

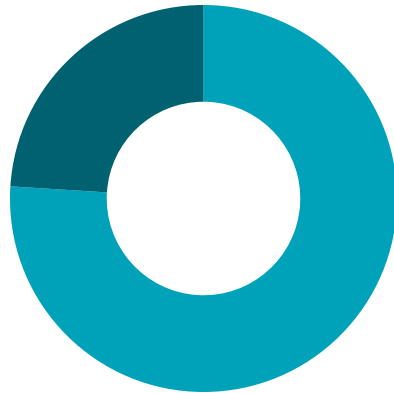
Neil,  
UK

# Growth

Paul Marcun, EVP Growth

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

Chronic Care sales, in DKK  
FY 20/21



Chronic Care  
Rest of Coloplast

>75%\*

of Coloplast sales

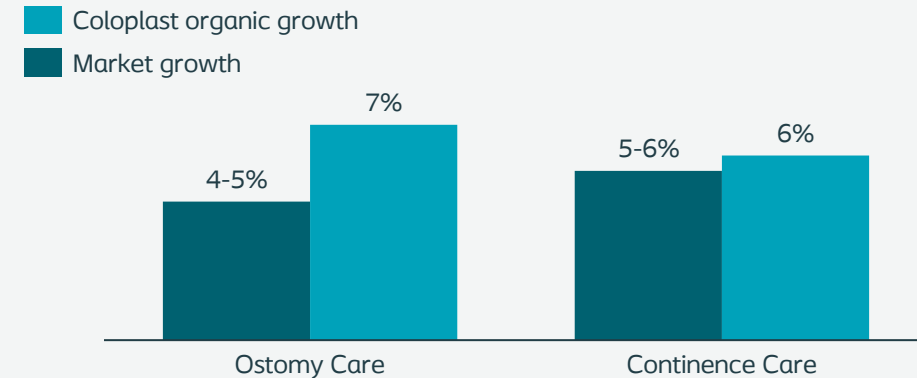
14.8

billion of DKK annual sales

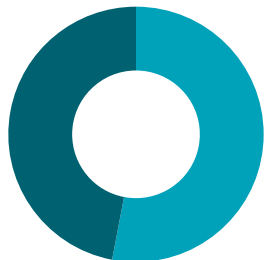
#1

global position

Chronic Care organic sales growth vs. market by BA, %  
YTD 21/22

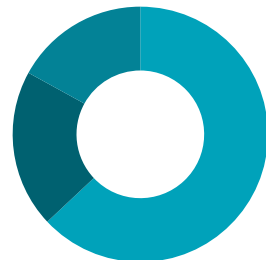


Chronic Care sales in DKK by BA  
FY 20/21



Ostomy Care  
Continence Care

Chronic Care sales in DKK by region  
FY 20/21



European markets  
Other developed markets  
Emerging markets

## Market growth drivers/trends

- ÷ Short-term negative impact from COVID-19 on healthcare systems
- + Ageing population
- + Consumerism of healthcare
- + Digital and technology transformation
- ÷ Cost pressure and demand for value from payers
- ÷ Earlier detection and cure

Source: Coloplast  
\* Share of Coloplast sales excluding Atos Medical

# Execution of our Strive25 strategy enables us to deliver solid growth above the market

## Chronic Care

### Raising the Standard of Care

- Win with superior products
- Launch new products within existing technologies
- Clinical Performance Program

### Build on market leading position

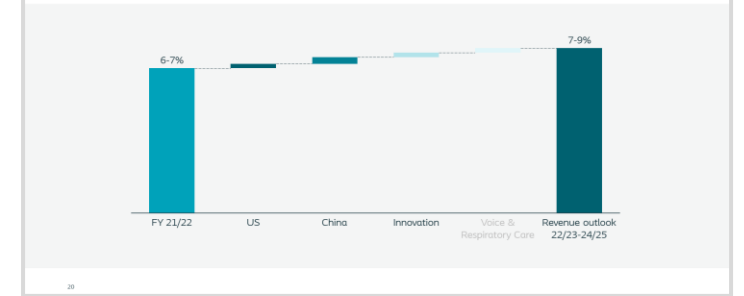
- Maintain momentum in core OC business
- Develop IC business
- Expand and evolve consumer business

### Profitable Growth Engine

- Focus on large core markets
- Build e-commerce business
- Secure IC reimbursement in new markets



Clear path to growth in the upper end of the 7-9% range in the outer part of Strive25



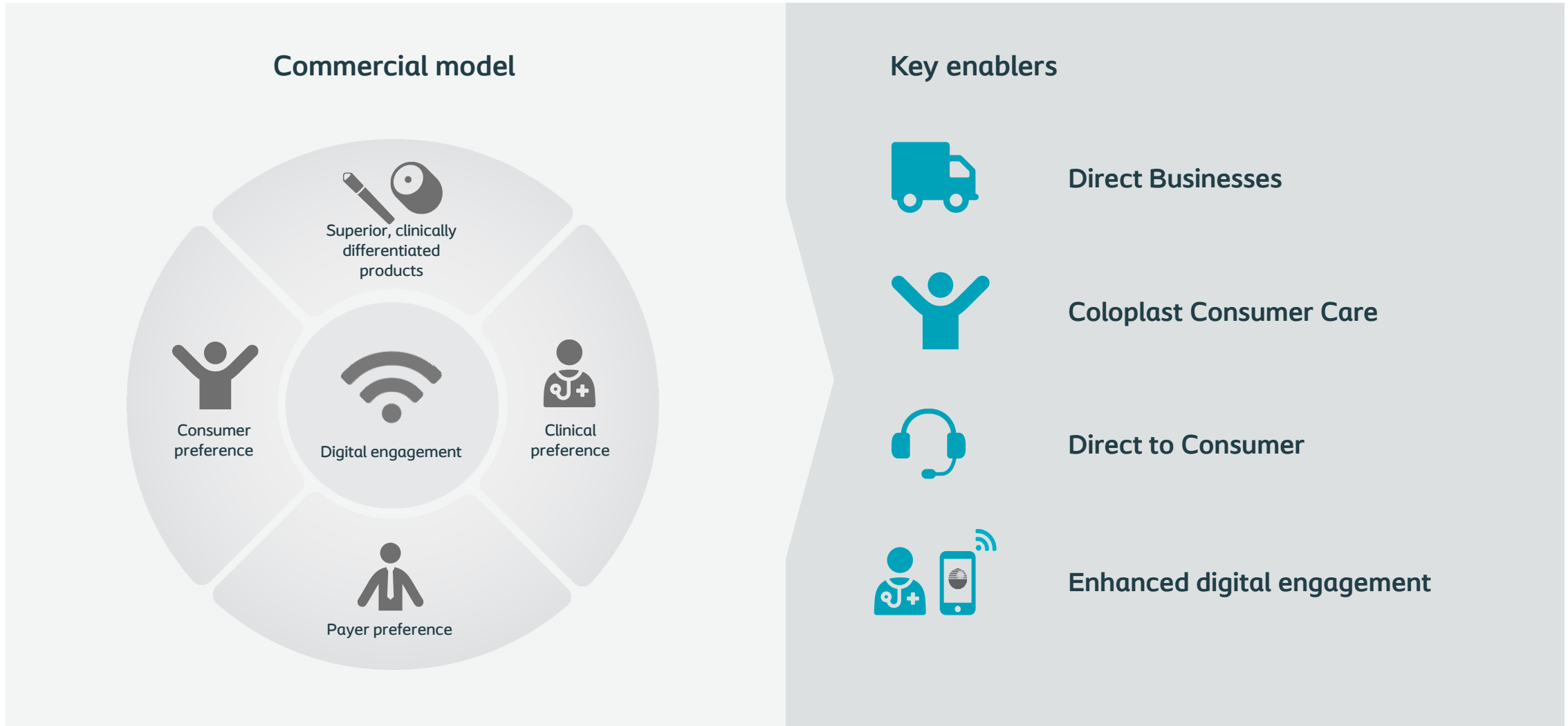
### Challenger to Leader

- Win share across OC patient pathway
- Upgrade IC market
- Grow and build our direct business

### Maintain Market Leadership

- Leverage OC innovations and services
- Increase IC penetration and compliance
- Drive growth in direct businesses

# Our commercial model is robust and adaptable



# China was on track until the reemergence of COVID-19

## Chronic Care China

Build on market leading position



Maintain momentum in core OC business  
Develop IC business  
Expand and evolve consumer business

Ongoing impact of COVID-19 restrictions



We continue to lead the market in Ostomy Care and maintain our market share



Undisputed market leadership position in all major online platforms, with 70%+ market share



Ongoing initiatives to develop the IC market with a dedicated sales force and reimbursement roadmap in place



Long-term potential beyond COVID-19 remains intact. We are committed to China.



With Strive25 our ambition is to continue to outgrow the market



Ambition

**Continue to outgrow the market**

## Chronic Care 2025 strategic themes



# Wound & Skin Care continues to grow above the market, in line with Strive25

## Wound & Skin Care Focused category leadership



3DFit Technology  
Scale our Chinese and US businesses  
Drive profitability

Strong growth in region Europe and LATAM



Biatain Silicone & Biatain Fiber key growth drivers



China's hospital channel & Skin Care in USA impacted by COVID-19



Outperforming WC competition during COVID-19



Strongest portfolio to date due to focus on main AWC categories, silicone foams and gelling fibers



#### 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