

Coloplast Meet the Management
31 August 2022

Martin,
US

Interventional Urology

Steve Blum, SVP Interventional Urology

We remain on-track to deliver annual, high-single digit revenue growth by 2025 through 4 key initiatives

Innovative solutions

via new product development, partnerships, and acquisitions

Operational excellence

via infrastructure and process efficiencies



Top-line growth

via market development and commercial execution

Invested employees

via inclusion, empowerment, and development

IU transforms life for patients suffering from urological conditions by advancing interventional treatment solutions

Men's Health



- **Inflatable penile prosthesis** to permanently resolve erectile dysfunction
- **25%** of men 40-70 experience moderate to severe Erectile Dysfunction¹

Endourology



- **Ureteral stents** to treat patients suffering with kidney stone disease
- **10%** of the population worldwide affected by kidney stone disease²

Women's Health – Mesh



- **Pelvic Organ Prolapse** treatment
- **50%** of women 50-79 report they have POP symptoms³

Women's Health - Slings



- **Stress urinary incontinence** treatment
- **32%** of women suffer from stress or mixed urinary incontinence⁴

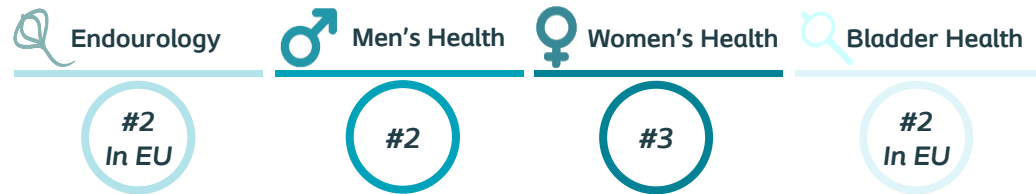
Sources:

1. www.bumc.bu.edu/sexualmedicine/physicianinformation/epidemiology-of-ed/
2. www.kidney.org/atoz/content/kidneystones
3. https://www.augs.org/assets/1/6/Pelvic_Floor_Dialogues_Issue_1.pdf
4. [Updated Prevalence of Urinary Incontinence in Women: 2015-20... : Urogynecology \(www.com\)](http://www.com)

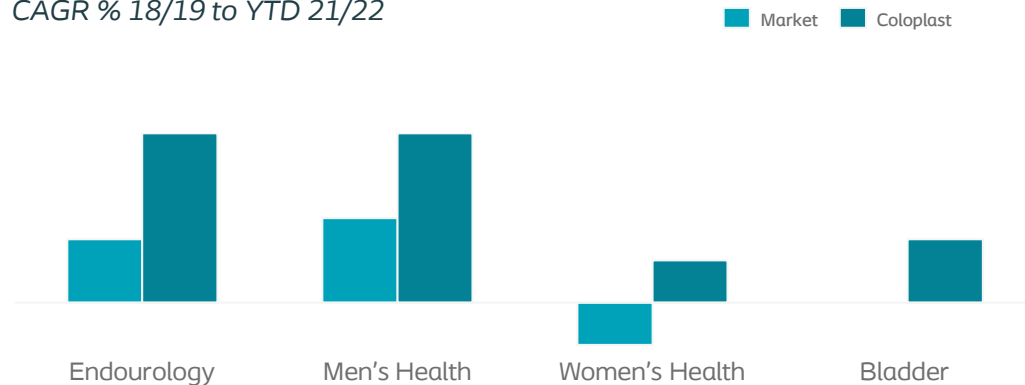
Interventional Urology revenue is balanced and our market share is growing

~15% market share in global market of DKK ~12-13bn market growing ~3-5% annually

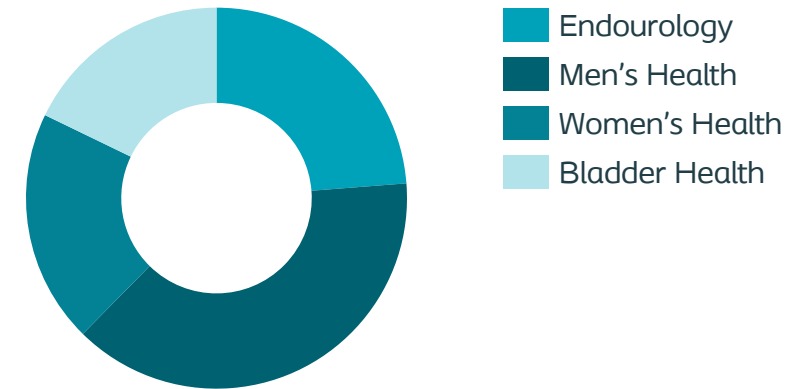
Coloplast position, FY 20/21



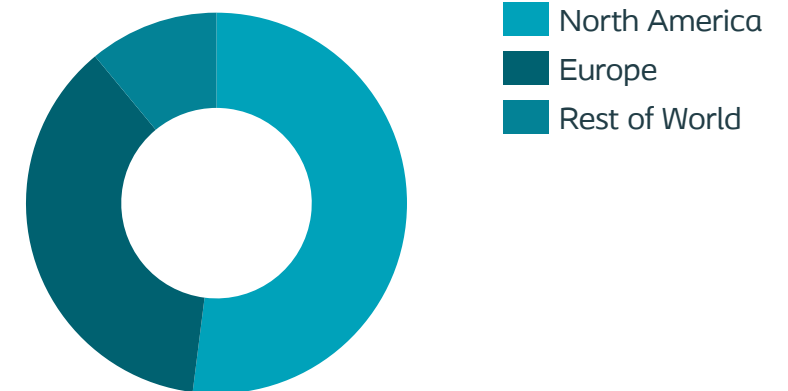
Organic revenue growth vs. market growth by business area
CAGR % 18/19 to YTD 21/22



Revenue by Business Area
DKKm, FY 20/21



Revenue by region
DKKm, FY 20/21



Growth is broad-based with contribution from all regions



North America

- Invest and grow implantables
- Leverage digital platforms to drive patient awareness of therapies
- Deliver meaningful market share for Endo and Laser



Region Europe

- Win in Endo through visualization and laser
- Drive education and awareness programs to grow Men's Health
- Professionalize value proposition of the business to meet changing selling dynamics



Emerging markets

- Employ a 3-tier strategy with focus on investment in select high growth countries
- Prioritize Endo growth and Men's Health awareness and regulatory paths
- Professionalize the business to optimize profitability

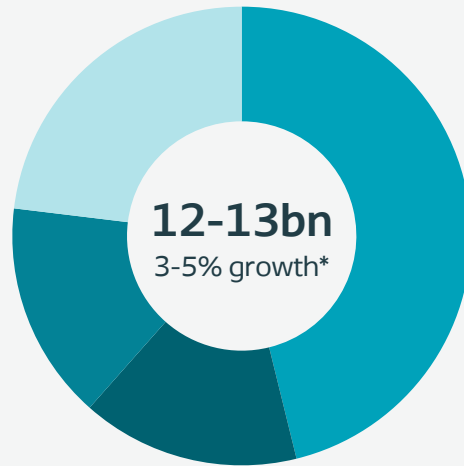
We are executing a refined product roadmap that is aligned to Strive25; progress is tracking to key milestones

Strategy	Description	♂ Men's Health	♀ Women's Health	🔍 Endourology
Strengthen core	Projects that address regulatory requirements, close gaps and maintain competitiveness	IPP Enhancements	Saffron™	Cadence of stone procedure tools
Portfolio expansion	Projects that expand portfolio breadth to increase relevance with economic buyers and to enter new high growth adjacencies	Expanded procedure solutions	Intibia™	TFL Drive
Platform innovation	Projects that provide advanced and differentiated solutions to increase competitiveness and enable IU to become a tier one player	Develop differentiated transformational solutions		

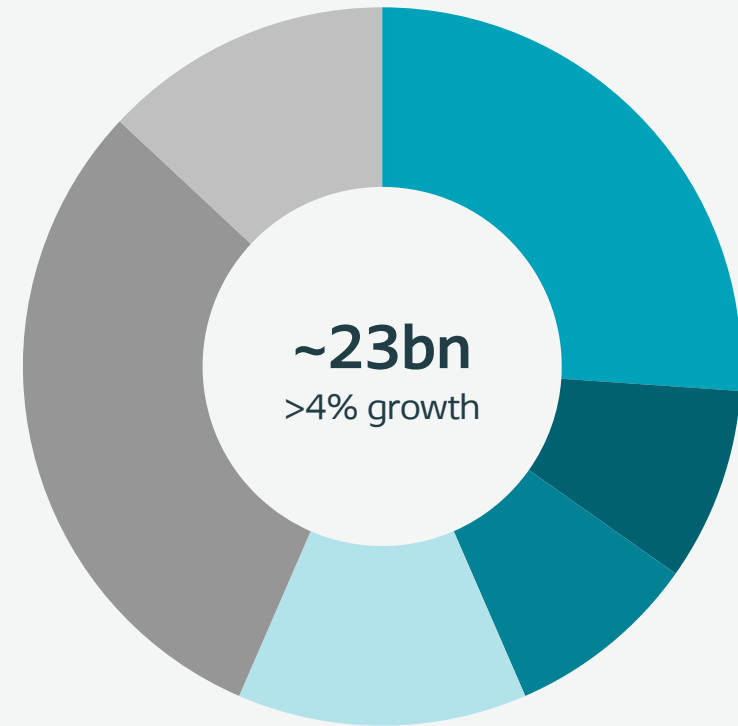
We are investing in target adjacencies, which nearly doubles our future market opportunity

Interventional Urology market size and growth, bnDKK

Current addressable market



Future addressable market



Endo BH&S WH MH OAB Lasers

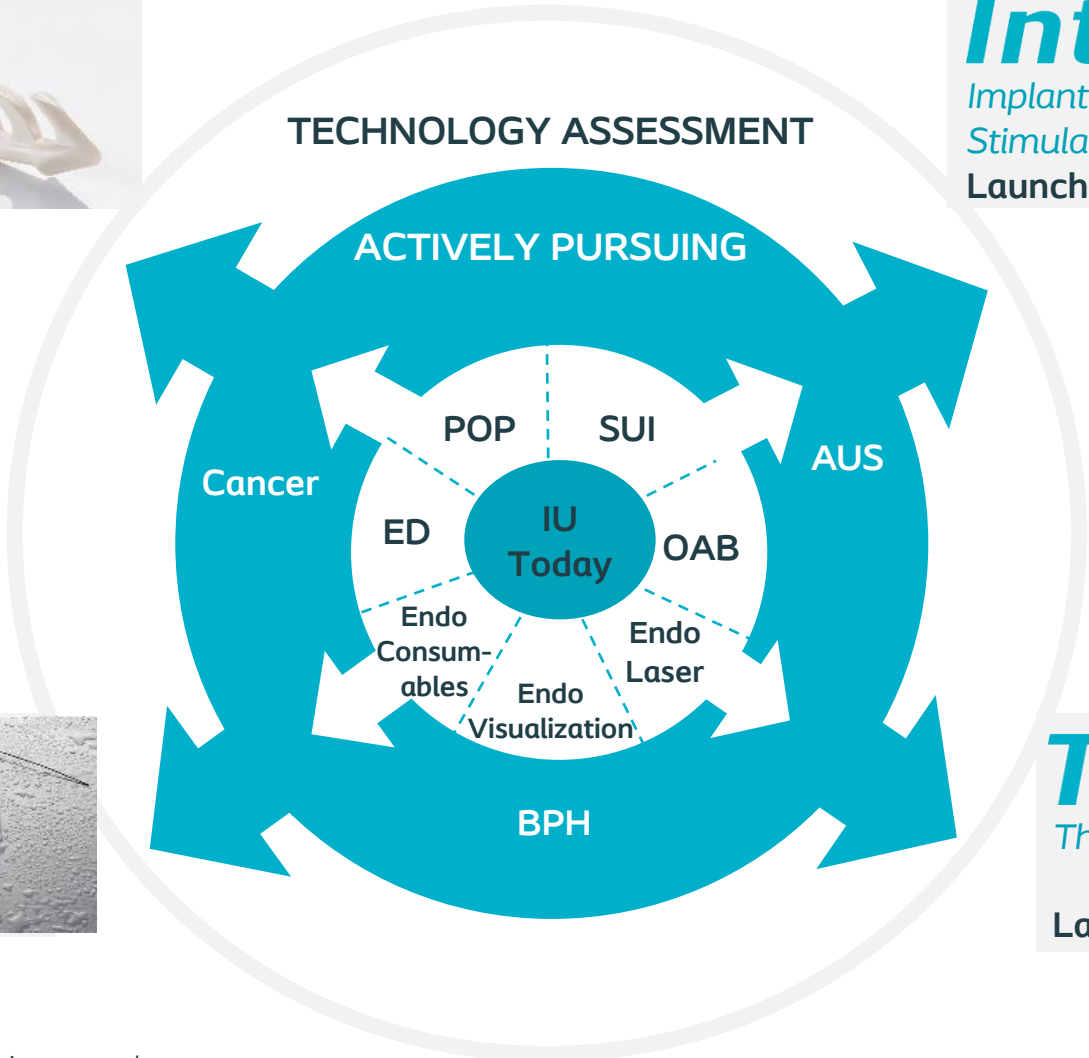
* Market growth excluding impact from Covid-19

We will deliver growth through product and therapy expansion

Saffron™
Tissue Fixation System
Launching 22/23



Intibia™
Implantable Tibial Nerve Stimulator
Launching 25/26

Soprano®
Hybrid Guidewire
Launching 22/23



TFL Drive
Thulium Fiber Laser
Launching Q4 21/22



BPH- Benign prostatic hyperplasia
ED - Erectile dysfunction
Endo - Endourology
POP – Pelvic organ prolapse
SUI – Stress Urinary Incontinence
OAB – Overactive Bladder

With the acquisition of Nine Continents, we are executing on the option to enter the attractive OAB market with Intibia

Overactive bladder (OAB) market

+80m people globally suffer from OAB symptoms

~40% of the OAB patient population seek treatment

~3m are candidates for 3rd line therapies

1bn USD 3rd line therapies market, growing high-single digits

Existing 3rd line therapies for OAB

Sacral neuromodulation	More invasive surgery , implanted in patient's back in two separate procedures. Requires continuous stimulation of the sacral nerve
Botox	Bladder injections done in the office at regular intervals Risk of urinary retention in some patients
Percutaneous tibial nerve stimulation (PTNS)	Weekly or monthly treatments in the office Patient's tibial nerve stimulated via percutaneously inserted electrode

Why **Implantable Tibial Nerve Stimulation (ITNS)**?

Less invasive procedure than SNS

ITNS complete in **single procedure**
Procedure under **local anesthesia**

Less time-intensive

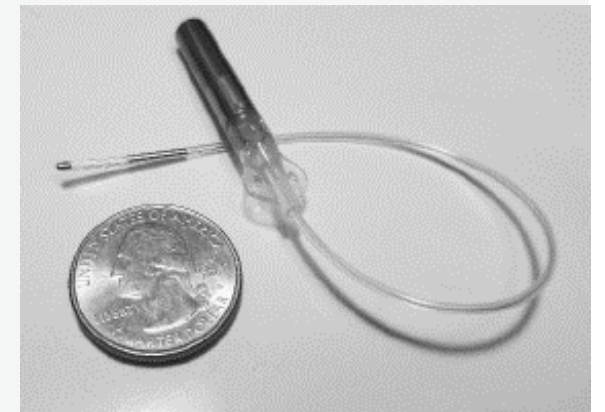
No need for patients to make regular visits
Providers can **treat patients in one session**

Established data on tibial nerve stimulation efficacy

PTNS established **clinical efficacy**
Urologist familiar with PTNS story

Why **Coloplast's ITNS solution**?

- ✓ No need for patient compliance in therapy
- ✓ Long battery life
- ✓ Focused stimulation field near target nerve



We are well positioned to deliver on our Strive25 strategy and grow the business at a high-single digit level



**Driving
revenue**

*High single-digit
annual organic growth*

**Sustaining
high level of
profitability
& ROIC**

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