

Coloplast Meet the Management
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Market Development

Christian Bo Petersen, SVP Payers & Evidence

Ildefonso,
Spain



Our new Market Development ambition – long term commitment to open new categories and segments for >1 million new users

Strategic direction:



Reimbursement expansion
(new markets)



Enter new segments
(existing markets)

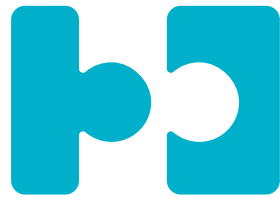
User potential in our 3 core Market Development tracks:

500.000	Reimbursement expansion projects
750.000	IC breakthrough in China
150.000	Winning in Multiple Sclerosis in EU

We are running 20+ reimbursement expansion projects in our pipeline across business units and within all our sales regions

Key levers:

Find the pathway and criteria for changing reimbursement



- **Japan case:**
New reimbursement of HCIC to be on par with EU standards

*Project start 2014
Effective 2020*

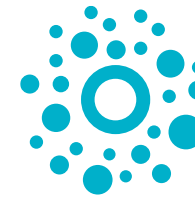
Generate and use evidence/data on unmet need + outcomes



- **Poland case:**
From limited and insufficient funding to full HCIC reimbursement

*Project start 2012
Effective 2021*

Mobilize stakeholders, e.g. medical KOLs and disability/patient organisations



- **Canada case:**
Increased number of IC catheters per day reimbursed in Alberta

*Project start 2019
Effective 2022*

On average, we aim for 1-2 reimbursement expansion breakthroughs per year

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