

So you can be you



Julian

Together, we can make
life easier for people with
intimate healthcare needs

2016/17

 Coloplast

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"We didn't go out a lot. I couldn't stand the thought of going anywhere because then we'd have to rush home to do the enema."

Lori, Julian's mum

Julian is seven years old and was born with spina bifida and neurogenic bowel dysfunction. Julian relies on Lori to help him with his bowel management routine. He used to have to wait for up to two hours with the enema. All the planning was restricting their possibilities of going out. But now, they can easily do just that.

Julian is a Peristeen[®] user who has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same. Talk to your healthcare professional about whether this product may be right for you.

The scale of *the challenge*



91%

of people with a stoma worry about leakage and 76% have experienced leakage over the last 6 months¹



Intermittent catheter users have

2.7

urinary tract infections

on average per year²



Up to **28%**

of diabetic foot ulcers may result in amputation³



♂ Erectile dysfunction affects nearly

350 million

men worldwide, with only around 20% seeking treatment⁴



Our Mission

Making life easier for people
with intimate healthcare needs

Sachiko



“Ideally, we would like to have people forget they have a medical condition. It’s all about people just living the life they want.”

Lars Rasmussen
CEO, Coloplast

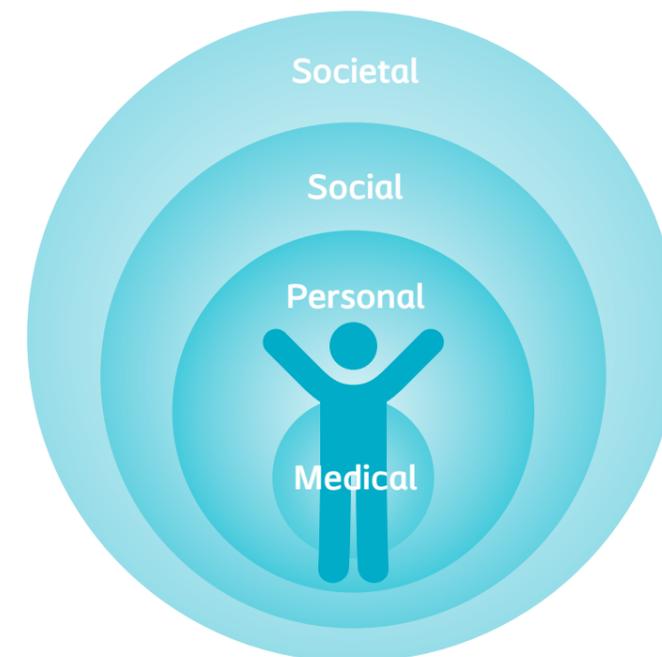


Our Vision

Setting the global standard for listening and responding

Everything changes when you think from a *user's perspective*

Users' ambitions drive us – seeing the context of their lives, not just their conditions. With this broader perspective, recognising the importance of quality of life, we can develop the products and services that move care forward.



Medical

What are the medical needs created by my condition?

Social

Beyond my medical needs, how does my condition impact my life?

Personal

Can I be an active part of my treatment?

Societal

What is the overall impact of my condition and treatment within the healthcare system and society as a whole?

We lead for the people who are counting on us

Users and healthcare professionals look to us for leadership and count on our strength in each of the areas below.

Engaging users and truly understanding their lives through research, from global quantitative studies to in-depth, personal discussions and extensive product testing in everyday use.



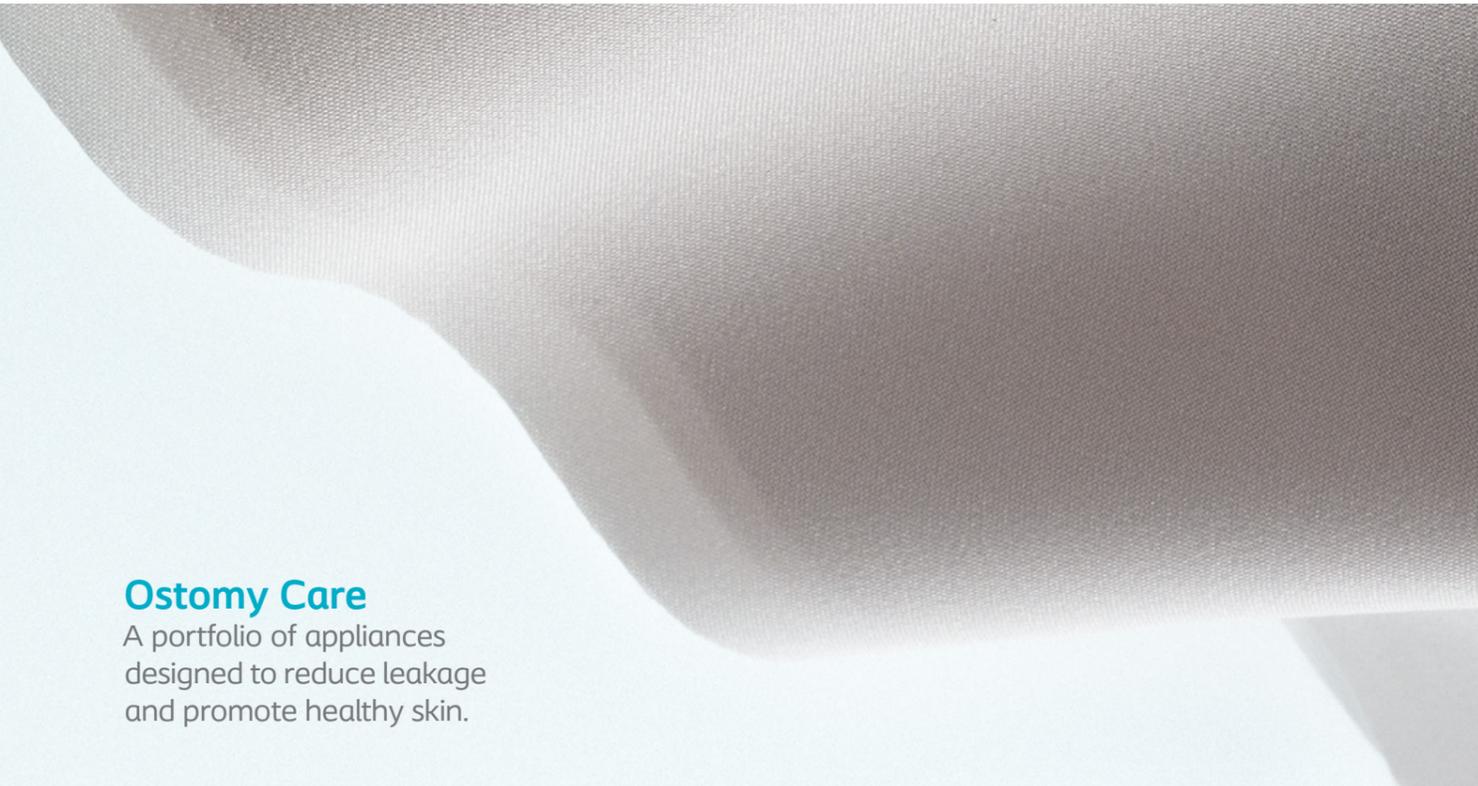
Together with partners around the world, we are fighting to improve the availability and standard of care for people with intimate healthcare needs.

Translating user insights, technical breakthroughs and design thinking into products and services that redefine care.

Anticipating needs and taking actions that exceed the expectations of users and healthcare professionals, both in person and on the phone, creating a community of support.



Our strengths are reflected in each of our four business areas



Ostomy Care

A portfolio of appliances designed to reduce leakage and promote healthy skin.



Continence Care

Effective solutions for better control of bladder and bowel management.



Wound & Skin Care

Advanced solutions that improve skin care and help wounds heal.



Urology Care

Life-changing surgical devices for urological and gynaecological treatments.

Reducing the burden of leakage

The fear of leakage

For most people living with a stoma, the real issue is not the stoma. It is the fear of leakage and the huge impact this has on their lives. Imagine not daring to go out because you might have an accident in public. Imagine the feeling of isolation when you desperately long to do things that no longer seem possible.

Leakage leads to other complications too. The most frequent is skin damage caused by urine or faeces that goes under the baseplate – which is very uncomfortable and costly to treat.

Designing to reduce leakage and overall complications

The key to solving the issue of leakage is to have an appliance that provides a secure fit to the body. But bodies are different. And they change shape as we move and grow older. Today, our essential and supporting products are designed with this in mind.

Since bringing the world's first disposable, self-adhesive ostomy pouch to market almost six decades ago, we have developed the market's most complete portfolio of ostomy solutions. Taking fit, flexibility and comfort to a new level through our BodyFit Technology®, we create solutions to reduce the burden of leakage and enable users to do so much more.

Providing the best support for nurses and users

The challenge of leakage is not solved by products alone. The right daily routines – and getting questions answered quickly – solve problems before they get out of hand.

In addition to the expertise and advice provided by our sales support teams, we have established a set of activities and tools to support the professional development of nurses while improving care to users. Furthermore, for the past 20 years, our Coloplast Ostomy Forum (COF®) has enabled nurses to share their insights with each other and directly with our product designers, engineers, and scientists. There are currently over 500 leading nurses from over 20 countries involved, helping to improve products that make lives easier for users worldwide.

Our industry-leading support programme, Coloplast® Care ensures that users always have easy access to a Coloplast adviser. We are there when they need advice on how to adjust their routines. When they feel low and need reassurance. And when they are confident enough to start exploring new activities.

Fighting for better ostomy care

Around the world, we are partnering with health-care professionals to raise the standard of care. From helping them build capacity in their clinics, to training their teams, and raising awareness about the right management routines.

To help tackle the burden of leakage, for example, we have developed Apply-Remove-Check (ARC) – an educational initiative that has been proven to help people adopt routines that reduce leakage and related complications. With ARC and close collaboration with partners, we fight to raise the standard of stoma care worldwide. Our goal is simple: to continually make life easier for anyone living with a stoma.

Approximately

1.45 million people

live with a stoma in the US and EU alone ⁵



35-40% **9%**

global market share ⁶



organic growth rate ⁷



“I’ve got a funny-shaped stoma – you know, different bodies. So if you’re trying to make ‘one bag fits all’ solutions – it’s impossible.”

Katryna feared that getting a stoma would lead to her raising her children as a single mum. Now she has been living happily with her partner for four years.

Katryna is an ostomy device user who has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same. Talk to your healthcare professional about whether this product may be right for you.

Raising standards through innovation

Bringing back confidence

The fear of having an accident in public – or the worry about where to catheterise – makes staying at home seem like the only option for so many people suffering from continence or incontinence issues. The major risk of contracting urinary tract infections (UTIs) adds extra distress to their isolation.

By helping users to better manage their bladder and bowel routine, we can bring back confidence. Restore dignity. And give them the freedom to live the life they want to lead.

Enabling through innovation and design

We continue to push for new solutions to help our users better manage their bladder and bowel routines. Our transanal irrigation system not only effectively empties the bowel but is a new product category within its field. Our catheters help users manage their condition simply and hygienically. Here, we strive to use design to reduce psychological barriers and improve compliance. This combination of medical functionality and design thinking has resulted in a series of industry firsts.

Our award-winning products have driven the shift to compact catheters by combining improved functionality with small size, and a design that blends with other lifestyle accessories. And by pioneering new approaches to bowel management, we help users to have more regular routines and give them the freedom to go out whenever they want to.

There when you need us

Our sales support teams work closely with healthcare professionals, updating them on the latest research and product innovations. Our professional development activities and tools also

support healthcare professionals as they gain experience. For example, our Continence Advisory Board (CAB) has guided our product development since 1997. Today's CAB, with over 200 continence care nurses from 15 countries, enables participants to learn from each other while guiding what we do.

In addition to supporting nurses and doctors – teaching their patients good compliance routines, we also offer Coloplast® Care, providing users an extra line of direct support. Our telephone support experts advise users on how to deal with bladder issues; they are also a source of hope and inspiration when users are going through difficult times.

Building capacity and fighting for reimbursement globally

Coloplast works closely with a range of partners worldwide to advocate for better care and build better framework conditions for intimate healthcare.

For example, in Japan, Coloplast supported patients and other stakeholders in their efforts to convince the Japanese healthcare authorities to provide additional reimbursement for intermittent catheters. This makes a real difference to the lives of more than 100,000 users, many of whom will now be better able to obtain the newest and most innovative products.

In Australia, Coloplast is working with multiple stakeholders to ensure that the country's new National Disability Insurance Scheme (NDIS) also provides for expanded funding and product choice for people who need full access to a wide assortment of intermittent catheters.

Each year up to

400 thousand people

need continence care after suffering a spinal cord injury⁸



~40%

global market share⁹



5%

organic growth rate¹⁰



“The thing that I really had to come to terms with was self-catheterisation, essentially, and how I was going to function for the rest of my life, having to use a catheter.”

After recovering from a ski accident that led to a spinal cord injury, Neil is now working with an NGO helping others rediscover the outdoors in a wheelchair.

Neil is an intermittent catheter user who has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same. Talk to your healthcare professional about whether this product may be right for you.

Making every day count

Fewer days with wounds

A chronic wound can take years to heal. During this time, patients have to live with the discomfort and pain of an unhealed wound. They also have to deal with the smell of the fluid it exudes and the social isolation that it can bring. That is in addition to the trauma that caused the wound in the first place – an accident, surgery or a chronic disease.

Faster healing is what wound care patients need. It is what nurses care about. And it is what healthcare authorities want to see. So our focus is clear: fewer days with wounds, by making every day count.

A complete system for optimal care

We believe wound management and skin care are inseparable. Therefore, we have developed great expertise in skin care and in treating and taking care of a wide variety of skin complications.

Working closely with healthcare professionals, we have developed a portfolio of wound and skin care solutions that make it easier to use advanced approaches to treating skin and wound issues.

Our dressings are easy to apply and remove. And they do more than cover the wound; they support the healing process too. To help fight infection and reduce pain, several of them come with active ingredients such as silver or ibuprofen. Superior Absorption® technology means that our dressings provide extended wear time, leading to use of fewer dressings.

Championing better wound management

Our close collaboration with users and healthcare professionals has guided us in creating tools that support them. For example, we found out that wounds change constantly, which means that nurses have to respond to each change in the right way to ensure effective healing. To help them do so, we have collaborated with clinicians from around the world to develop the Triangle of Wound Assessment® – a holistic wound assessment framework that introduces an intuitive way to assess and manage all three areas of the wound: the wound bed, wound edge and periwound skin.

In addition to promoting the use of the Triangle of Wound Assessment, we run a global educational programme for healthcare professionals called Coloplast® HEAL. Developed in close collaboration with international wound care experts, this programme teaches broader wound healing principles to healthcare professionals, to support best practices worldwide.

Driving change through partnerships

Working with local partners and international organisations we fight to raise the standard of wound care. Together with World Diabetes Foundation and EWMA, for example, we have supported a series of international Wound Care Training Workshops. Here, healthcare professionals learn how to diagnose and treat chronic wounds as well as ways to help patients become aware of the importance of getting early and proper treatment.

Over

50 million people

around the world suffer from chronic wounds ¹¹



7-9%

global market share ¹²



6%

organic growth rate ¹³



“This is my hobby. I plan on doing it until I can’t do it anymore. My mother lived until she was 94 and that is also what I am counting on”

For Victor, his workshop in Næstved, Denmark, is his passion. A surgery left him with a large wound on his thigh that would not heal until a nurse assessed the wound differently and changed his treatment plan.

Victor is a former wound dressing user who has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same. Talk to your healthcare professional about whether this product may be right for you.

Empowering surgeons to do more

Restoring patients' confidence and well being

Like other intimate healthcare conditions, urological and gynaecological conditions have a significant impact on people's lives. Some conditions can be extremely painful, while others can erode people's confidence to the extent that their social and sexual lives are dramatically impacted.

Our goal is to empower surgeons to put an end to pain and isolation and restore confidence.

At the cutting edge of surgical technology

Working closely with leading experts around the world, we provide solutions for surgical urology and gynaecology procedures – ranging from single-use to implantable devices for both urological and pelvic health.

Our strong R&D partnerships with surgeons have resulted in a range of highly sophisticated devices that simplify procedures while delivering better and less invasive treatments, hereby reducing healthcare costs. Our state-of-the-art surgical lab, where surgeons test and refine new products using cadavers donated for research, makes continuous innovation possible.

Sites for advanced support

To help surgeons use our solutions correctly and ensure a steady stream of feedback, we attend procedures in operating theatres and use our surgical lab for one-on-one and group training. Globally, we have carried out over 10,000 hours of surgeon-to-surgeon training in 2015-16 alone. We also support surgeons' relationships with their patients by enabling them to share their own educational videos.

To support users, we host condition-based websites that offer basic information, including treatment options and where to find the nearest medical professional. To support their non-medical needs, we help to connect them with other patients or families that are dealing with the same condition.

Increasing access to care

We work with patient organisations around the world and the broader medical community to support patient access initiatives and surgeon education.

Our efforts begin by raising awareness of treatment options for patients with urological and gynaecological conditions. And as patients decide to pursue therapy, we connect them with reimbursement consultants that will help them navigate the complex world of healthcare insurance and fight for coverage.

More than

386 million people

worldwide are affected by urinary incontinence ¹⁴



10-15% **9%**

global market share ¹⁵



organic growth rate ¹⁶



"I grow not only for myself, but for those who need me."

Marie is one of the few female urologists treating erectile dysfunction medically and surgically. She believes it is her personal responsibility to always look for better solutions for her patients.

Marie has not received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same.

Our latest *innovations*

Ostomy Care



SenSura® Mio Convex



SenSura® Mio



Brava® Protective Seal

Contenance Care



SpeediCath® Flex



SpeediCath® Compact Eve®



Conveen® Active

Wound & Skin Care



Biatin® Silicone



InterDry®

Urology Care



Titan®



Isiris®



Altis®

“The Coloplast® Care team has exceeded expectations at every turn and are true professionals! The continuing support is invaluable.”

Bruce has been an avid fly fisher for over 35 years. In 2008, he was diagnosed with bladder cancer, which led to an ileal conduit. He continues to pursue his passion today, and plans to go to Iceland for his next fishing trip.



Bruce is an ostomy device user who has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same. Talk to your healthcare professional about whether this product may be right for you.

Coloplast® Care

Support and inspiration when users need it

No matter how advanced our stoma and continence products are, users need care and support to help them adjust. Coloplast Care is a support programme designed to encourage and inspire people with an ostomy and those who use intermittent catheters. It is developed in close collaboration with nurses. And it reflects our shared commitment to helping patients to better manage their own care.

It offers straight-forward advice, personalised support and inspiration. Through our website and by email. And on the phone, where our advisers will answer questions and offer advice about everyday challenges.

In this way, Coloplast Care complements the care provided by nurses. Our role is to provide reliable answers to basic and recurring questions. Help solve easily avoided problems. And refer patients back to nurses when necessary.

With Coloplast Care, users get access to:

(Specific offerings may vary for the different business areas and geographical locations)



Website
A dedicated website with articles and reliable advice



Emails
Inspiration relevant for their situation direct in their mail box



Phone support
Advisers ready to answer questions and provide support



Product guidance
Access to product samples on request

83%
of users say Coloplast Care improves their stoma-related quality of life ¹⁷



Together with healthcare professionals, Coloplast Care can help patients transition home and live the life they want

“Coloplast is very good at bringing people together. Coloplast and nurses share the same goal. We want to improve the patients’ quality of life”

Louise has been a Paediatric Enterostomal Therapy nurse for over 42 years, and has devoted her life to raising awareness and teaching other nurses about stoma care all over the world.



Louise has received compensation from Coloplast to provide this information. Each person’s situation is unique so your experience may not be the same.

Stronger together

Moving care forward with nurses

Nurses and Coloplast have a complementary role in patients’ lives, and complementary strengths that contribute to raising the standard of care around the world. Nurses are experts in getting people back on their feet, giving patients the knowledge and confidence they need to return home.

At Coloplast, we work hard to make nurses’ options better by offering a range of innovative products and unique services that add an additional line of support. We also provide nurses with development opportunities, such as training and networking events. So they can grow professionally and improve the care for their patients. Our shared goal is to help patients transition smoothly back to living the life they want to lead.

Close cooperation with nurses shapes the products, services, and education we develop. Today, more than 700 ostomy and continence care nurses are involved in our international advisory boards, co-creating the next generation of life-changing products and services. By sharing their insight with our scientists, engineers, designers, and other experts, they ensure priorities are aligned. We also create opportunities for nurses to share best practices directly with each other and to participate in research projects that amplify the impact of their experience. By working together, we have the strength to take care to the next level.

Our offerings to healthcare professionals can be summarised into four general areas:

(Specific offerings may vary for the different business areas and geographical locations)



Fundamentals

Gain or refresh essential knowledge and insights in the speciality through e-learning, assessment tools, and more



Master classes & events

Broaden expertise and connect with peers through courses and educational events



Advisory boards & panels

Help create life-changing products and services by sharing insights with our scientists, engineers, designers, and other experts



Research projects

Pursue new ways to raise the standard of care through clinical trials, product testing, and other research activities

700+

ostomy and continence care nurses are involved in Coloplast Ostomy Forum (COF®) and Continence Advisory Board (CAB)



For more than

20 years

they have been sharing insights and co-creating products with us. Today, COF and CAB nurses represent more than 20 countries





A Coloplast sales representative showcasing our products at an Ostomy conference in 1958.

Committed to *making life easier* since 1954

The Coloplast story begins back in 1954. Elise Sørensen is a nurse. Her sister Thora has just had an ostomy operation and is afraid to go out in public, fearing that her stoma might leak. Listening to her sister's problems, Elise conceives the idea of the world's first adhesive ostomy bag.

Based on Elise's idea, Aage Louis-Hansen, a civil engineer and plastics manufacturer, and his wife Johanne Louis-Hansen, a trained

nurse, created the ostomy bag. An ostomy bag that helps Thora – and thousands of people like her – to live the life they want to lead.

A simple solution that makes a difference.

Today, our business includes Ostomy Care, Continence Care, Wound & Skin Care and Urology Care. We operate globally and employ more than 10,000 employees.

Access to healthcare

For nearly a decade now, our Access to Healthcare® projects have been bringing together practitioners, users, NGOs, and other public and private partners to promote better intimate healthcare and educate stakeholders globally. We have trained over 11,000 practitioners, given users a voice, and advocated on their behalf to healthcare policy decision makers for better care and reimbursement.



9 years

of partnering for impact globally



35

projects since 2008

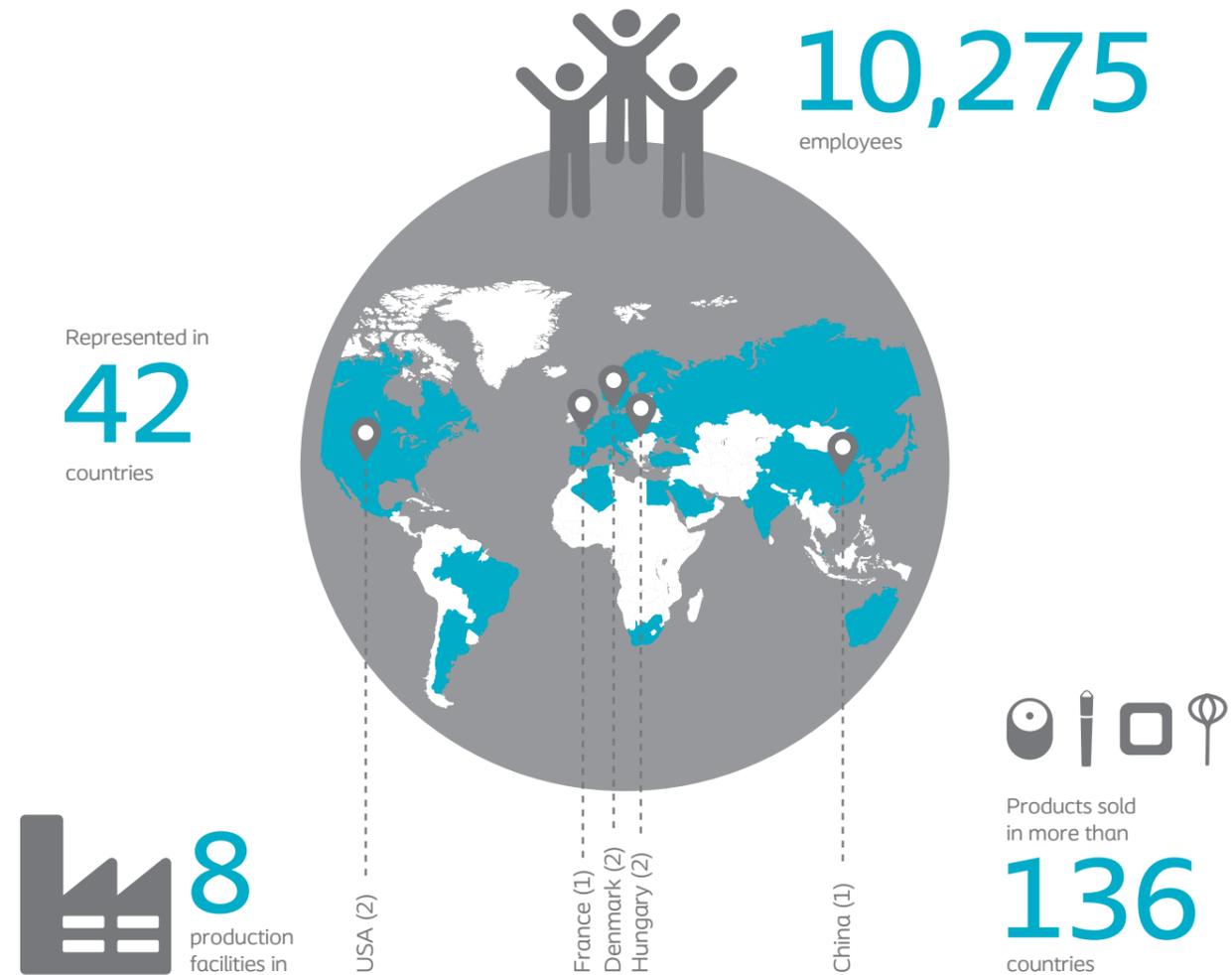


11,000

healthcare professionals trained through Access to Healthcare



Coloplast globally



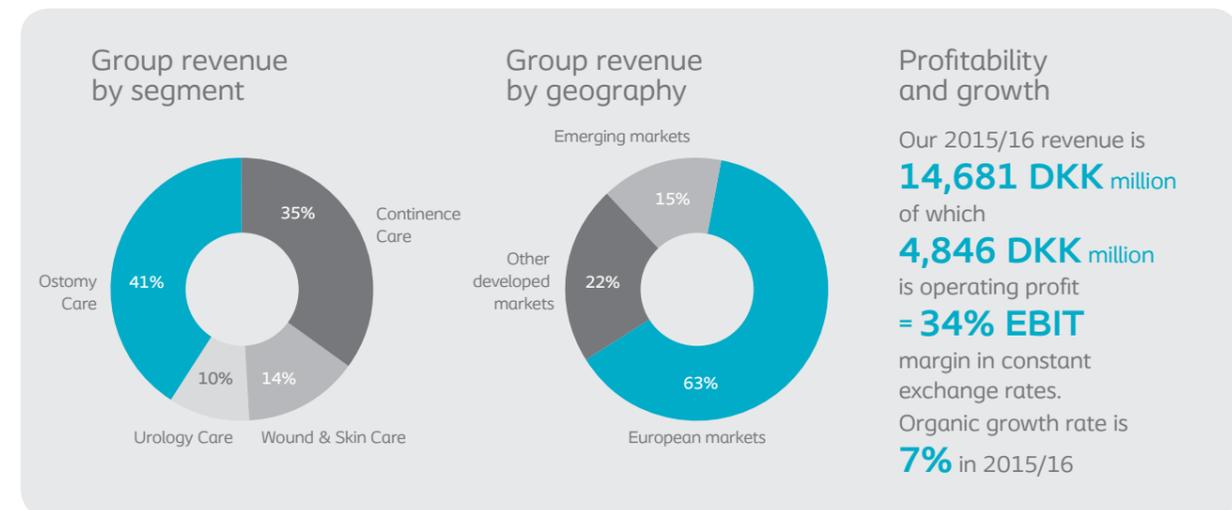
Our people



Our footprint

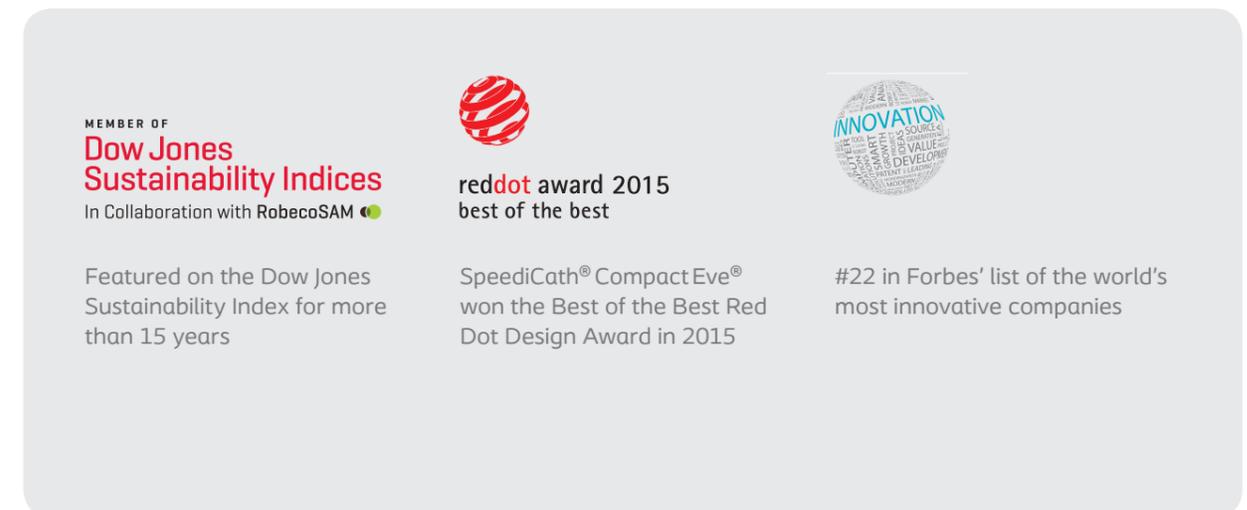


Our performance



All figures in this box are from Coloplast Annual Report 2015/16

Our awards and credits



So you
can be you



Neil

- (1) Claessens et al., 2015. The Ostomy Life Study: The everyday challenges faced by people living with a stoma in a snapshot, *Gastrointestinal Nursing*, 13, 18-25.
- (2) Coloplast Intermittent Catheter User Study 2016 (data on file)
- (3) Armstrong et al., 1998. Validation of a diabetic wound classification system. The contribution of depth, infection, and ischemia to risk of amputation, *Diabetes Care*, 21(5), 855-9.
- (4) Aversa and Fabbri, 2001. New Oral Agents for Erectile Dysfunction: What is Changing in Our Practice?, *Asian Journal of Andrology*, Sep(3), 175-179.
- (5) Eucomed, 2012. Access to Ostomy Supplies and Innovation: Guiding Principles for European Payers. *Eucomed Medical Technology*, Sept. and United Ostomy Associations of America. Living with an Ostomy <http://www.ostomy.org/uploaded/files/asg_resources/UOAA_Brochure_20160226.pdf?direct=1>
- (6) Coloplast Annual Report 2015/16
- (7) Coloplast Annual Report 2015/16
- (8) World Health Organisation, 2013. International Perspectives on Spinal Cord Injury.
- (9) Coloplast Annual Report 2015/16
- (10) Coloplast Annual Report 2015/16
- (11) Marcial G., 2014. Overlooked Advanced Wound Care Market Catches Attention of Healthcare Analysts, *Forbes*, Feb 2014.
- (12) Coloplast Annual Report 2015/16
- (13) Coloplast Annual Report 2015/16
- (14) Irwin et al. 2011. Worldwide prevalence estimates of lower urinary tract symptoms, overactive bladder, urinary incontinence and bladder outlet obstruction, *BJU International*, 108, 1132-1139.
- (15) Coloplast Annual Report 2015/16
- (16) Coloplast Annual Report 2015/16
- (17) Coloplast Market Study, 2013, (data on file)
- (18) Coloplast CR Report 2015/16
- (19) Calculations made by Coloplast's EHS department
- (20) Calculations made by Coloplast's EHS department

Our business includes Ostomy Care, Continence Care, Wound & Skin Care and Urology Care. We operate globally and employ more than 10,000 employees.

From getting to the grocery store to biking up a mountain, users' hopes and aspirations fuel our passion of finding new ways to help make their lives easier.

We constantly question the status quo across every aspect of intimate health-care and seek to understand our users, to better anticipate and advocate for their needs. Ever since the founding of Coloplast in 1957, we have worked closely together with healthcare professionals and the users of our products to search, not just for new solutions, but for new ways to create solutions that are sensitive to their special needs. Together, we are stronger.

Ostomy Care / Continence Care / Wound & Skin Care / Urology Care