Leading intimate healthcare

Roadshow presentation - full year 2008/2009

Ostomy Care
Urology & Continence Care
Wound & Skin Care

Coloplast

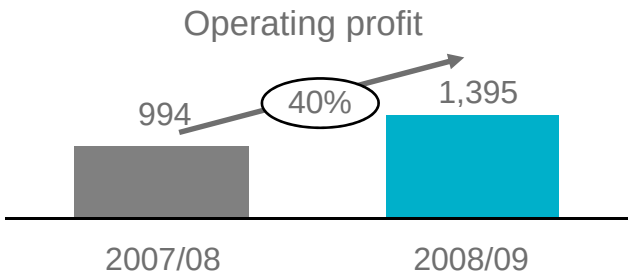
Forward-looking statements

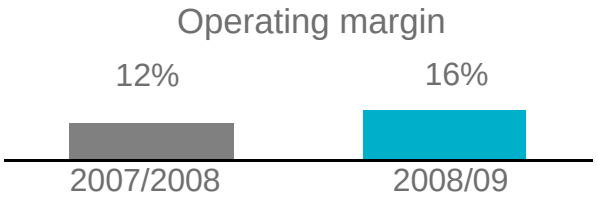
The forward-looking statements contained in this presentation, including forecasts of sales and earnings performance, are not guarantees of future results and are subject to risks, uncertainties and assumptions that are difficult to predict. The forward-looking statements are based on Coloplast's current expectations, estimates and assumptions and based on the information available to Coloplast at this time.

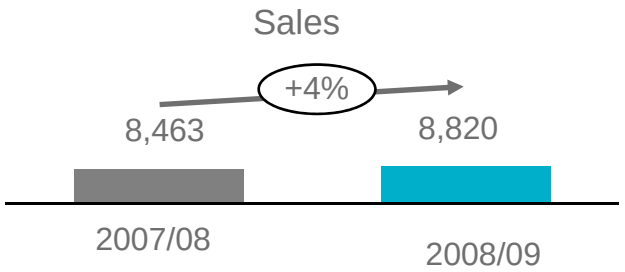
Heavy fluctuations in the exchange rates of important currencies, significant changes in the healthcare sector or major changes in the world economy may impact Coloplast's possibilities of achieving the long-term objectives set as well as for fulfilling expectations and may affect the company's financial outcomes.

Key messages

- Underlying satisfactory EBIT margin of 17%
- 6% organic sales growth in line with guidance
- Strong free cash flow development
- Proposed dividend of DKK 7 corresponding to a pay-out ratio of 34%
- New share buy-back programme of up to DKK 1bn for 2009/10 and 2010/11
- Full year guidance for 2009/10:
  - Organic growth rate of 6-7% (DKK 4-5%)
  - EBIT margin in fixed currencies of 17-18% (DKK 16-17%)
  - Capex of DKK 500-600m

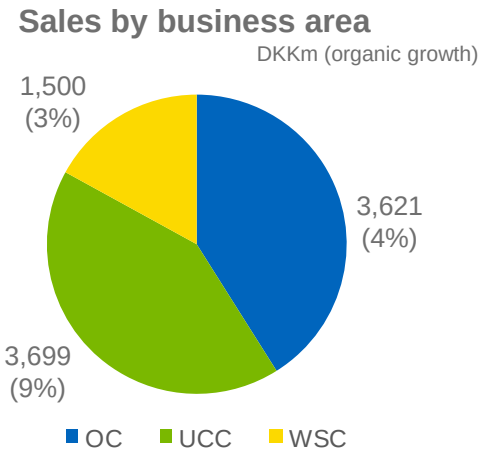


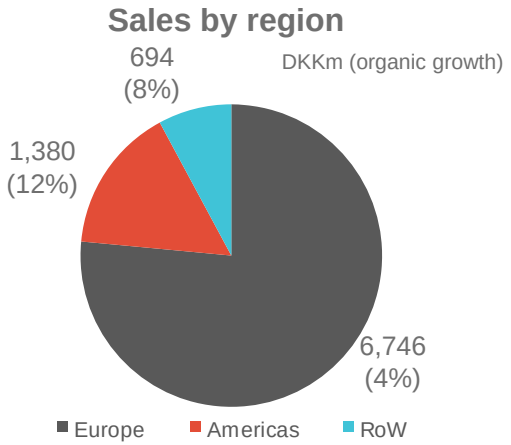




Sales overview

- In DKK, revenues were up by 4% to DKK 8.8bn and the organic growth was 6%. Excluding Germany organic growth was above market at 8%
- Ostomy Care growth of 4% driven by SenSura sales. Excluding Germany growth was 7%
- Urology and Continence Care growth of 9% with continued strong performance in North America
- Wound and Skin Care growth of 3% with continued price competition in main European markets





Satisfactory profitability and good cash generation

- Gross margin of 58% down 1% due to weaker currencies. Improvements in production costs offset by price and product mix changes
- Significant decrease of SGA to sales ratio driven particularly by lower admin costs
- EBIT margin of 16% with underlying margin at 17%
- NIBD to EBITDA of 1.2 and ROIC of 15%
- Working capital to sales ratio development maintains positive trend
- CAPEX to sales decreases to 6%
- FCF increases to DKK 1,428m

	FY 07/08	FY 08/09
Gross profit	4,998	5,103
Gross margin	59%	58%
SGA to sales	41%	37%
EBIT-margin	12%	16%
EBIT adj.	14%	17%
NIBD/EBITDA	2.2	1.2
NWC-to-sales	28%	24%
CAPEX	754	571
CAPEX-to-sales	9%	6%
ROIC after tax	10%	15%
Free cash flow	653	1,428

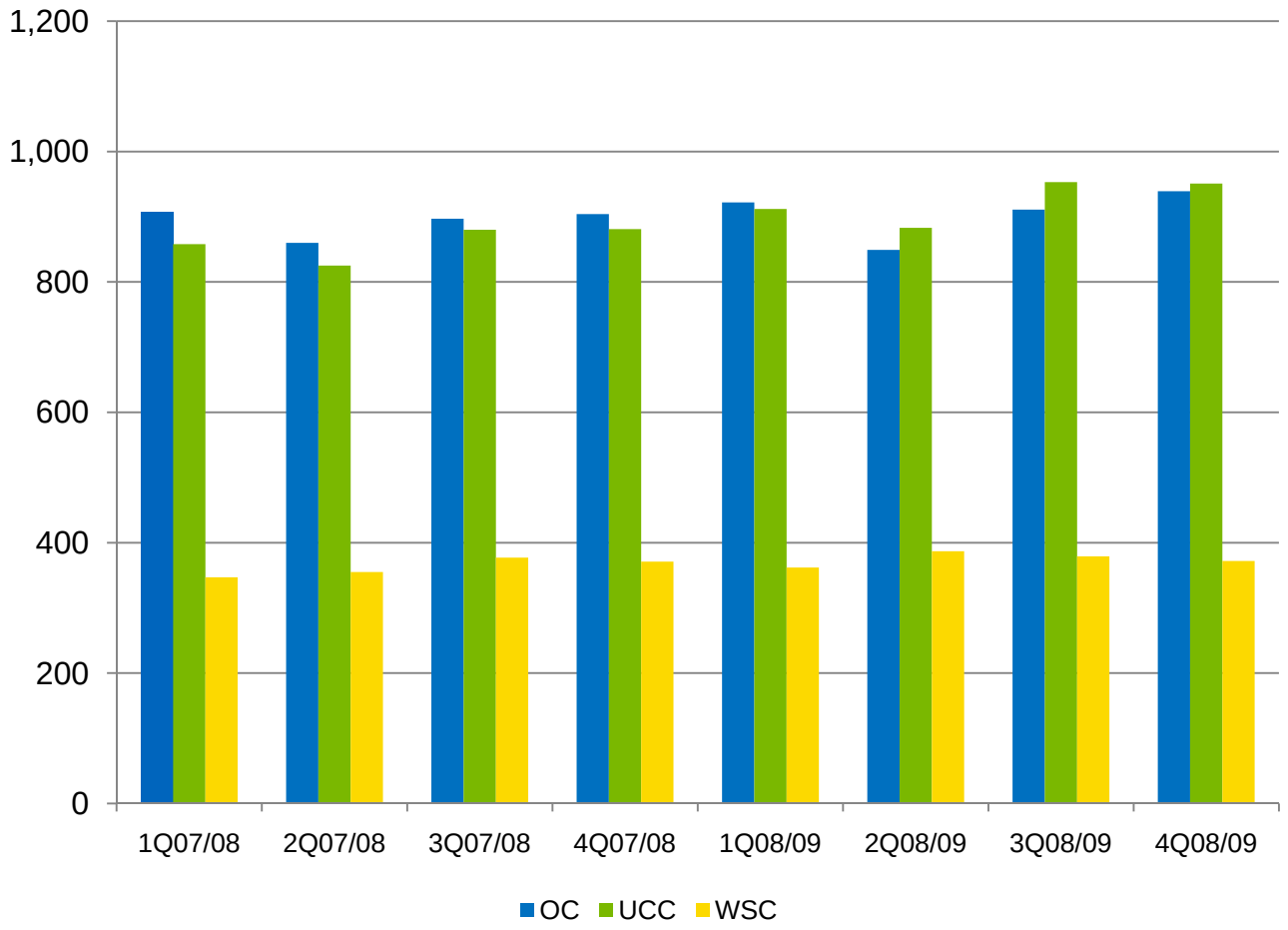
Guidance for 2009/10

	Guidance 09/10	Guidance 09/10 (DKK)	Long-term guidance
Sales growth	6-7 % (organic)	4-5%	Market +
EBIT margin	17-18% (fixed)	16-17%	>20%
CAPEX (DKKm)		500-600	~6% of sales
Tax rate		~27%	

Virtue male sling

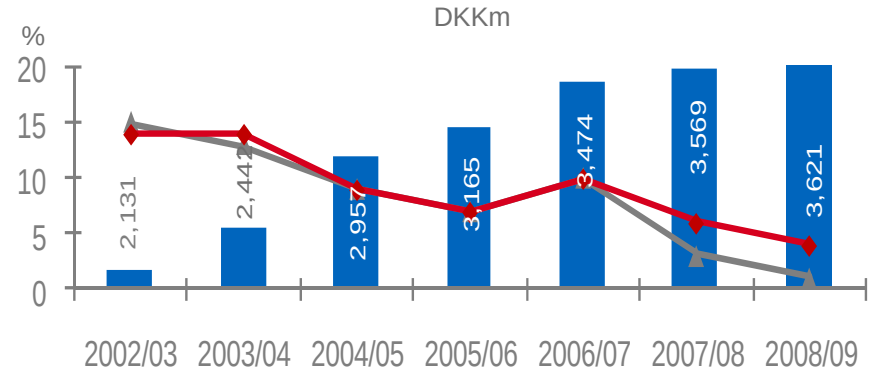
Appendices

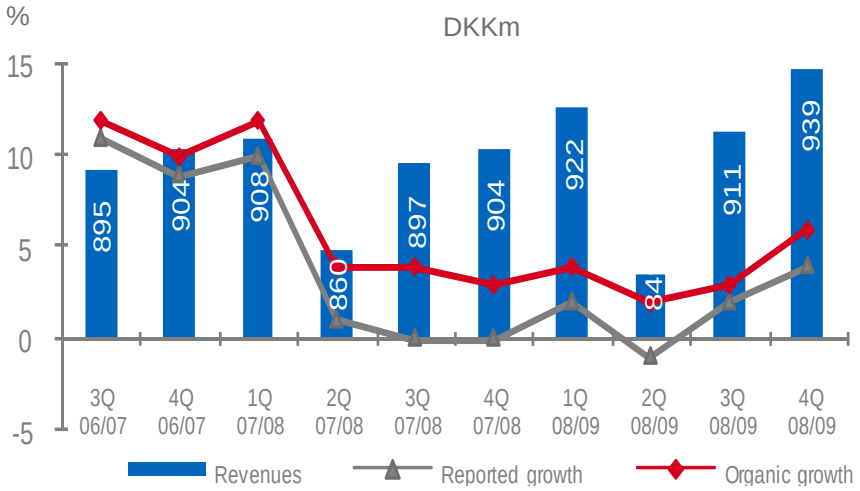
Quarterly sales overview



Germany impacts Ostomy Care growth

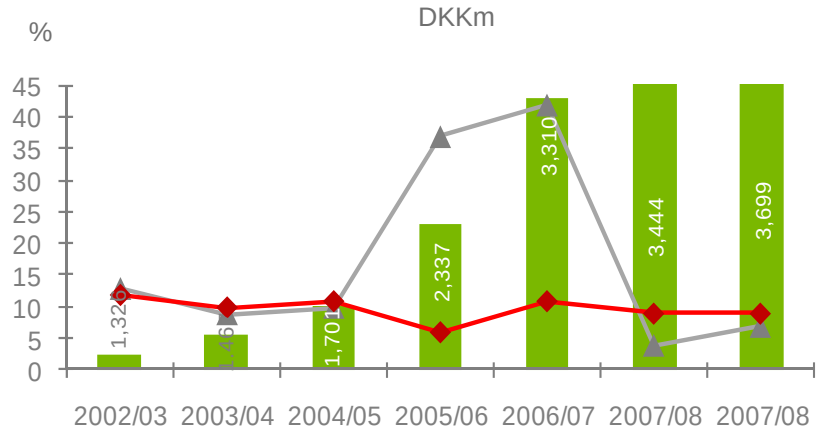
- Organic sales growth of 4% impacted by lower than expected sales primarily in Germany. Excluding the German market organic growth was 7%. Reported growth was 1%
- Biggest growth driver continues to be the SenSura product line
- Coloplast maintains its position as market leader with 35-40% global market share

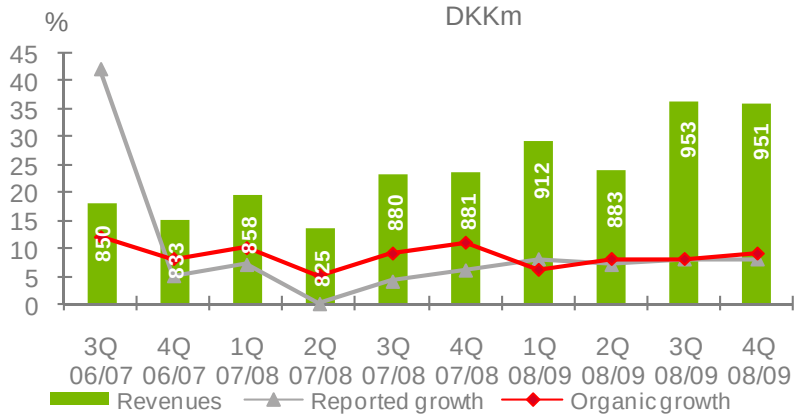




Satisfactory Urology and Continence Care growth

- Organic sales growth of 9% and reported growth of 7%
- High growth in sale of intermittent catheters especially SpeediCath and SelfCath
- Satisfactory sales in our US and European urology business
- High growth rates in sales of Peristeen and Conveen product ranges
- Maintains market leader position with a global market share of 30-35% in Continence Care and 5-10% in Urology

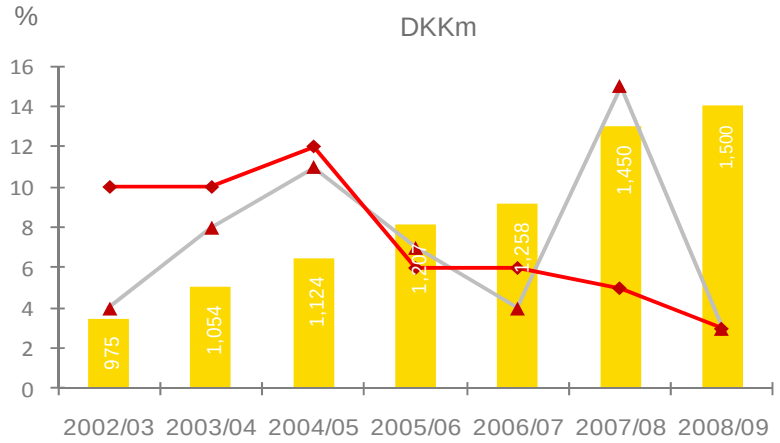


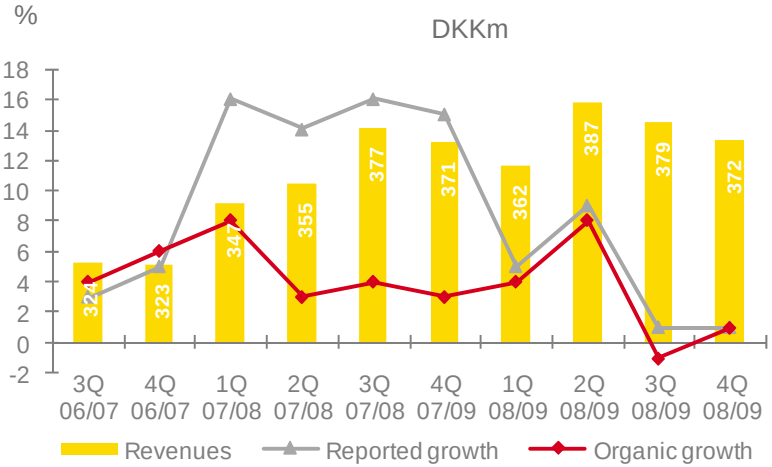


Note: Mentor was acquired 3Q 05/06

Action taken within Wound and Skin Care

- Organic sales growth of 3% and reported growth of 3%
- Growth is driven by Biatain foam bandages
- Continued price pressure in the main European markets
- Restructuring programme progressing according to plan
- Global market share estimated at 5-10%

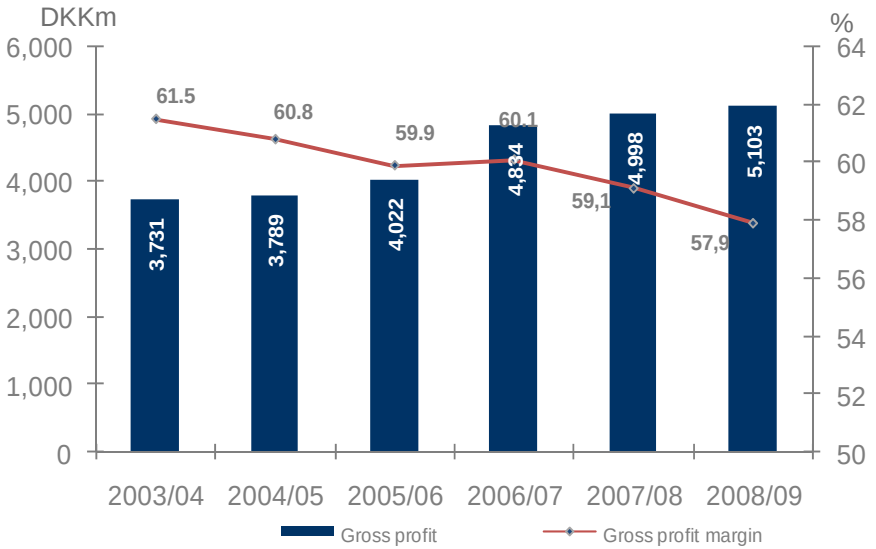


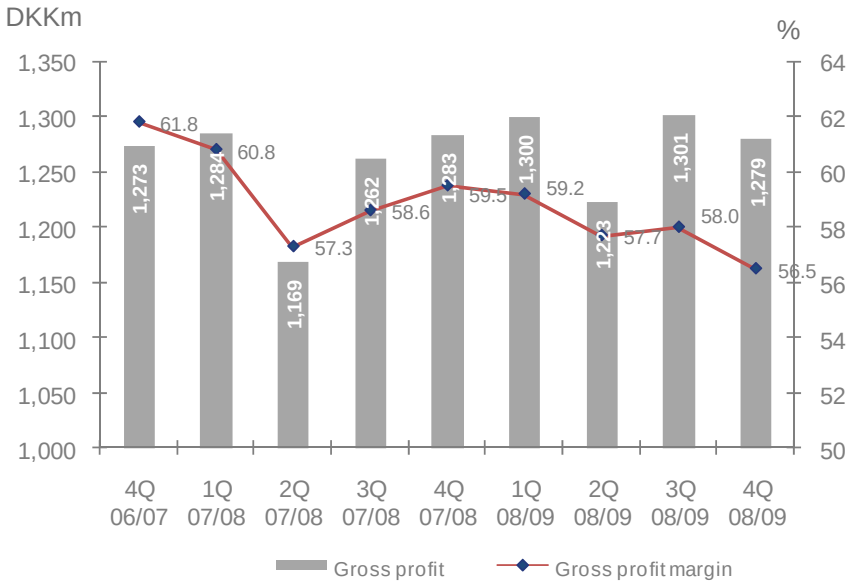


Note: 2007/08 impacted by inclusion of contract production

Currencies reduced gross profit margin

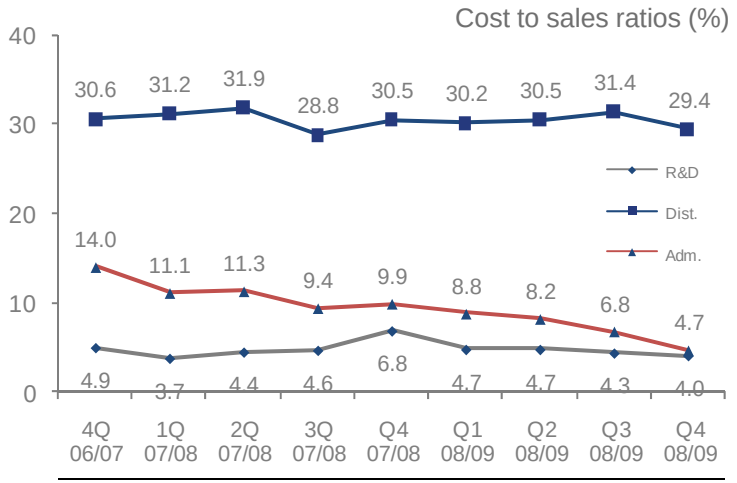
- Gross profit increased by 2% to DKK 5,103m
- Production costs increased by 7% mainly due to lower production volumes than last year
- Gross margin of 58% down 1% due to weaker currencies. Improvements in production costs offset by price and product mix changes

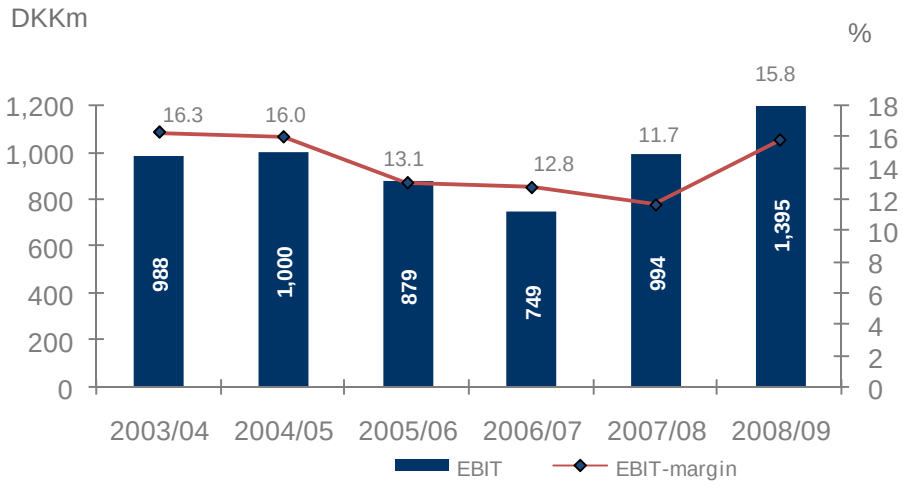


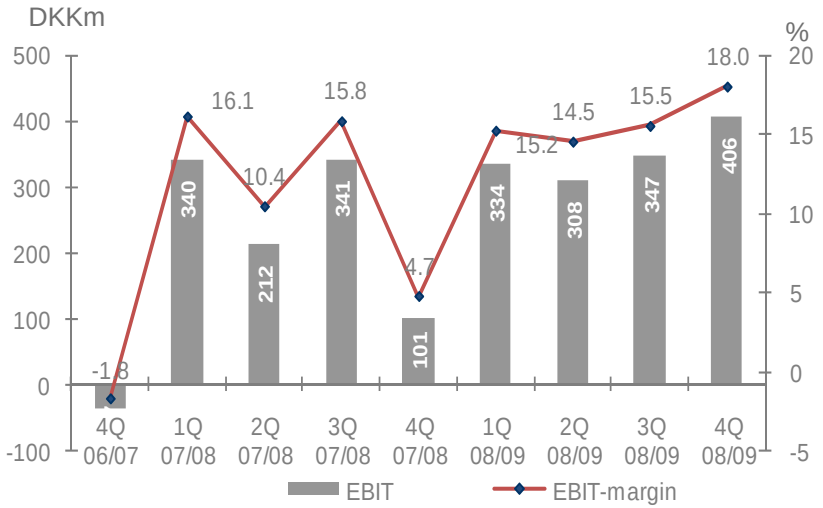


Reported EBIT margin increased to 16%

- EBIT before special items was DKK 1,475m up 28%
- Distribution and R&D costs in line with last year
- Admin costs decreased further from continued cost containment
- Reported EBIT margin was 16% - underlying EBIT margin was 17% against 14% last year

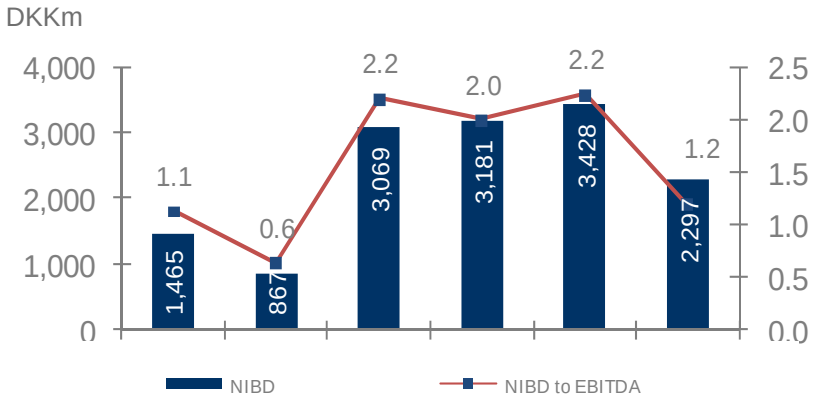


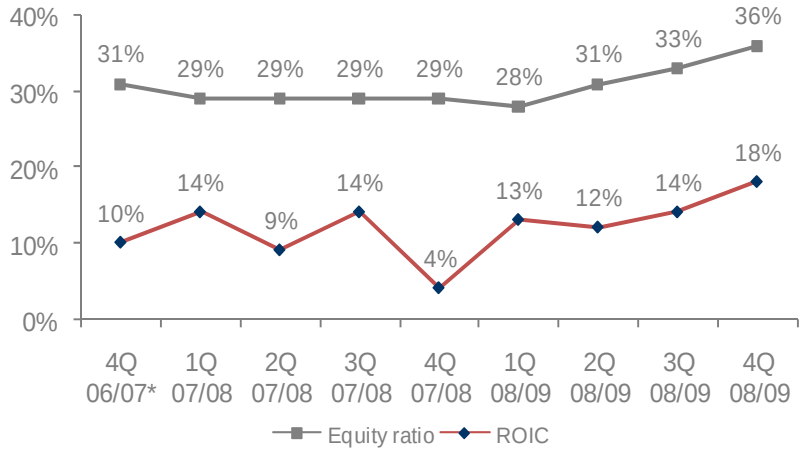




Significant ROIC and ROE improvements

- The equity amounted to DKK 2,850m, corresponding to an equity ratio of 36%. Return on equity was 34%
- Net interest bearing debt was DKK 2,297m, down by 33% compared with last year impacted by purchase of own shares, dividend payment, and positive impact from FCF. Net interest bearing debt to EBITDA was 1.2
- DKK ~2bn in total unused committed credit facilities
- ROIC after tax amounted to 15%, up 5%-points compared with same period last year

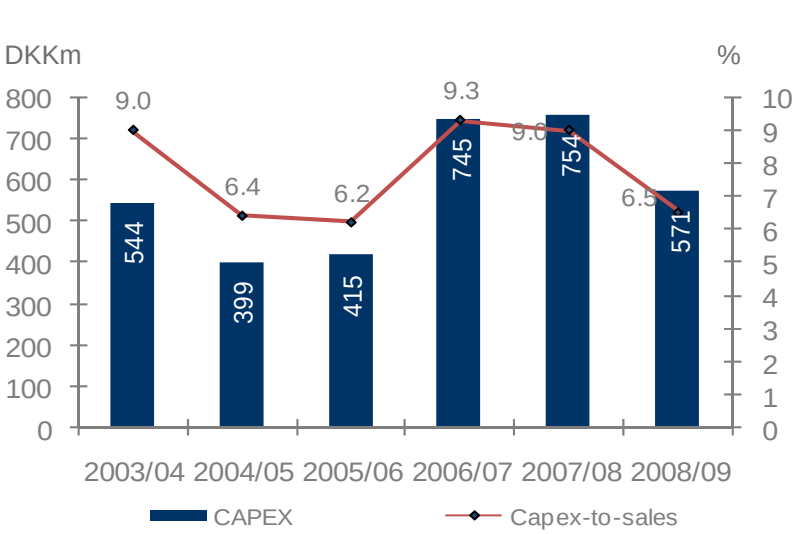


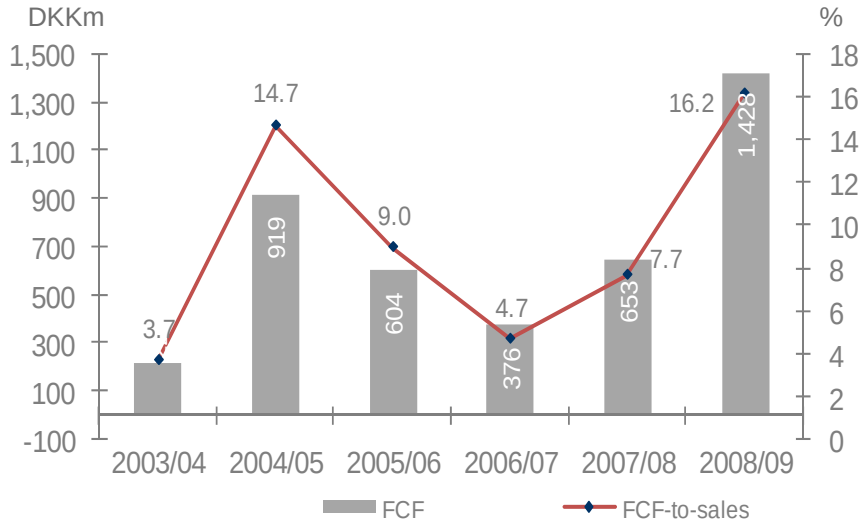


•Q4 2006/07 adjusted for HSC impairment

Strong cash flow performance

- Cash flow from operations amounted to DKK 1,830m, impacted by positive contribution from operations and working capital, partly offset by on account payment of taxes of DKK 270m
- CAPEX was DKK 571m, corresponding to a capex to sales ratio of 6% related to investments in production equipment as well as new US headquarters
- Free cash flow was DKK 1,428m compared with DKK 653m last year





Note: Excluding acquisitions and divestments

Leading intimate healthcare
Introduction to Coloplast

Ostomy Care
Urology & Continence Care
Wound & Skin Care

Coloplast

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

Coloplast is a leading medtech company specialising in **intimate healthcare** needs...

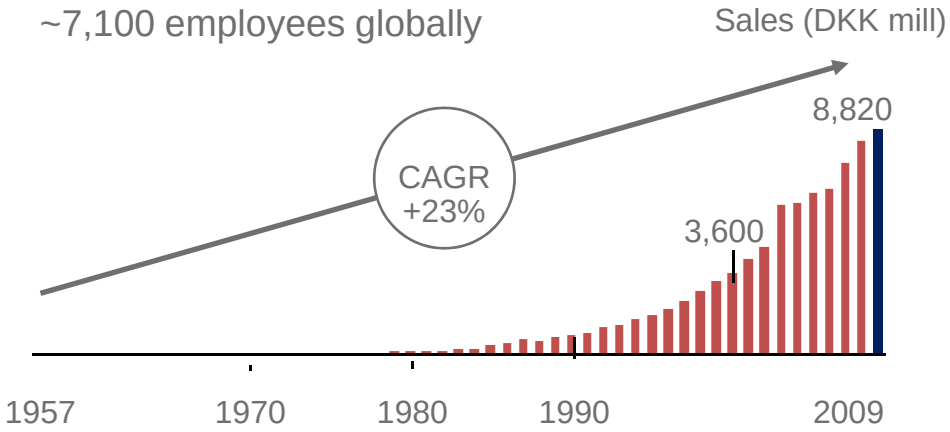
50 years of innovation and growth:

- Global no. 1 in Ostomy Care
- Global no. 1 in Urology & Continence Care
- Global no. 4 in Advanced Wound & Skin Care

Headquartered in Denmark

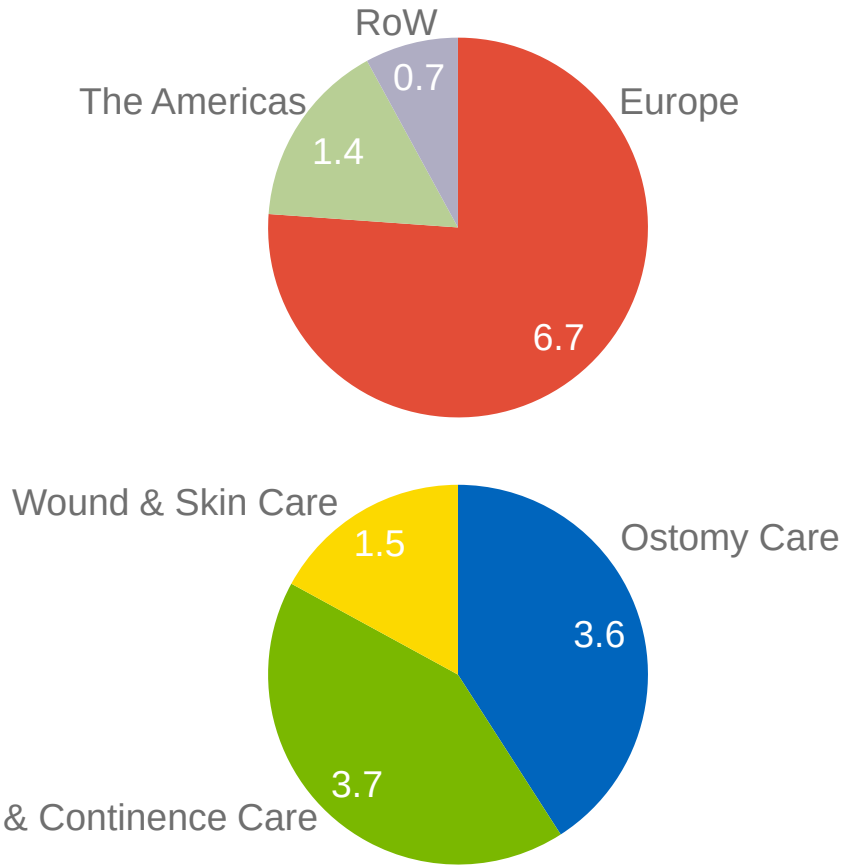
Production in Denmark, Hungary, China, US and France

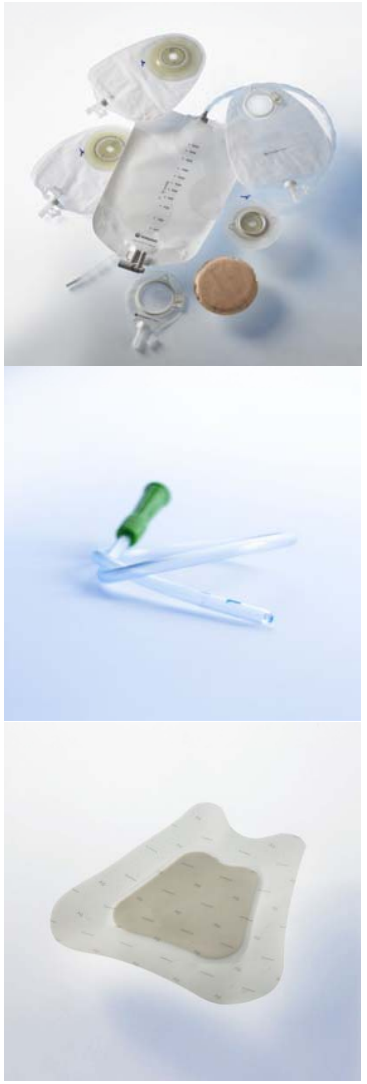
~7,100 employees globally



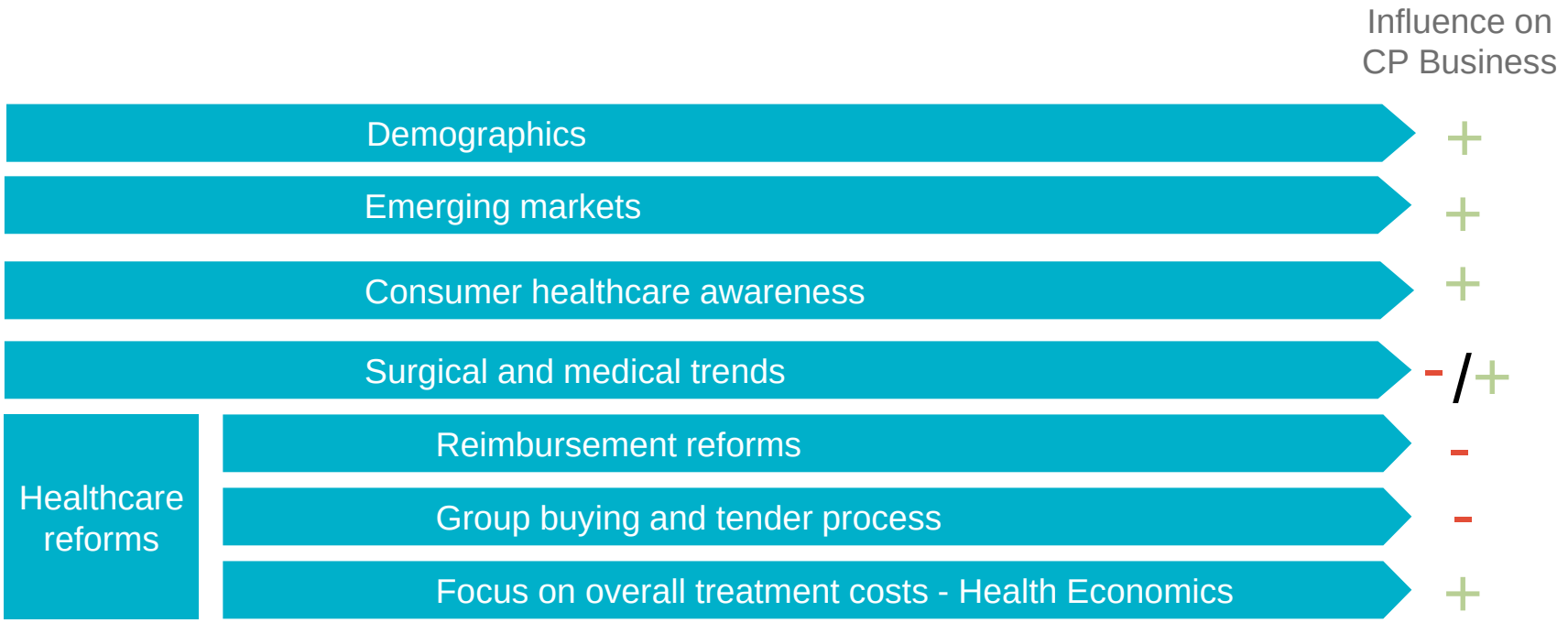
...with DKK 8.8bn in annual sales...

Full year sales 2008/09





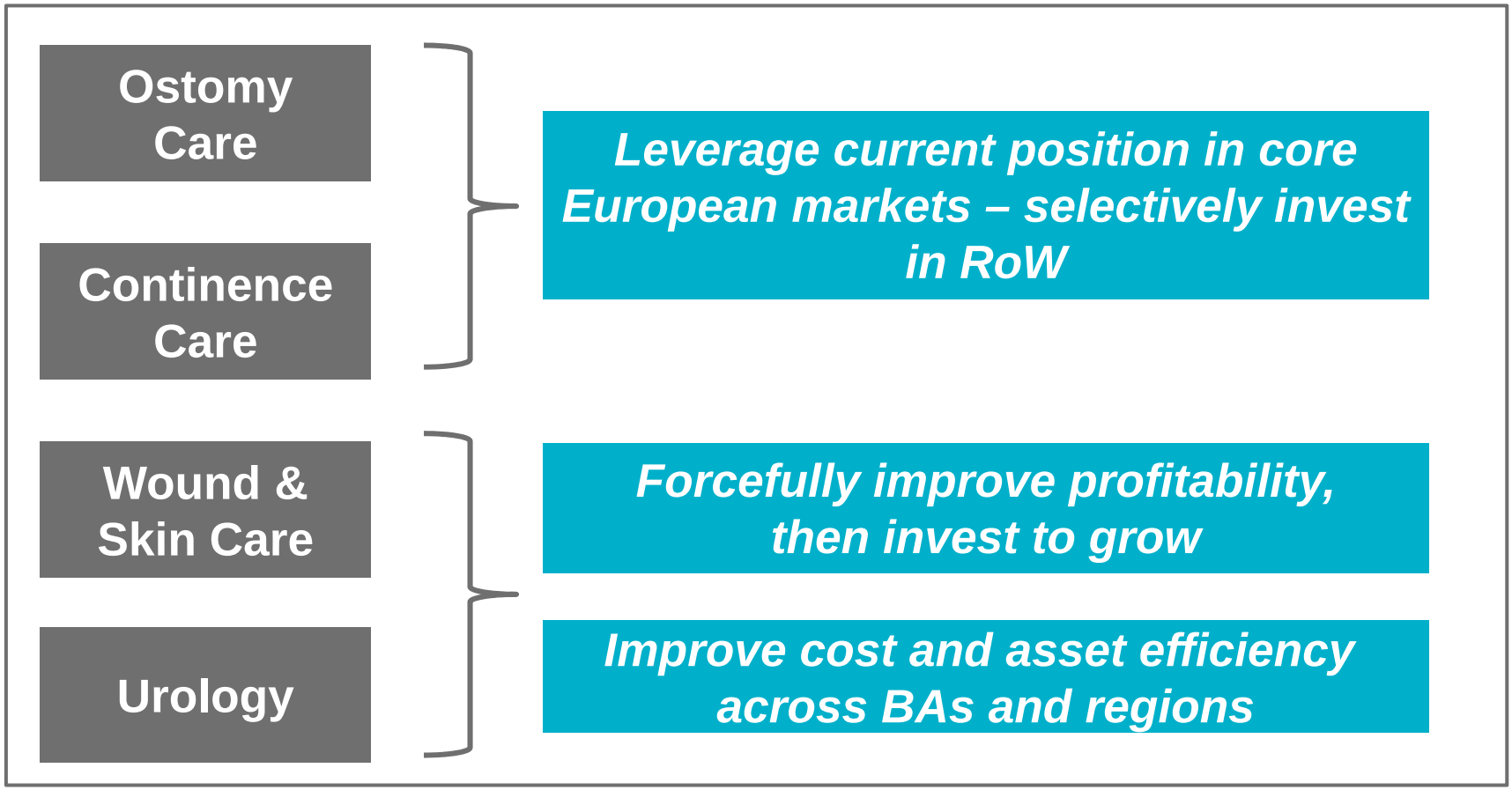
Trends in the intimate healthcare market



The demand for products and services will continue to grow in terms of volume, but pressure on prices and margins will remain

Market growth within Coloplast's business areas is approx. 5%

We have identified **significant upside within all business areas and regions**



Ostomy Care market

Coloplast revenue in 2008/09 DKK 3.6bn

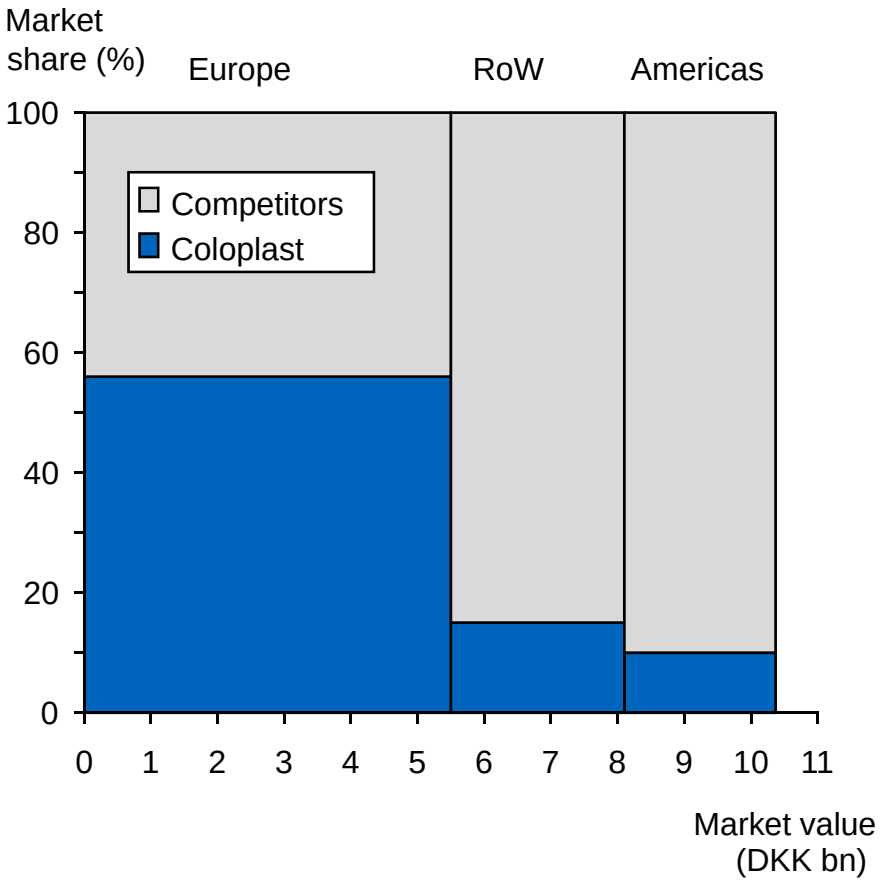
Market size: DKK ~10bn

Market growth: ~4%

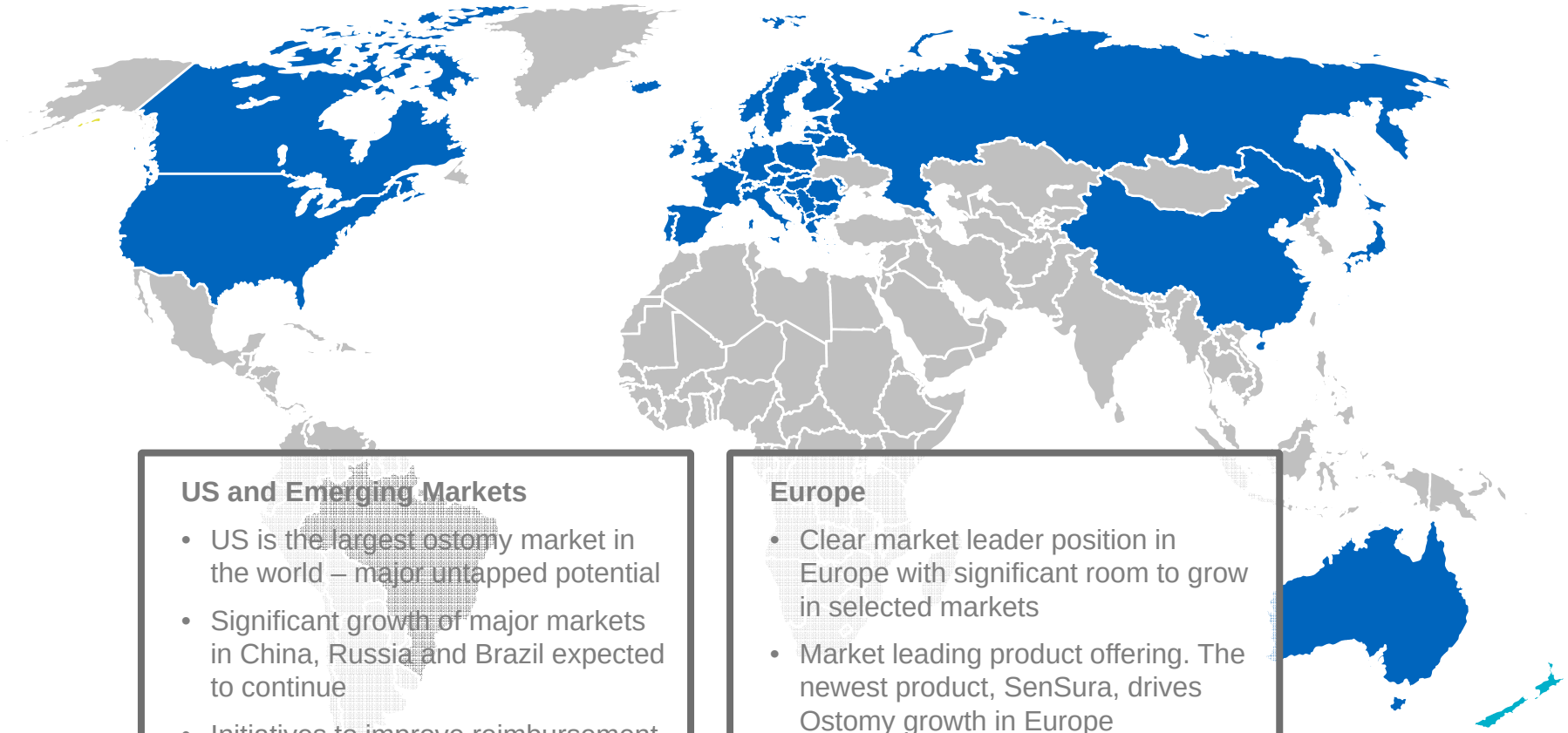
Market Share: 35-40%

For people who have lost their normal bowel or bladder function typically due to cancer or inflammatory bowel diseases

Main competitors are ConvaTec and Hollister/Dansac



In Ostomy Care, Coloplast will drive growth with focus on Europe



US and Emerging Markets

- US is the largest ostomy market in the world – major untapped potential
- Significant growth of major markets in China, Russia and Brazil expected to continue
- Initiatives to improve reimbursement in selected developing markets

Europe

- Clear market leader position in Europe with significant room to grow in selected markets
- Market leading product offering. The newest product, SenSura, drives Ostomy growth in Europe

Continence Care market

Coloplast revenue in 2008/09 DKK 2.9bn

Market size: DKK ~10bn

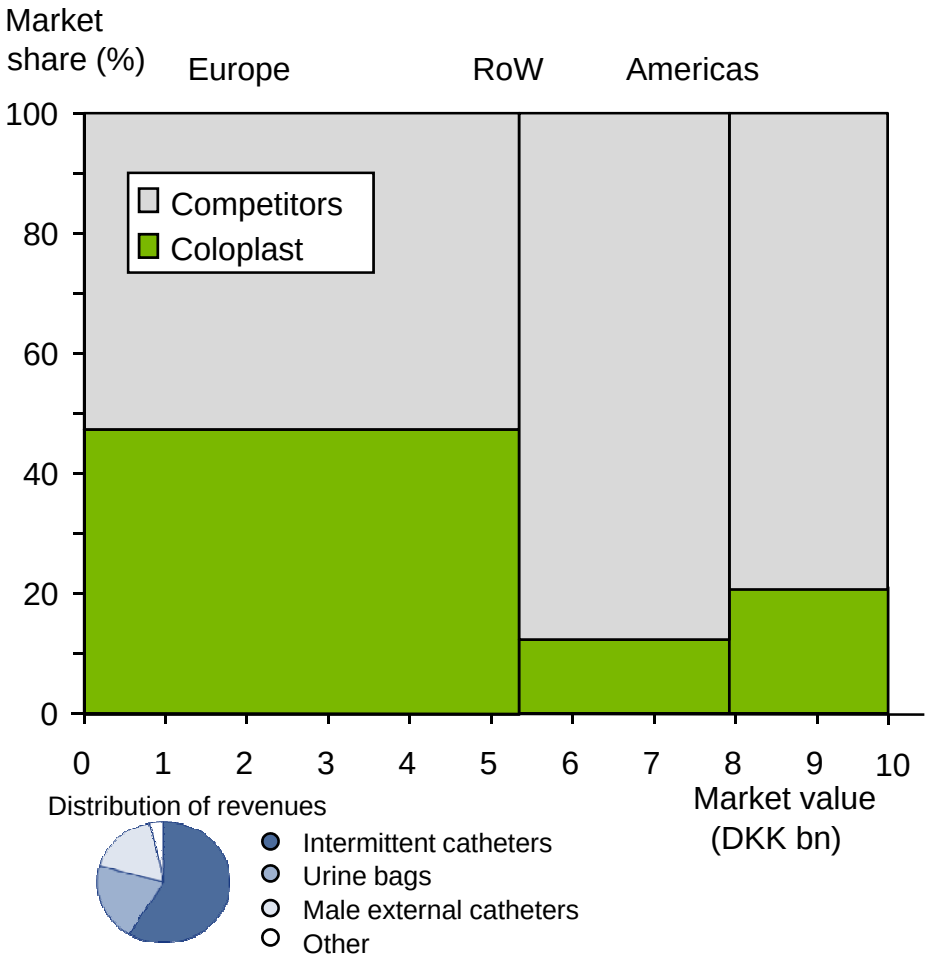
Market growth: 5-7 %

Market share: 30-35%

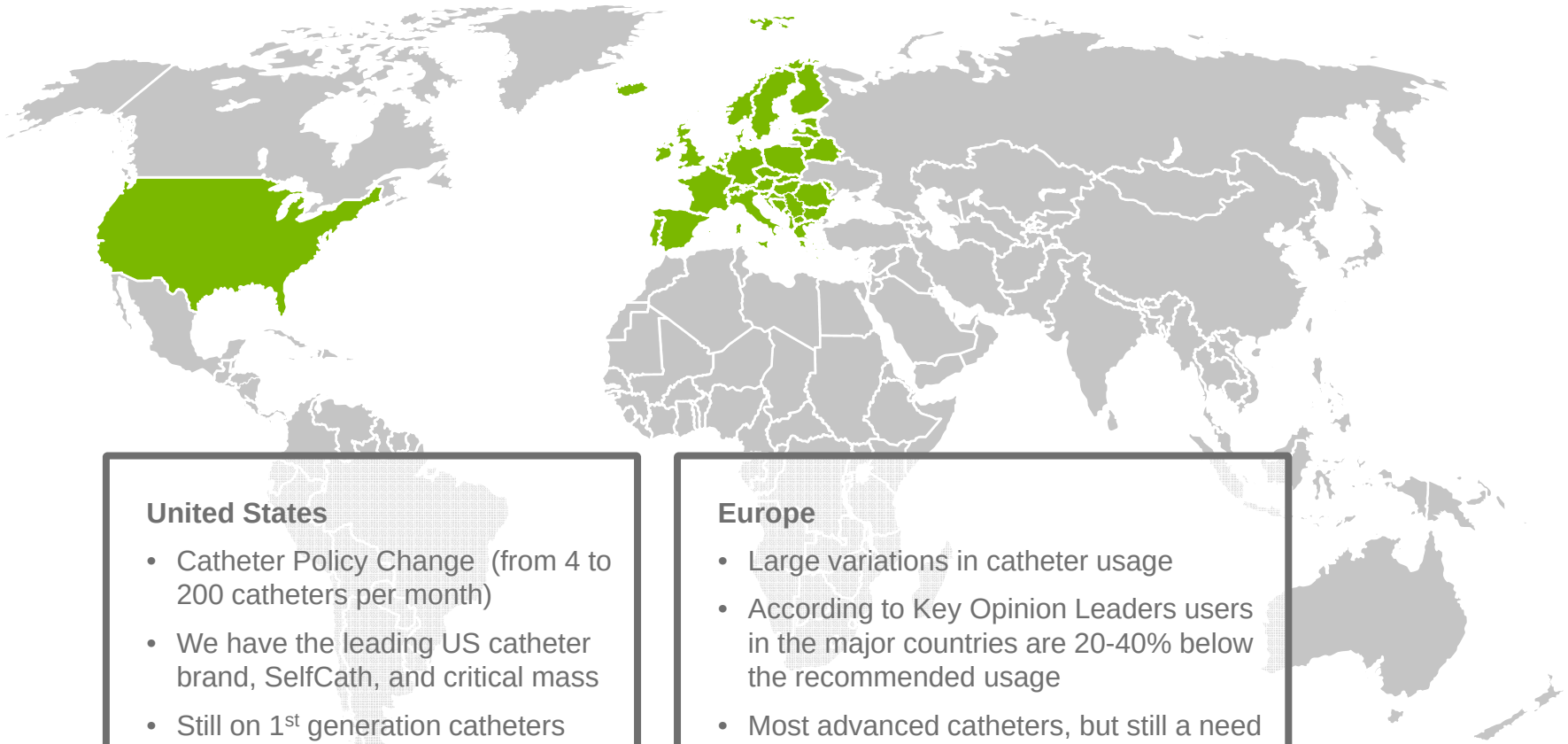
For people who have lost their bladder functions, for example Spinal Cord Injured, Spina Bifida, Multiple Sclerosis patients

Main competitor AstraTec

Global market leader in continence



In Continence Care, growth will come from Europe and the United States



United States

- Catheter Policy Change (from 4 to 200 catheters per month)
- We have the leading US catheter brand, SelfCath, and critical mass
- Still on 1st generation catheters under new policy

Europe

- Large variations in catheter usage
- According to Key Opinion Leaders users in the major countries are 20-40% below the recommended usage
- Most advanced catheters, but still a need for innovation

Urology market

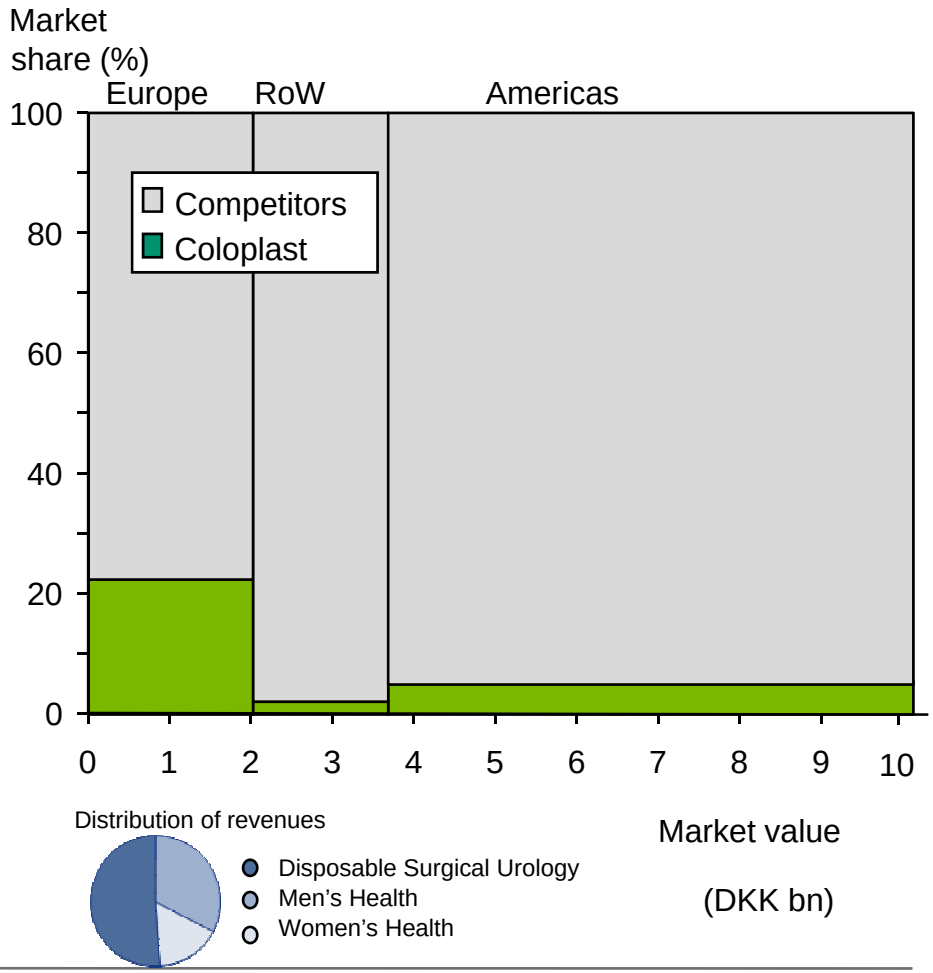
Coloplast revenue in 2008/09 DKK 0.8bn

Market size: DKK ~10 bn

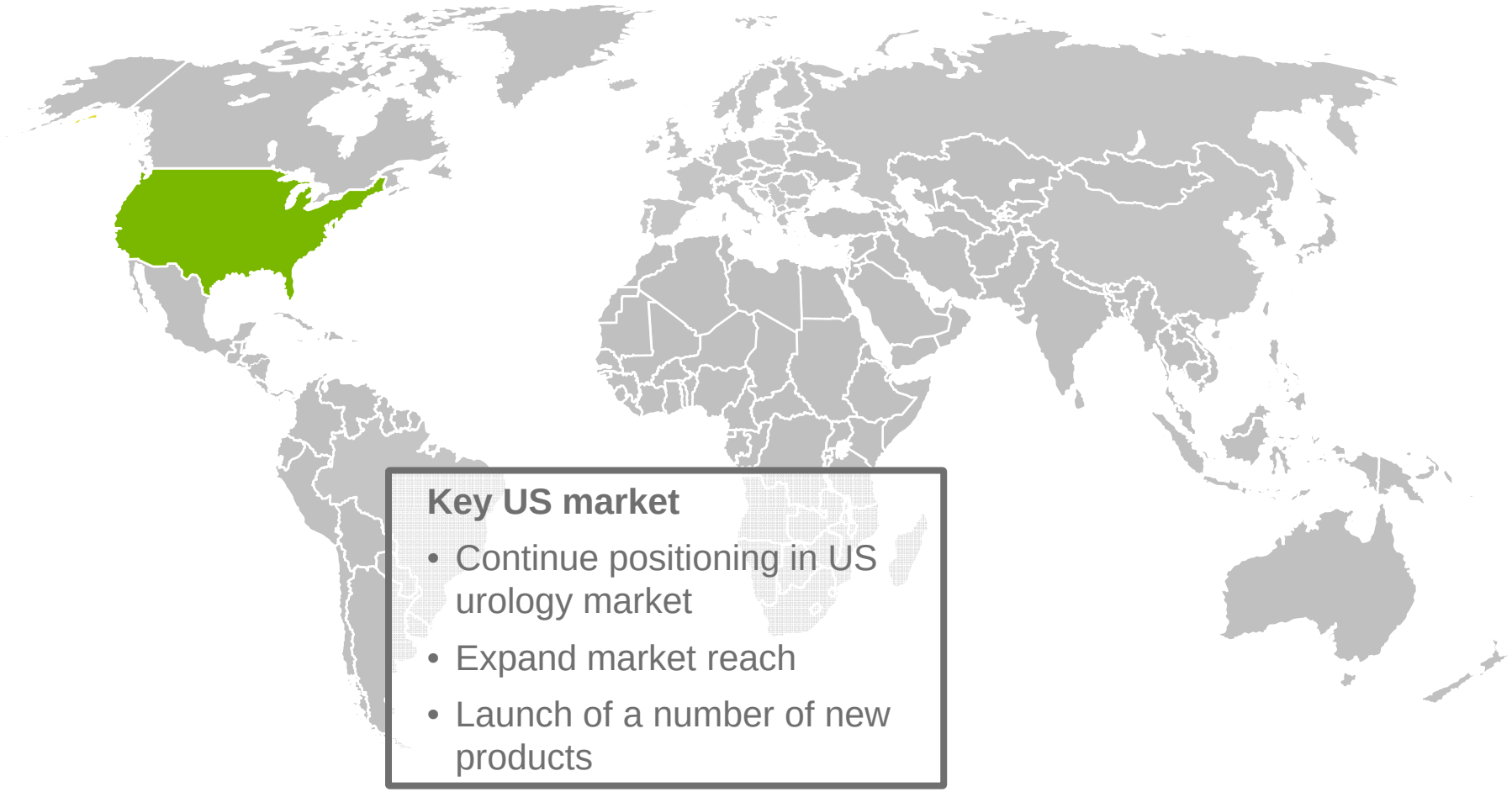
Market share: 5-10%

Market growth: 7-9 %

Main competitors include American Medical Systems and BSX



In Surgical Urology growth will continue to come from the US



Key US market

- Continue positioning in US urology market
- Expand market reach
- Launch of a number of new products

Wound & Skin Care market

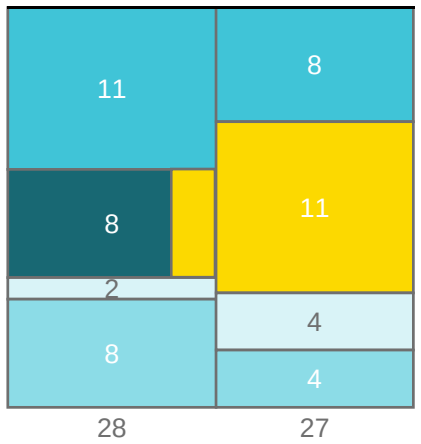
Coloplast revenue in 2008/09: DKK 1.5bn

Organic growth 2008/09: 3%

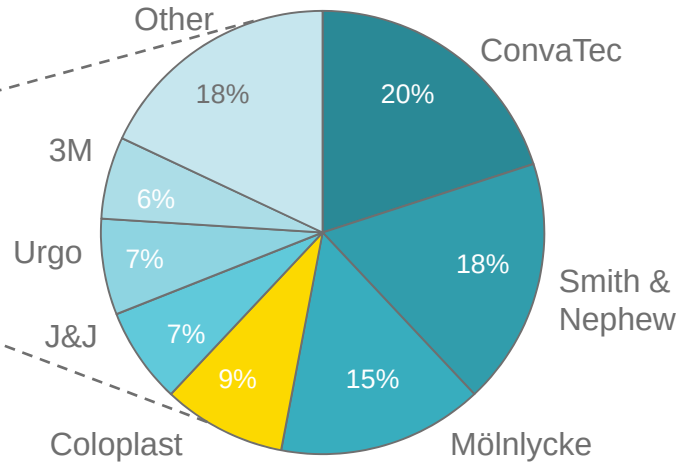
Market size: DKK 14bn, growing at 5-7% (wound care only)

5-10% global market share

Wound Care Market size in DKKbn



Share of Moist Wound Healing market EU and US



In Wound and Skin Care we will focus our growth initiatives in key markets to drive profitable growth

Key markets

- Launch of a number of new products over the next 24 months
- Focus sales pressure on the growing community channel

Key messages

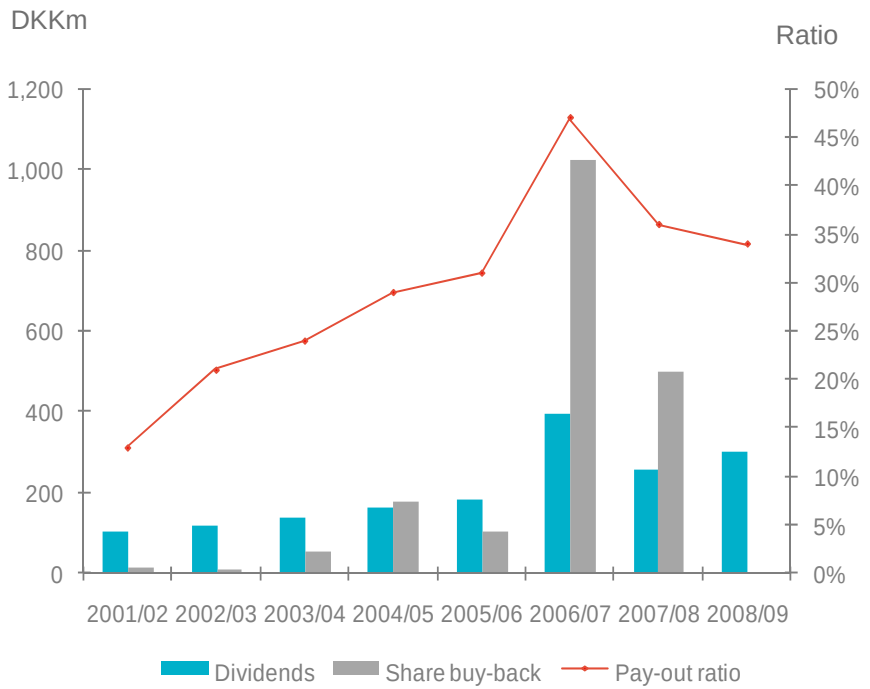
Strong base for Profitable Growth

A journey Towards our Full Potential

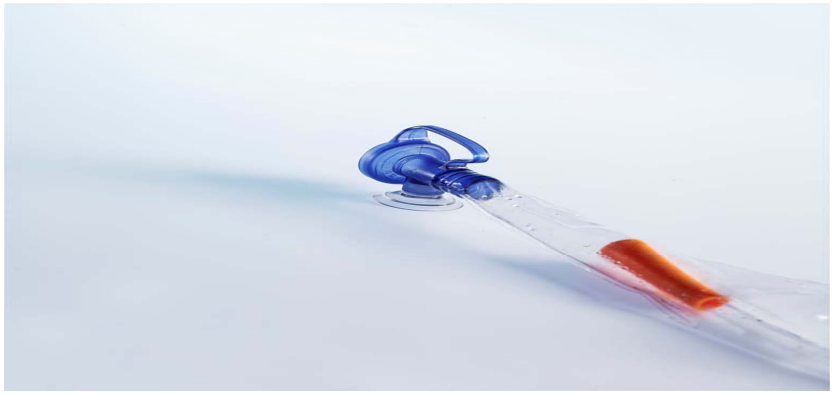
Our strategy confirms our Long-term Financial Targets

Appendices

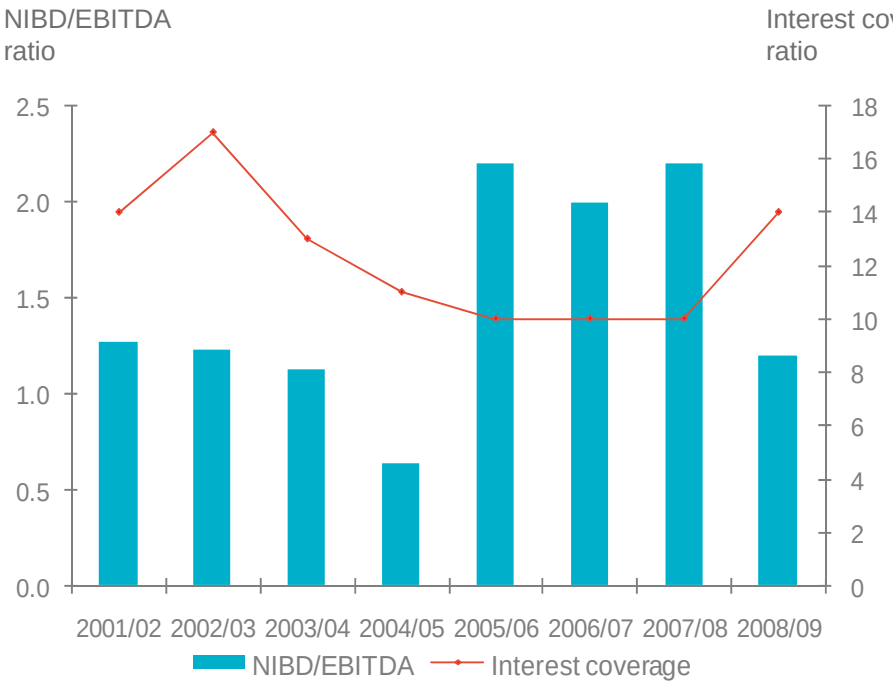
Cash distribution



- Ordinary dividend per share of DKK 7 in 2008/09 proposed
- ~34% pay-out ratio
- Share buy-back programme of up to DKK 1bn for 2009/10-2010/2011 proposed



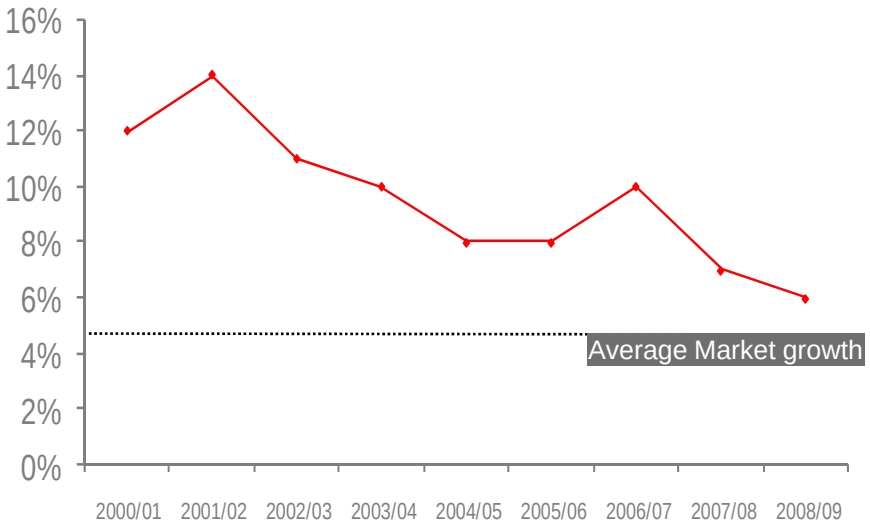
Debt policy and capital markets exposure



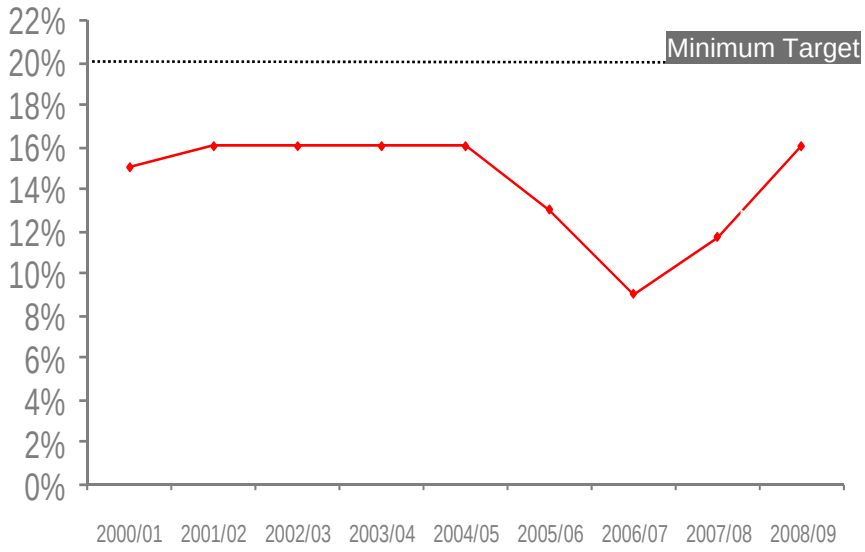
- NIBD/EBITDA target of staying between 1.5-2.5 longer term
- NIBD/EBITDA FY 2008/09 1.2
- ~40% unused committed credit facilities (DKK ~2bn)
- ~86% of debt at fixed interest rates
- No significant refinancing risks until 2013

Long-term financial targets

- Sales growth above market growth
- EBIT margin of more than 20%



Annual sales growth



EBIT-margin

The Coloplast share

The Coloplast share has been listed on NASDAQ OMX Copenhagen since 1983

Market cap. DKK ~18bn (USD ~3.6bn)
@ DKK 425 per share

~12% of share capital registered outside of Denmark

Six months' average daily traded volume:
DKK 23m (USD 4.5m)

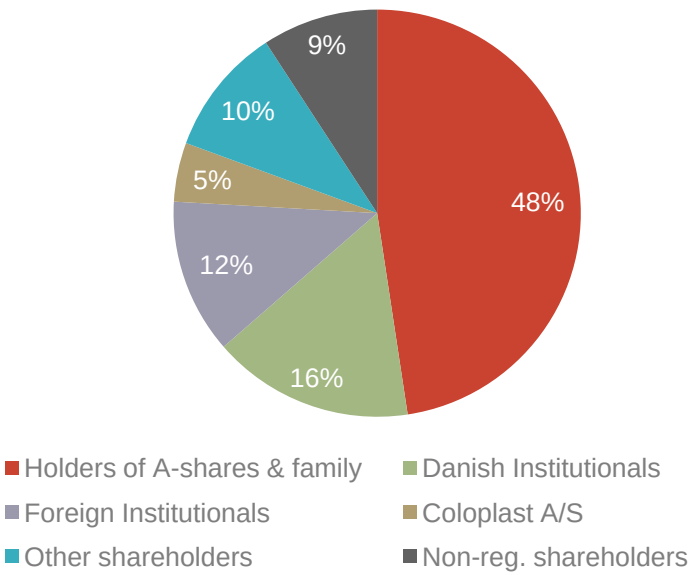
Two share classes:

- 3.6 million A shares carry 10 votes (family)
- 41.4 million B shares carry 1 vote (freely traded)
- Free float approx. 52% (B shares)

Active sell-side analyst coverage by

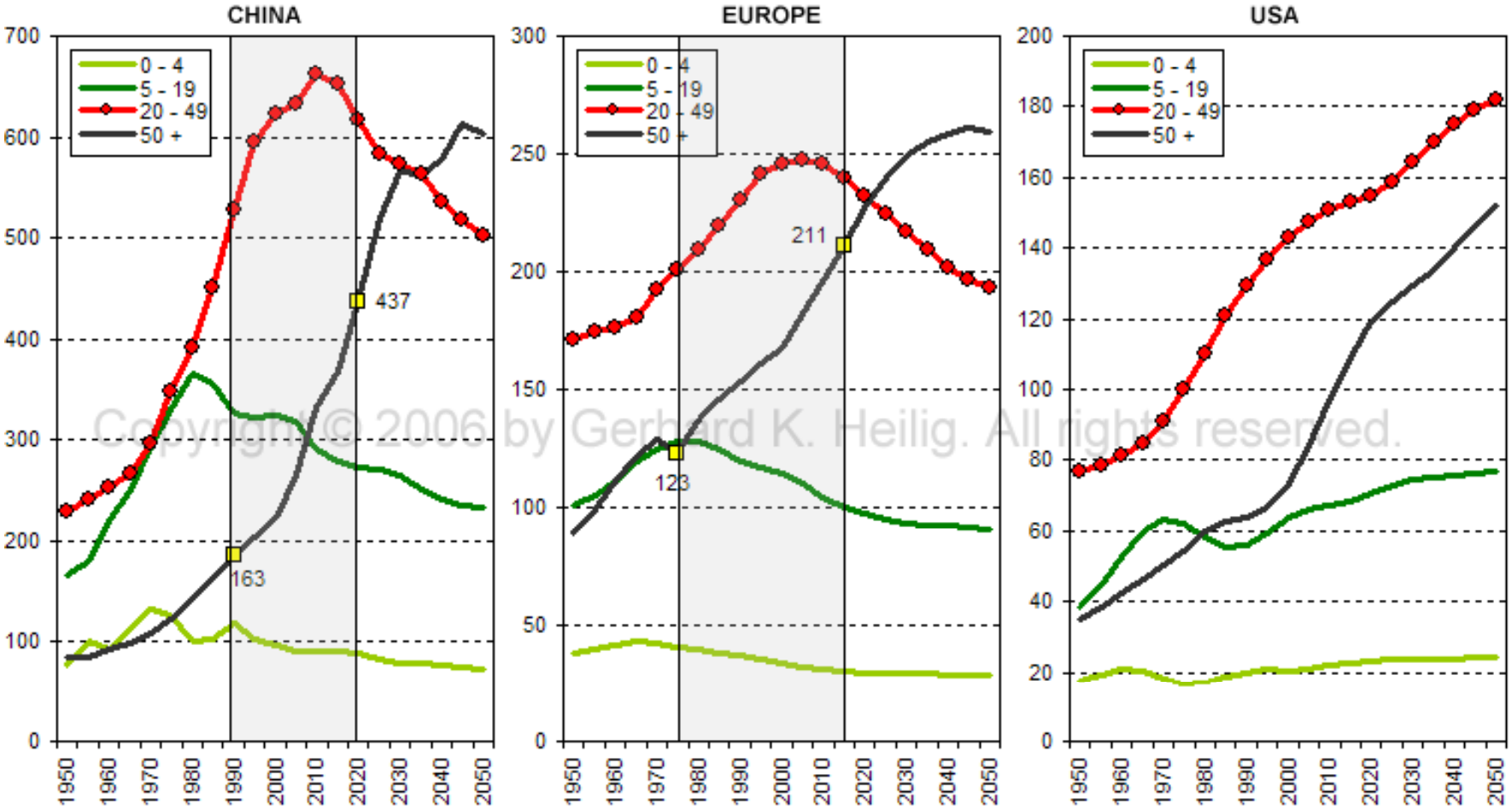
- 9 Nordic banks
- 7 International banks

Share Capital Ownership



As per September 30, 2009

Underlying demografic development supports future growth



Copyright © 2006 by Gerhard K. Heilig. All rights reserved.

Introducing Ostomy Care

Disease Areas
- Colorectal cancer (est. 55%)
- Bladder cancer (est. 10%)
- Inflammatory bowel disease (est. 35%)
  - Crohn
  - Ulcerative culitis

Customer Groups

Primary
- Nurses, mainly stoma care nurses
- People with a stoma

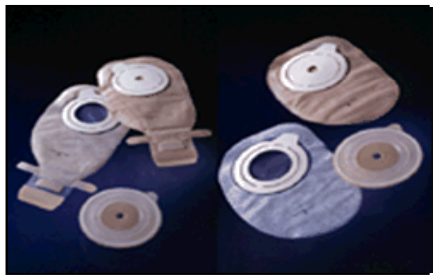
Secondary
- Wholesalers/distribution
- Hospital purchasers and GPOs
- Surgeons

Call points
- Hospital nurses
- Community nurses
- Hospital buyers
- Distributors
- Dealers
- Wholesalers
- Homecare companies

Key products

SenSura 1 and 2 piece
Launched in 2006-2008

Assura 1 and 2 piece
2nd generation launched 1996-2000

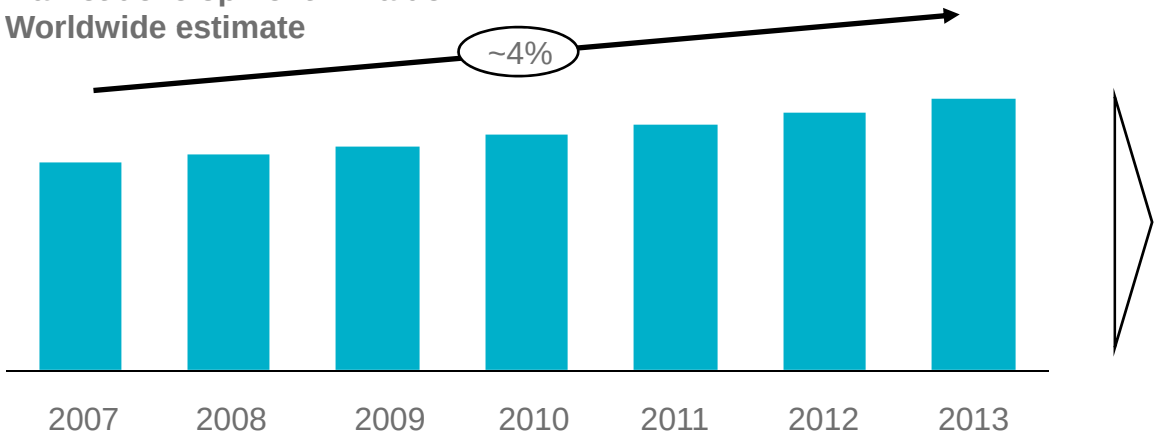


Easiflex, 2 piece flex
Launched in 2003

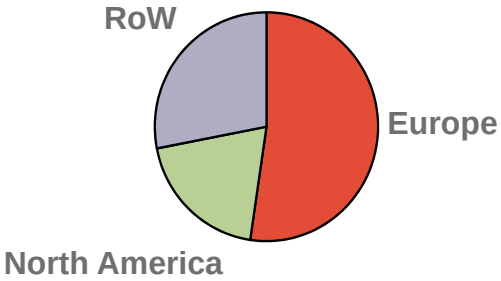
Corsinel launched in 2003
Fistula launched in 2006

The worldwide market for ostomy devices

Market development in value
Worldwide estimate



Estimated market value split by region



Market Drivers

- Increasing incidence of colorectal cancer and IBD, particularly in developing countries
- Well-developed usage patterns with strong key opinion leaders in Europe

Market Limiters

- Reimbursement system reforms
- Usage patterns geared towards reuse of products outside Europe – general lack of education within stoma care in developing markets

Market trends

- National health care reforms aiming to reduce price and volume
- Increasing influence of financial decision makers within distribution and hospitals
- Improving treatment of stoma patients in developing economies

Introducing Continence Consumables

Management of urinary incontinence

Disease Areas

- Urinary Incontinence (management products only)

Customer Groups

- Spinal Cord Injured, SCI
- Spina Bifida, SB
- Multiple Sclerosis, MS
- BPH patients
- Prostatectomy patients
- Elderly
- Diabetes
- Neurogenic patients

Call points

- Rehabilitation centers
- Urology wards
- Pediatric clinics
- Continence advisors
- Various hospital wards
- Elderly homes
- Distributors
- Dealers
- Wholesalers

Key products (management products)

SpeediCath Compact intermittent catheter. Launched in 03/04

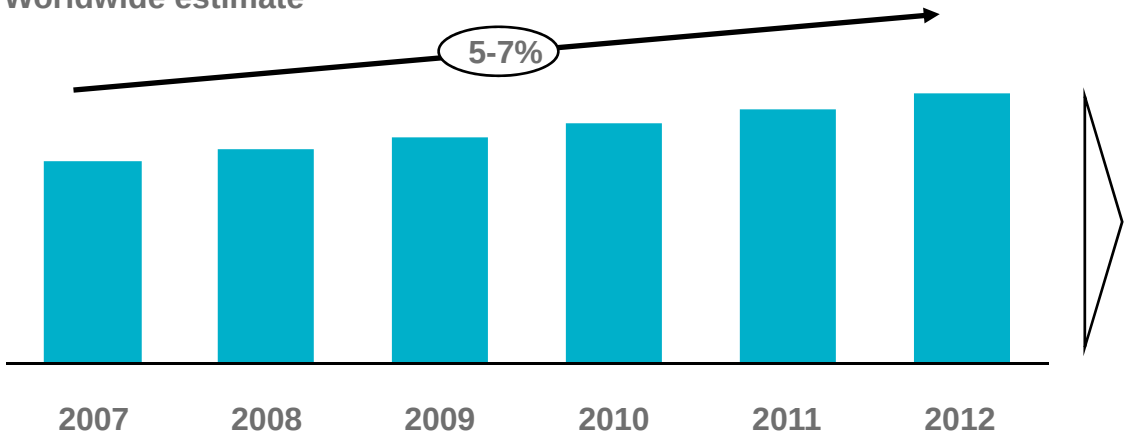
Speedicath intermittent catheter Launched in 99/00

Conveen Optima external catheter Launched in 05/06

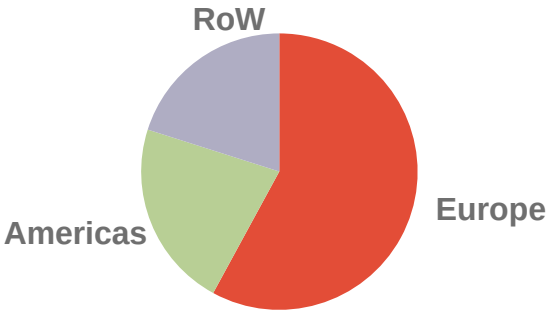
Conveen Security+ urine bag Launched 10+ years ago

The market for urinary incontinence management products

Market development in value
Worldwide estimate



Estimated market value split by region



Market Drivers

- Large, under-penetrated population for intermittent catheters
- Moving users away from old solutions (uncoated caths, diapers)
- Patient associations' influence⇧

Market Limiters

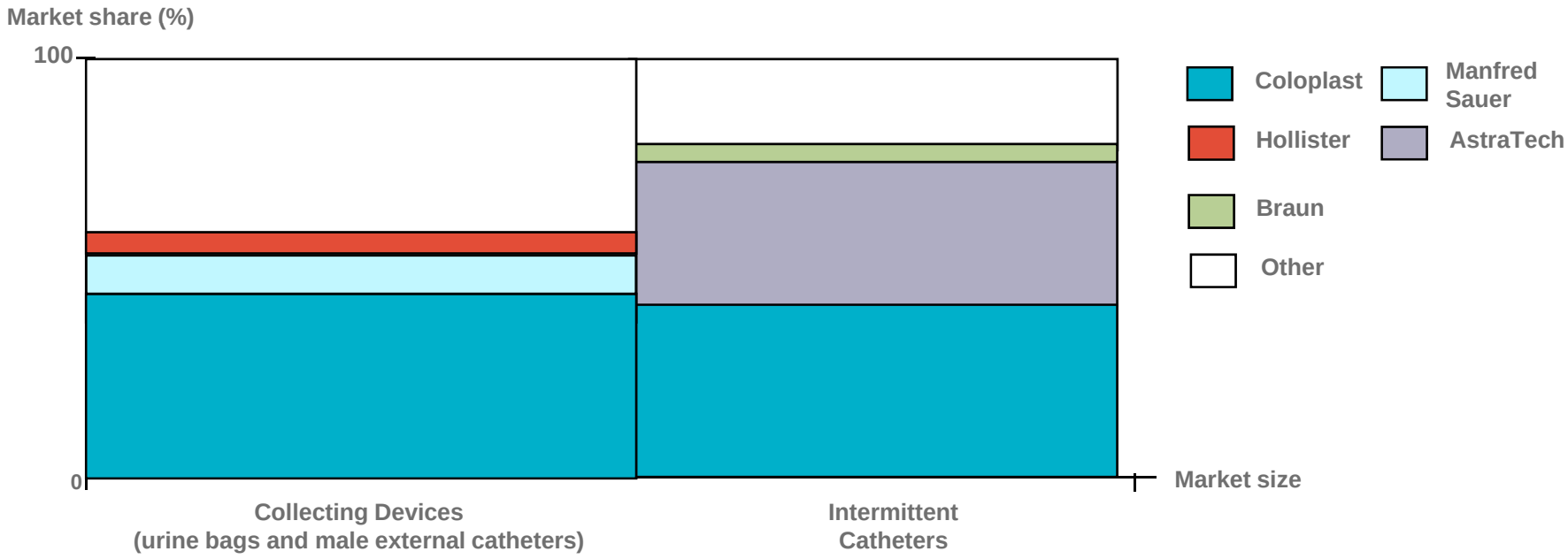
- Reimbursement system reforms (single price reimbursement on product categories)
- Commoditization and low-spec competitors entering

Market trends

- Purchasing decision centralized
- Diagnose Related Groups and tender business⇧
- Health economic approach enables price premiums

Competitor landscape: Continence Consumables

European competitor landscape
(management products only)



Introducing Bowel Management

Management of faecal incontinence

Disease Areas

- Faecal Incontinence (management products only)

Customer Groups

- Spinal Cord Injured, SCI
- Spina Bifida, SB
- Multiple Sclerosis, MS

Call points

- Rehab centers
- Pediatric clinics
- Urology wards

Key products (management products)

Distribution of revenues

Market Drivers

- Growing awareness
- Huge under-penetrated and un-served population
- New devices addressing the many unmet needs

Market Limiters

- Still taboo area and non-focus for professionals (doctors)
- Very little patient awareness
- Training required (nurses, patients)
- Lack of reimbursement

Market trends

- Purchasing decision centralized
- Health economic approach enables reimbursement, but market can also be developed without reimbursement

Introducing Urology Care

Treatment (surgical) of urological disorders

Disease Areas
- Urinary Incontinence
- Pelvic Organ Prolapse
- Erectile Dysfunction
- Enlarged prostate
- Kidney and Urinary Stones
- Other urological disorders

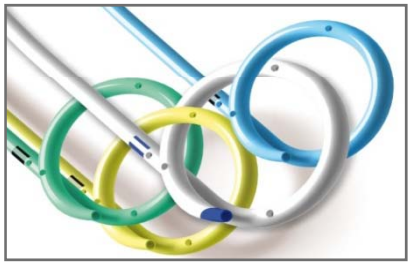
Customer Groups
- Surgeons
- Purchasing departments and organizations
- End-customers

Call points
- Urologists
- Uro-gynaecologists
- Gynaecologists
- Purchasing departments and organizations

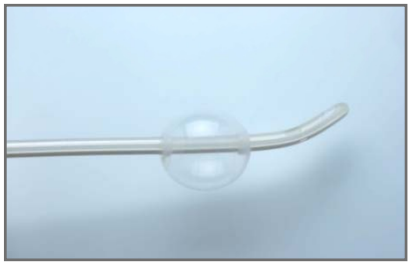
Key products (Implants and Surgical Disposables)

Aris vaginal sling
Launched in 2005
Women's Health

Titan OTR penile implant
Launched in 2008
Men's Health



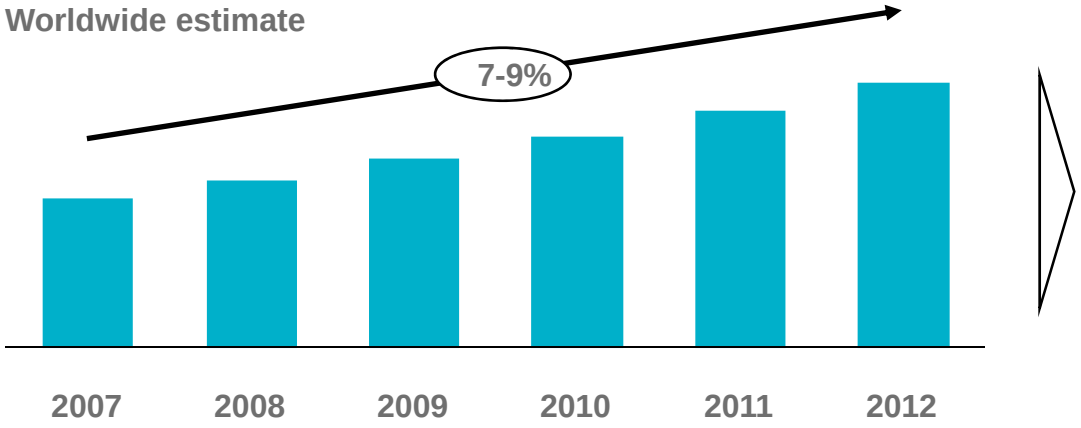
JJ stents
Launched in 1998
Disposable Surgical Urology



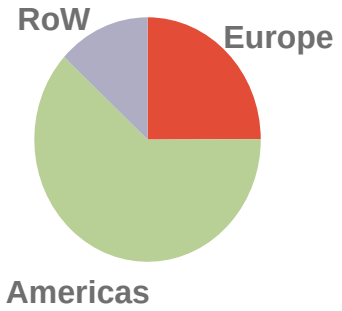
Prostatic catheters
Launched in 1995
Disposable Surgical Urology

Product market for urological disorders

Market development in value
Worldwide estimate



Estimated market value split by region



Market Drivers

- Large, under-penetrated population
- Lack of gold standard treatment
- Ageing and obese population
- Minimally invasive surgeries

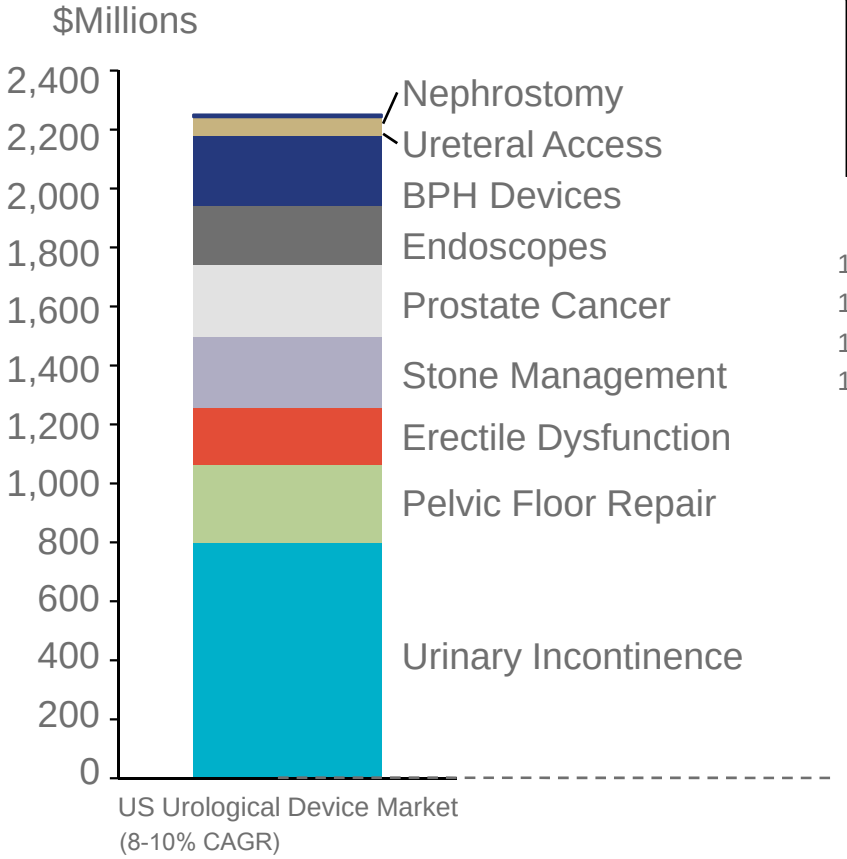
Market Limiters

- Cost containment
- Increased competition
- Increased scrutiny on clinical proof
- Crowded IP landscape limits opportunities

Market trends

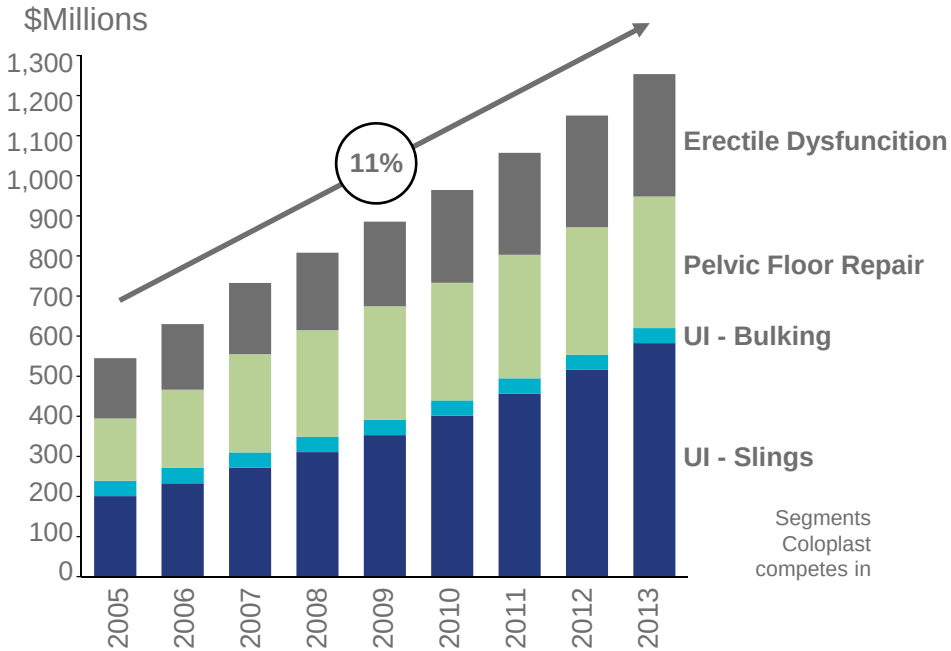
- Less invasive treatment methods
- Office-based treatments
- Cost containment
- Innovation key source of competitive advantage

Urology Device Market Presents Large Opportunity



Competition

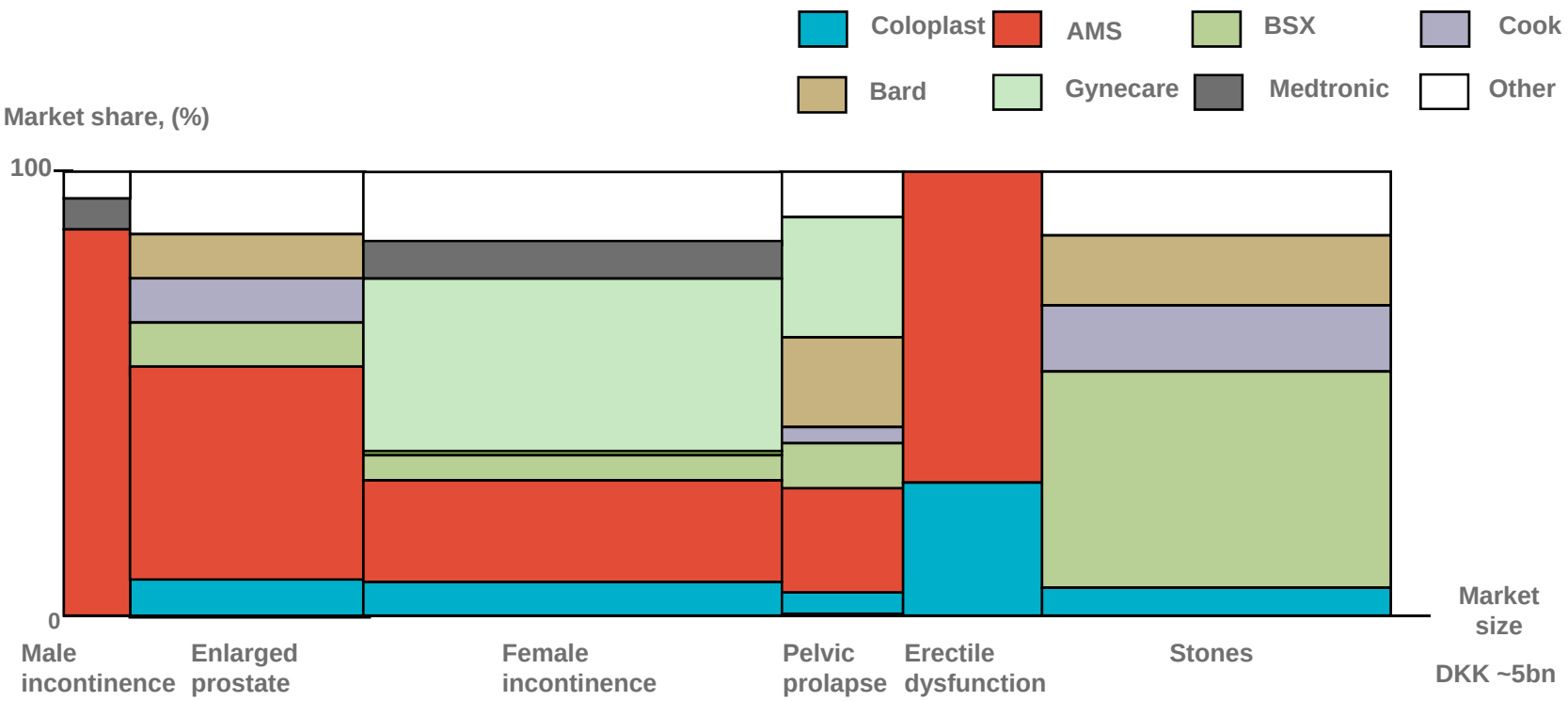
AMS Solutions for Life · Boston Scientific · ETHICON a Johnson & Johnson company · BARD



Segments Coloplast competes in

Source: Coloplast

Urology market players



US and EU competitor landscape excl. diagnostics, cap. equipment, and management products, Coloplast segments only.

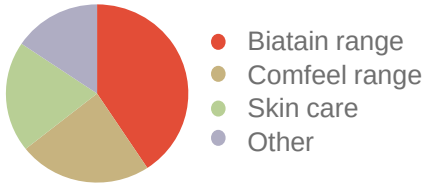
Introducing Wound Care

Clinical Focus Areas
Chronic Wounds
- Leg cers
- Diabetic foot ulcers
- Pressure ulcers

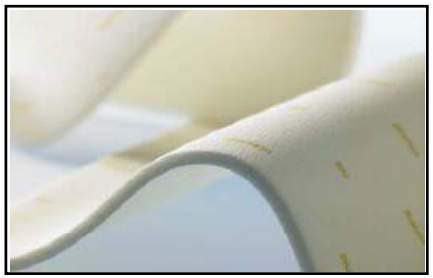
Focus Customer Groups
Hospitals
- Wound care committees
- Specialist nurses/doctors
- (Purchasers)

Community
- Specialist nurses/doctors
- General practitioners
- District/general nurses
- Large nursing homes

Distribution of revenues

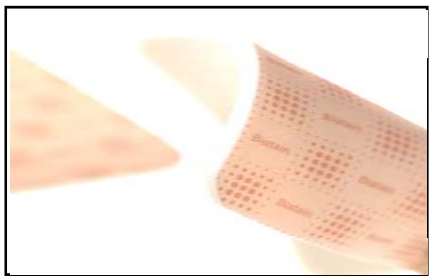


Biatain range



Biatain Ibu
- Wound pain reducing foam dressing
- Launched in 2006

Biatain Ag
- Antimicrobial foam dressing
- Launched in 2002



Biatain
- High exudate mgt. foam dressing
- Launched in 1998

Comfeel

Comfeel Plus Transparent
- Transparent hydrocolloid dressing
- Launched in 1994

Executive management

Lars Rasmussen, CEO (50)
With Coloplast since 1988

Educational background
E*MBA, Scandinavian International Management Institute, 1995
BSc (Eng), Aalborg University, 1986

Management assignments with other Danish companies include:
MT Højgaard A/S (BM)
Højgaard Holding A/S (BM)

Lars Rasmussen, CEO

Lene Skole, CFO (50)
With Coloplast since 2005

Educational background
BCom, Copenhagen Business School, 1986
The A.P. Moller Group International Shipping Education, 1980

Management assignments with other Danish companies include:
DFDS A/S (BM)

Lene Skole, CFO

CSR in Coloplast

- Member of ISO 26000 Danish Committee
- Member of CSR-Forum Integrity Business Network
- Carbon Disclosure Project
- Included in:

Income statement

DKK million	FY 2008/09	FY 2007/08
Net revenue	8,820	8,463
Gross profit	5,103	4,998
Gross margin	*57.9%*	*59.1%*
SG&A costs	-3,299	-3,471
R&D costs	-389	-415
Operating profit (EBIT) before separate items	1,475	1154
EBIT margin before separate items	*16.7%*	*13.6%*
Separate items	-80	-160
Operating profit (EBIT)	1,395	994
EBIT margin	*15.8%*	*11.7%*
Net financial items	-184	-2
Net profit, continuing activities	883	715

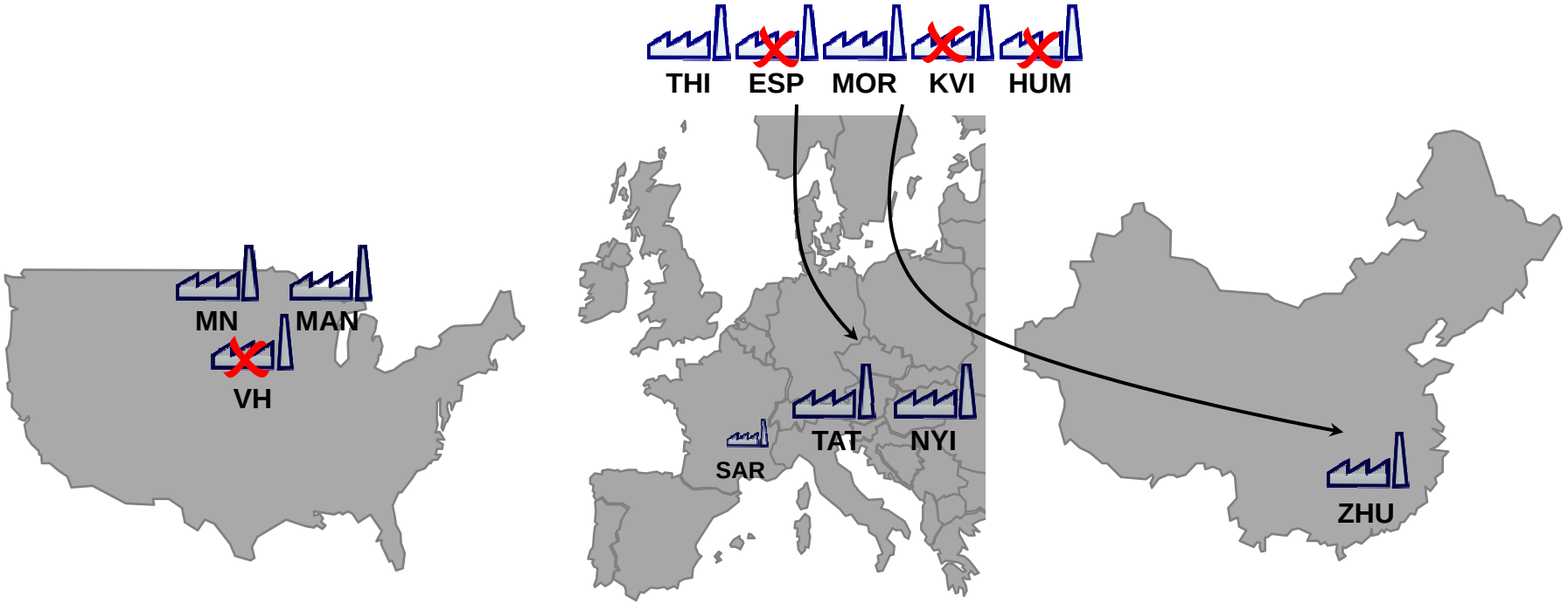
Balance sheet

DKK million	FY 2008/09	FY 2007/08
Balance sheet total	7,963	7,981
Equity	2,850	2,290
Equity ratio (%)	36%	29%
Net interest bearing debt	2,297	3,428
Net debt to equity (%)	81%	150%
Net debt to EBITDA	1.2	2.2
Invested capital	6,442	7,014

Cash flow

DKK million	FY 2008/09	FY 2007/08
EBITDA	1,944	1,531
Change in working capital	320	-96
Interest and tax	-394	-77
Other	-40	-34
Cash flow from operations	**1,830**	**1,324**
CAPEX	-571	-718
M&A	0	-3
Other	169	50
Cash flow from investments	**-402**	**-671**
Free cash flow	**1,428**	**653**
Dividends	-257	-396
Trading of Coloplast shares	19	-484
Other cash changes	-59	-25
Total	**-297**	**-905**
Change in net debt	**-1,131**	**252**

Transfer of volume production to Hungary and China



Innovation & Competency Centre

High Volume Production

Transfer of production

Production sites

Humlebæk DK

- Pilot Center
- Wound care products (foam)
- Number of employees in production: ~150

- To be closed 2010

Kvistgård DK

- Consumer products (CCP)
- Compeed
- Number of employees in production: ~100

- To be closed end of 2010

Thisted DK

- Machine development
- Ostomy care products
- Number of employees in production: ~300

Mørdrup DK

- Injection moulded parts and coated catheters (SpeediCath)
- Number of employees in production: ~200

Espergærde DK

- Adhesives and Swiss roll elements
- Number of employees in production: ~200

- To be closed before end of 2011

Tatabanya HU

- Ostomy care products, adhesive
- Continence care products, urine bags
- Postponement centre
- Number of employees in production: ~1,000

Nyirbator HU

- Catheter products, urisheaths Conveen Optima, wound care products
- Number of employees in production: ~500

Zhuhai CN

- Latex urisheaths, urine bags, local products
- Machine building
- Number of employees in production: ~300

Minneapolis US

- Latex products
- Men's and women's health urology products and implants
- Number of employees in production: ~50

Mankato US

- Skin care products
- Wound care products
- Number of employees in production: ~50

Sarlat FR

- Disposable Surgical Urology products
- Number of employees in production: ~150