



Expanding the commercial opportunities in Wound Care

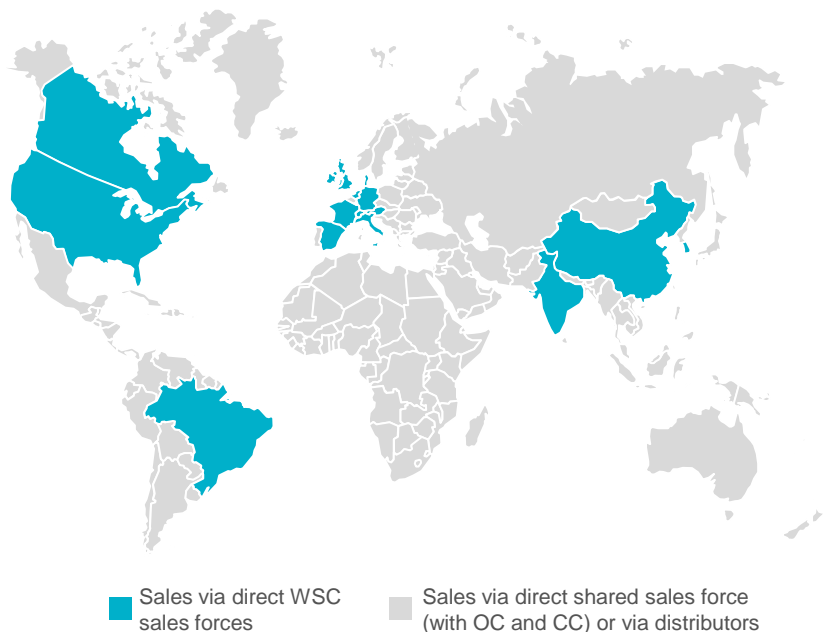
Coloplast Capital Market Day 2014

Nicolai Buhl, SVP Wound Care

Ostomy Care
Urology & Continence Care
Wound & Skin Care

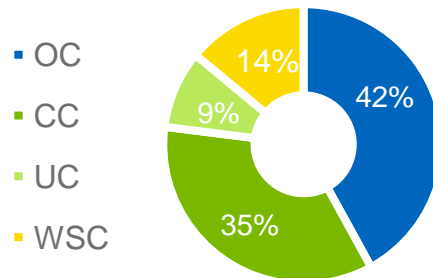
Introducing Wound Care

Coloplast Wound Care

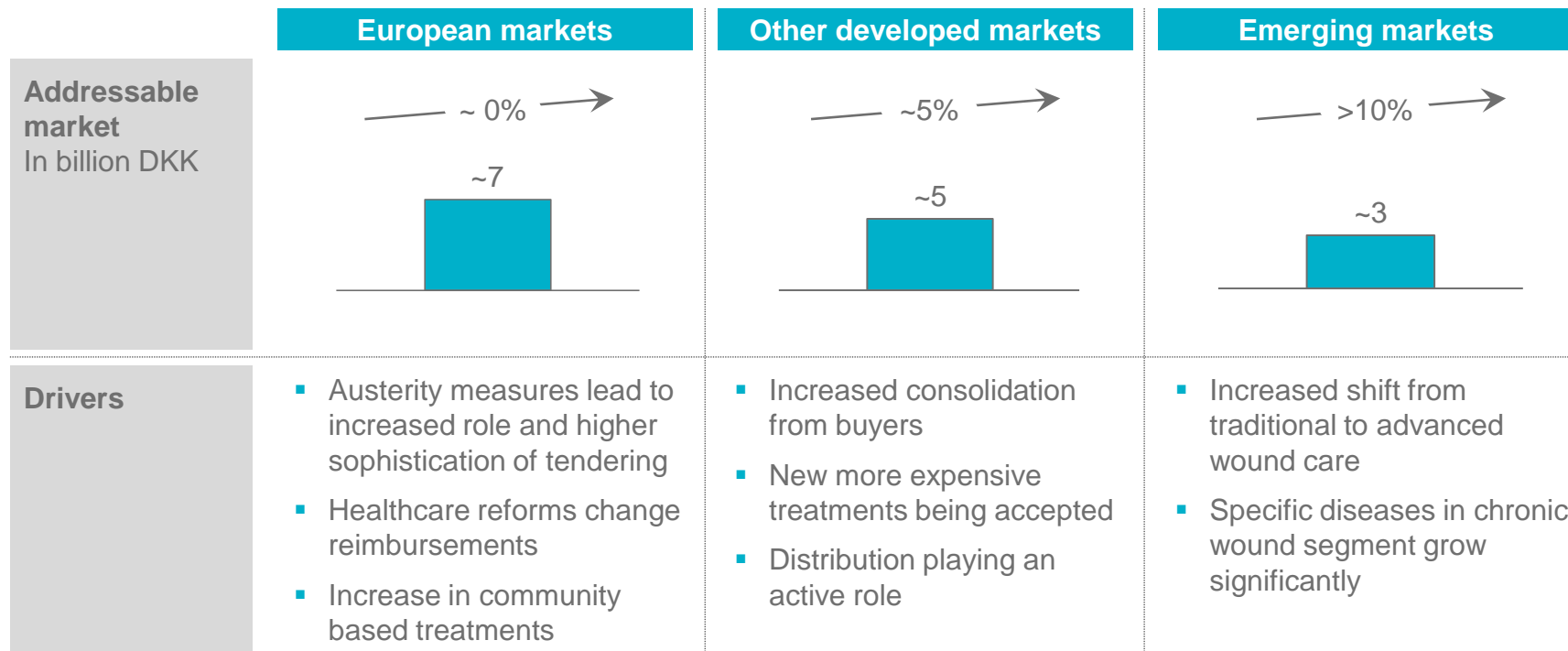


Wound Care at a glance

- Direct and dedicated Wound Care sales forces in 15 key markets e.g. EU, China, Brazil and US. Global presence via shared sales force or distributors
- Wound Care SBU with own Marketing and R&D organisations. Operations are shared.
- Wound & Skin Care revenue 12/13 of 1.6 billion DKK (14% of Group):



The Advanced Wound Care market is worth ~14 billion DKK growing 2-4%

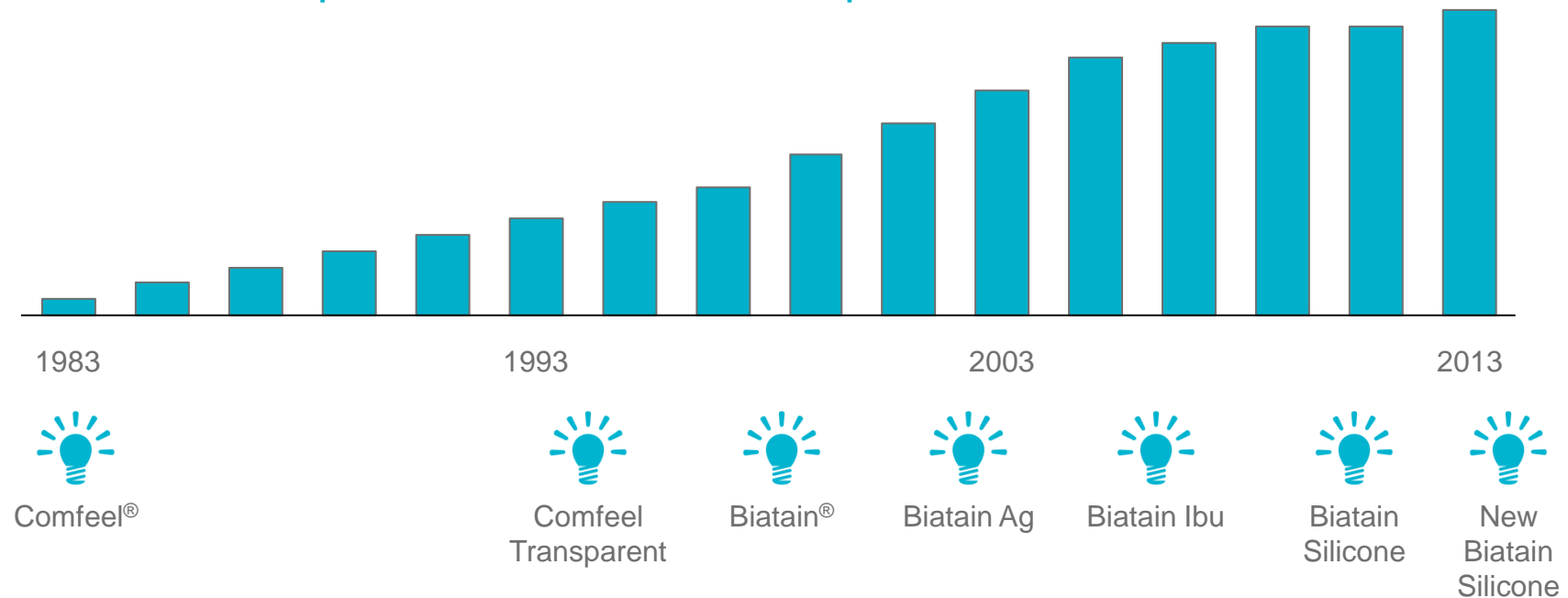


Source: Coloplast estimates; in line with our guidance in AR 12/13; AWC market defined as relevant to Coloplast WC portfolio excl. NPWT

Ostomy Care
 Urology & Continence Care
 Wound & Skin Care

Coloplast has a strong legacy in Wound Care going back more than 30 years

Selected Wound Care product launches and revenue development



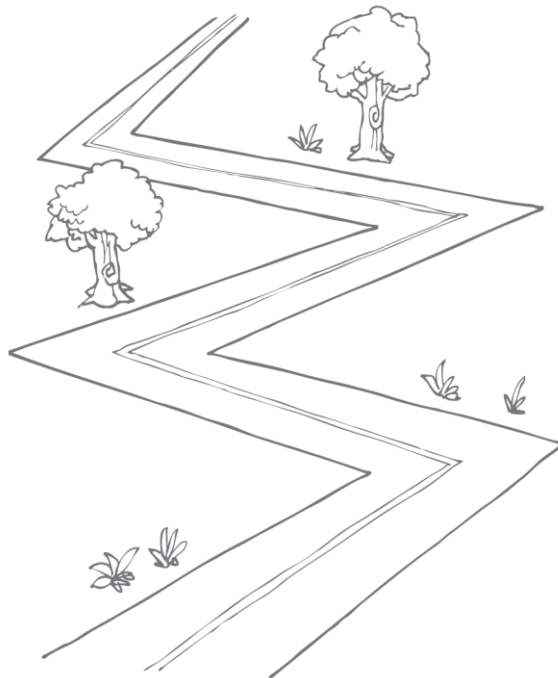
In 2010, we decided we wanted more out of Wound Care



Limited innovation
and minimum portfolio



Declining growth
Momentum and
below-market growth



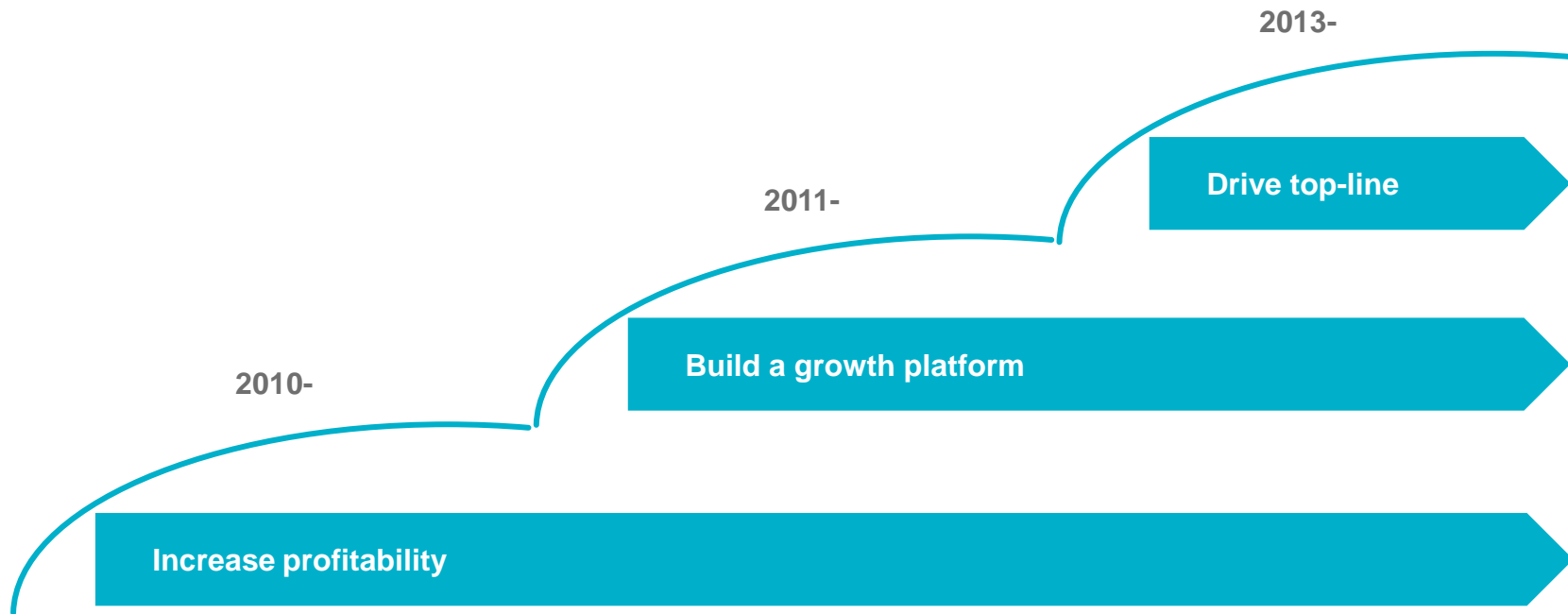
**Inconsistent
approach**
to our customers



Not creating the value
to shareholders
we wanted



Therefore, we set a direction to create more value – on both short and long term

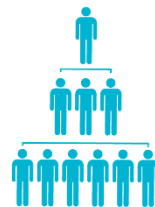


We changed many things to focus on doing few things right...



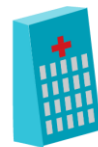
Dedicated commercial setups
in EU, China, Brazil and US

Dedicated marketing and innovation SBU functions



Investments in
share of voice

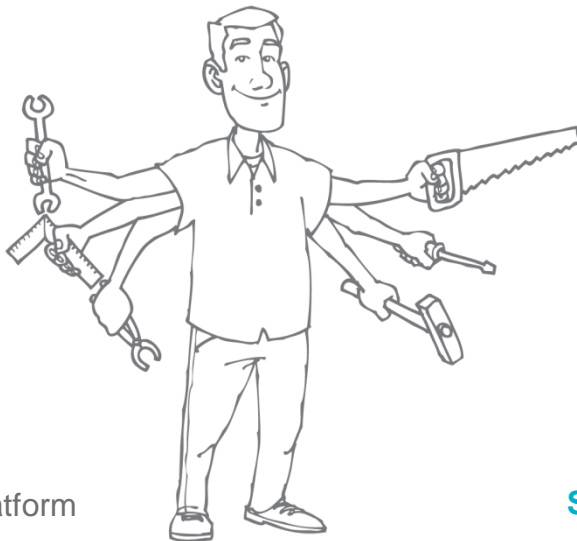
Increasing
community focus



Superior Absorption™

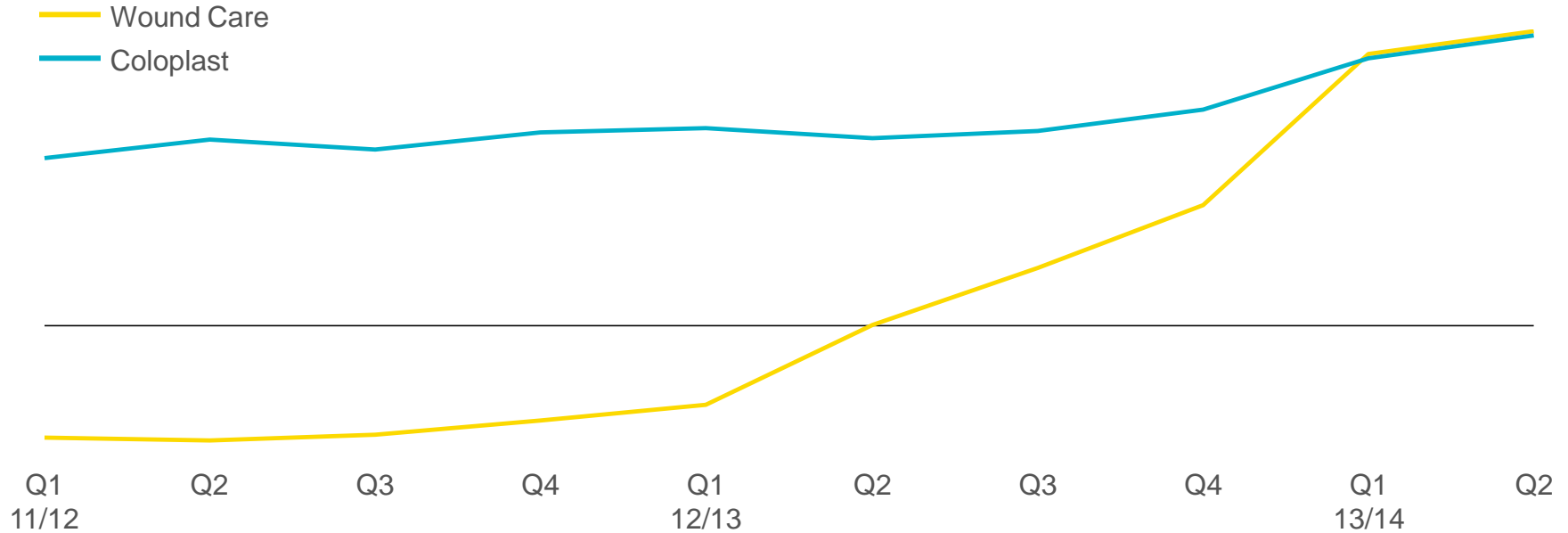
Simplified
marketing platform

Silicone launch



...and we believe it has worked

Wound Care growth MAT revenue



However we want to get more out of our Wound Care business....



We must **grow our value creation** to shareholders



We must bring even **more innovation** to the market to stay relevant



We need to **tackle the continued challenged market** in Europe



We need to **leverage our opportunities** in Emerging Markets



We have embarked on a new strategic journey



Expanding the power
of Wound Care



Build **sustainable leadership** positions in key **Emerging Markets**



Pursue **pockets of growth** in **mature markets**



Bring more **innovations** to market



Attract and develop wound care **talent**



We are building sustainable leadership positions in key Emerging Markets such as China and Brazil

We are **accelerating our WC growth in China** even further by

- Increasing coverage significantly
- Implementing a strong market expansion program
- Expand our portfolio with new products and upgrades

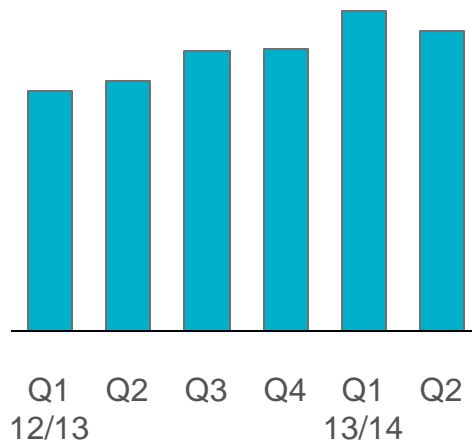
We are **strengthening our WC position in Brazil** even more by

- Having a new additional sales setup in the private market
- Playing in the NPWT segment since pilot launch in Dec 13

China



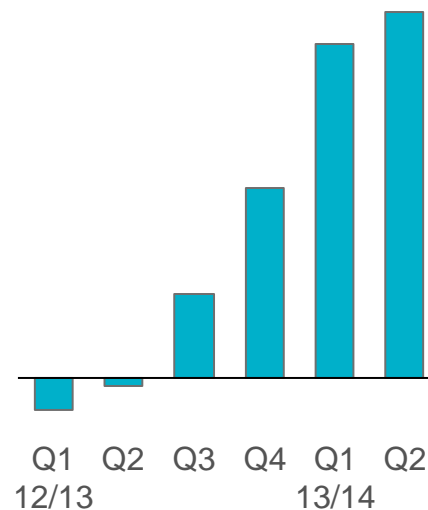
Revenue growth (MAT)



Brazil



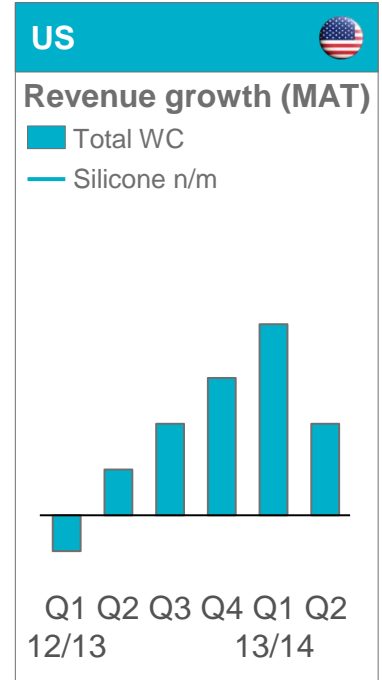
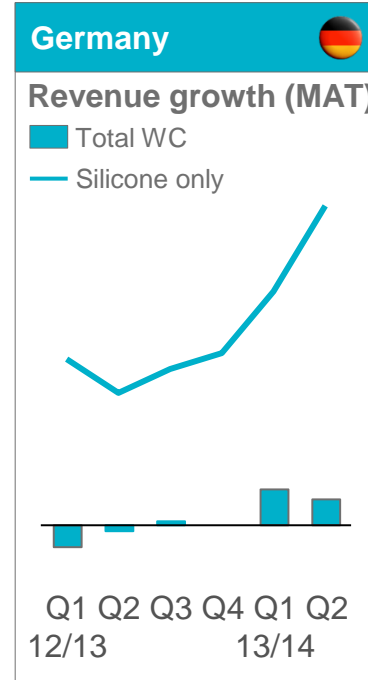
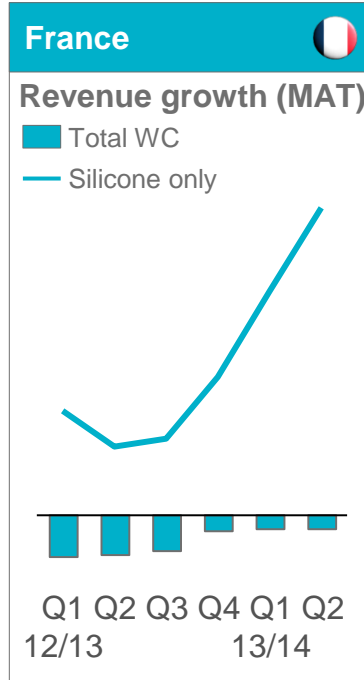
Revenue growth (MAT)





We are pursuing pockets of growth in Europe and US

- **We are stabilizing the business in France** through Silicone and Comfeel community growth, while having lost reimbursement for Ag and Ibu
- **We are gaining very positive momentum in Germany** driven by new Biatain® Silicone uptake across channels
- **We are executing on strong wins in US**, particularly larger contracts such as Kindred, with a **new dedicated WSC setup** as of Oct 13





We want to get even more out of Biatain® Silicone capitalizing on the continuous great product feedback

74%

state that the **absorption** of Biatain Silicone is **better or much better** than competitors



Source: Coloplast data published at EWMA 2014

Ostomy Care
Urology & Continence Care
Wound & Skin Care



We are adding NPWT to our portfolio



We have already **launched in two pilot markets – Brazil and Switzerland** during our Q2 FY13/14

- Clinical evaluations with very positive feedback
- Multiple master classes and symposia held with physicians and nurses
- Leverage of existing infrastructure enabling cross-selling within AWC and NPWT
- Sales (non-rental) model for Coloplast
- Local distributor and home care partnership models setup

Based on our pilot learnings we are planning our **global NPWT roll-out** starting in FY14/15

- Global roll-out to be staged in multiple waves
- Country-specific roll-out plans/decisions depending on customer demand and feedback, local business fit, roll-out feasibility/scalability, distribution/service partnership opportunities and financial attractiveness



In addition we are building a new pipeline based on a comprehensive global study

Products that focus on skin, infections, and intuitive use



Products with a habit-breaking look and feel



Easy-to-use accessories to help protect skin and prevent infections



We are executing on our strategy and expect to deliver above-market growth going forward

Our strategy



Build **sustainable leadership** positions in key **Emerging Markets**



Pursue **pockets of growth** in **mature markets**

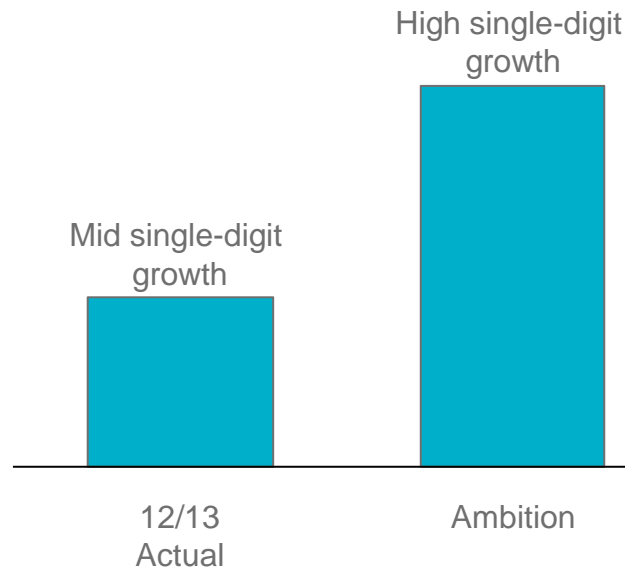


Bring more **innovations** to market



Attract and develop wound care **talent**

Our growth ambition



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