

Innovation

# *Value creation through Innovation*

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Coloplast Group - Ostomy Care / Continence Care / Wound & Skin Care / Interventional Urology

Making life easier

Tabitha





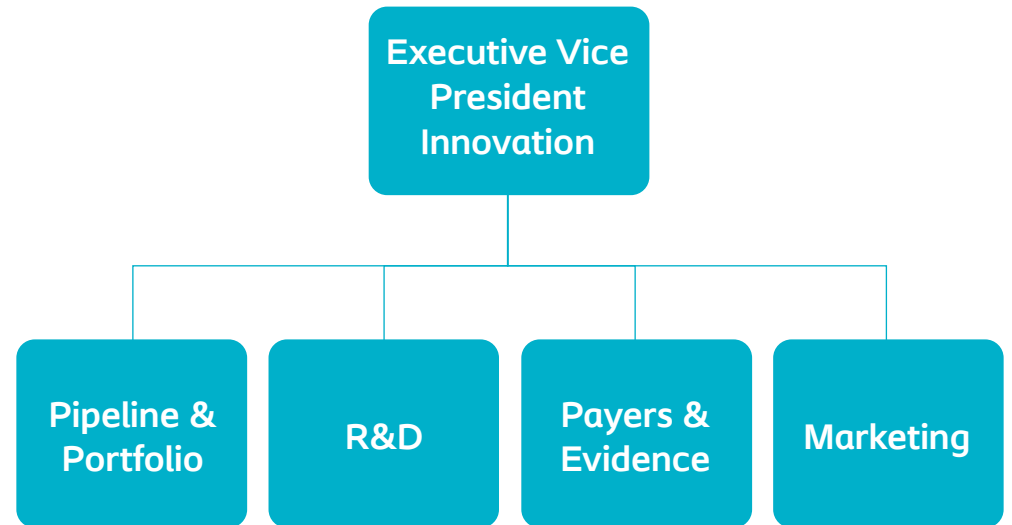
# To deliver on *Strive25* and our value creation agenda, a new Innovation organisation has been created

## *Our purpose*



To define, develop and deliver Coloplast's commercial offerings

## *The Innovation organisation*



*Defines* ----> *Develop* ----> *Deliver*

# This is what our new Innovation unit needs to deliver



Deliver on our **new product platforms** within the **Clinical Performance Program** and **current pipeline within existing technologies**

*Key focus area*



Define **new significant innovation** that can drive further growth



Elevate our clinical evidence to **change practice and set new standards**



Tap into the **significant value pool** within market development



Maximize the **commercial value** of current portfolio



Continue to **set the standard** within marketing towards consumers and clinicians



## 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