

A photograph of a man and a woman in a wheelchair sitting and talking in a bright room. The man is on the left, wearing a dark polo shirt and light-colored pants, holding a small object. The woman is on the right, wearing a grey t-shirt and white pants, sitting in a wheelchair. They are both smiling and looking at each other. The background shows a bright room with windows and some furniture.

# Coloplast A/S

Finansanalytikerforeningens  
Virksomhedsdag  
26. maj 2005

# Coloplast

Coloplast products and services help patients achieve greater independence from medical challenges in 5 areas:

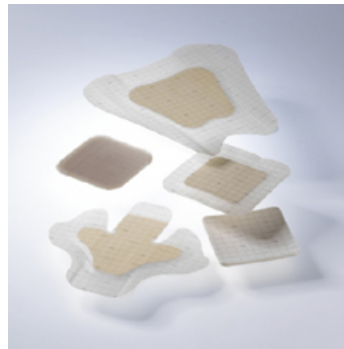
Ostomy care, continence care, wound care, skin care and breast care.



39%\*



24%



12%



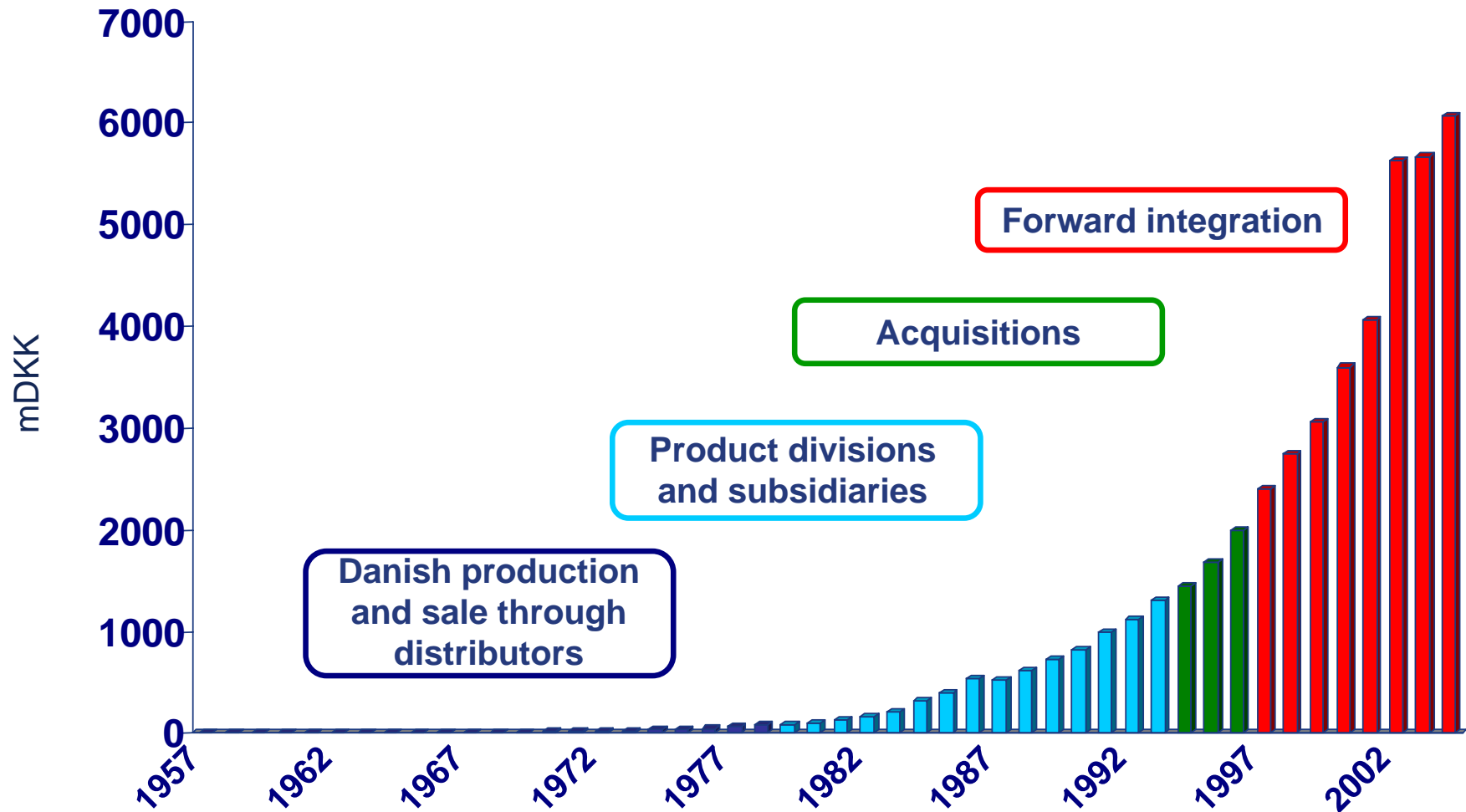
5%



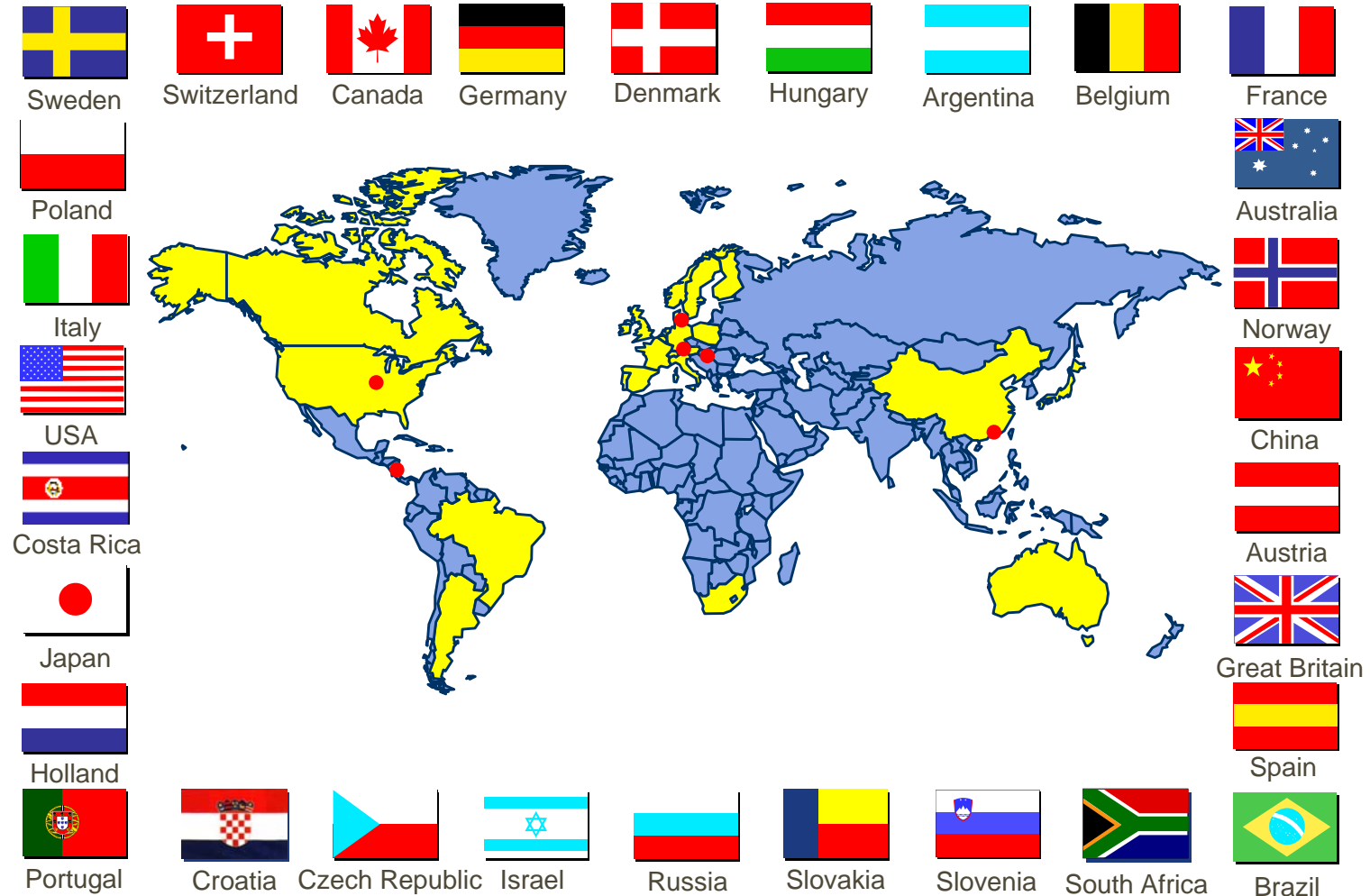
7%

\*Percentage of total group sales (2003/04)

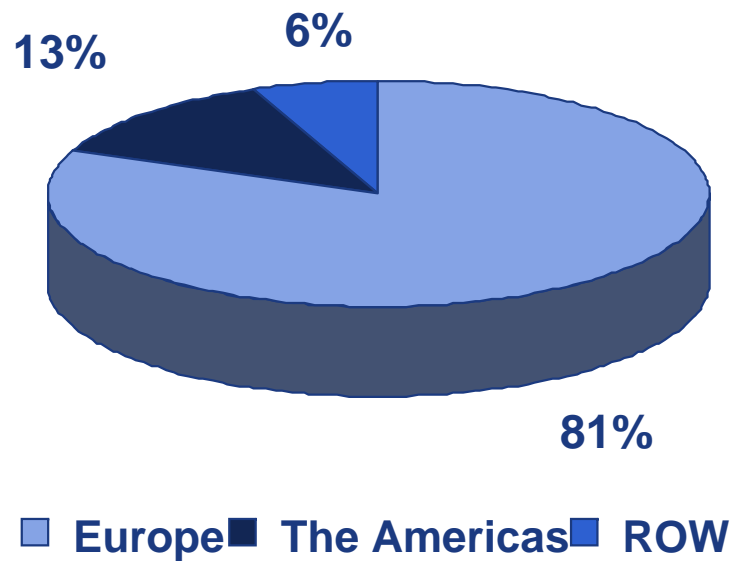
## History of revenue growth 1957-2004



# Sales and production world wide



## Geographical distribution Revenue 2003/04



## Risk factors

1. Reimbursement policy changes
2. Increased price pressure in the market from e.g.
  - Consolidation of wholesalers (distribution monopolies)
  - Fewer and more powerful insurance companies
  - Increased group purchasing, tendering and managed health care
3. Harmonisation of health care systems in Europe resulting in decreasing prices in high-price countries
4. Escalation of parallel importing
5. Market growth influenced by:
  - Earlier cancer detection reduces need for radical surgery
  - Improved surgical procedures
  - Increased longevity
  - New technologies and treatment alternatives
  - Slowdown in conversion from older products

## ...that must be addressed appropriately

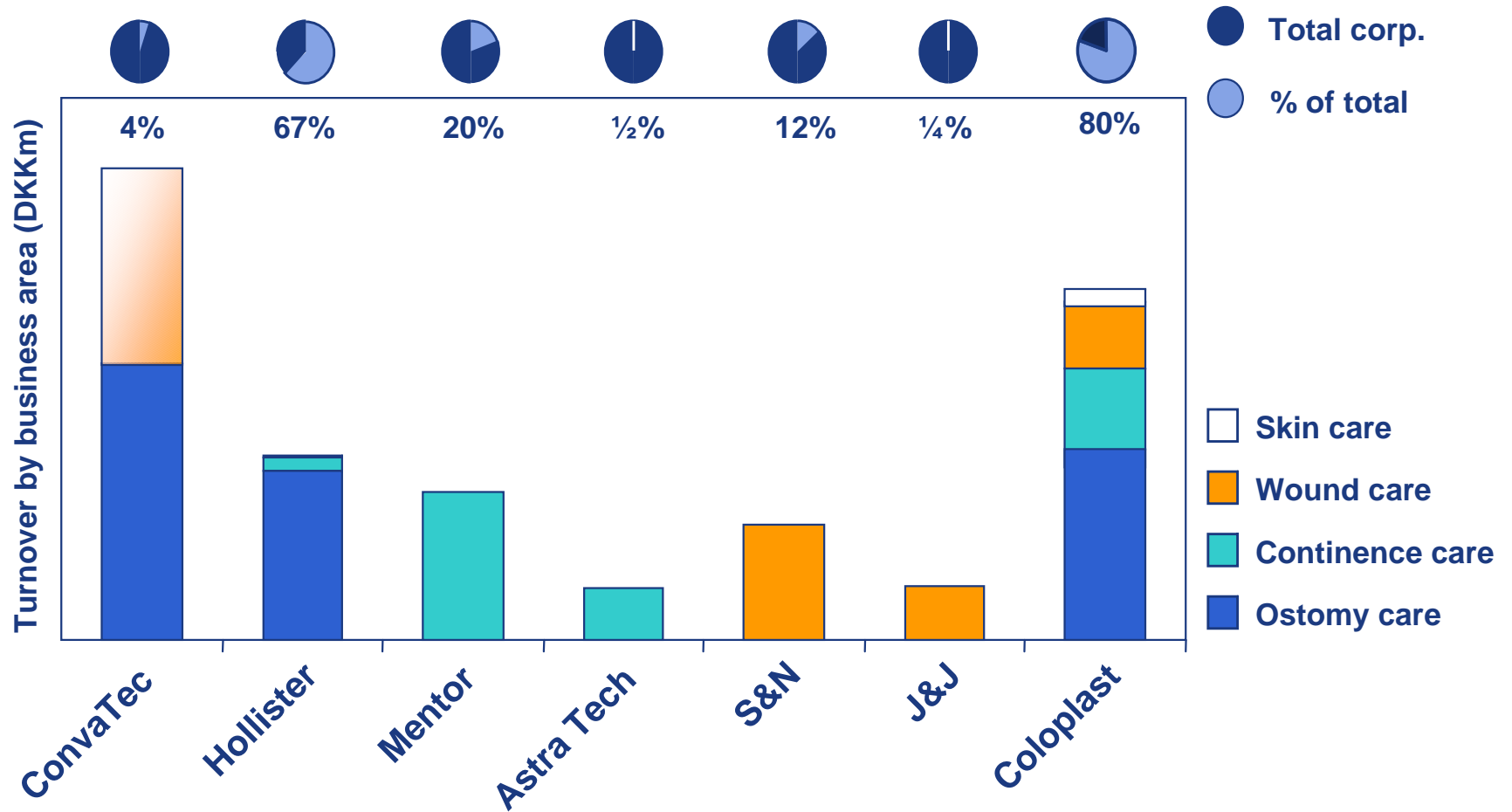
1. Reimbursement
  - Monitor/influence policy
  - Product design
  - Emphasis on clinical documentation
2. Price pressure
  - Observe market trends
  - Improve tendering capabilities
3. Harmonisation of health care systems
  - Monitor development
4. Parallel imports
  - Monitor importers' activities
  - Price strategy coordination
  - Product and packaging diversification
5. Slowdown in market growth
  - Focus on growth segments
  - Search for new technologies
  - Low cost production

## Three key customers

- The end customer
  - The user, primary concern is quality of life
- The health care professional
  - The advisor, primary concerns are user quality of life and handling
- The payer
  - Concern is primarily product pricing



# Competitor overview



# Business Structure



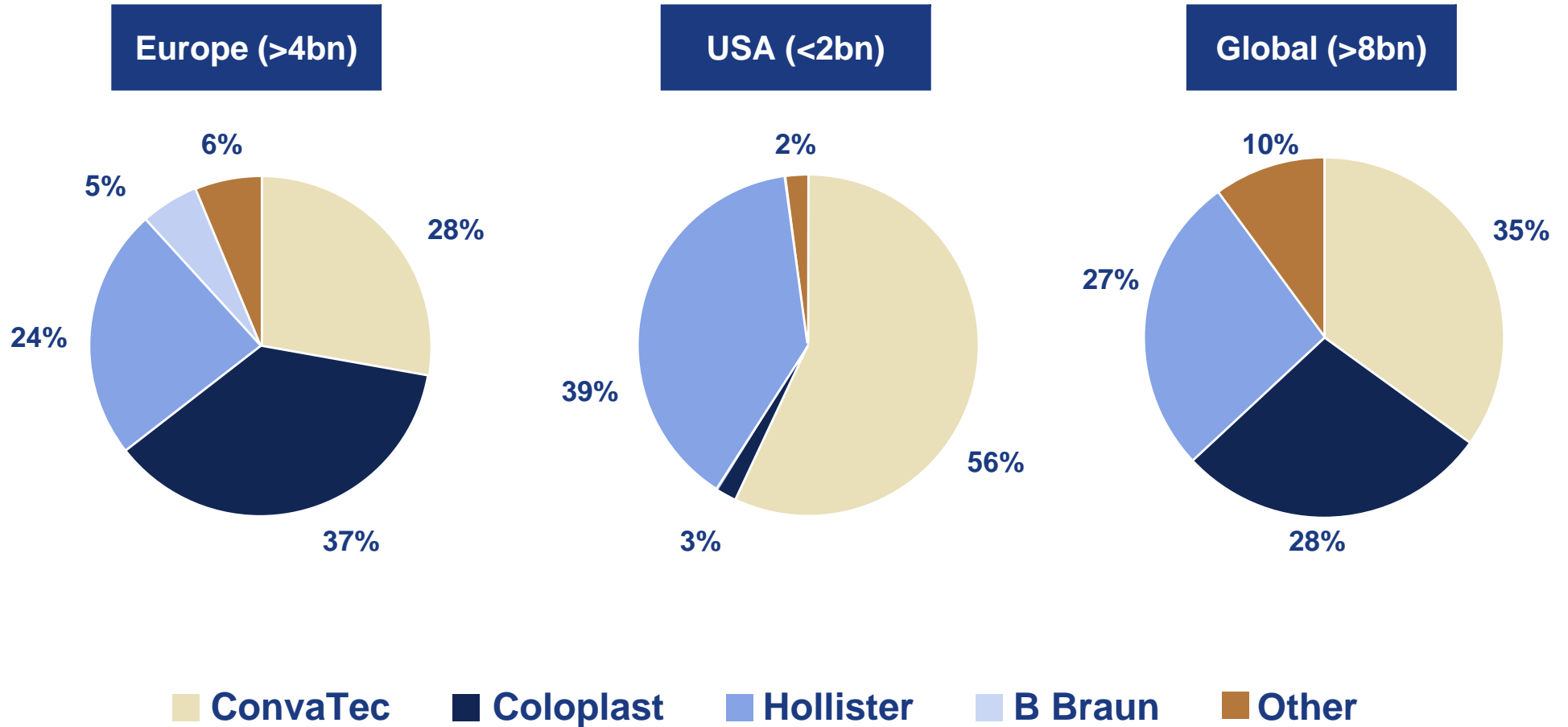
## Ostomy care - for discreet protection

- Normal function of bowel or bladder lost
- Almost 80% related to cancer
- Designed for security, skin-friendliness, discretion, ease of use and comfort
- Wide variety of bags, plugs and accessories



# Ostomy care - competitors

Global market value DKK 8-8½bn







Note: Only markets where Coloplast is present are included

## Continence care - for independent living

- Spinal cord injured, multiple sclerosis, spina bifida
- Discreet and easy-to-use solutions
- Catheters, urine bags, urisheaths, bowel management, absorbent products



## Continence care - market data

Product area	Market size	Coloplast market share (EU15)	Coloplast growth	Main competitors
	1.5bn DKK 15%	43%	15-20%	Astra Tech, Porges/Mentor, Rüscher, Rochester, B Braun
	1.2bn DKK 0-5%	30% (value)	5%	Bard, Hollister, Mentor, B Braun, Manfred Sauer, Unomedical
	0.5bn DKK 0-3%	>60%	0-3%	Mentor, Hollister, Rochester, Manfred Sauer
	1.0bn DKK 2%	-	-	No direct competitors

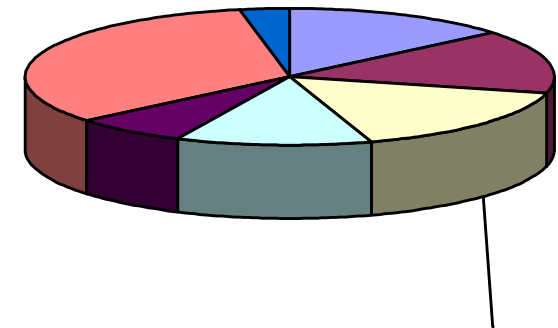
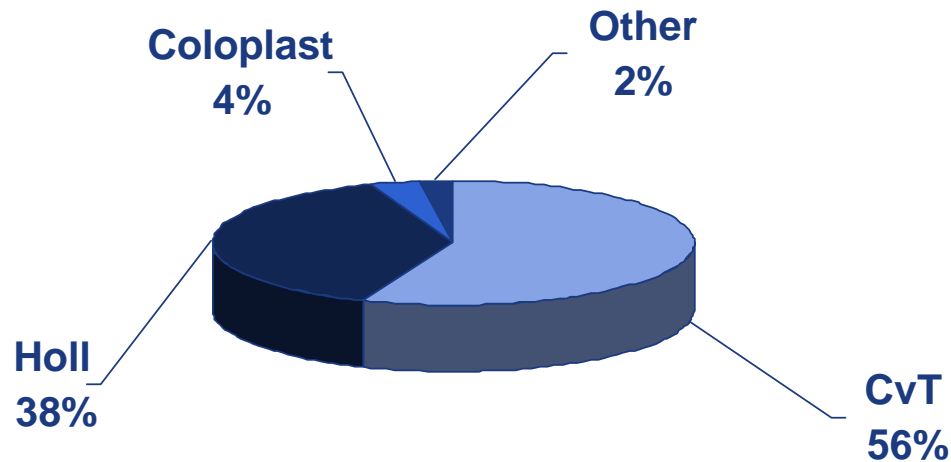
## Chronic care - US market positioning and key goals

- Strong product portfolio
  - Convex baseplate, EasiClose
- Market access through GPO/IDN
  - Consorta
  - Large number of IDN contracts
- Significant growth in new patient discharge
  - Sustained OC hospital growth > 30%
- Sustained OC/CC growth > 20%
  - Reach two-digit ostomy market share within 3-5 years
  - Develop intermittent coated catheter market segment

# Chronic care - US market value

Ostomy market value 280mn USD

Continenence market value 370mn USD



**Intermittent Coated Catheters  
estimated value potential 60  
mill. USD, 16% of total CC**

## Coloplast home care activities



German market leader in active distribution. Distributing 1/3 of all ostomy bags in Germany. Ownership majority since 2001.

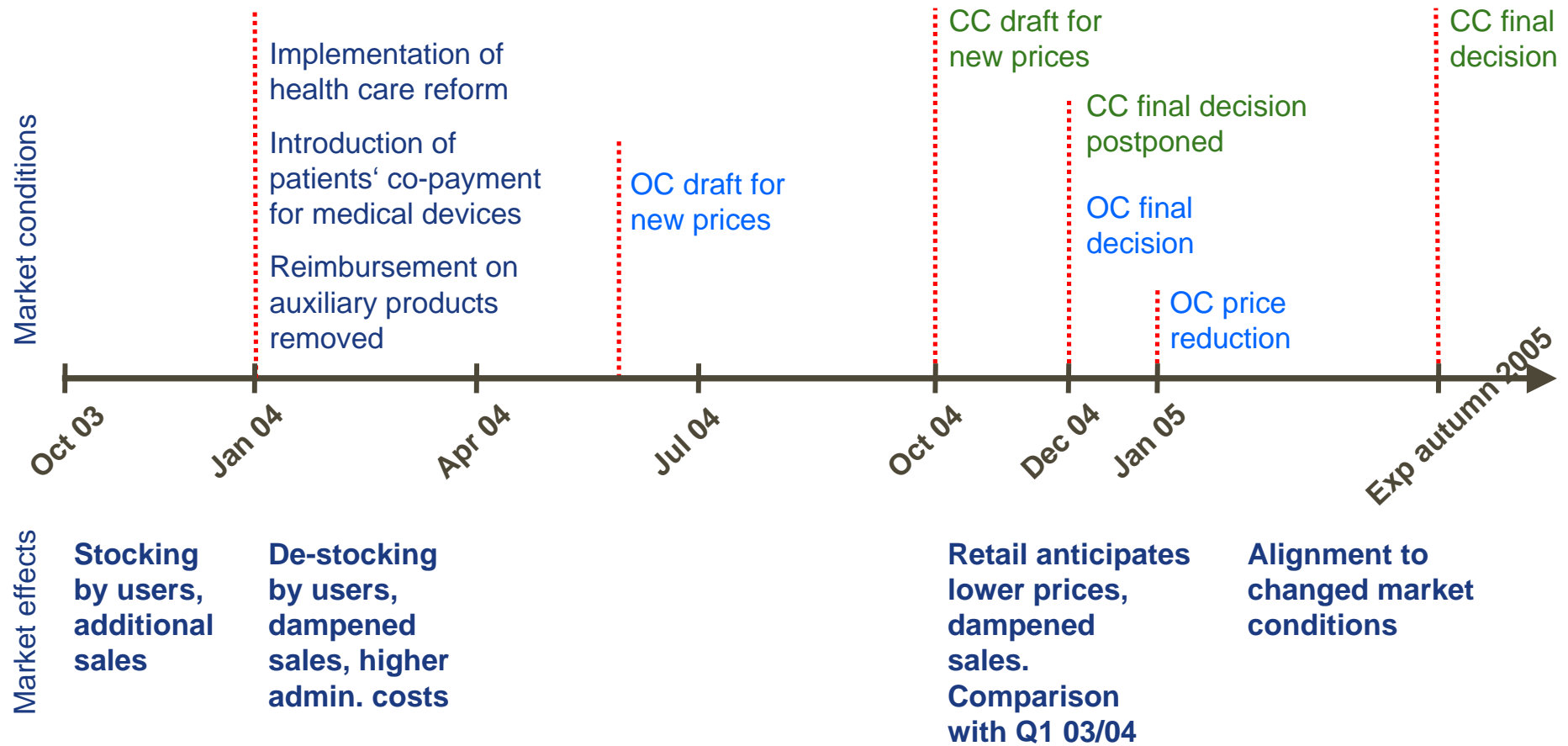


Distribution of ostomy, continence care and wound care products in the UK. Cutting service for ostomists. Internal merger of Coloplast Direct (1996) and ThackrayCare (2001). Established 2004.



Leading provider in the US of ostomy, wound care, urological, and diabetic products and cost management services. Ownership since 2001.

# Effects of changing market conditions in Germany



## Wound care - providing better outcomes

- For difficult to heal wounds
  - leg ulcers, pressure sores, diabetic ulcers
- Primarily affects the elderly
- Portfolio of advanced, active dressings
- Education, information and service



# Wound care - market definition

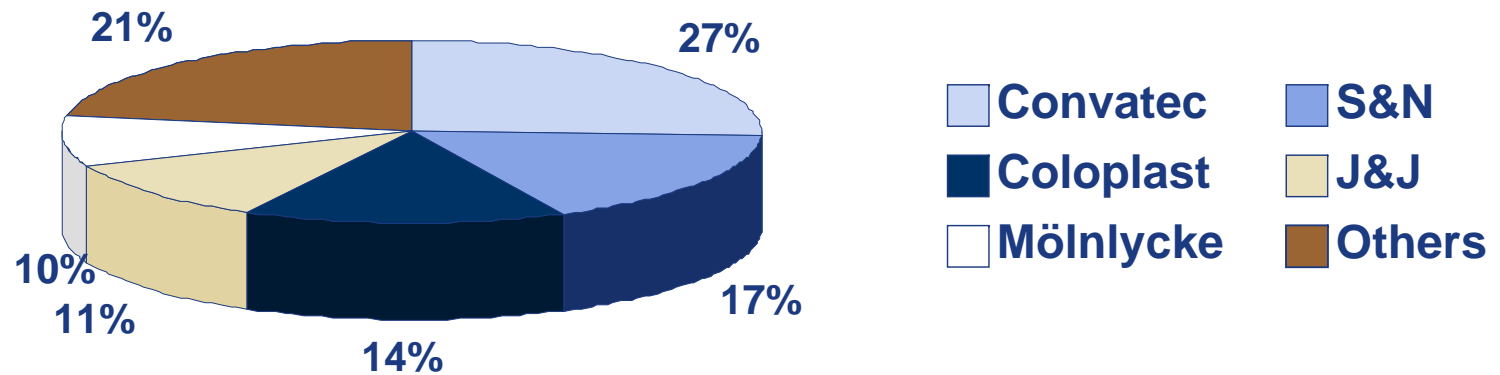
		Wound type	
		Acute	Chronic
Product technology	Dry wound healing	€1.5 billion	€1.0 billion
	Moist wound healing	€0.5 billion	€1.0 billion
	Pharma and biotech	€0.1 billion	€0.4 billion
	VAC	€0.4 billion	€0.1 billion
	Compression		

€1.1 billion segment, growth 9-11%

Active

# Wound care - market shares in Europe

## MWH and active products



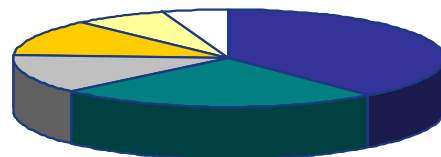
Technology	Traditional	Advanced	Active
ConvaTec		X	X
S&N		X	X
Coloplast		X	X
J&J	X	X	X
Mölnlycke	X	X	

## Growth H1 2004/05

- local currencies

	Growth H1 2004/05	Growth Q1 2004/05	Est. market growth
Ostomy care	12%	13%	2-6%
Contenance care	9%	8%	5-8%
<b>Chronic care segment*</b>	<b>8%</b>	<b>6%</b>	
Wound care	8%	4%	9-11%
Skin health	7%	12%	9-12%
Breast care	(1)%	(3)%	(3)-(1)%
<b>SBU segment</b>	<b>5%</b>	<b>4%</b>	
<b>Coloplast total</b>	<b>7%</b>	<b>5%</b>	
Europe	5%	4%	
Americas	10%	8%	
ROW	23%	18%	

\*Includes  
homecare



■ Ostomy care (39%)
 ■ Wound care (12%)
 ■ Breast care (7%)
 ■ Other (13%)
 ■ Contenance care (24%)
 ■ Skin health (5%)

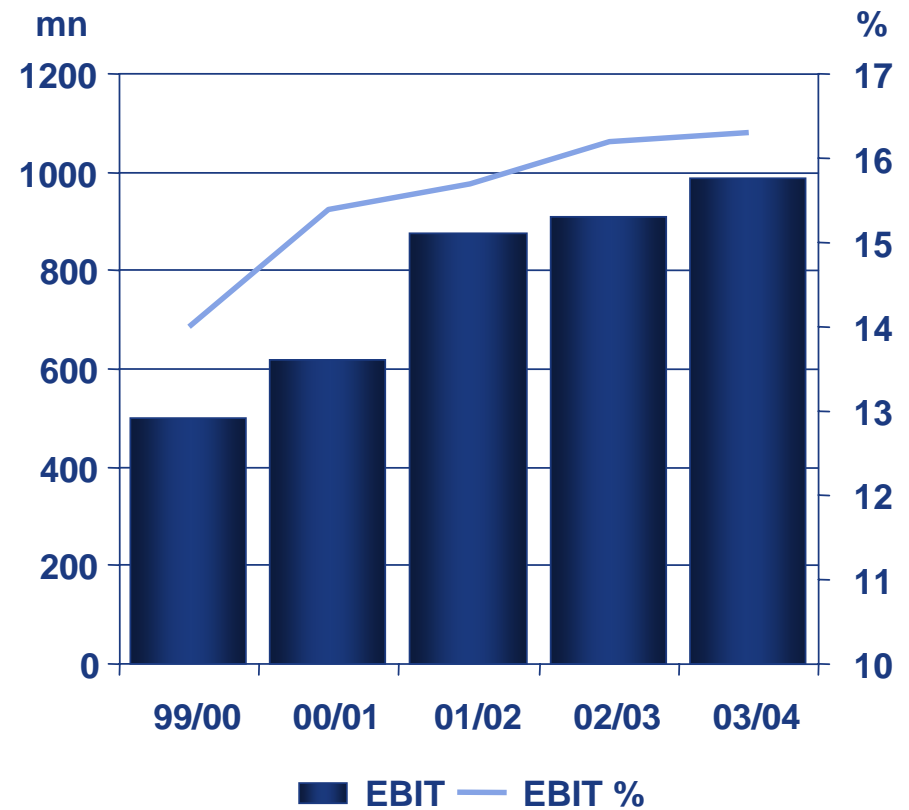
## Key figures H1 2004/05



mDKK	6 months 2004/05	6 months 2003/04	Index vs 2003/04
Revenue	<b>3,099</b>	2,924	106
EBIT	<b>430</b>	477	90
Special items	<b>-17</b>	0	-
Financial items	<b>-52</b>	-48	108
Profit before tax	<b>361</b>	429	84
Tax	<b>-119</b>	-152	78
Minority interests	<b>-2</b>	-2	100
Group profit	<b>240</b>	275	87
Profit margin	<b>14%</b>	16%	-

## Profit and margins - how to reach 18%...

- Relocation
  - Hungary and China
- Efficiency projects / abc
- SBU margin improvement
- Economies of scale



## Tatabanya, Hungary

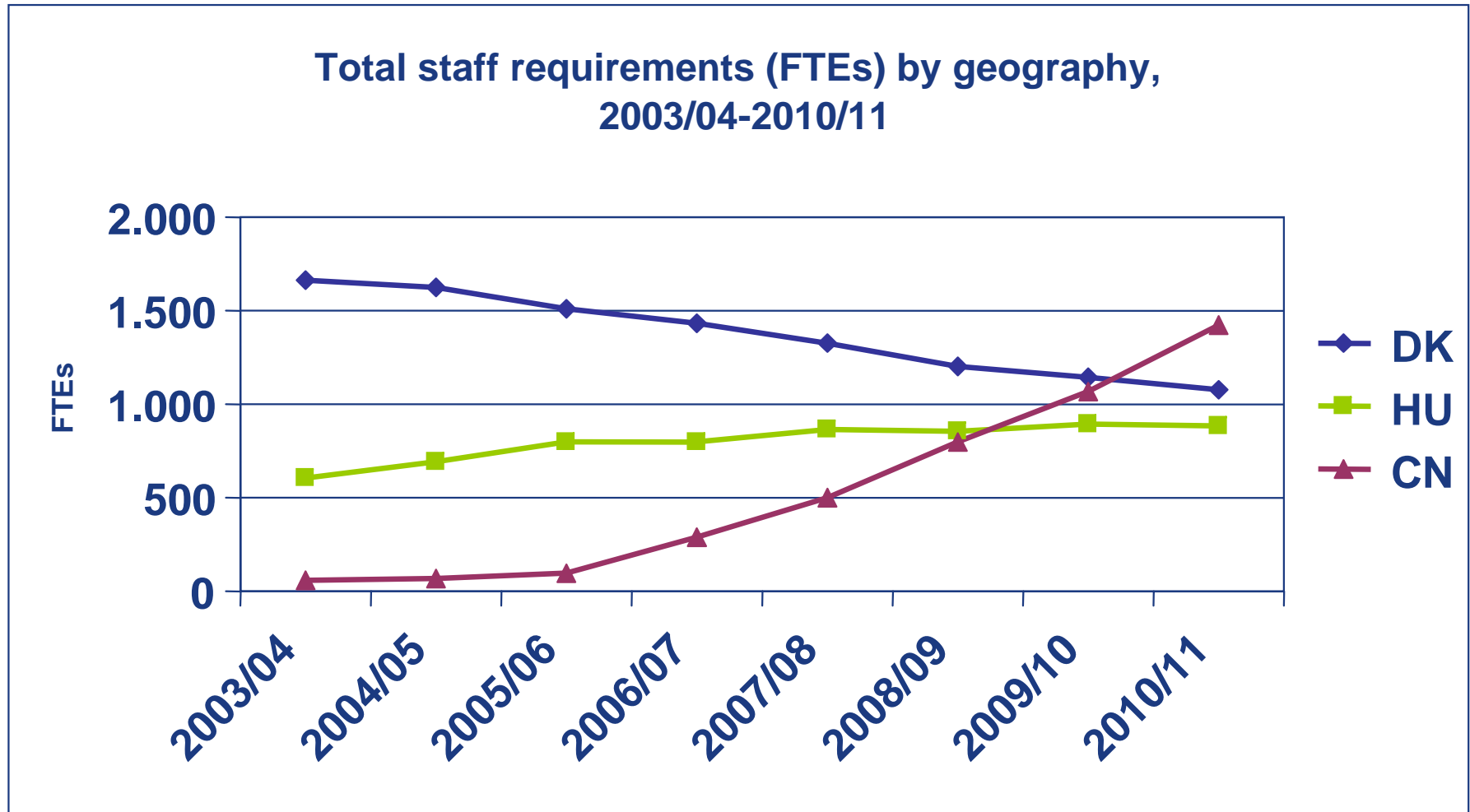
- 550 headcounts by Sept. 2004
- Construction completed
- DKK 1.5bn sales value in 2005/06
- Corporate tax rate 16%
- Tax investment incentive  
DKK 150mn



*Coloplast, Phase I-III, Tatabanya, Hungary*

- Phase I - finalised: ostomy bags, urisheaths
- Phase II - finalised: ostomy bags, dressings, catheters
- Phase III - finalised 2005: Assura ostomy bags, baseplates, adhesives

## Coloplast's total staff requirements by geography



## Expectations and targets

**MAINTAINED**

**2004/05**

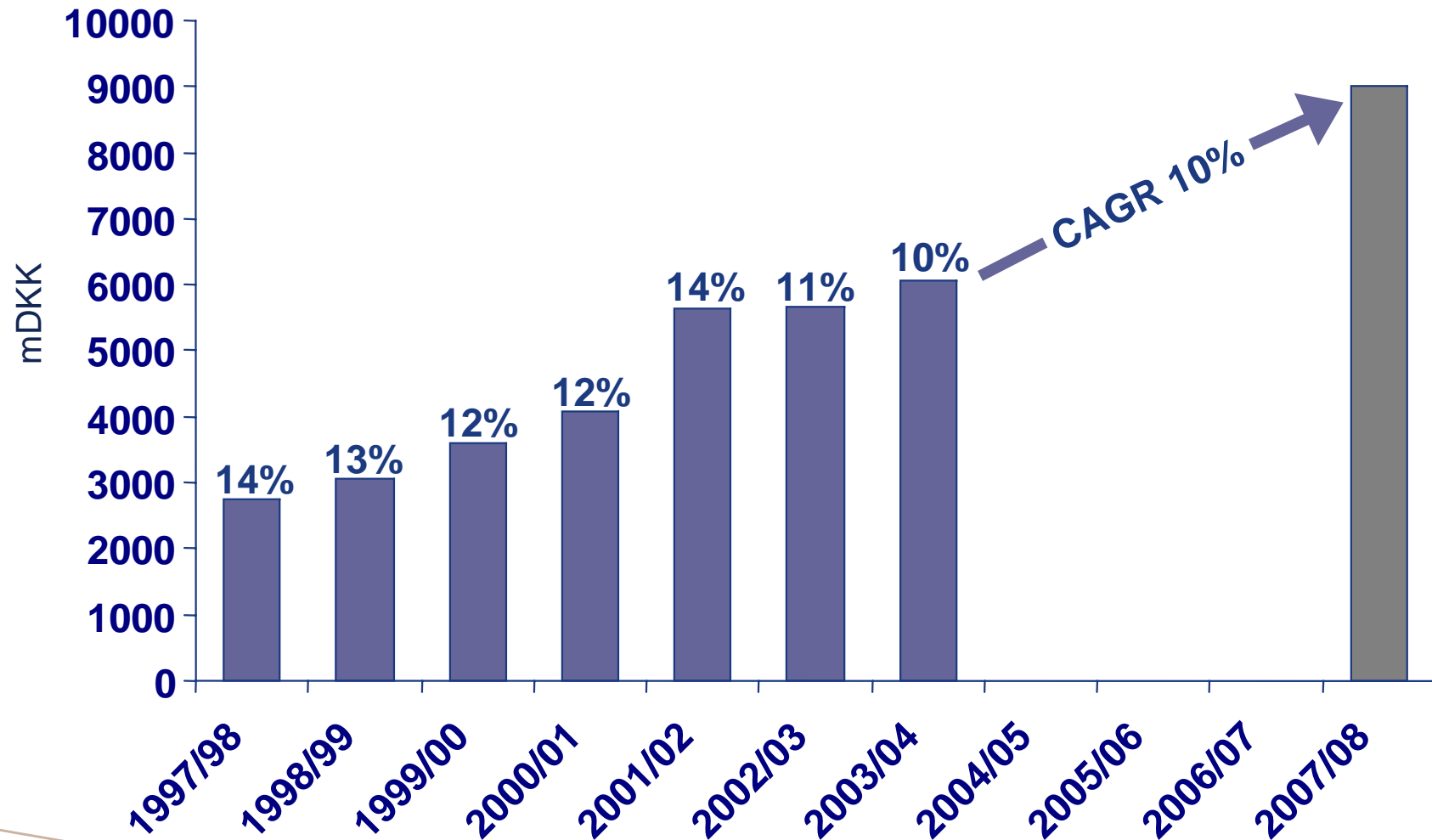
- Sales growth of 8-9% in local currencies
- Profit margin 15-16%

**2008**

- Sales exceeding DKK 9 billion through organic growth
- Profit margin (EBIT) reaching 18%
- ROAIC of 20%
- Acquisitions and divestments

# Track record

- Organic growth rates





**Coloplast**