostomy Care / Continence Care / Wound & Skin Care / Urology Care



Interventional Urology is a global division that outpaces the market with its comprehensive portfolio of solutions

Interventional Urology at a Glance

FY 16/17



>11%

of Coloplast sales

1.6+

billion DKK annual sales

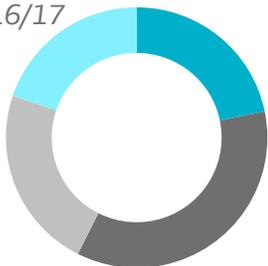
~15%

global market share

- Interventional Urology
- Rest of Coloplast business

Revenue by Business Area

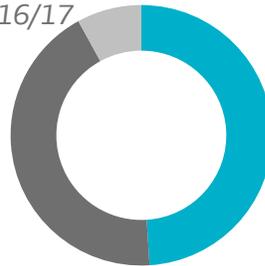
DKKm, FY 16/17



- Endourology
- Men's Health
- Women's Health
- Specialty Interventions

Revenue by region

DKKm, FY 16/17



- North America
- Europe
- Rest of World

New name as Interventional Urology



Coloplast

Interventional Urology

Endourology

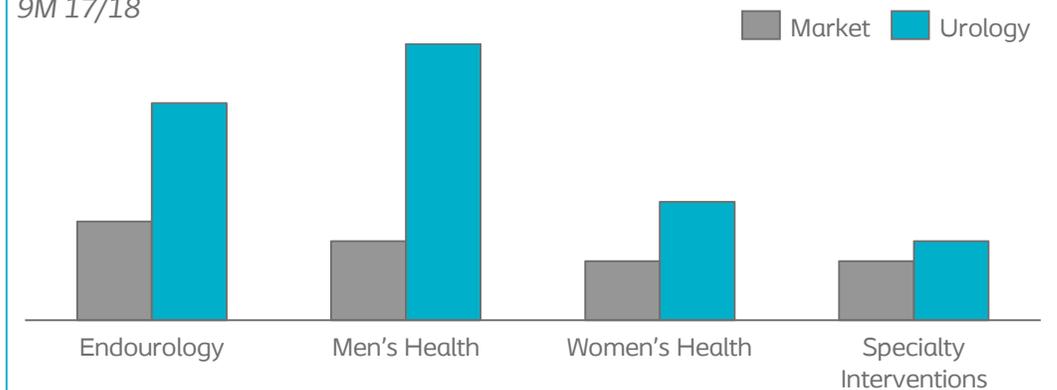
Men's Health

Women's Health

Specialty Interventions

Organic revenue growth vs. market growth by business area

9M 17/18



We provide solutions that substantially change patients' urological conditions, a space called Interventional Urology

What is Interventional Urology

Patient treatment pathway

Urological Conditions

Adjust

Diet
Exercise
OTC Products
Monitoring



Prescribe

Rx regimen
Lifestyle modifications
Monitoring



Manage

Chronic or temporary
devices
Therapeutic aids



Interventional Urology

Intervene

Implants, interventional
diagnostics and procedures



The market continues to grow and witness increased price and regulatory pressures and new technology entrants

Healthcare and Market Trends

Patients



- Aging global population
- Lifestyles driving disease prevalence
- Demand growing for minimally invasive treatments

Markets



- Improved healthcare in developing markets
- Multiple existing low-cost suppliers
- Reimbursement and purchasing power growing

Customers



- Decision power shift to non-clinical buyers
- Customer price pressure initiatives
- Demand for demonstrated economic benefit

Regulations



- Heightened regulations globally
- Increased demand for proof and outcomes

Competitors



- New competitor and technology entrants
- Competitor M&A and consolidation
- Driving growth in Emerging Markets
- Focus on hospital contracting

Interventional Urology is a DKK 12bn market growing 3-5% annually

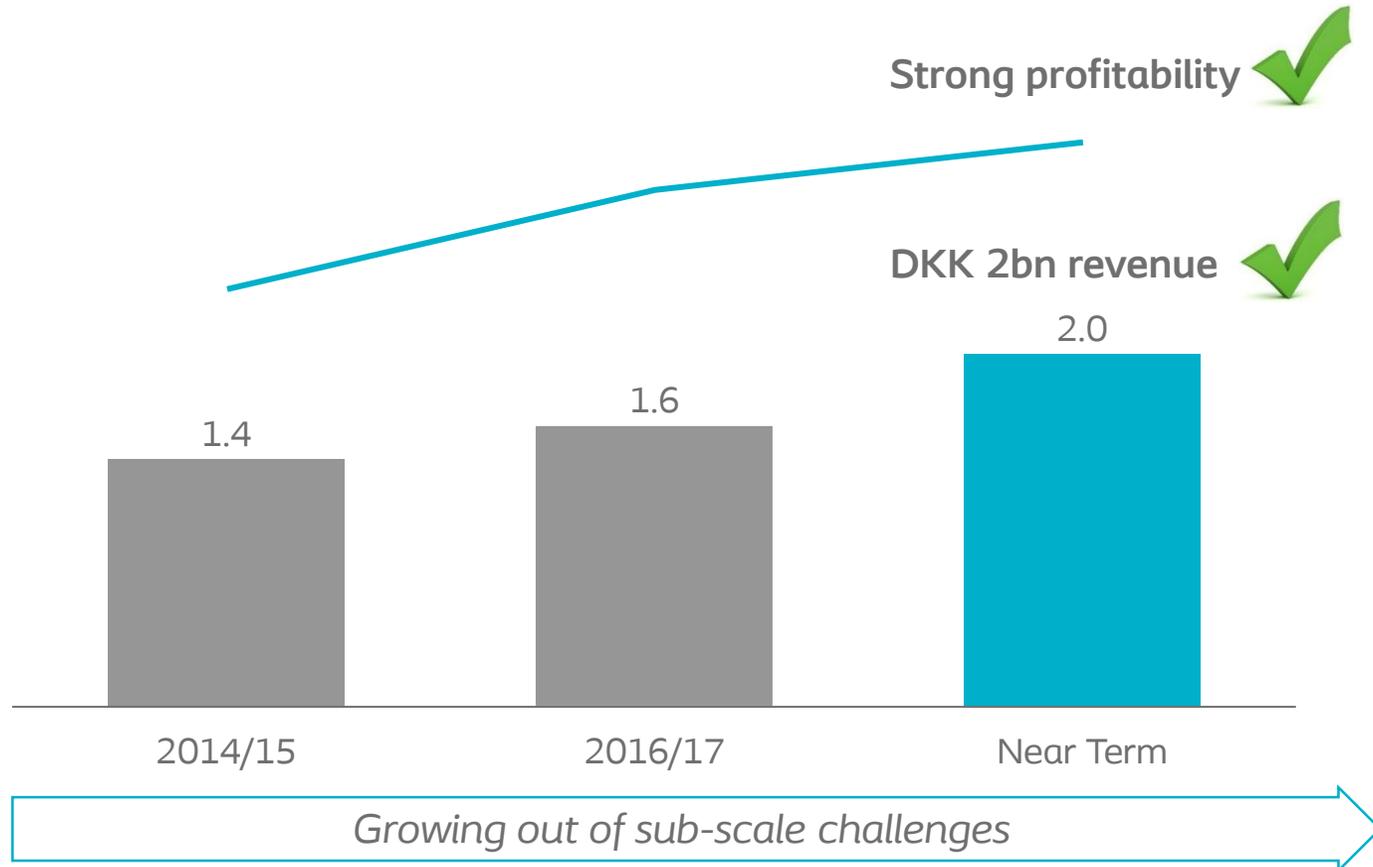
| | Business Area Market Dynamics | Market Size (DKKbn) | Market growth |
|--------------------------------|--|---------------------|---------------|
| Endourology | <ul style="list-style-type: none"> Portfolio breadth increasingly valued Single-use visualization significant opportunity | ~4 | ~5% |
| Men's Health | <ul style="list-style-type: none"> Penile implant market responding to patient awareness Opportunities in portfolio expansion and innovation | ~3 | ~4% |
| Women's Health | <ul style="list-style-type: none"> Need for prolapse and incontinence options remains Regulatory and legal environment normalizing | ~3 | ~3% |
| Specialty Interventions | <ul style="list-style-type: none"> Lower cost competitors entering MDR* challenges mid-size companies | ~2 | ~3% |

Source: Coloplast estimates
 *EU Medical Device Regulation

We have successfully delivered on our strategy launched in 2014 and built a profitable, sustainable business

Interventional Urology's 2014 Ambition

Revenue, DKKbn



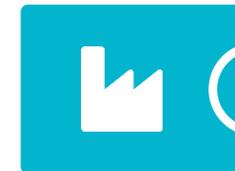
Source: Coloplast

Core Drivers of Success



1

Organizational development



2

Operating as One



3

Globalizing our portfolio



4

Focus on the customer

Innovative products have contributed to our growth and laid the foundation for our portfolio strategy

Innovation examples contributing to growth

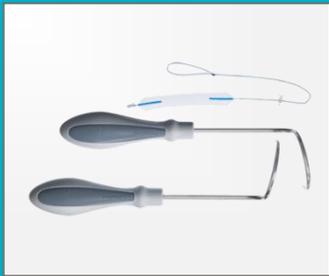
ReTrace® Access Sheath



Titan® Touch inflatable penile prostheses



Altis® single-incision sling



Isiris® cystoscope with grasper



Resulting strategy around Innovation

Differentiated solutions to simplify procedures and improve outcomes



Leveraging commercial organization focus and clinical depth



Innovating for future site of care



Elevating existing portfolio



Augmenting portfolio to serve near adjacencies

Future value creation stems from efficiently delivered, differentiated solutions, and personal, trusted expertise



1

Proven Solutions

Expand and strengthen our portfolio & impact



2

Trusted Expertise

Provide our deep expertise to Healthcare Professionals



3

Efficient Operations

Transform operational footprint and processes



4

Great Employees

Invest in and develop our organization

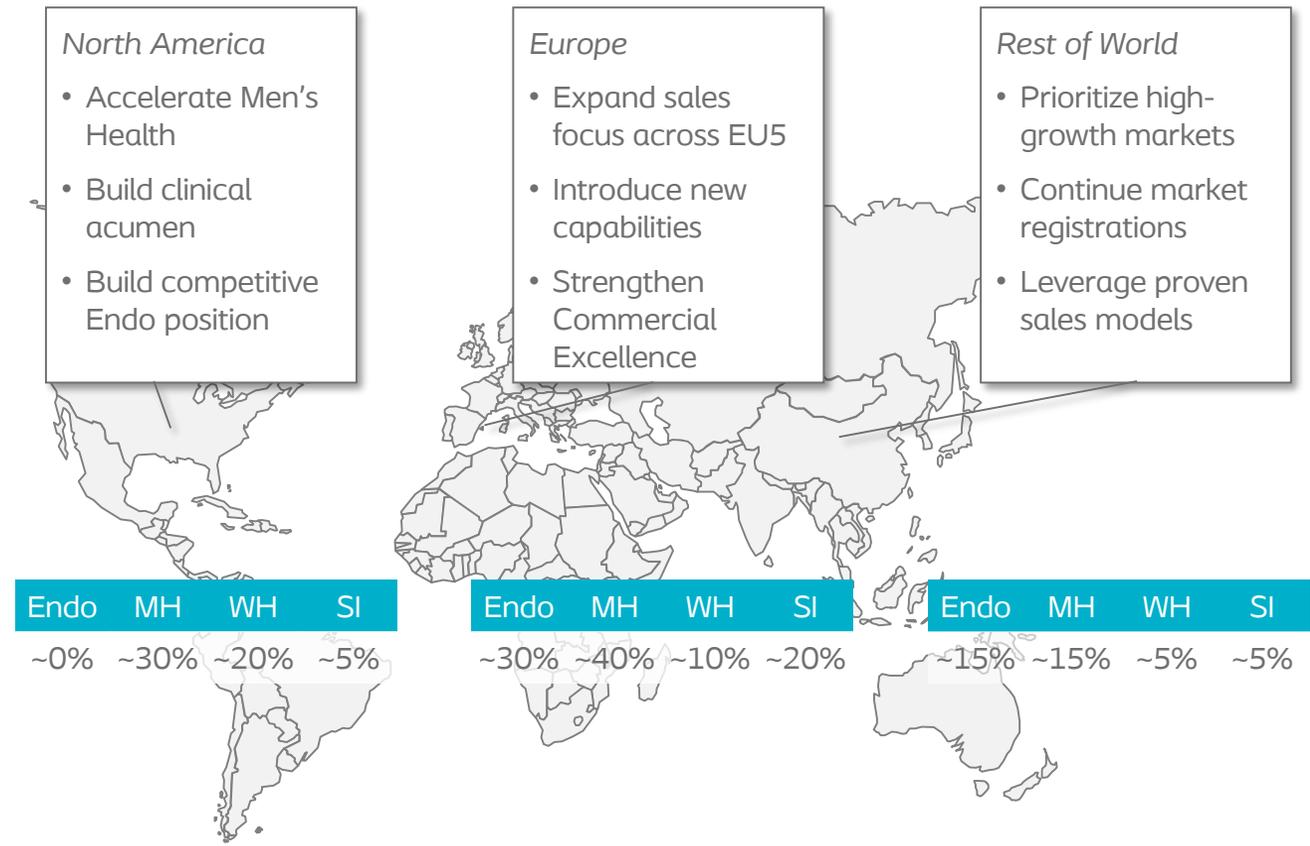
Interventional Urology Priorities



Our continued growth is driven by investments in commercial expansion, innovation and new adjacencies

Commercial growth drivers across in Urology Care

% Market Share, est. 16/17



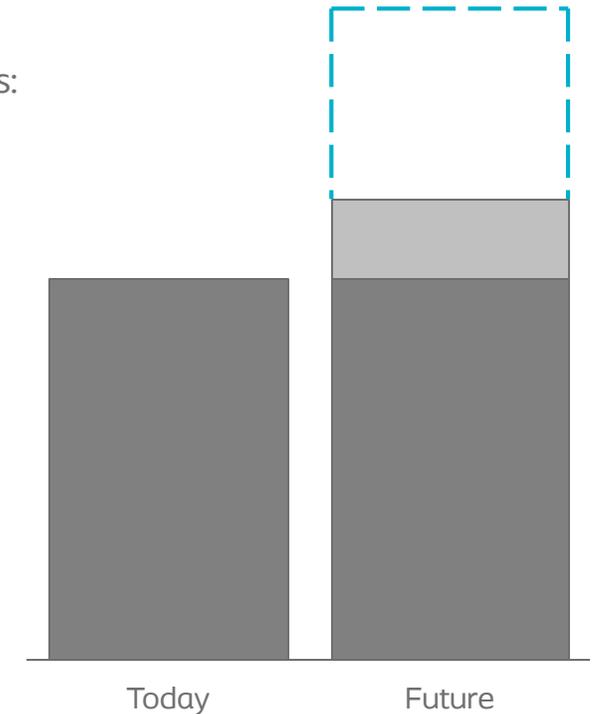
Addressable market with innovation

■ Current market ■ Market growth

□ Potential Adjacencies

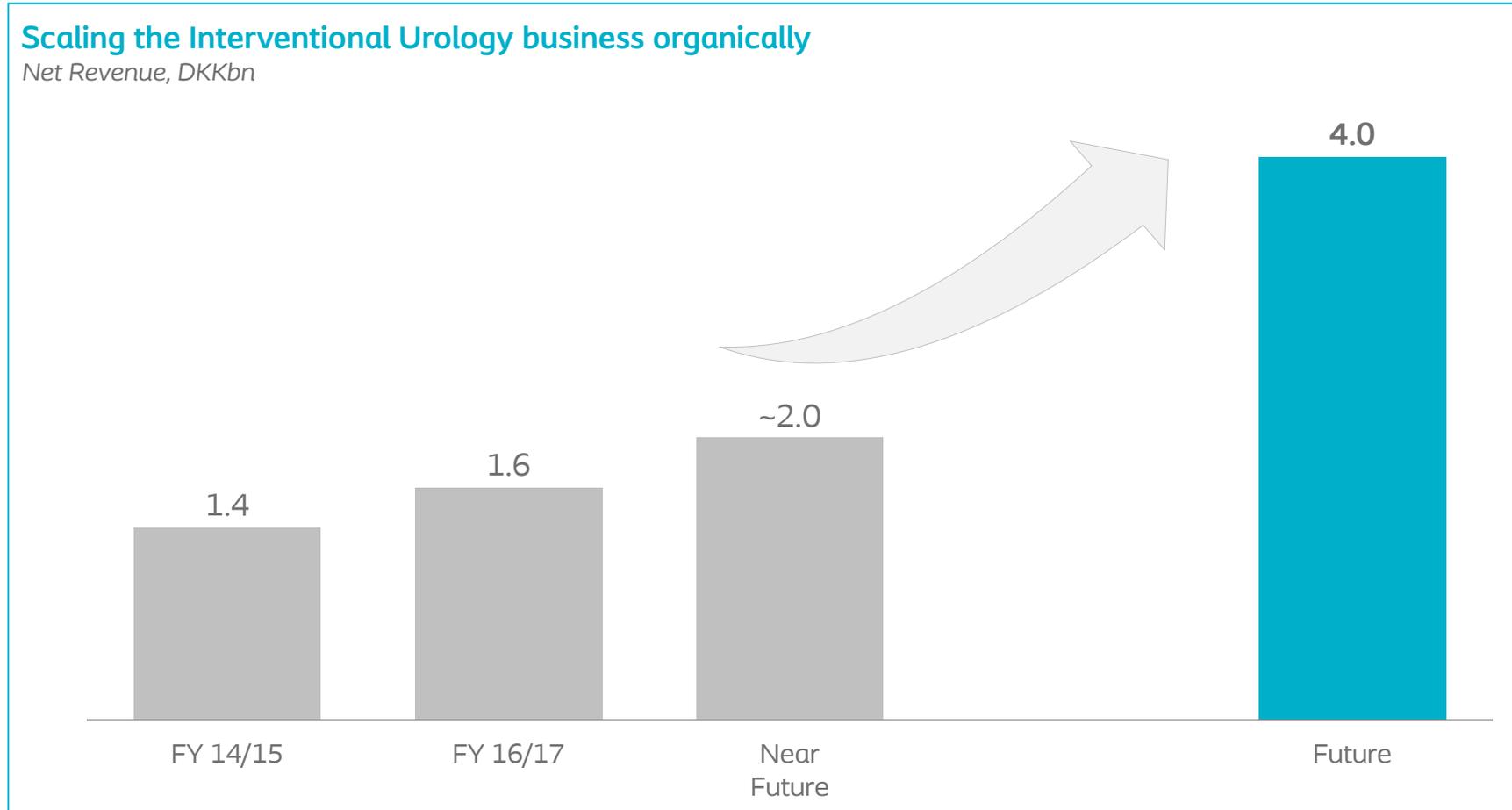
Innovation strategy enables:

- Continued market expansion
- Market share gains
- Expanded addressable market



Source: Coloplast estimates

By executing on our strategic priorities we will scale the business over time while sustaining 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