

Coloplast Meet the Management
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Emerging Markets

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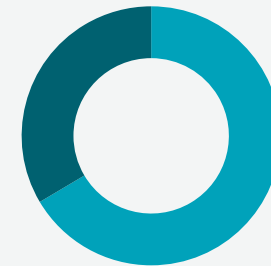


Emerging Markets ex. Asia is the fastest growing region and represents around 12% of sales



■ Emerging markets region (ex. Asia)

Revenue DKK, FY 20/21



■ Ostomy Care
■ Continence Care



~2x
global market
growth



~12%
of total Coloplast
revenue*



~800
people in the
organisation

* Share of Coloplast sales excluding Atos Medical

We continue to grow the region profitably

Emerging Markets ex. Asia 2025 strategic themes



What this means in practice...



Improve OC standard of Care



Push IC expansion further in existing and new markets



Take HCP & Consumer engagement to the next level



Optimize G2M models and expand commercial and geographical presence



Drive out-of-pocket segment in high potential markets

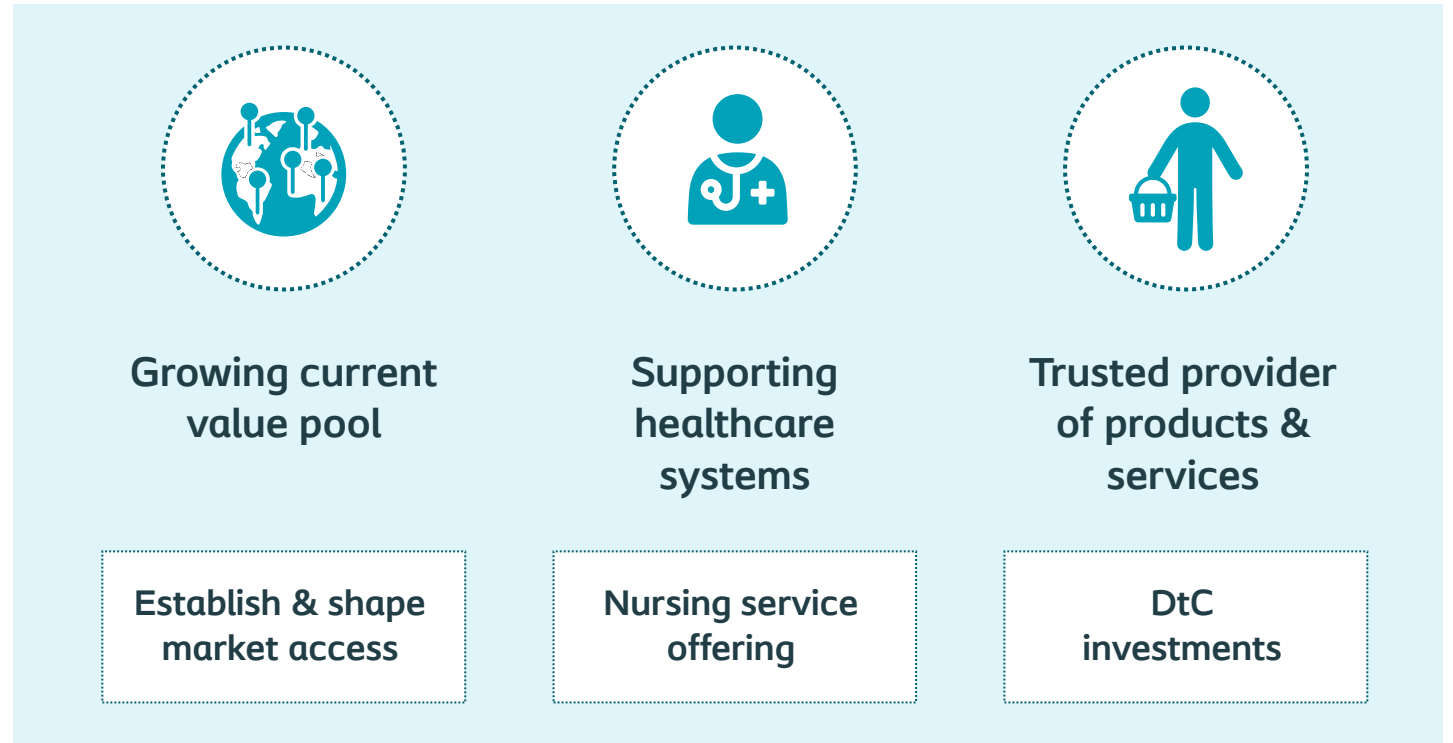
In Ostomy Care, we improve the standard of care

Market today

- + Fastest growing region, above global market growth
- ÷ Bag usage lower than in more mature markets
- ÷ Large share of market still on older, low-cost product platforms and technologies
- ÷ Fewer stoma care nurses than in more mature markets

Future growth levers

- + Grow patient recruitment
- + Increase bag and supporting products usage
- + Upgrade users to premium products
- + Establish new product categories



Premium product launches

SenSura® Mio available in 9 markets



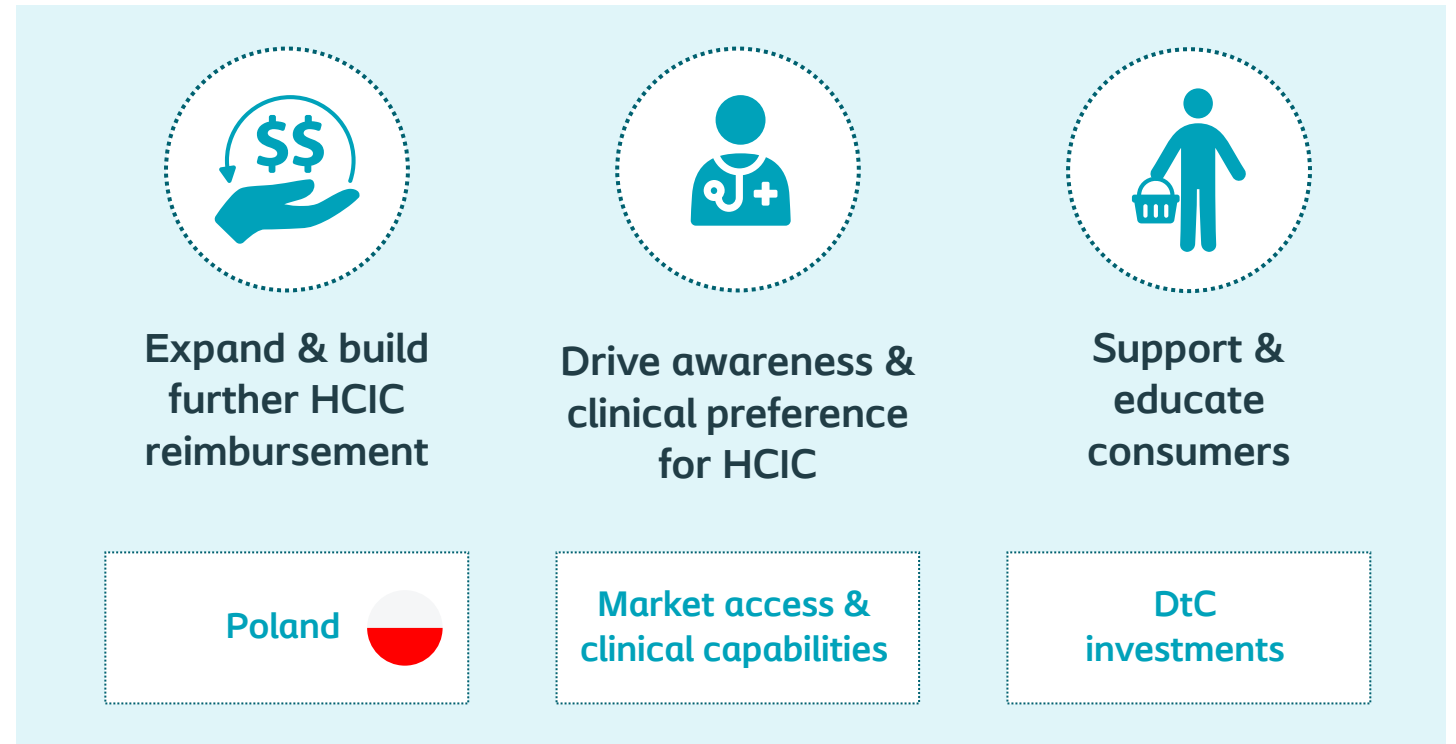
In Continence Care, we build HCIC as the standard of care

Market today

- + Fastest growing business area in region Emerging Markets
- + Strong position in HCIC
- ÷ Standard of Care lower than in Western Europe
- ÷ Lack of funding & clinical understanding
- ÷ Low penetration of IC and HCIC

Future growth levers

- + Increase IC treatment penetration
- + Upgrade the market from uncoated to hydrophilic catheters
- + Increase IC compliance by tackling 'under use'
- + Reduce IC user drop off rate to increase retention



Premium product launches

SpeediCath® Flex and SpeediCath® Navi are available in 13 markets



Emerging Markets will deliver double-digit growth through focused investments and market development

Emerging Markets ex. Asia



Our ambition for Emerging Markets ex. Asia



Mission

Making life easier for people with intimate healthcare needs

Values

Closeness... to better understand

Passion... to make a difference

Respect and responsibility... to guide us

Vision

Setting the global standard for listening and responding