Making it easier to be one of the girls

My stoma doesn’t define me. My friends know about it and they support me. I feel comfortable when we are hanging out.
Coloplast has four business areas all with global sales presence

Group revenue 2017/18 by segment

![Graph showing the distribution of Coloplast's revenue by segment.

- Ostomy Care: 40%
- Continence Care: 36%
- Intervventional Urology: 11%
- Wound & Skin Care: 13%]

Group revenue 2017/18 by geography

![Graph showing the distribution of Coloplast's revenue by geography.

- European markets: 60%
- Other developed markets: 23%
- Emerging markets: 17%]

= Coloplast’s global market position

Coloplast has four business areas all with global sales presence.
Coloplast specializes in intimate healthcare needs

<table>
<thead>
<tr>
<th>Who are our typical users</th>
<th>How do we help them?</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who have had their intestine redirected to an opening in the abdominal wall</td>
<td>SenSura® Mio Ostomy bag</td>
</tr>
<tr>
<td>People in need of bladder or bowel management</td>
<td>SpeediCath® Flexible male urinary catheter</td>
</tr>
<tr>
<td>People with dysfunctional urinary and reproductive systems</td>
<td>Titan® OTR Penile implant</td>
</tr>
<tr>
<td>People with difficult-to-heal wounds</td>
<td>Biatain® Silicone Foam wound dressing</td>
</tr>
</tbody>
</table>
We want to raise the standard of care through clinically superior products and innovation

Clinical superior innovation

User needs are at the centre of all our innovation activities and service offerings
We have strengthened our pre-clinical capabilities and are running more clinical studies to test new technologies.

Phase of clinical studies: Test new technologies and accelerating development

1. Pre-clinical
2. Pilot
3. Pivotal

Number of clinical studies executed by Coloplast*

* Source: internal Coloplast performance data.
Today we will focus on Ostomy Care where peristomal skin complications are common and a burden for many users and costly to payers and society.

Peristomal skin complications is a real cost driver

73%
Of all users have experienced skin issues within the past 6 months*

52%
Reports skin issues as one of the main reasons to see a nurse*

And is a burden for many users

“I usually stay at home for a couple of days when that happens”

“I can’t sleep. This is burning so bad I have to go and change it again”

* The Ostomy Life Study: the everyday challenges faced by people living with a stoma in a snapshot. Claessens, et al., Gastrointestinal Nursing, Vol. 13, No. 5. doi.org/10.12968/gaan.2015.13.5.18
Example: Results from a burden of illness study in Germany show significant payer costs linked to ostomates

Data

- German claims database 2.5m beneficiaries 2007-2015\(^{(1)}\)
- Colostomy, ileostomy and urostomy

Study variables (examples)

- Overall Costs
- Prevalence of diseases
- Sick Leave Days
- Medication
- In- & Outpatient Care

Total cost per year EUR

- Control\(^{1}\) (All insured) €5,380
- Stoma\(^{1}\) (Chronic) \(\times 3\) €15,754

Total cost split ostomates\(^{(1)}\)

\[\begin{array}{lll}
\text{Inpatient} & \text{Stoma products and nursing} & \text{Outpatient} \\
14\% & 36\% & 9\%
\end{array}\]

\[\begin{array}{lll}
\text{Other Medical devices} & \text{Medication} \\
18\% & 23\%
\end{array}\]

\(\text{Total} = \text{Control} + \text{Stoma}\)

\(\text{Total} = \text{Control} \times 3\)

\(\text{Control} = \text{Control} \times \frac{1}{3}\)

1) Poster Presentation - Rethmeier et al. - ISPOR 2018, Baltimore
Pilot study shows significant peristomal skin improvement and supports our premium price ambition*

Testing new skin protecting technology in Pilot study*

Visit 1 (Inclusion)  Visit 2  Visit 3  Visit 4  Visit 5  Visit 6 (Termination)

Baseline min 2 weeks  Test of layer 4 weeks

Users with liquid output and problems with leakage

Study showed significant improvement in skin health and strong user preference

40% reduction in itching, burning and pain

71% of users prefer test product over SenSura Mio

* Assessment of New Enhanced Ostomy Device in Real-life Settings in Subjects Having a Stoma. ClinicalTrials.gov Identifier: NCT03770078
We are using artificial intelligence (AI) for peristomal skin analysis

Using AI for peristomal skin analysis

- During our clinical studies users take pictures of their peristomal area and base plate when changing their product
- We have successfully used artificial intelligence to analyse the images and determine skin health and leakage
- AI models achieved high level of accuracy and detection of area of affection, skin discoloration, intensity and leakage
- Percentage discoloration 92.6% accuracy
- Leakage model 95% accuracy
Our digital efforts are progressing and pilot studies have showed encouraging results in detecting leakage \(^{(1,2)}\)

**Our digital aspiration**

- We have a strong concept that can provide peace of mind to users
- Very positive feedback from nurses and users
- Our capabilities around mapping sensor signals and defining subsequent app communication are rapidly maturing
- Pilot studies have shown high reliability in detecting leakage
- Manufacturing processes being matured

**Giving users accurate information about product performance**

1) Assessment of the Performance of a New Ostomy Device in Subjects Having an Ileostomy. ClinicalTrials.gov Identifier: NCT03439241.

2) Evaluation of the Ability of Newly Developed Adhesives to Absorb Moisture. ClinicalTrials.gov Identifier: NCT03619226
We have raised the bar for innovation and protecting our Intellectual Property is important.

Number of patents published\(^{(1)}\) – Chronic Care

<table>
<thead>
<tr>
<th>Year</th>
<th>Patents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>12</td>
</tr>
<tr>
<td>2015</td>
<td>18</td>
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<tr>
<td>2016</td>
<td>17</td>
</tr>
<tr>
<td>2017</td>
<td>15</td>
</tr>
<tr>
<td>2018</td>
<td>12</td>
</tr>
<tr>
<td>2019</td>
<td>50</td>
</tr>
</tbody>
</table>

Patented areas

- Digital health
- Skin protecting technology
- New IC platform

\(^{(1)}\) Includes expected publications for all of 2019
We have a strong track record in delivering incremental innovation and are making good progress on next level innovation.

### Incremental innovation
New products and line extensions within existing technologies to drive short term growth

- **Graduation icon**: Known materials/processes. In-house expertise
- **Clock icon**: Shorter time to market
- **Heart icon**: Price strategy – on par / parity+
- **Checkmark icon**: Existing reimbursement categories
- **Bike icon**: Lower risk projects

### Next level innovation
Clinically superior products requiring new technologies to drive long term growth

- **Graduation icon**: New materials/processes. External partnerships
- **Clock icon**: Longer time to market
- **Heart icon**: Premium price strategy – beats time-to-market
- **Checkmark icon**: Premium / new reimbursement categories
- **Bike icon**: Higher risk projects

Products to be launched beyond 2020.
Next steps

In Ostomy Care we will continue to:
- Conduct pilot and pivotal clinical studies in order to
  - Show efficacy and safety to be used for price and category negotiations
  - Support product registration and product claims
- Drive our digital efforts

In Continence Care we are working on a new catheter platform:
- Including the Bacteria Barrier Technology
- Developing new technologies that address risk factors for getting UTI’s
- Continuation of pre-clinical efforts and conducting pilot studies

In Wound Care we will continue to:
- Strengthen the innovation pipeline
- Focus on silicone category and 3DFit Technology
Coloplast delivered Q3 organic growth of 8% and an EBIT margin of 31%  

**Revenue growth**  
- Reported revenue (DKKm)  
  - Organic growth  
  - Reported growth  

<table>
<thead>
<tr>
<th></th>
<th>Q3 17/18</th>
<th>Q3 18/19</th>
<th>9M 17/18</th>
<th>9M 18/19</th>
<th>+8%</th>
<th>+9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported</td>
<td>4,225</td>
<td>4,599</td>
<td>12,215</td>
<td>13,321</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reported</td>
<td></td>
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</tr>
</tbody>
</table>

**EBIT**  
- EBIT (DKKm)  
- EBIT margin in constant currencies (%)  
- Reported EBIT margin (%)  

<table>
<thead>
<tr>
<th></th>
<th>Q3 17/18</th>
<th>Q3 18/19</th>
<th>9M 17/18</th>
<th>9M 18/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT</td>
<td>1,269</td>
<td>1,438</td>
<td>3,676</td>
<td>4,077</td>
</tr>
<tr>
<td>Reported</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Margin</td>
<td>30</td>
<td>31</td>
<td>31</td>
<td>31</td>
</tr>
</tbody>
</table>

**Q3 Highlights**  
- Organic growth of 8% and 9% in DKK  
- Continued strong momentum in Europe across all business areas and double digit growth in Chronic Care in the US  
- French price reform within OC, CC and WC announced  
  - ~9% price cut in OC & CC as of 1 July 2019  
  - ~2% price cut in WC as of 1 June 2019  
  - Mitigation activities implemented  
- Interventional Urology under unconditional strategic review  
- EBIT grew 13% to DKK 1,438m and a reported EBIT margin of 31% vs. 30% last year  
- ROIC after tax before special items(1) of 46%  
- Unchanged financial guidance for 2018/19:  
  - Organic revenue growth of ~8% and ~9% reported growth in DKK  
  - EBIT margin of 30-31% in constant exchange rates and ~31% in DKK  
  - Capex of DKK 700m  

(1) Special items: Balance sheet items related to the provision in connection with settlements in lawsuits in the USA alleging injury resulting from the use of trans-vaginal surgical mesh products.
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