

Coloplast

Investor presentation

Group Director, CFO

Carsten Lønfeldt

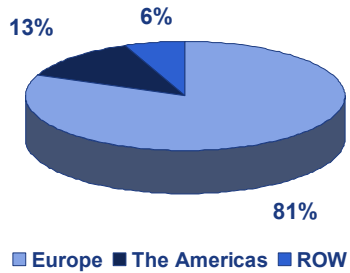


Louisiana

2 March 2005



Geographical distribution Revenue 2003/04

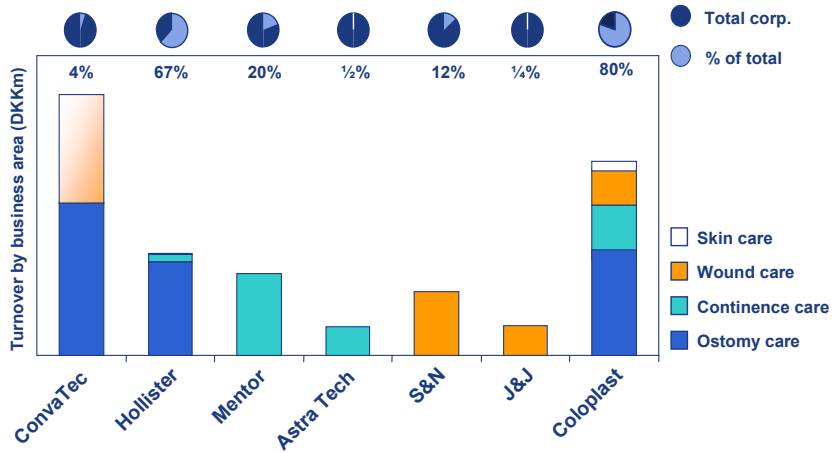


Three key customers

- 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



A multitude of stakeholders



Stakeholders: balanced value creation



Home -> Investor Relations -> Publications -> Intellectual Capital Statement

Intellectual Capital Statement

Intellectual capital statement and value creation for stakeholders

- Customers
- Employees
- Society
- Shareholders
- UN Global Compact



Coloplast's [Mission](#) and [Values](#) are the guiding stars of this report. They describe the company's business philosophy, the key characteristics of our business and the basic principles underlying the way we do business and meet our objectives. The report has five main sections, the four first sections dealing with our key stakeholders: [customers](#), [employees](#), [society](#) and [shareholders](#). They describe the company's strategy and how management sets objectives and follows up on enablers and results in the process, the aim being to create value. The report is completed by a section on the [UN Global Compact](#), which Coloplast joined in 2002.

Business Structure

| Group Management | | | | | |
|----------------------|-------------|-----------------|-------------|-------------|-------------|
| Corporate functions | | | | | |
| Chronic care segment | | | SBU segment | | |
| Sales | Ostomy care | Continence care | Wound care | Skin health | Breast care |
| Europe, North | | | | | |
| Europe, South | | | | | |
| Americas | | | | | |
| RoW | | | | | |

VOLUME PRODUCTION

Highlights first quarter 2004/05

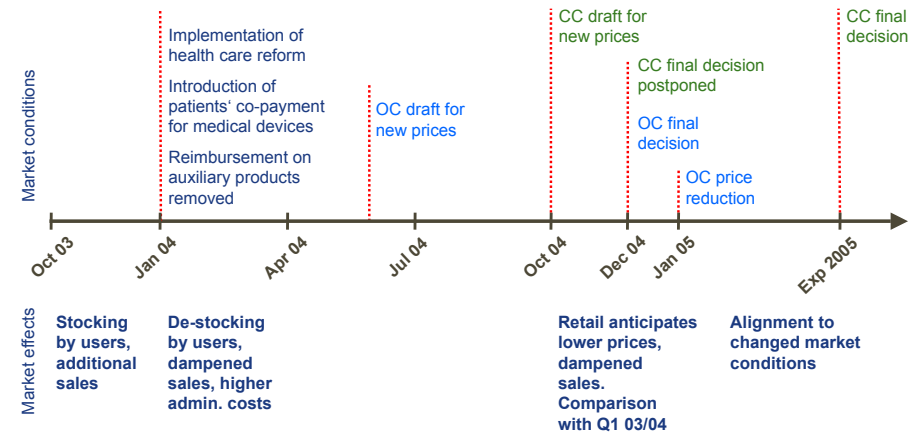
- Coloplast maintains expectations for the full year despite a relatively low revenue growth and profit for the first quarter. The results are primarily related to two specific factors, namely the German healthcare reform and a reduction of inventories
- Sales growth was 5% in local currencies, 3% in terms of Danish kroner, mainly owing to significant extra sales in Germany in the first quarter last year
- This sales growth and the planned inventory reductions resulted in a profit margin for the quarter of 12% compared with 17% last year
- Expectations for the full year 2004/05 remain an organic revenue growth of 8-9% and a profit margin of 15-16%, as sales growth and profit margin are expected to readjust over the remaining three quarters
- Free cash flow for the first quarter was DKK 163m, which was DKK 203m up on last year's figure
- Sales of ostomy products continued to make strong headway, achieving a growth rate of 13%

Key figures first quarter 2004/05



| mDKK | 3 months 2004/05 | 3 months 2003/04 | Index vs 2003/04 |
|--------------------|---------------------|---------------------|---------------------|
| Revenue | 1,565 | 1,516 | 103 |
| EBIT | 182 | 254 | 72 |
| Financial items | -30 | -26 | 115 |
| Profit before tax | 152 | 228 | 67 |
| Tax | 53 | 75 | 71 |
| Minority interests | -1 | -4 | 25 |
| Group profit | 98 | 149 | 66 |
| Profit margin | 12% | 17% | |

Effects of changing market conditions in Germany

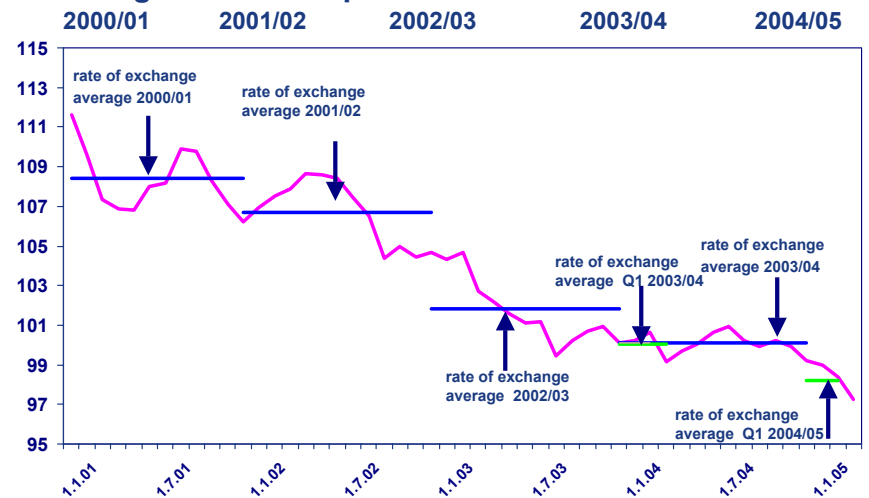


Effects of reduced inventories



- Inventories built up during 2003/04
 - Relocation to Hungary
 - ERP system rollout in manufacturing
 - Inventories reduced faster than expected in Q1 2004/05 and Q4 2003/04
 - Low revenue growth compared with last year
- ⇒ Financial effects on profit margin
- Stock reduction ⇒ -3 percentage point on EBIT margin
 - Relatively low revenue growth ⇒ -1 percentage point on EBIT margin
- ⇒ Financial effects on cash flow
- Free cash flow was DKK 163m, up DKK 203m on last year's figure

Exchange rate development 1999-2004



Growth first quarter 2004/05

- local currencies

| | Growth Q1 2004/05 | Growth Q1 2003/04 | Est. market growth |
|------------------------------|----------------------|----------------------|-----------------------|
| Ostomy care | 13% | 19% | 2-6% |
| Continence care | 8% | 11% | 5-8% |
| Chronic care segment* | 6% | 14% | |
| Wound care | 4% | 17% | 9-11% |
| Skin health | 12% | 29% | 9-12% |
| Breast care | (3)% | 4% | (3)-(1)% |
| SBU segment | 4% | 15% | |
| Coloplast total | 5% | 14% | |
| Europe | 4% | 15% | |
| Americas | 8% | 11% | |
| ROW | 18% | 20% | |

*Includes
homecare



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

Highlights business areas



Ostomy sales up 13% despite a very strong Q1 last year - **Easiflex** product launches - US growing strongly - **Corsinel** as new product area



Catheters continue to grow - **Speedicath** Compact very well accepted by European customers - **Peristeen** anal irrigation well received as expected



Advanced wound care products, including **Contreet** silver dressings, showing strong performance

Expectations and targets



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

Coloplast

Investor presentation

General Manager

Jørgen Bundgaard Hansen



Louisiana

2 March 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%

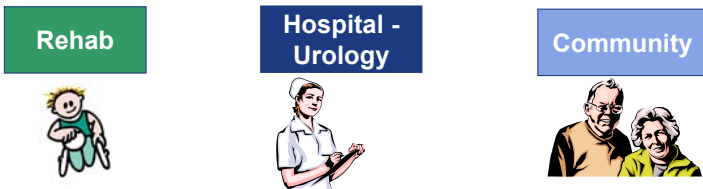
*Percentage of total group sales (2003/04)

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



Continue focus on SCI and expand business opportunities..



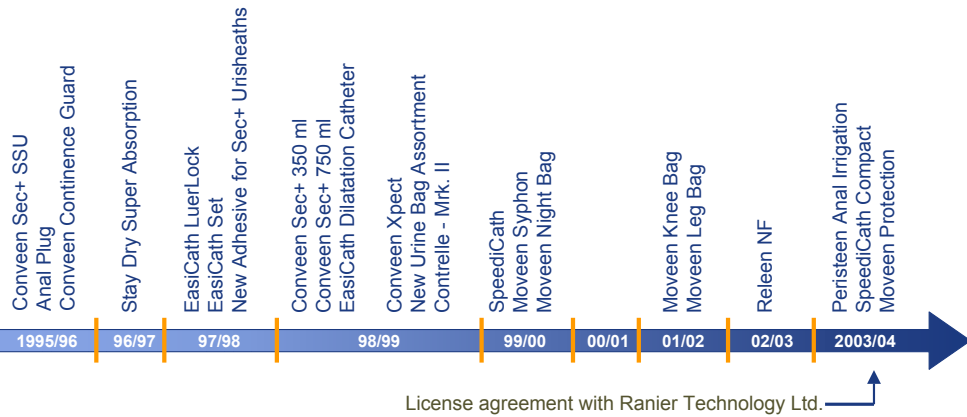
| | Rehab | Hospital - Urology | Community |
|-----------------------------------|---|---|-------------------------|
| Professionelle | 1. Nurses 2. Rehab Doctors | 1. Doctors (urologist etc). 2. Nurses | GPs Retail Nurses |
| End users | Traumatic SCI Spina Bifida Multiple sclerosis | Bladder and prostata cancer BPH-TURP Female Retention Stroke Diabetes | All |
| Key Performance indicators | New Patient Discharge Market shares | New patient Discharge Marketshares | Market shares |



Continence care - market data - EU15

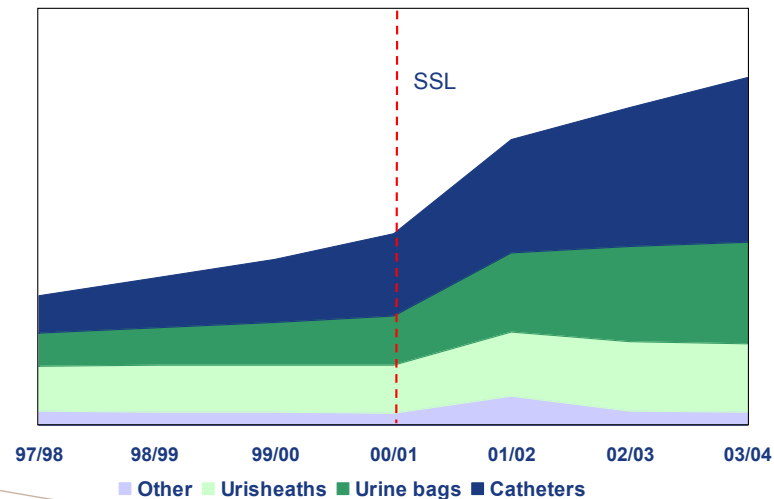
| Product area | Market size | Coloplast market share (EU15) | Coloplast growth | Main competitors |
|--------------|-------------------|-------------------------------|------------------|---|
| | 1.5bn DKK 15% | 43% | 15% | Astra Tech, Rüsçh |
| | 1.2bn DKK 0-5% | 30% (value) | 6% | Bard, Hollister, Mentor, B Braun, Manfred Sauer, Unomedical |
| | 0.5bn DKK 0-3% | >60% | 3% | Mentor, Hollister, Rochester, Manfred Sauer |
| | 1.0bn DKK 2% | - | - | No direct competitors |

Continance care - innovation Product launches



Den Danske Designpris 2004

Continance care - sales development



Ingeniørens Produktpris 2004

Focus in sales and marketing...

Medical Marketing

- Sales force medical approach
- Clinical documentation
- Health economics
- Education (market, sales force)

End-user focus

- Retention and conversion programmes

Product Portfolio

- Ensuring competitive product portfolio for target markets to grow ms & expand markets
- Fast roll out and penetration
- Best practice in marketing/sales (e.g Medical marketin/Spin /SWAN)

ABC

- Ensure EP level & growth
- Free resources to new initiatives



Coloplast

Volume production Product life cycle stages

