



# Corporate Responsibility

Lyon 6 Jan 2011

Coloplast / Oddo Securities

Ostomy Care  
Urology & Continence Care  
Wound & Skin Care

19 August 2010  
Leading intimate healthcare



## Responsibility will help drive growth

A key driver for our future growth is to show how product corporate responsibility go hand in hand with good business.

When you buy a Coloplast product, you buy a product that is safe to use and minimises any harm to the environment.

You buy a product produced in a responsible way by a company that treats its employees well.

This is what corporate responsibility means to us – and it makes good business sense.



Lene Skole  
Executive Vice President  
CFO

Lars Rasmussen  
President  
CEO

## Responsibility will help drive growth

An example:

SpeediCath® Compact and SpeediBag® Compact.

This catheter and urine bag are just half the size of standard products. This means that they:

- Are discrete and easily slips into a pocket
- Require less production materials
- Are lighter and more compact for transportation
- Produces vastly less waste and CO<sub>2</sub> emissions



## Did you know that...

- 38% of managers in Coloplast are women?
- our employee injury rate has fallen by over 50% over the last 4 years?
- we have reduced waste levels by 6% per produced unit in a year?
- we offer phthalate-free alternatives to 80% of our products which contain phthalates?
- our CO<sub>2</sub> emission has fallen by 12% per produced unit in two years?
- we are supporting increased ostomy awareness in China through a programme involving 600 hospitals?

# Our stakeholders and responsibilities

## End users

Making safe and comfortable products for the people who need them.



## Business partners

Helping our suppliers and distributors raise their standards.



## Employees

Ensuring the health and safety of our employees.



## Environment

Making our products sustainable.



## Healthcare professionals

Respecting the independence of healthcare professionals.



## Society

Increasing the access to healthcare in developing countries.



## Corporate governance

Board of Directors independence:

- Five of seven members independent
- No-one member of both Executive Management and Board of Directors
- Audit committee established 2009

Remuneration:

- Members of the Board: fixed annual fee; no incentive pay
- Chairman and Deputy Chairman of the Board: supplement to the annual fee
- Executive Management: fixed and variable remuneration, including:
  - annual bonus maximum 40% of annual salary
  - options corresponding to four months' pay
- All disclosed in the annual report

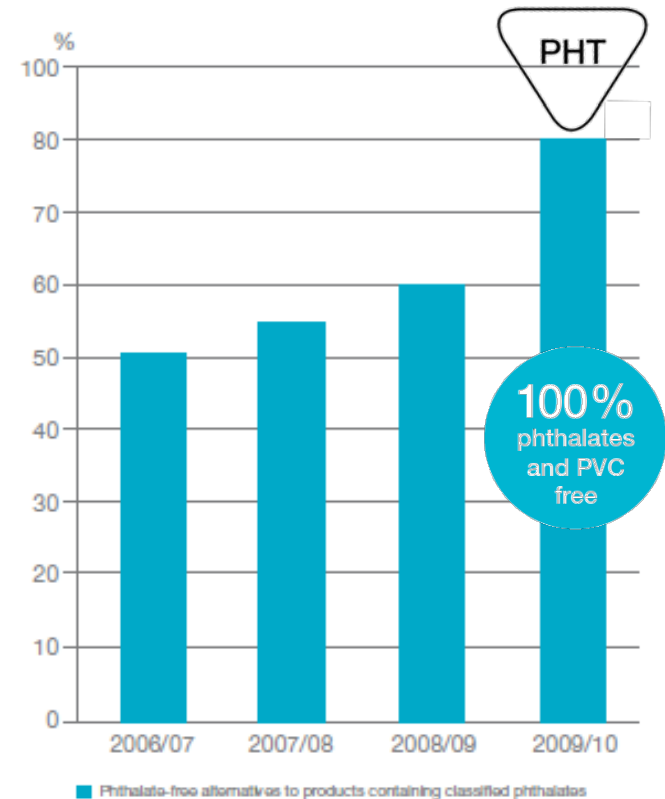
As per 19 Aug 2010

## Quality and safety

# Phasing out phthalates



- Phthalates are used to soften e.g. catheters and urine bags.
- Studies beginning to raise concerns as to the safe levels of use of phthalates
- Since 2008 all new Coloplast products have been produced without phthalates.
- We are just five products from reaching our goal: phthalates-free alternatives to all existing products containing classified phthalates



## Quality and safety

# Other ingredients to watch



Apart from phthalates we follow the latest research on potential harmful effects of a number of other product ingredients:

- **PVC:** We have committed ourselves to do our best to avoid PVC in new products. We try to make PVC free versions when renewing existing products
- **Parabenes:** We are currently looking for alternatives to parabenes in those of our skin care products where they occur
- **Bisphenol A:** A few of our products contain Bisphenol A in amounts that are way below the limits set by the European Food Safety Authority



# Health care professionals Respecting their independence



We follow European and American industry ethical Codes. This means:

- No corruption and bribery
- Modest gifts and entertainment
- Appropriate support for education
- Appropriate remuneration

This year, we trained 22% of white-collar workers and launched a global whistleblower hotline.



## Health care professionals Responsible advocacy



We work in partnership with many stakeholders to try to influence decisions that affect our industry and rights of end users.

Key objectives include:

- Ban on phthalates in medical devices
- Raise awareness of and improve the standard of care within our core business areas

Our advocacy efforts are guided by our Public Affairs Code of Conduct.

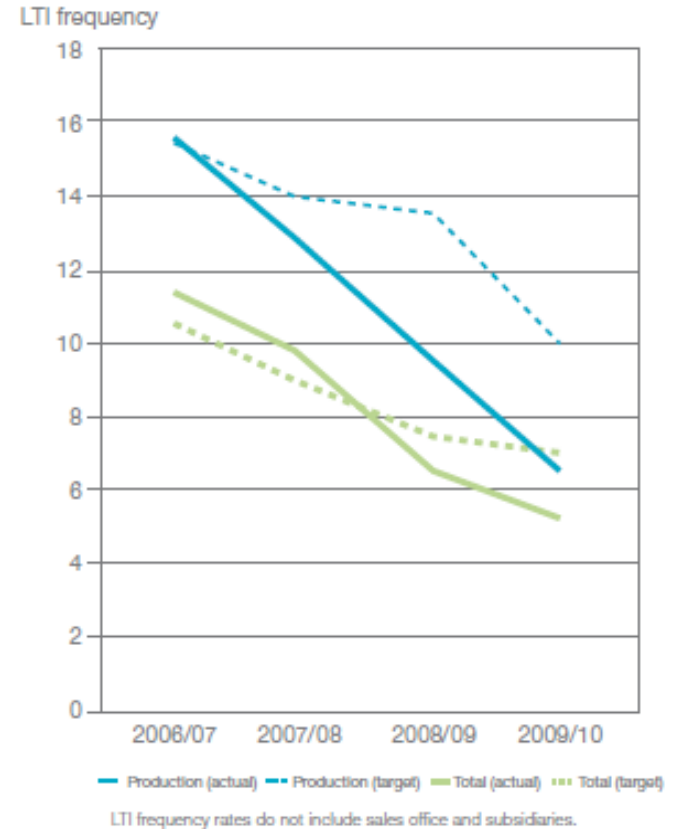
# Employees Reducing injuries



At Coloplast, we are particularly vigilant about injuries at the workplace.

We register all injuries and near-misses.

- Total frequency of injuries has decreased by approximately 54% over the last four years\*
- Already below our targets for both total and production-only injuries rates



\* Measured as the number of injuries with more than eight hours of absence recorded per 1 million working hours

# Employees Repetitive work



Big fall in repetitive work

(RW) over last three years:

- Workplaces with very high RW down from 7% to 3.8%
- Workplace with high RW down from 20% to 12%

## REPETITIVE WORK



Workstations with repetitive work in Coloplast production in Denmark, Tatabánya, Hungary and, from Q1 2009/10 onwards, also Nyírbátor, Hungary and Zhusai, China

In China, for example, we are rotating employees every fourth hour.

# Employees Engagement

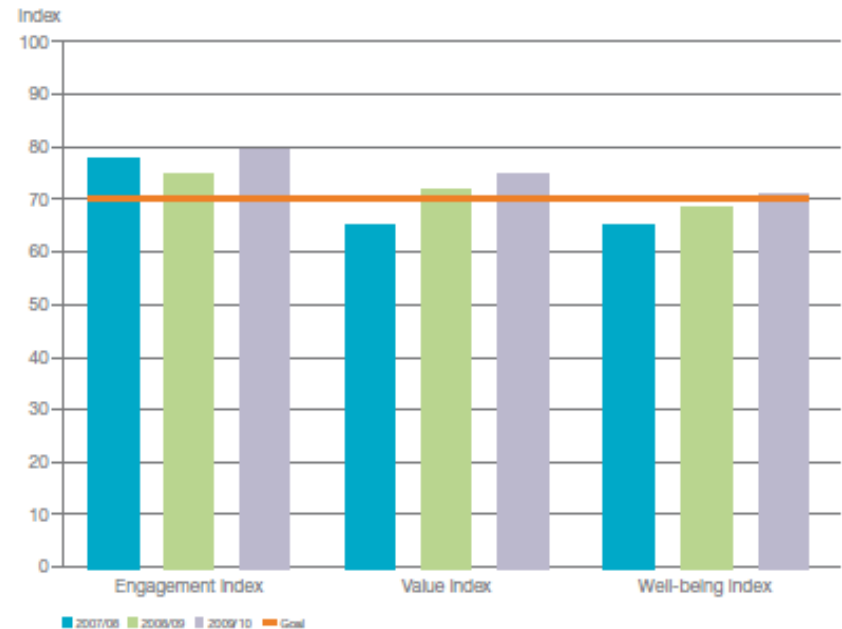


In recent years, Coloplast has moved production and support functions to China, Hungary and Poland.

Employees laid off in Denmark, the US and other countries received additional severance pay and outplacement assistance.

Meanwhile, we are above target on all three measures of employee satisfaction.

EMPLOYEE ENGAGEMENT



# Employees Diversity of the workforce



We believe that diversity is a competitive advantage as it brings different sets of ideas to our innovation process.

Coloplast is a female-dominated workplace and women are represented in some of the most influential parts of the company.

## DIVERSITY



## Business partners Helping them meet our standards



Our CR Standards only makes sense if business partners also follow them.

Our formula:

- **Set standards:** booklet, detailed requirements matrix
- **Help comply:** self-assessment, site visits, action plans
- **Check compliance:** 98% of suppliers screened
- **Reward:** 19 suppliers adjusted to a lower risk category
- **Punish:** terminated contract with seven suppliers

# Business partners Helping them meet our standards



## Employees:

- Machine safety, protective gear, chemicals, noise
- Fire control, housing conditions, canteen, toilets
- Minimum wage, overtime, sanctions, child labour



## Environment:

- Waste handling, hazardous waste, water treatment and discharge



## Business ethics:

- Anti-corruption



## The environment Doing our part



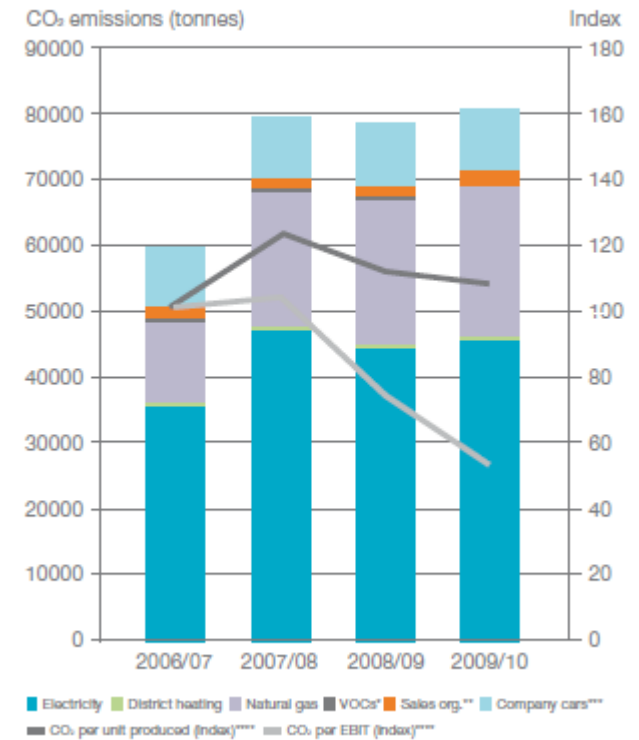
We want to emit less CO<sub>2</sub> and generate less waste. This year we've achieved:

- 3% reduction in CO<sub>2</sub> per produced unit
- 28% reduction in CO<sub>2</sub> per EBIT

Initiatives to greenhouse gas emissions include:

- 17% reduction in air travel
- Heat recovery system in Hungary saving 1,000 tonnes CO<sub>2</sub> a year

### CO<sub>2</sub> EMISSIONS AND PRODUCTION EFFICIENCY



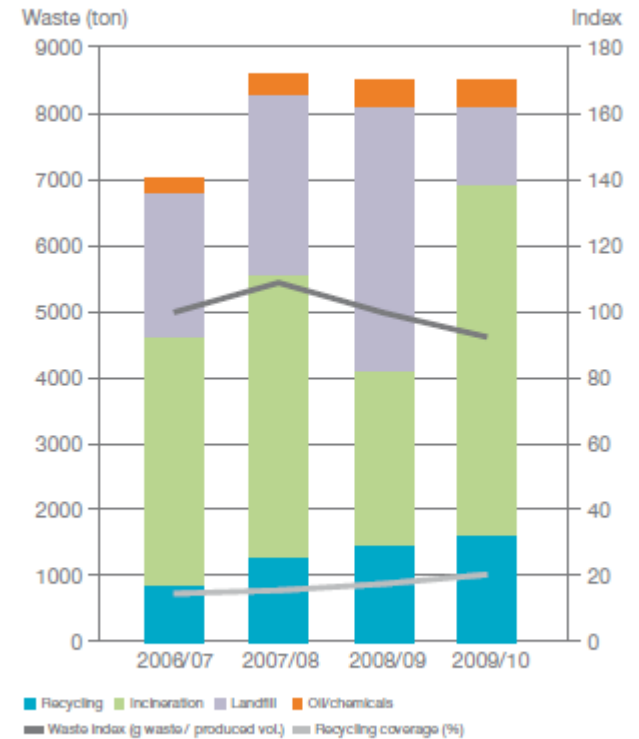
# The environment Doing our part



Throwing out raw materials as waste is bad business and bad for the environment. The last year we've :

- Achieved a 6% reduction of waste per produced unit
- Recycled 12% more waste than previous year
- Nearly doubled the amount of waste sent to incineration rather than landfills

## WASTE GENERATION



## Strategic partnerships Increasing the access to healthcare



Access to Healthcare is Coloplast's partnership program for developing countries.

The aim is to give people in developing countries better access to intimate healthcare. Coloplast has committed 50 M DKK over ten years.

To date we've approved eight projects with a total budget of DKK 6.8 million in South Africa, Mexico, India and China.

# Strategic partnerships Increasing the access to healthcare



## Wound care, India

Training of 4,500 nurses in ostomy care

E-learning and practical training

[www.iscnep.org](http://www.iscnep.org)



## Ostomy guidelines, China

Putting ostomy care on the agenda in

China, involving more than 600  
hospitals

Creating China's first national guidelines  
for ostomy care

# Organisation of our corporate responsibility work

In Coloplast, corporate responsibility is a key foundation for the corporate and business area strategies and the day-to-day Agenda.

A central Corporate Responsibility unit sets policies and coordinates the work of line and specialist functions.

Executive management takes most decisions related to corporate responsibility after consultation with relevant stakeholders.

Mission, vision, values

Corporate strategy

Business area strategies

Agenda

# Our standards



Human rights, labour rights, environment standards and anti-corruption.

Coloplast signatory since 2002.



The Coloplast Code of Conduct outlines our business ethics.



Our Global Reporting Initiative (GRI) is the world's most used sustainability reporting framework.

Our corporate responsibility reporting follows the GRI standard.

This year we have achieved a 'B' ranking for our reporting.



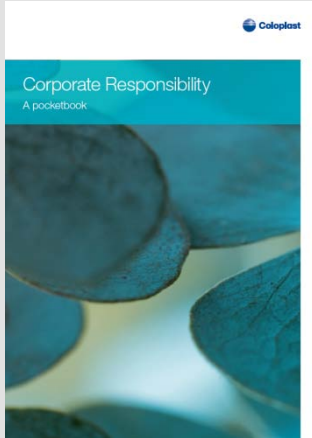
ISO 9001	100%
ISO 13485	100%
ISO 14001	91%
OHSAS 18001	92%

# Learn more



The image shows the cover of the Corporate Responsibility Report for 2009/10. It features the Coloplast logo at the top right. The title 'Corporate Responsibility Report' is prominently displayed in a teal banner, with '2009/10' written below it. The background of the cover is a close-up photograph of several blue, textured, circular objects, likely medical products, arranged in a cluster.

Corporate Responsibility Report



The image shows the cover of the Corporate Responsibility Pocketbook. It features the Coloplast logo at the top right. The title 'Corporate Responsibility' is prominently displayed in a teal banner, with 'A pocketbook' written below it. The background of the cover is a close-up photograph of several blue, textured, circular objects, similar to the main report cover.

Corporate Responsibility  
A pocketbook



This section displays a collection of logos for various investor ratings and sustainability indices. The logos include: Dow Jones Sustainability Indexes (Member 2009/10), FTSE4Good, SRI (Kempson SNS SRI Universe), ethix SRI ADVISORS, and SUSTAINALYTICS. On the right side, there are logos for Corporate Responsibility Prime (rated by eekom research), vigeo, and EIRIS.

Investor ratings

# Contact

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*<http://www.coloplast.com/about/responsibility/pages/responsibility.aspx>*