



Region North America – Towards full potential

Coloplast Capital Market Day 2014

Edmond Veome, SVP Region North America

Introducing Region North America

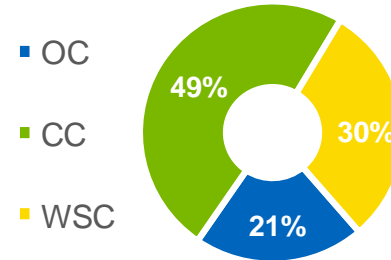
Region North America



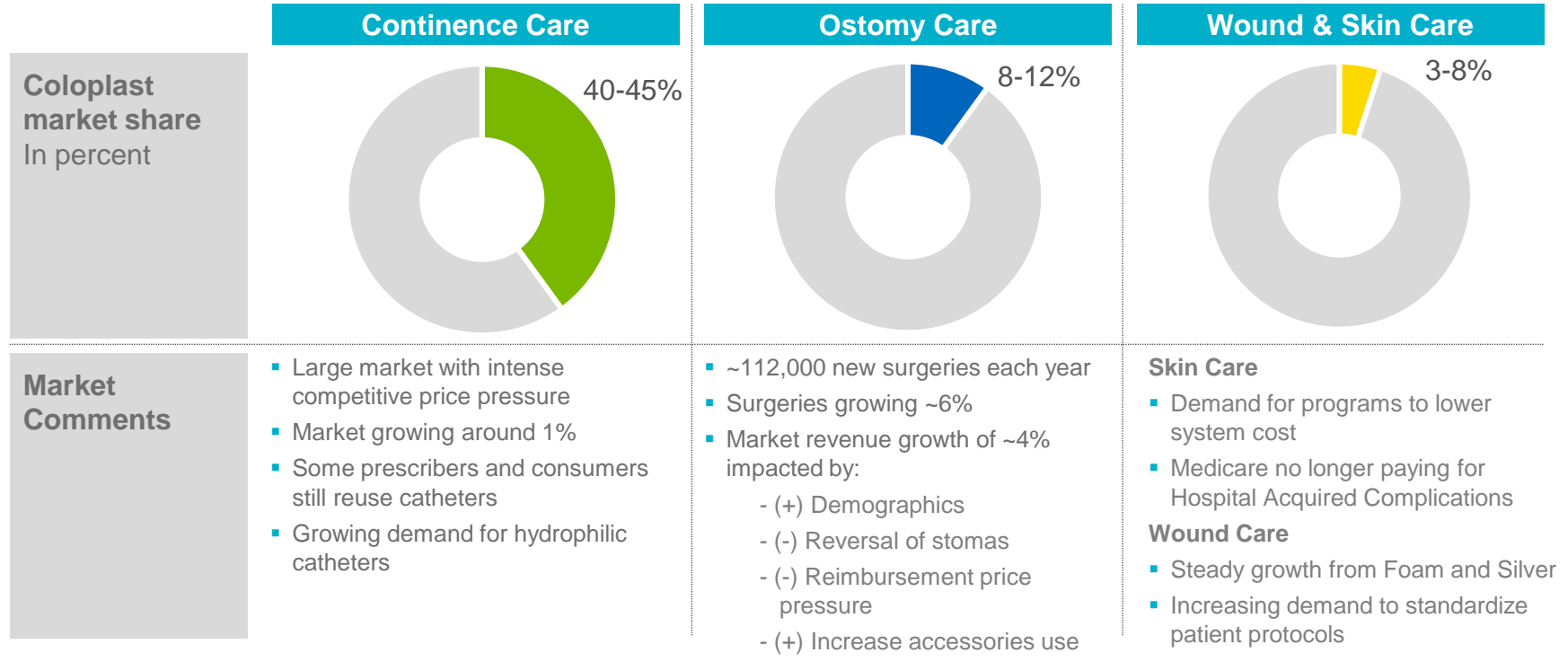
Source: *CIA 2013/ Canadian Institute for Health information 2011
Ostomy Care
Urology & Continence Care
Wound & Skin Care

Region North America at a glance

- High spend on healthcare (18/11% of GDP)*
- Ageing, educated consumers
- 550+ Coloplast employees (12/13)
- Revenue distribution by BA:



Coloplast has tremendous potential as we still have a low market share



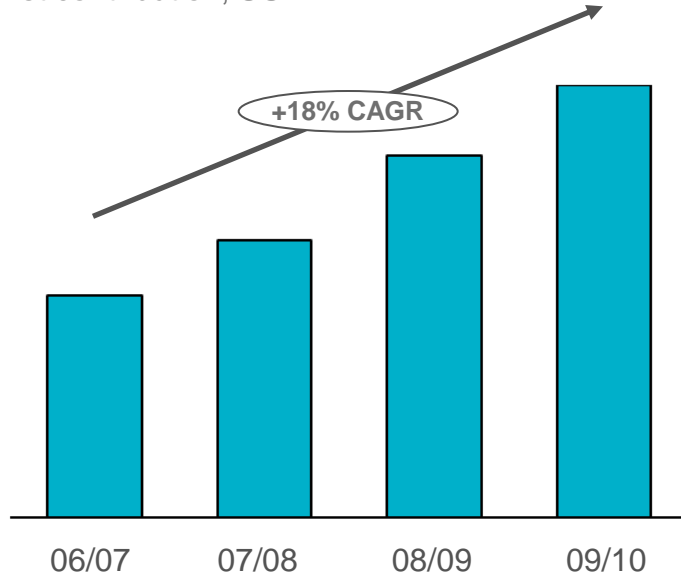
Source: Coloplast estimates
 Ostomy Care
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Since the acquisition of Mentor in 2006, we significantly improved our profitability, but our growth began to suffer

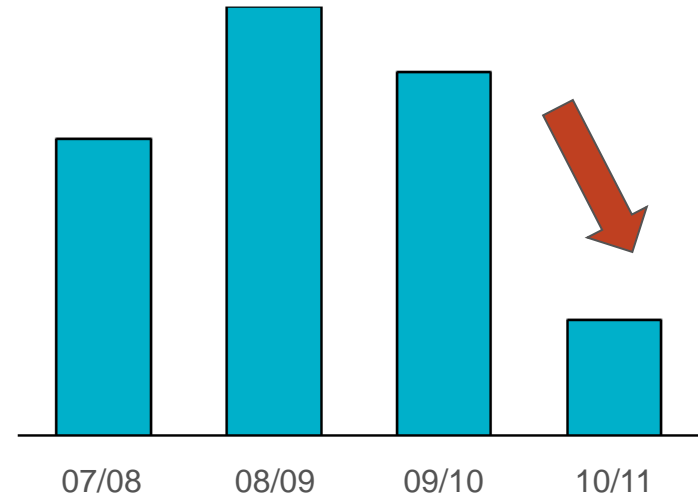
“Profitable America” strategy improved profitability...

...but growth slowed down, especially in 10/11

Market contribution, USD



Growth, USD

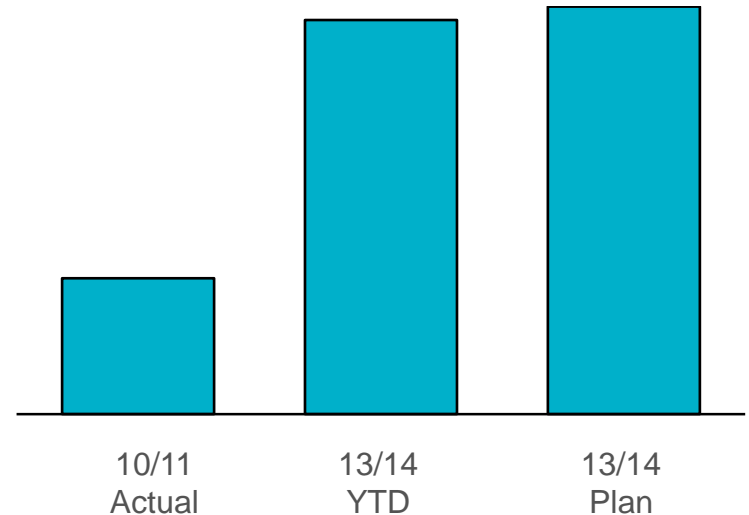


We launched the “Back to Basics” strategy in 2011, which drives all US activities

“Back to Basics” - strategic themes

- 1 Break through in OC through acute care wins and consumer focus
- 2 Defend and grow CC through NPD, consumer focus and SpeediCath®
- 3 Accelerate WSC growth through acute care wins and cross-selling
- 4 Create a passion to win throughout the organization
- 5 Invest to grow in all business areas

US growth ambition



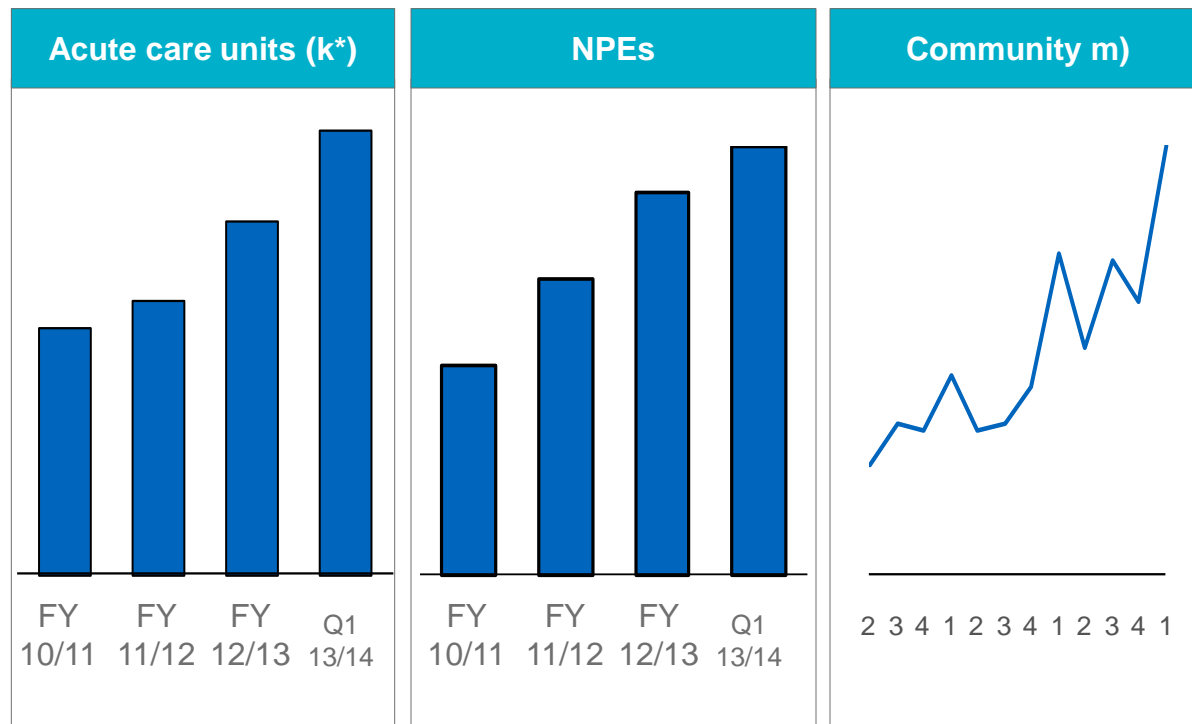
The Ostomy Care business has shown great progress and with our New Mio product launch we expect to accelerate further

Progress

- Home health partnership advancing
- Consumer campaigns increasing
- New acute care wins
- New product launches

Challenges

- Lack of GPO contracts



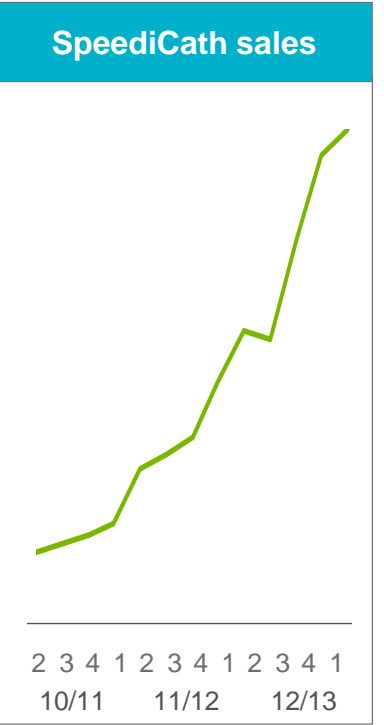
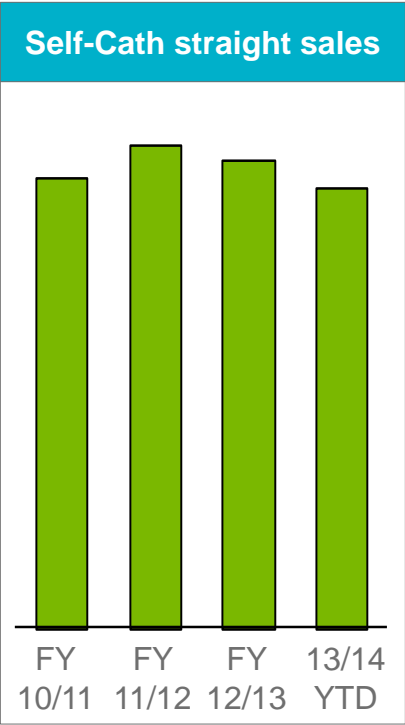
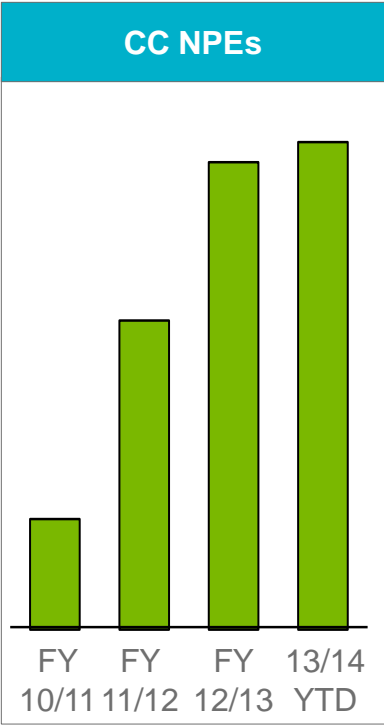
In Continence Care, SpeediCath® sales and Coloplast® Care are also progressing very well, but Self-Cath® is stagnating due to price pressure

Progress

- SpeediCath growth acceleration from consumer campaigns
- Demand for hydrophilic catheters is increasing in acute care and in the community

Challenges

- Competitive threats to Self-Cath from low cost entrants



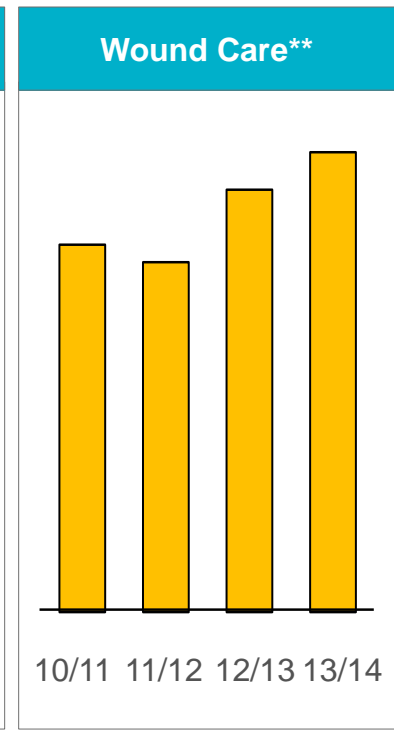
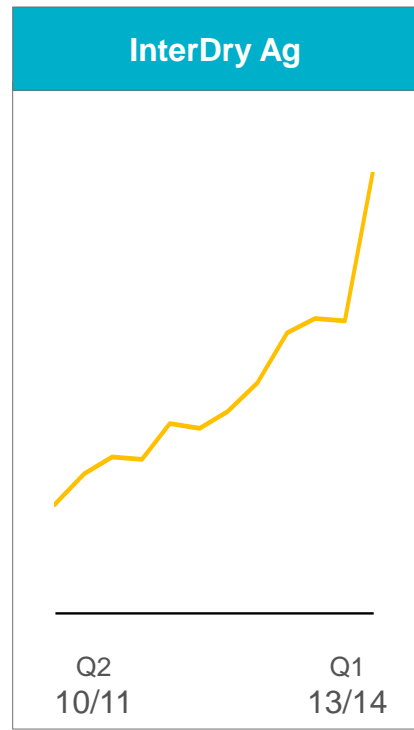
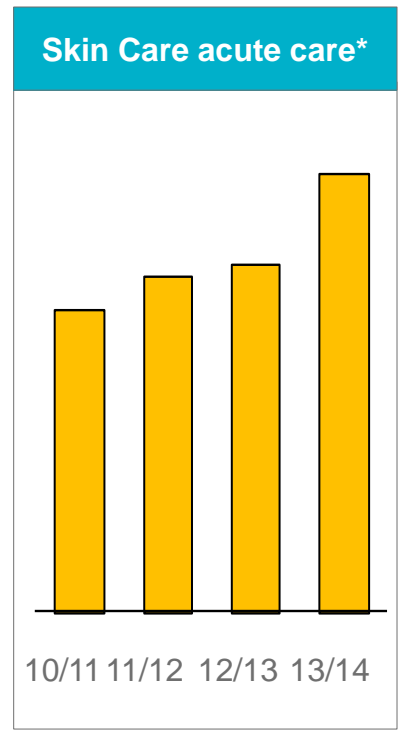
We want to accelerate new closes in Skin Care, and Wound Care is now growing due to a few major wins

Progress

- GPO penetration continues
- Increased opportunity pipeline for WC
- Increased demand for InterDry and bathing products

Challenges

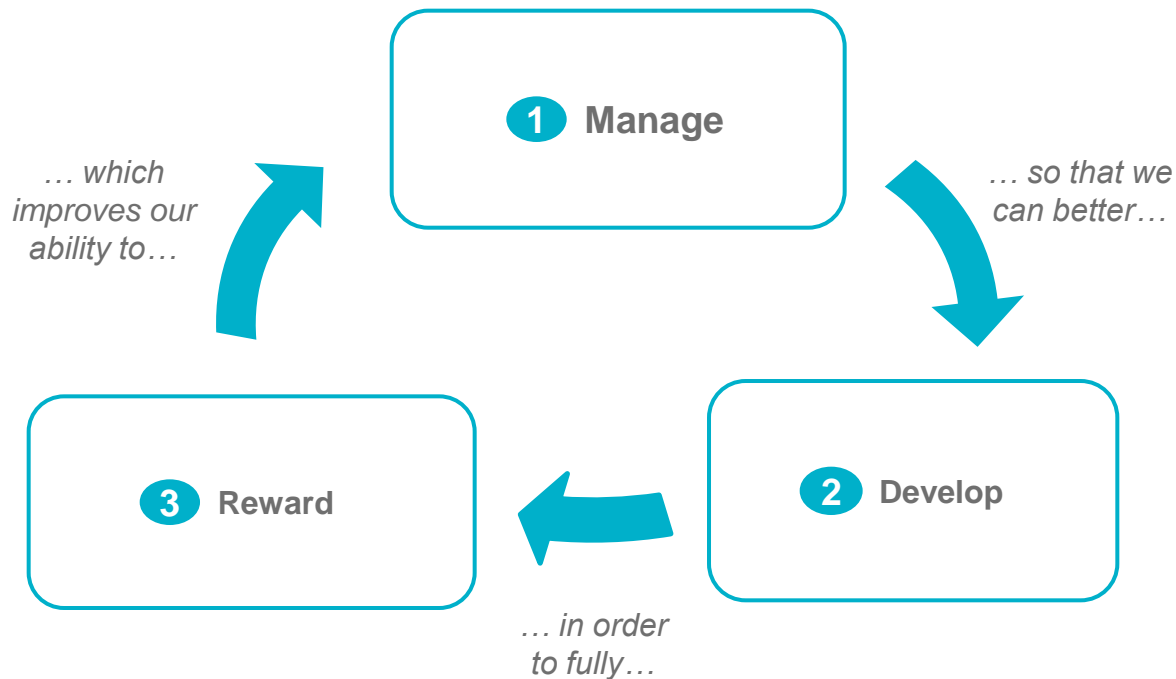
- WC uptick largely based on few large wins



We will create a passion to win by better managing performance, developing the team and rewarding strong results

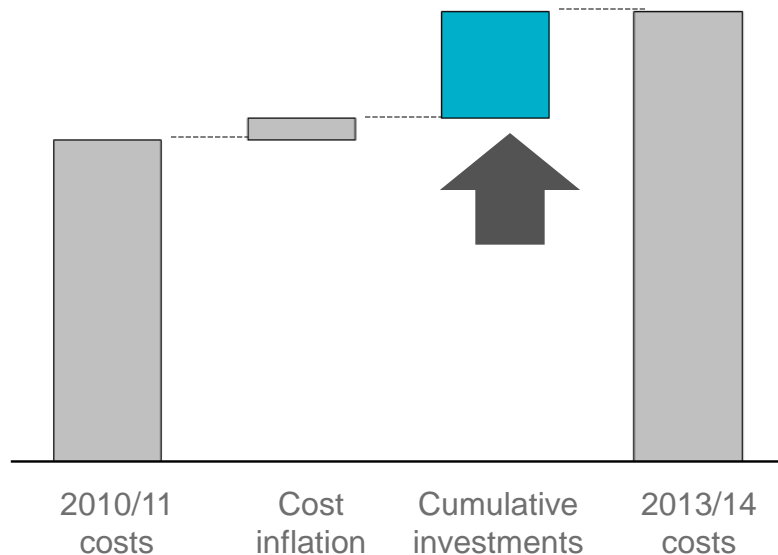
We have listened and responded to the organization

- Reinforce high commitment, cooperation, and strong managers
- Provide development opportunities that stretch skills and recognize results
- Strengthen connection between performance and rewards

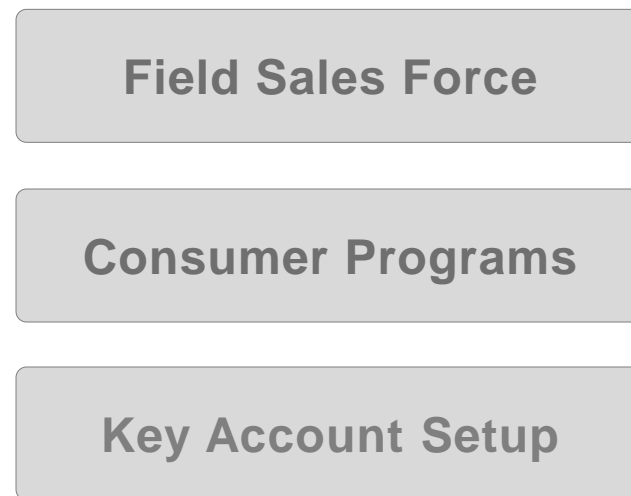


We have invested to grow the business across all Business Areas

2010/11 to 2013/14 cost bridge (USD million)



Investment Focus



Now product innovation is a key driver of our growth...

Innovative new products to create push



SenSura® Mio



Brava®



The SpeediCath® family



Peristeen®

- Product designed with consumers in mind...
- Taking the disease out of the product, so people feel confident being social and active
- Recently we've launched our newest innovations in the US
- Have applied for new reimbursement codes to allow even more innovations to reach US consumers

...combined with significant consumer investments

Innovative new products to create push



Patient support



Online marketing

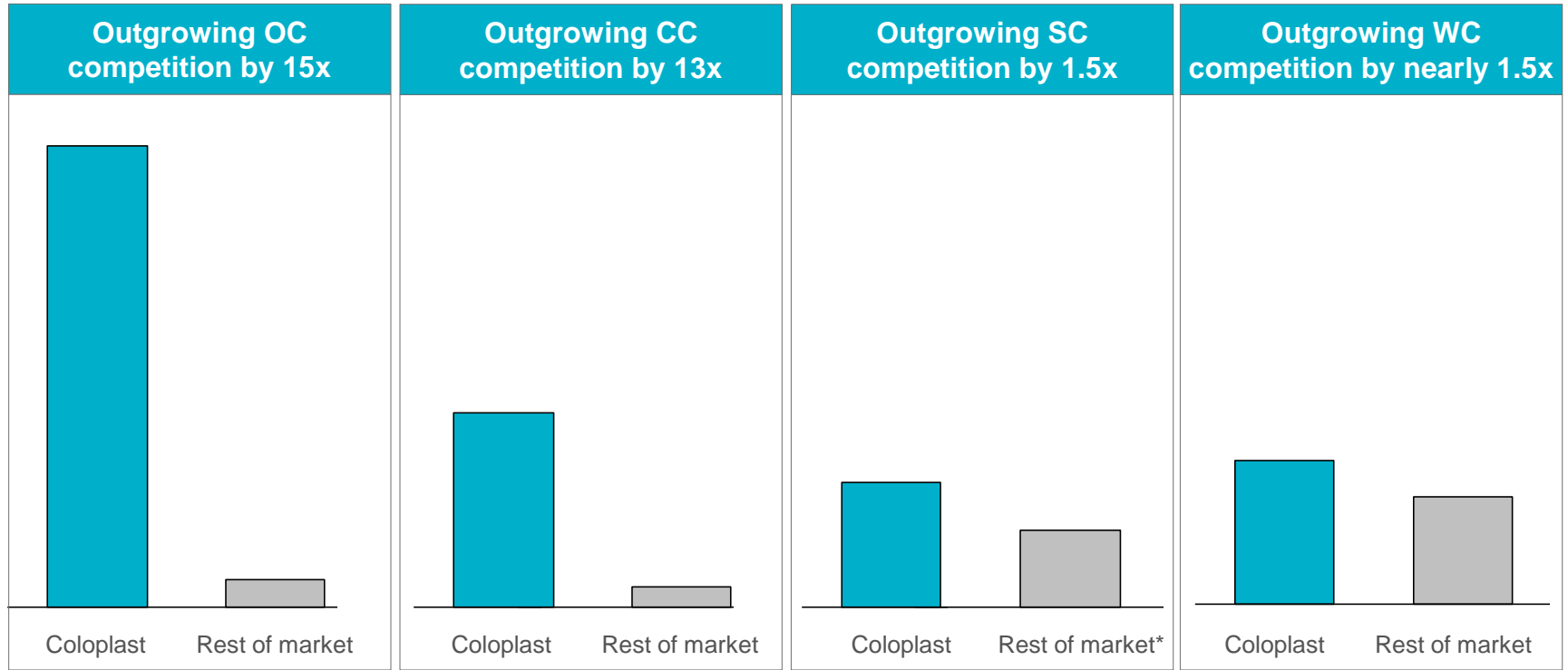
New websites for SEO and mobile



Consumer marketing campaigns

- Investing in online marketing, so consumers can find our solutions
- Launching websites optimized for search engine optimization and mobile making it easy to engage with us
- Strong push for our support service Coloplast Care... now digital version is available for full customization
- Helping consumers transition through personal dialogues

As a result Coloplast US is outpacing the competition across all Business Areas



Source: * Includes acute and alt-site channels
Ostomy Care
Urology & Continence Care
Wound & Skin Care

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