



Growth through innovation

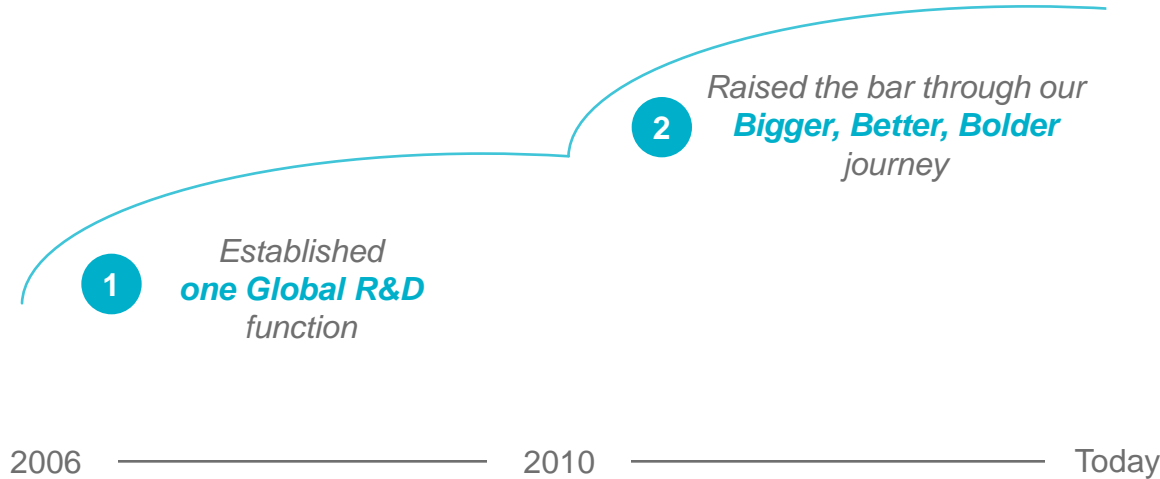
Coloplast Capital Market Day 2014

Oliver Johansen, SVP Global R&D

Ostomy Care
Urology & Continence Care
Wound & Skin Care



In recent years we have transformed our Global R&D



Our R&D efforts suffered from lack of focus – so we established one Global R&D function in response

Our observations

- We had **too many activities** driven by range care
- We had **insufficient pipeline** value
- **Long lead times** on development projects
- **Low efficiency** in our R&D efforts

Our response

- We established **one R&D function** for OC, CC and WC
- We established **Innovation Manufacturing Sites** (Technical Competence Centres)

We then raised our innovation ambitions with our Bigger, Better, Bolder journey

Bigger, Better, Bolder journey highlights:

- Fewer **innovation projects**



- New and upgraded **competence centers**



**Product
design**

**Mechanical
construction**

**Injection
moulding**

- Defined **launch slots**

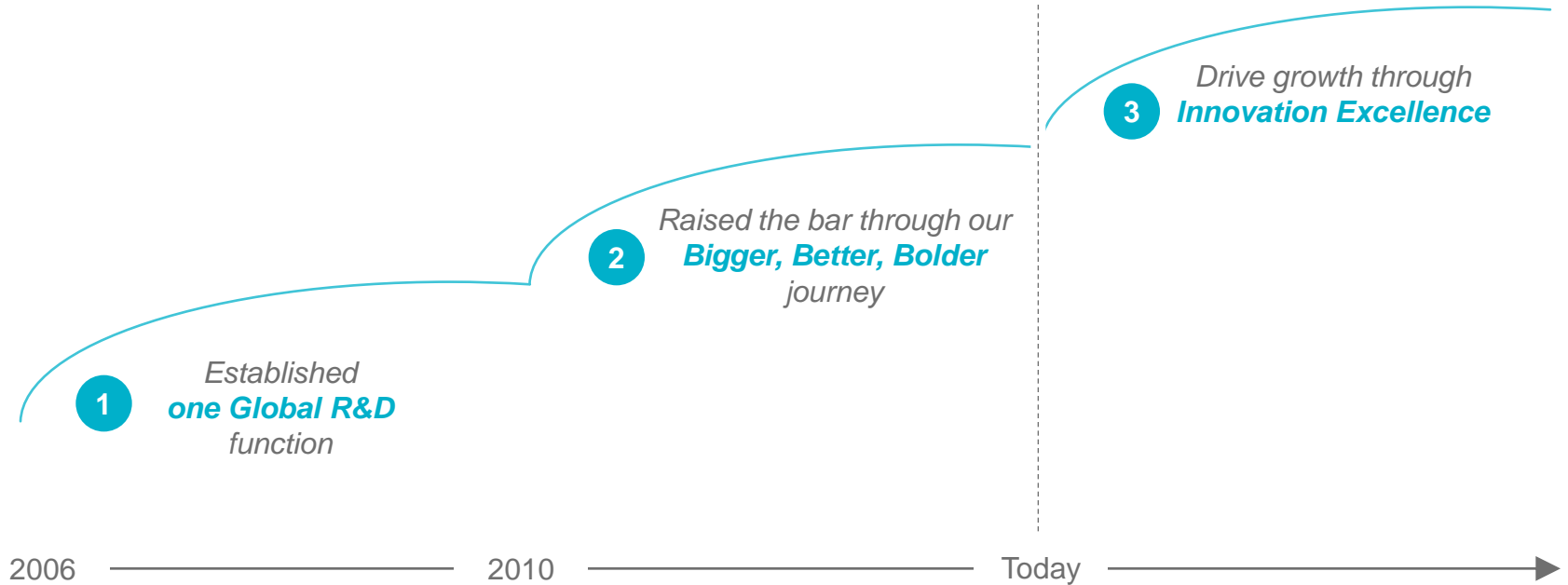


Spring

and

Fall

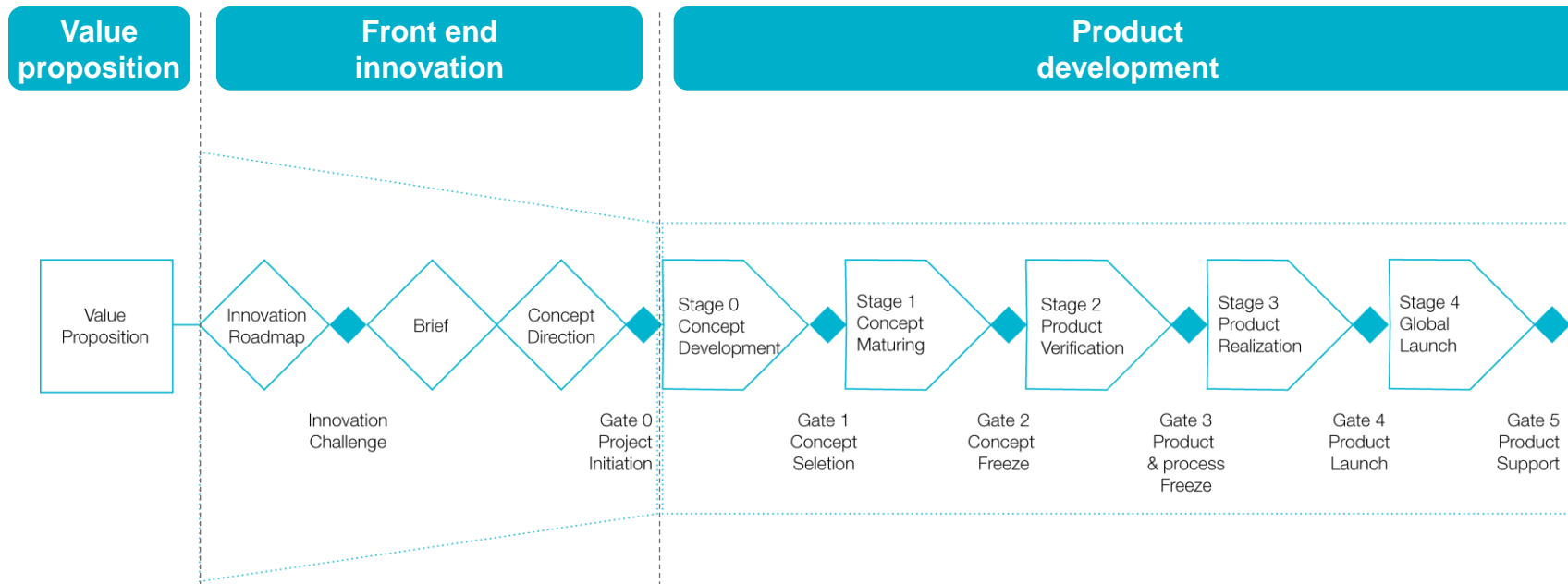
Today we have a strong point of departure for accelerating growth through **Innovation Excellence**



Innovation Excellence means three things to us

- 1 Manage and deliver **best new product pipeline ever**
- 2 Ensuring **value upgrade** through technology development
- 3 Focus on **consumer oriented design and innovation**

Today our innovation begins with a **compelling market driven value proposition** followed by a structured process



We commit to innovation to make a difference to consumers and to benefit society

28%

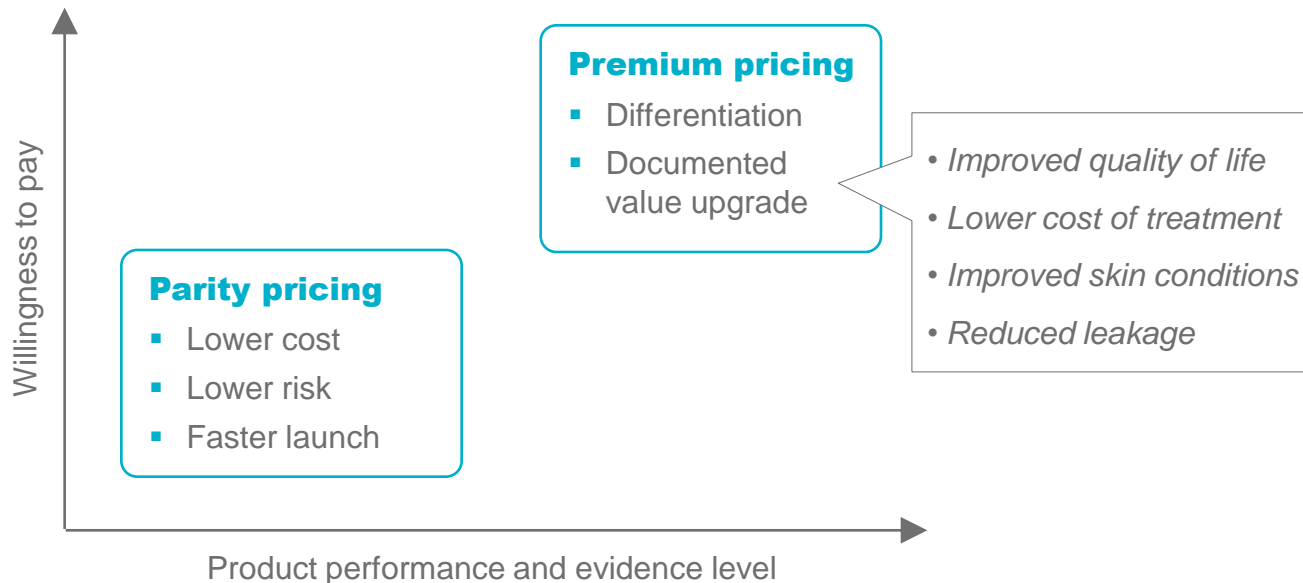
increase in **quality of life** when using compact catheter solutions¹

40%

treatment costs reduced when using high quality stoma appliances²

Early in our development projects we determine the right pricing strategy

- Coloplast pricing strategy options -



Here is an example of how innovation can make a real difference to our consumers



SenSura[®] Mio is a truly groundbreaking product portfolio capturing everything we want in a new ostomy product...

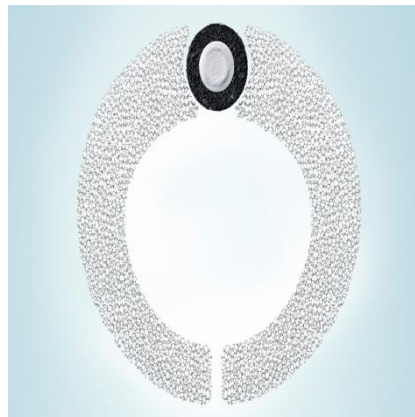
New elastic adhesive
For secure fit



New all-textile material
For discretion



New full-circle filter
For less clogging / ballooning



New click coupling
For reassurance and security



...and today we are launching our latest innovation in Continenence Care

SpeediCath® Compact Eye

Attractive stylish
consumer design
for added discretion



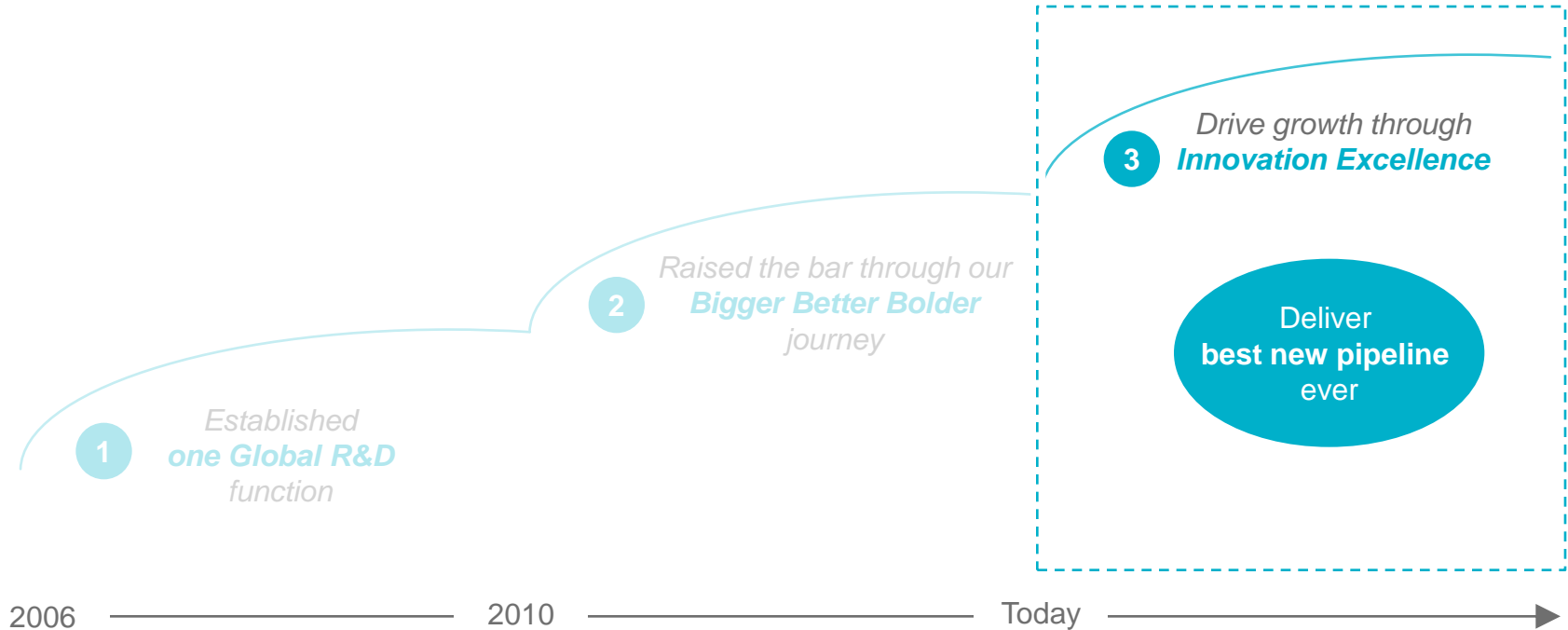
Urine **bag**
connector

Triangular shape
for easy handling
and better grip

One-step easy
opening and
secure resealing

Unique **hydrophilic**
coating for instant
easy use

In sum, Global R&D is performing strongly and fuels our growth agenda by delivering the best pipeline ever



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