



Nordea investor meeting

June 18th, 2018

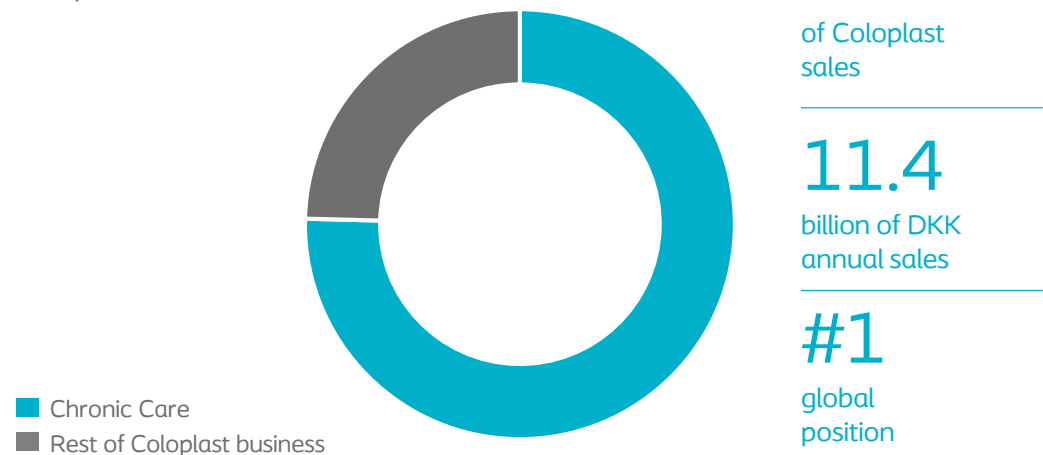
Kristian Villumsen, EVP Chronic Care

Coloplast Group – Ostomy Care / Continence Care / Wound & Skin Care / Urology Care

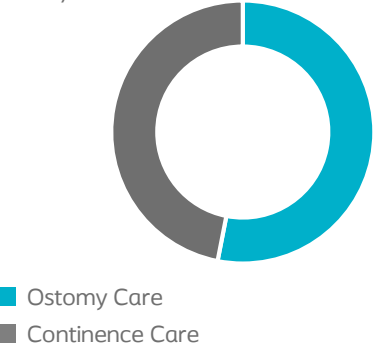


Chronic Care represents more than 75% of Coloplast sales and we continue to outgrow the market

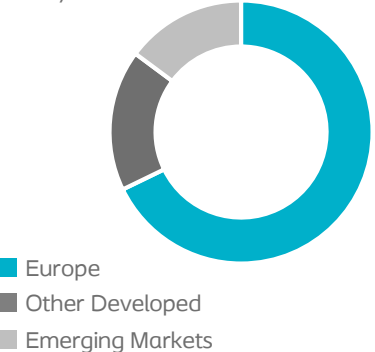
Chronic Care sales, in DKK
FY 15/16



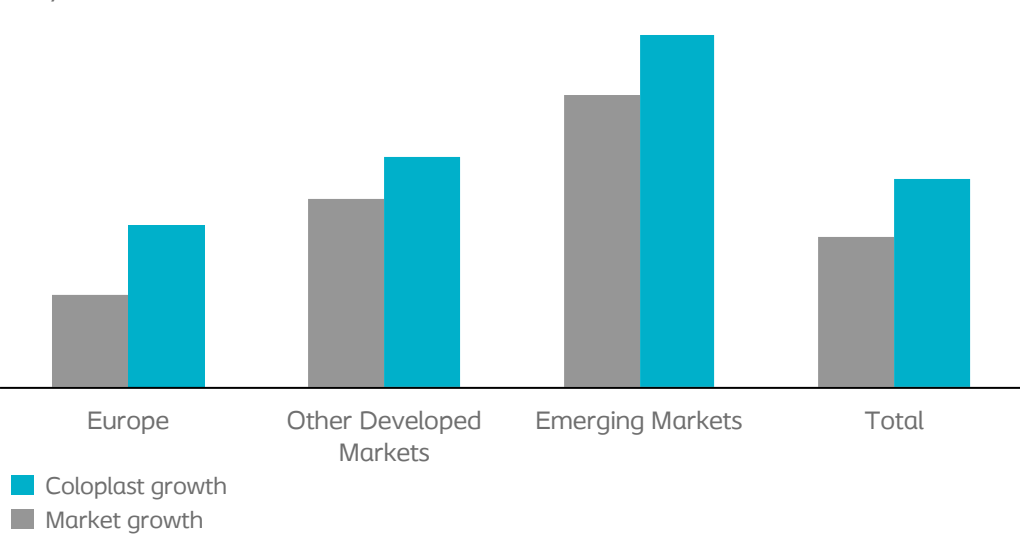
Chronic Care sales in DKK by BA
FY 15/16



Chronic Care sales in DKK by region
FY 15/16



Chronic Care reported sales growth vs. market by region, %
FY 15/16



Market growth drivers

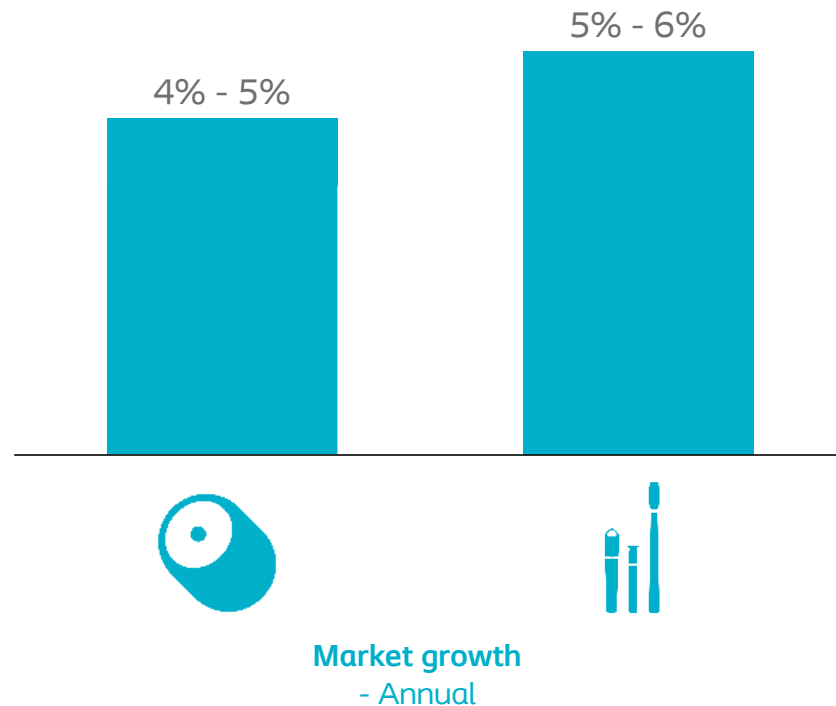
- + Clinically differentiated products
- + Growing elderly population
- + Consumption patterns change towards more advanced product solutions
- Cost pressure and demand for value from payers
- Earlier detection and cure

Source: Coloplast

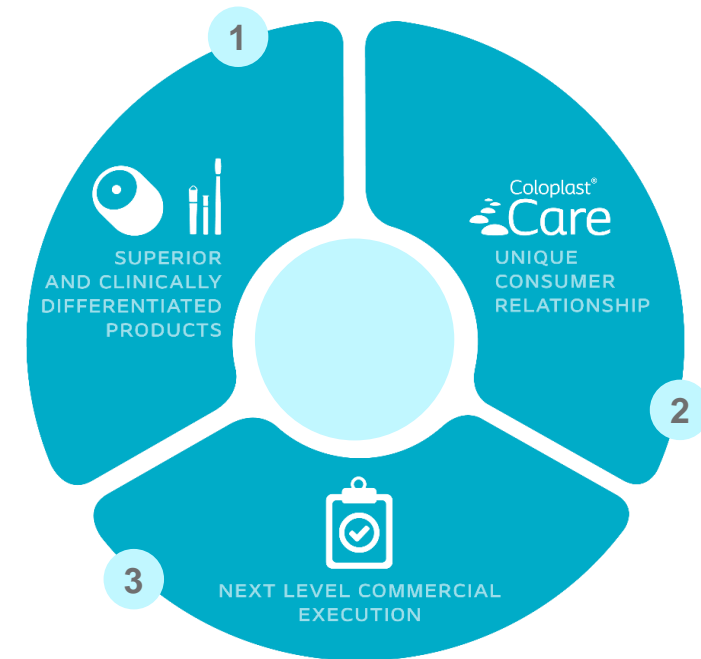


Our ambition remains to grow faster than the market driven by our 3 strategic themes

Our revenue ambition is to outgrow the market



Our strategic themes



Source: Coloplast

New product launches and upgrades have contributed significantly to our growth

Innovative products

SenSura® Mio Convex



SenSura® Mio Concave



SpeediCath® Flex



SpeediCath® Flex
Coude Pro (US only)



Brava® Protective Seal



Brava® XL Tape



Key growth drivers

Win with SenSura® Mio platform

Growth driven by SenSura® Mio Convex

SenSura® Mio Hospital Assortment in 16 countries

SenSura® Mio Concave launched in 7 countries

Drive growth through SpeediCath® family

SpeediCath® Flex launched in 14 countries

SpeediCath® Flex Coude Pro launched in the US (May 2018)

SpeediCath® Standard BBT (Bacteria Barrier Technology) to be launched in 2018

Limited patent exposure – now expected to be up to 50 DKKm

Maximize value from Brava® launches

Solid growth in Brava® portfolio

Brava® Protective Seal in 13 countries

Brava® XL Tape to be launched in main markets in 2018

Care and DtC remain a cornerstone in our transition towards a consumer healthcare company

We continue to expand our Care program ...

Care countries
+20

Care enrolments
>500,000

Care enrollments growth (yearly)
15 – 20%



... and have DtC marketing in all key markets

Global online marketing
program ...



+

... local Consumer marketing
capabilities and call center ...



=

... enabling successful product launches

SenSura® Mio Convex



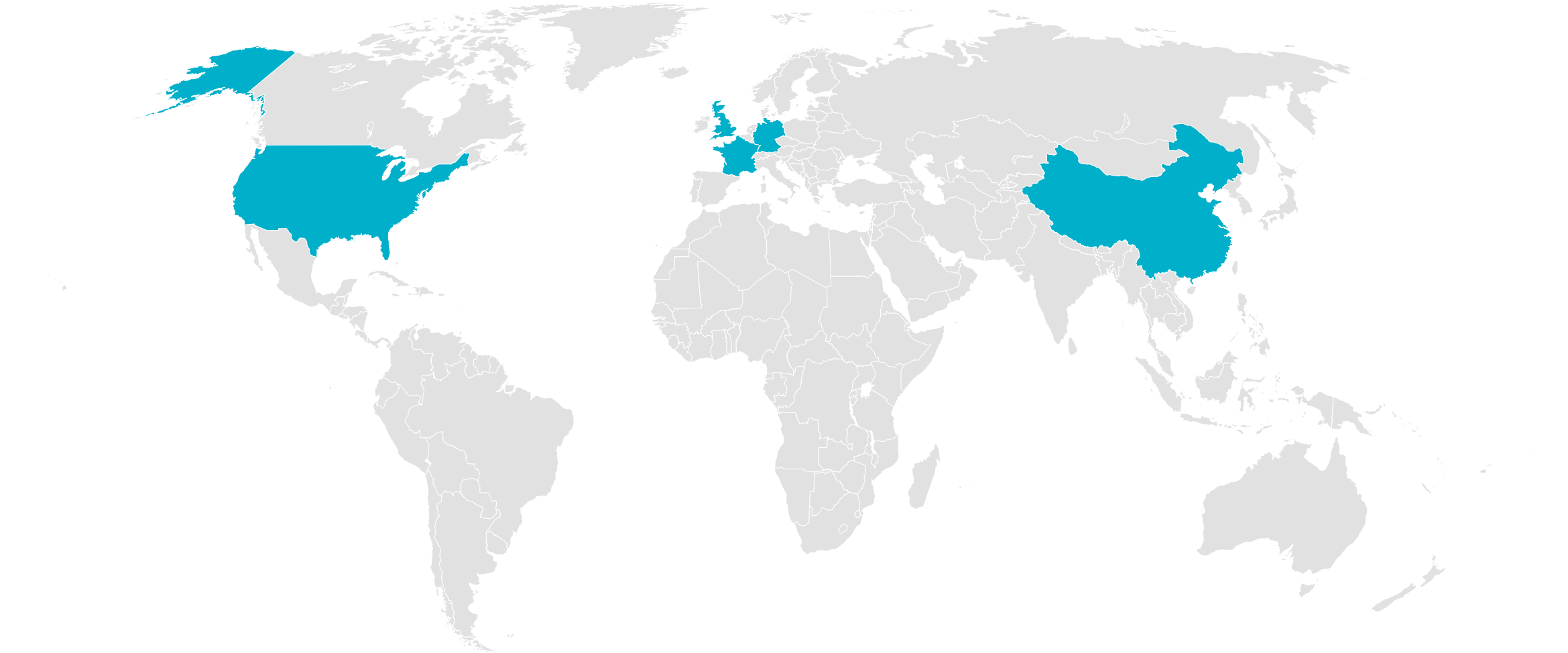
SpeediCath® Flex



Brava® Protective Seal



We are now direct in our largest markets – UK, US, France, Germany and China



We continue to invest significantly into the Chronic Care business in R&D and commercial investments



Innovation
R&D 3-4% of sales



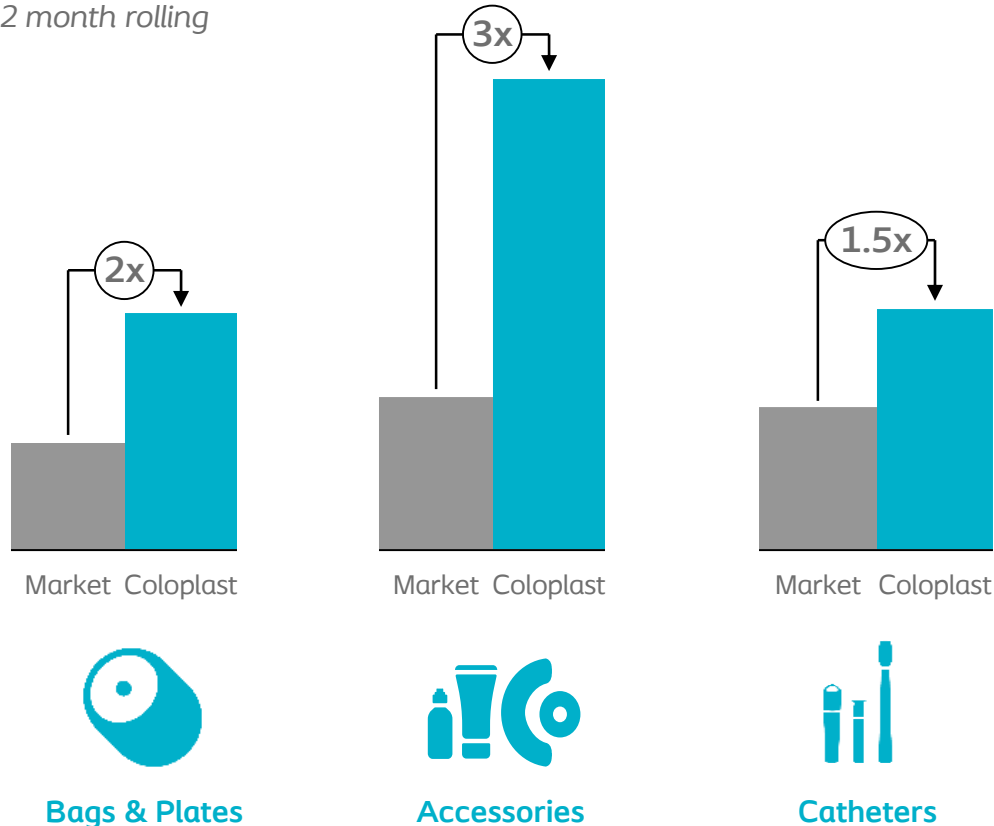
Consumer



Continued above market growth rates in US expected through superior products and consumer efforts

Coloplast sales vs. market growth

12 month rolling



Source: Coloplast

Key growth drivers

Challenge the market leader in Ostomy Care

- Winning in the acute channel
- Delivering unique value proposition for users and hospitals



Make hydrophilics the standard

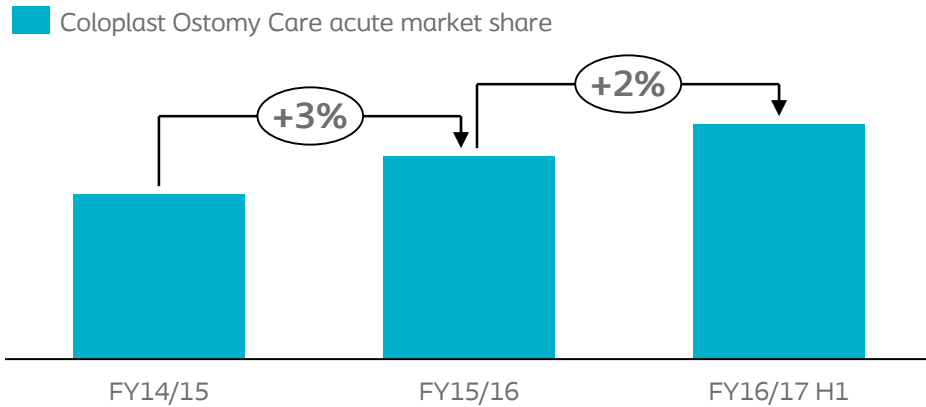
- Winning in rehabs with SpeediCath®
- Securing innovative product access and strong patient service



Growth ambition
+10%

Ostomy Care: Challenge the market leader

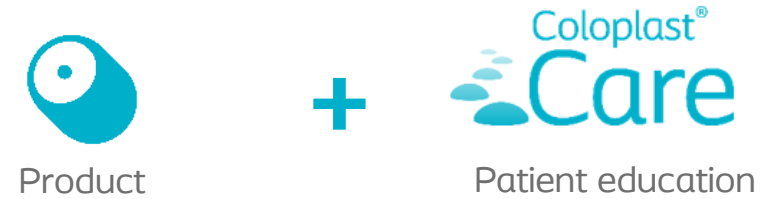
Winning in the acute channel



Continuation of proven IDN strategy

- Large number of hospital and IDN wins, e.g. signature win with Cleveland Clinic
- Strong opportunity pipeline to ensure continued community growth – current community market share is ~15%
- Experienced frontline leadership – OC expansion completed
- Re-launch of SenSura® Mio Convex in 2017
- Double digit growth in Accessories

Delivering unique value proposition for users and hospitals



Reduces

- SKUs
- Readmission rates
- ER visits

Improves

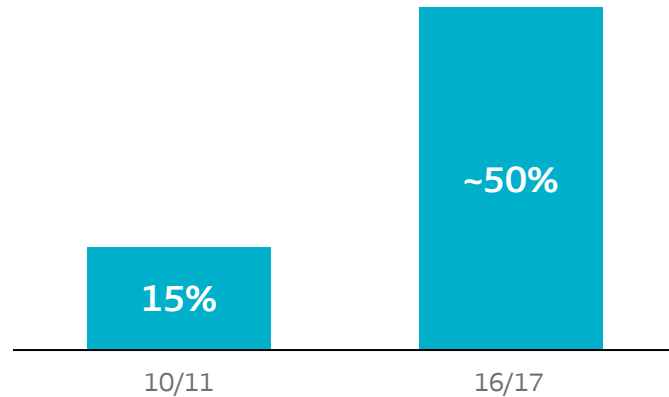
- Patient experience
- Outcomes

Source: GHX and Coloplast

Continence Care: Make hydrophilics the standard

Hydrophilics becoming the standard

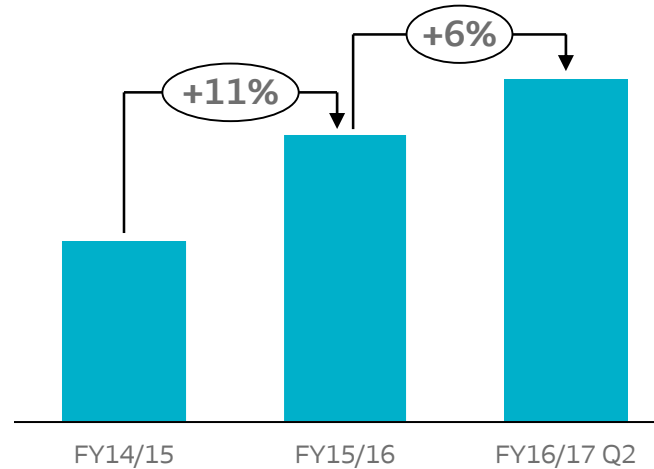
■ Hydrophilics share of Coloplast IC revenues



- Demand for hydrophilics growing as awareness continues to increase
- Launch of SpeediCath® Flex Coudé Pro in May 2018 after re-design of original product

Strong performance in rehabs

■ Coloplast NPD share gain in rehabs



- Strong NPD share gains in rehabs – SpeediCath® is a key driver
- Strong NPD performance will support continued community growth – current community IC market share is ~30%

Securing innovative product access and strong patient service

Secure patient access to our products

Business model with proven commercial concept

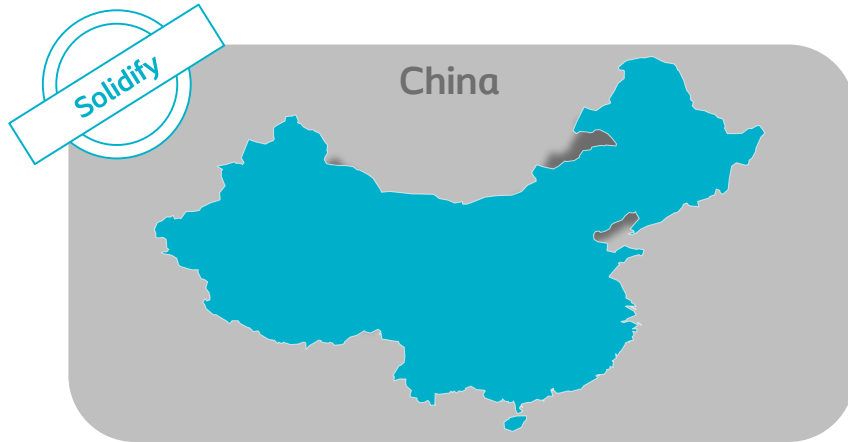
Scalable platform to drive further growth



Source: GHX and Coloplast

Solid growth is expected in China - Pacific and Emerging Markets remain key investment areas

Further solidify position in China



- Market growth at approx. 15%
- Solidified position in top 100 cities
- Selected new investments into sales force, consumer and digital (e.g. Tmall)

Growth ambition is to outgrow the market

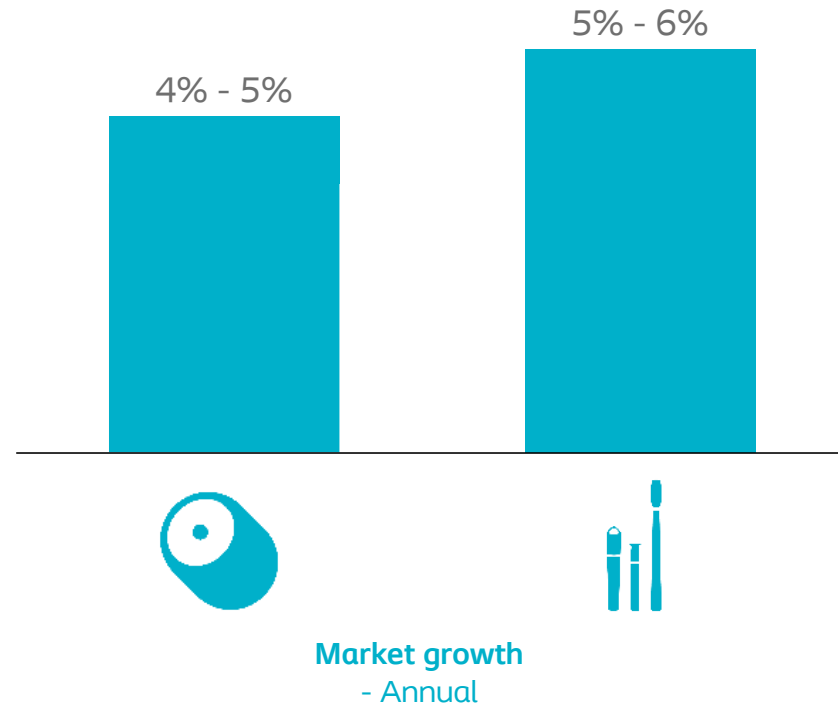
Scale up in Pacific and Emerging Markets



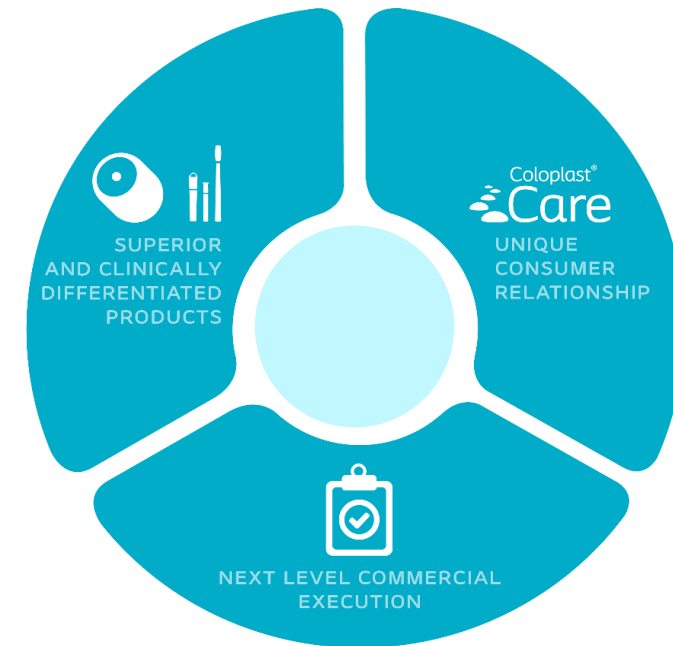
Source: Coloplast

Our ambition remains to grow faster than the market driven by our 3 strategic themes

Our revenue ambition is to outgrow the market



Our strategic themes



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