

Coloplast Meet the Management  
31 August 2022

Sean, US

# US Chronic Care

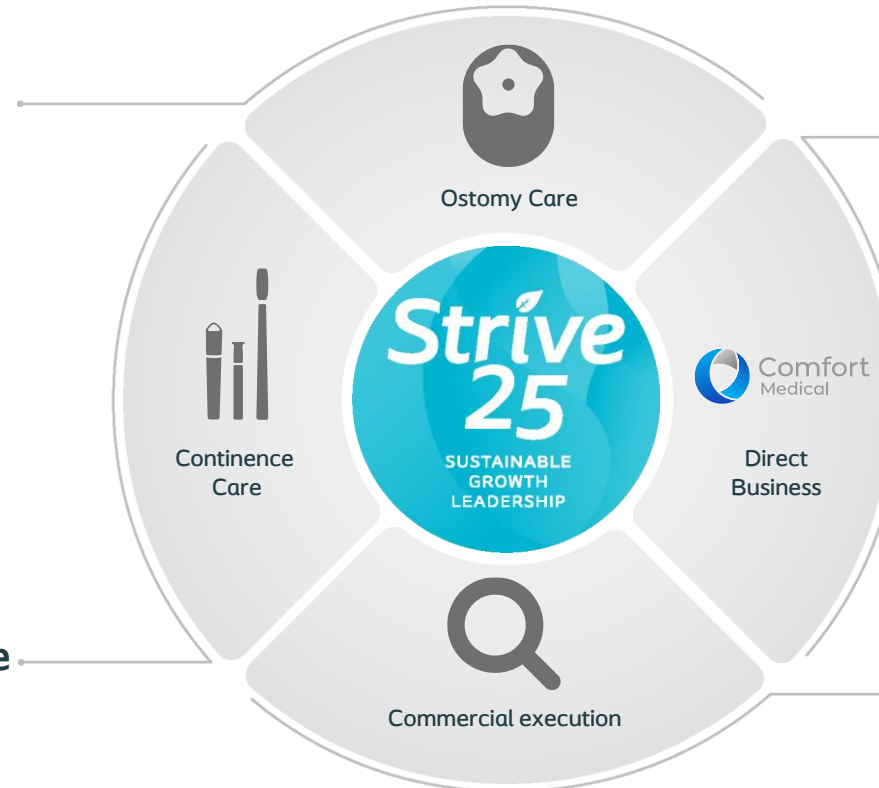
Manu Varma, SVP CC North America

# Chronic Care US – Challenger to leader

## Chronic Care US

Continue to **expand product offering** and **win across patient pathway** in Ostomy Care

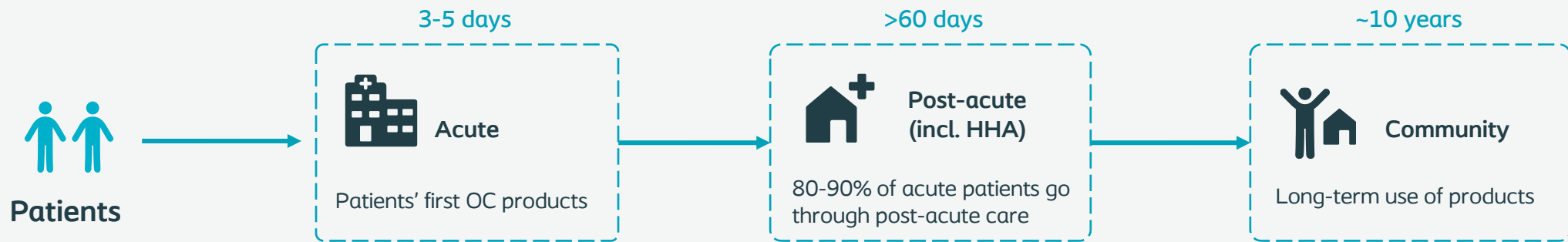
Grow our Direct business and establish Comfort Medical as the **go to dealer for US patients**



Lead the **innovation** and **upgrade** market to hydrophilics in Contingence Care

Set the **clinical standard of care for HCPs**, expand **digital offering and solutions**, and build **strong organisation and culture**

# In Ostomy Care, we work on multiple fronts to win across the patient pathway



## Highlights

GPO wins and ostomy care sales force expansion in 21/22

Dedicated Home Health team in 20/21

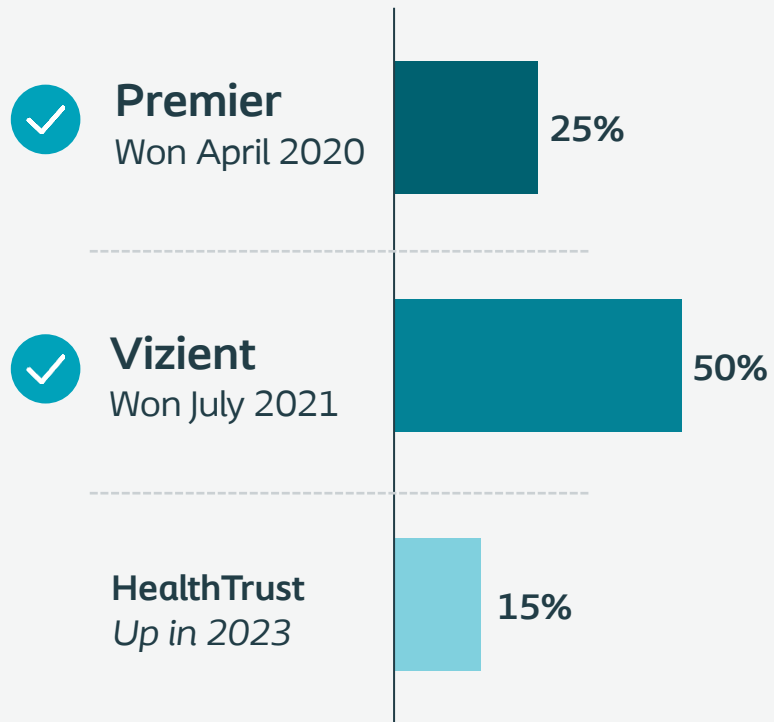
Moved SenSura Mio to a higher value reimbursement and launched MyOstomyLife by Coloplast® Care in 21/22



Source: Coloplast

# Meaningful share gains are starting to show from our new GPO contracts

## GPOs & their share of US acute market



Source: Coloplast

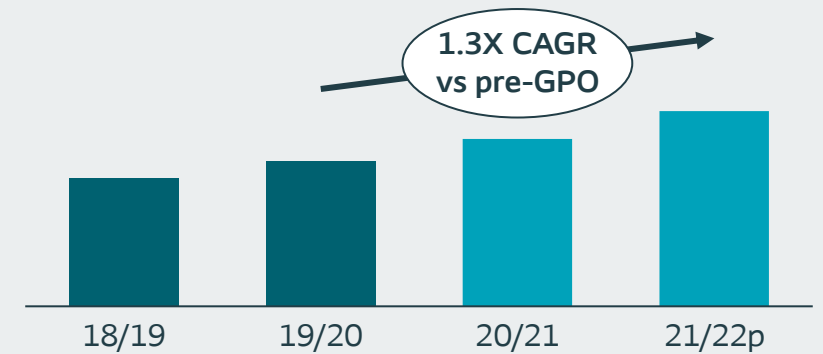
## Recent account wins

Premier  
ASCENDRIVE



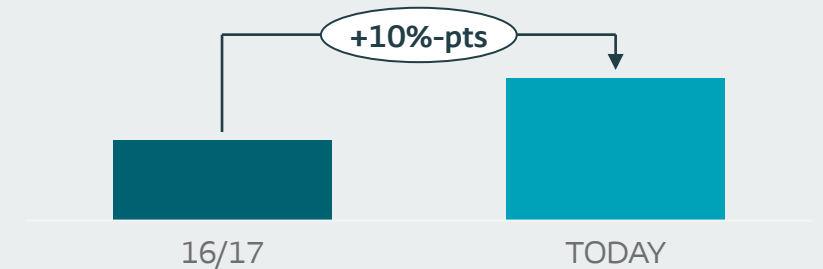
## GPO wins led to an up-drift in acute performance

Units sold in Acute



## And we have taken significant market share

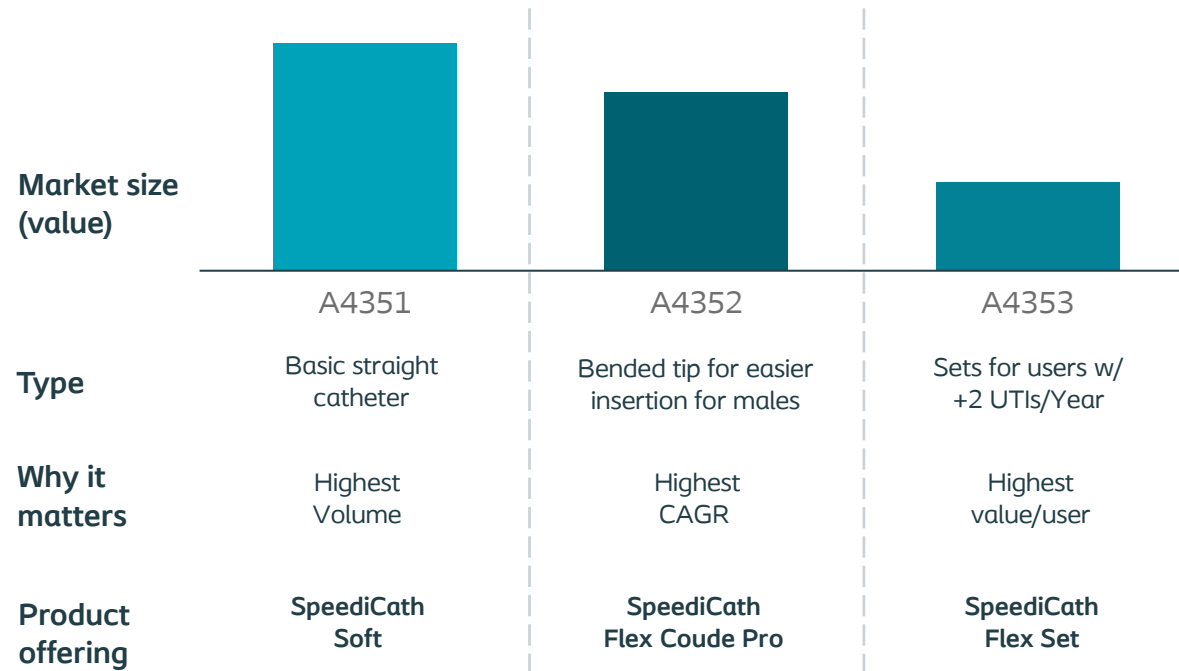
Acute market share\*



\*Bags & Plates acute share  
p=projected

# In Continence Care, we upgrade the market through product innovations and focus on hydrophilics

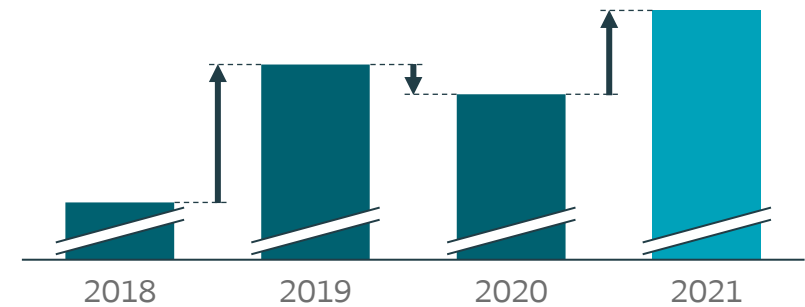
The US market is comprised of three important reimbursement categories, and we have launched innovation to lead across the board



Source: Coloplast

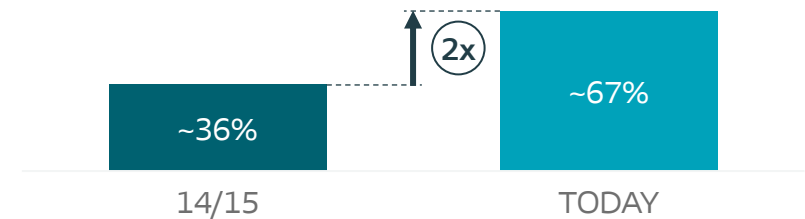
The market slowed down through Covid-19 but growth is normalizing

Adjusted IC patients on commercial plans



And hydrophilics is becoming the standard

Hydrophilics share of Coloplast US IC revenues



# Comfort Medical continues to serve more patients in the US market and raise the bar for service

**Expand  
insurance access**



~25 %-pts increase in coverage since 2020

**Grow  
in accessible base**



>40% orders self-placed by users

**Drive  
operational excellence**



Roll-out of Brightree (ERP) initiated in 2022

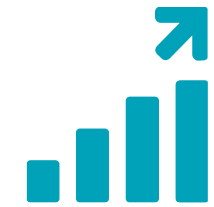
**Highlights**

# Our US strategy positions us to outpace the market for years to come

## Our US 2025 strategic themes



## Our ambition for US Chronic Care



**Ambition**

Double digit profitable growth

**+10%**

#### 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