

WELCOME TO COLOPLAST'S CAPITAL MARKET DAY 2007

Ostomy care
Urology & Continence care
Wound & Skin care

Participants, media and Coloplast representatives

Sten Scheibye

Coloplast A/S, Executive Management

Lene Skole

Coloplast A/S, Executive Management

Lars Rasmussen

Coloplast A/S, Executive Management

Graham Sethna

Coloplast Ltd., General Management

Sue Kernahan

Coloplast Ltd., Continence Care, Sales & Marketing

Bob Russell

Coloplast Ltd., Wound Care, Sales & Marketing

Gareth Tancred

Coloplast Ltd., Finance

Tess O'Kane

Coloplast Ltd., Human Resources

Jens Steen Larsen

Coloplast A/S, Corporate Communications

Peter Høgsted

Coloplast A/S, Corporate Communications

Jørgen Fischer Ravn

Coloplast A/S, Corporate Communications

Gunilla Jensen

Coloplast A/S, Corporate Communications

Hanne Arentoft

RB-Børsen

Participants, investors and analysts

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Standard & Poor's Equity Research

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Comgest

Carsten Lønborg Madsen
Carnegie

Claus Wiinblad
ATP

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Alm. Brand Henton

Kasper Brix-Andersen
FMS04

Kenneth Leiling
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Kim Korsgaard Nielsen
Carnegie Asset Management

Klaus Ørtoft Madsen
Handelsbanken Capital Markets

Malene Brøndberg
ABG Sundal Collier

Michael Friis Jørgensen
Alm. Brand Henron

Michael Luplau
Jyske Bank

Miguel Nogales
Generation Investment Management

Niels Granholm-Leth
SEB Enskilda

Stefan Lindblad
KDA Capital

Tara Shivarattan
Lehman Brothers

Teresa Watkins
Comgest

Thomas Lund
SEB Enskilda

Thomas Winther Sørensen
Kaupthing Bank

Yi-Dan Wang
Deutsche Bank

Towards 2012 - Leading the market

- *Coloplast wants to be leading the markets we are in:*
 - Serve our customers better than competition by listening to customers' needs and respond accordingly - e.g. in terms of product innovations and service levels
 - Set new standards and break new ground in business processes and solutions
 - .. *Thus, leading the market is not about being big and beautiful*



Programme

- 08:30** **Welcome**
Lene Skole, Executive Vice President & CFO
- 08:45** **Corporate focus areas 2007/08**
Sten Scheibye, President & CEO
- 09:15** **Enterprise risk management and reimbursement**
Lene Skole, Executive Vice President & CFO
- 10:00** *Coffee break*
- 10:30** **UK and Eire market dynamics and Coloplast's strategy**
Graham Sethna, Senior Vice President, UK & Eire
- 10:50** **Department of Health Update**
Sue Kernahan, Sales & Marketing Director, UCC
- 11:10** **Distribution and Customer Care**
Dawn Tocco, Customer Service Manager, Charter Healthcare
David Carpier, Operations Manager, Charter Healthcare

Programme, continued

- 11:50** ***Lunch***
Meet-Our-Customers
- 13:20** **Walkaround in Charter Healthcare**
- 14:30** **Urology in practice**
Mr. James Richard Balmforth, BSc MBBS MRCOG
Lars Rasmussen, Executive Vice President & CCO
- 15:15** **Accelerating growth in the urology business**
Lars Rasmussen, Executive Vice President & CCO
- 15:45** **Q&A**
Moderated by Lene Skole, Executive Vice President & CFO
- 16:00** *End of meeting*

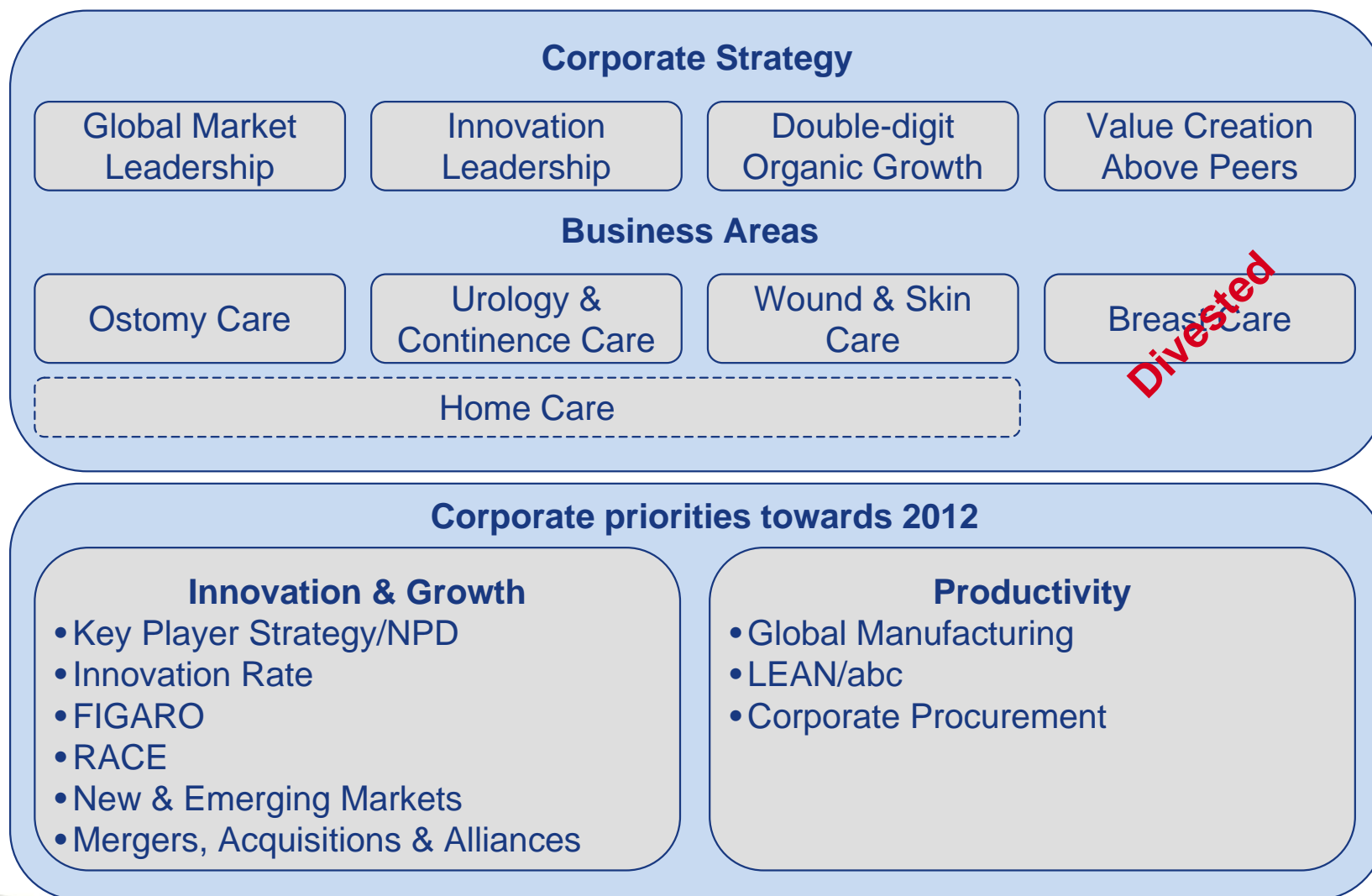
Corporate focus areas 2007/08

Sten Scheibye, President & CEO



Ostomy care
Urology & Continence care
Wound & Skin care

2012 Strategy - Investing in growth



Long-term financial targets for 2012

- At least a doubling of economic profit (EP) every five years, based on the 2004/05 figures
- Organic growth of Coloplast's revenue to at least DKK 14 billion
- A profit margin (EBIT margin) to exceed 18%



On track to meeting the 2012 targets

- Lean organisation with focus on customers, innovation and time to market
 - ✓ New commercial organisation completed
 - ✓ Strong growth momentum
- Acquisitions and divestments
 - ✓ Integration of urology business completed within a few months
 - ✓ Brachytherapy divested
 - ✓ Breast Care divested
- Implementation of global manufacturing strategy
 - ✓ Relocation of production lines to Hungary progress according to plan
 - ✓ New factories in Hungary and China completed
 - ✓ Underlying production costs increase less than sales

What are corporate focus areas?

- Focus areas are the vital few areas, where we decide to concentrate our efforts in 2007/08 in order to achieve our long term 2012 strategy



1. Achieve superior customer relationships



1. Capture the synergies in our acquired business areas
2. Strengthen position within the WSC community markets
3. Implement a common methodology for illustrating current as well as desired state
4. Strengthen understanding of UCC and WSC market dynamics.

2. Build performance culture



1. Empower individuals and teams to reach top performance
2. Attract, develop and retain top performers
3. Define a shared way of dealing with high and low performance as well as visibly recognising high-performing teams and individuals to encourage "out of the box" thinking
4. Secure that we have plans and measurable targets for improvements of key processes, e.g. by use of abc/lean

3. Improve cash flow generation



1. Establish common understanding of the importance of cash flow
2. Develop simple measures to monitor cash flow throughout the organisation

Corporate focus areas 2007/08

Achieve superior customer relationships

Build performance culture - people make the difference

Improve cash flow generation to secure future growth

Enterprise risk management and reimbursement

Lene Skole, Executive Vice President & CFO



Content

- External factors - demand outlook
- Enterprise risk management
- Healthcare reforms and reimbursement
- Mitigation and opportunities



External factors - demand outlook

Demographics		+
Surgical and medical trends		-/+
Health Care reforms	Reimbursement reforms	-
	Group buying and tender bid process	-/+
	Focus on overall treatment costs	+
Emerging markets		+
Distribution & Parallel import		-

The demand for products and services will continue to grow in terms of volume, but pressure on prices and margins will continue

Market growth within Coloplast's business areas estimated at 4-6%

Enterprise risk management in Coloplast

Objective of the enterprise risk management programme

- To protect the group from events and trends that can hinder the achievement of our objectives
- To ensure that risks are timely identified, assessed and responded to by responsible employees at all levels within the company

A detailed annual revision of a risk 'long-list' to identify main risk factors

These are quarterly updated and monitored

Rank	Risk description
1	
2	
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9	
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11	
12	
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28	
29	

Rank	Risk description
1	Risk 1
2	Risk 2
3	Risk 3
4	Risk 4
5	Risk 5
6	Risk 6
7	Risk 7
8	Risk 8
9	Risk 9
10	Risk 10
11	Risk 11
12	Risk 12
13	Risk 13
14	Risk 14
15	Risk 15
16	Risk 16
17	Risk 17
18	Risk 18
19	Risk 19
20	Risk 20
21	Risk 21
22	Risk 22
23	Risk 23
24	Risk 24
25	Risk 25
26	Risk 26
27	Risk 27
28	Risk 28
29	Risk 29

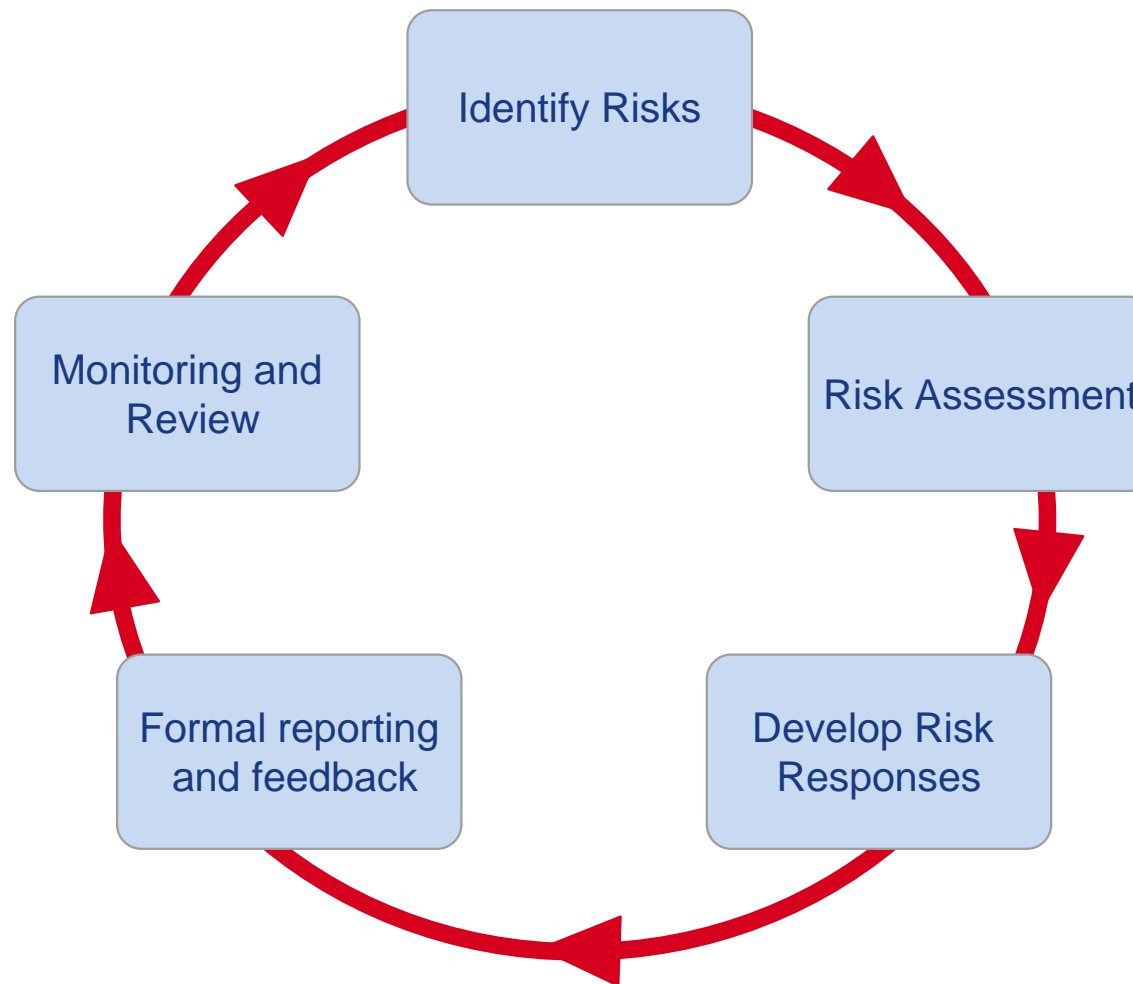
Main risk factors

Rank	Risk description
1	Risk 1
2	Risk 2
3	Risk 3
4	Risk 4
5	Risk 5
6	Risk 6
7	Risk 7
8	Risk 8
9	Risk 9
10	Risk 10
11	Risk 11
12	Risk 12

The value creation of ERM

- Increases the enterprise value by supporting decision-making, reducing surprises and increasing the ability to meet business objectives
- Integrating risk management into strategic planning can turn smart risk-taking into a competitive advantage
- Identifies potential risks in a cross-organisational perspective - thereby creating possibilities of co-ordinated effort
- Encourages cross organisational knowledge transfer
- The ability and willingness to accept risk can be a strong driver in creating new business opportunities....

ERM Process

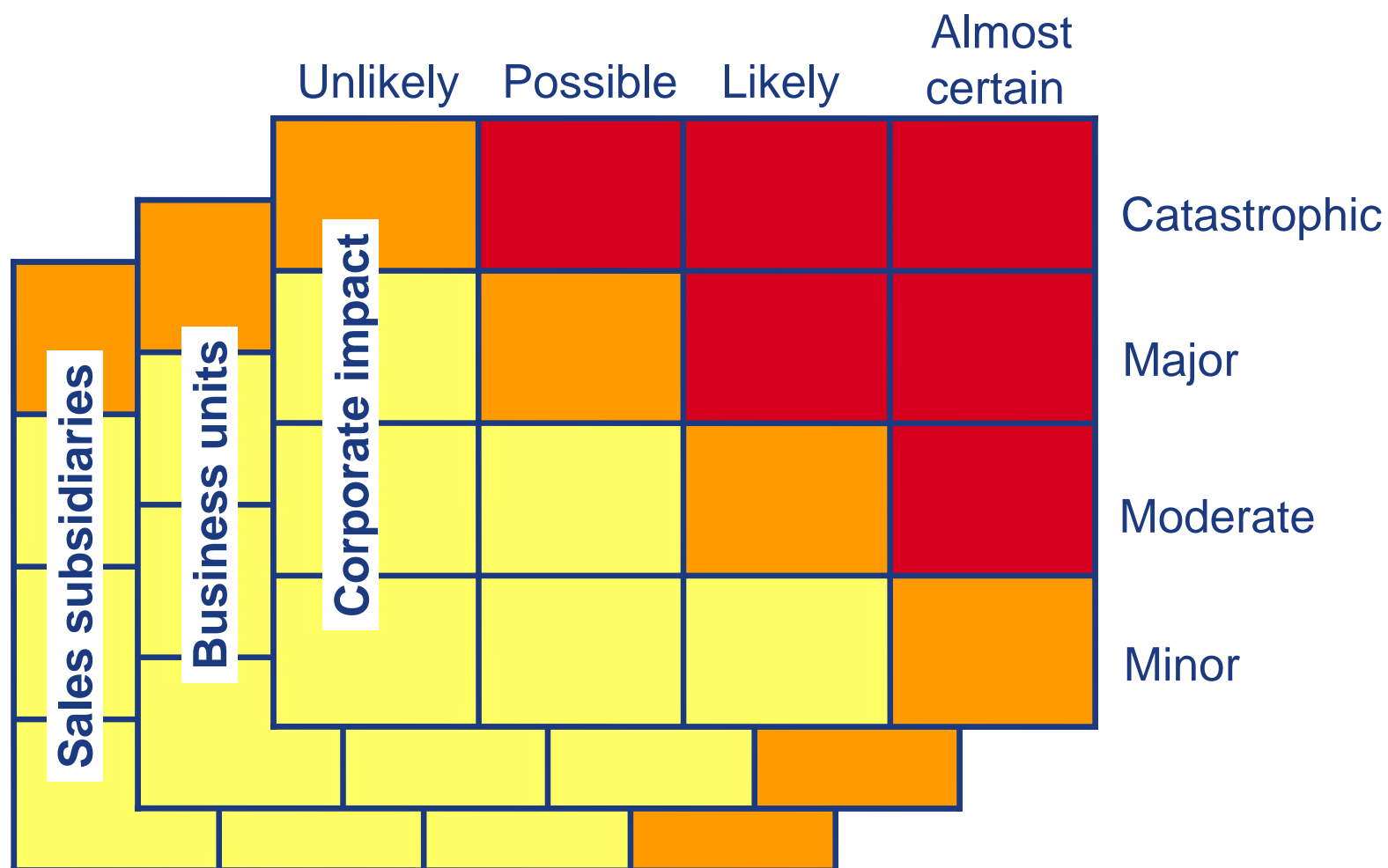


Identify risks

Market	Price	Competition	Innovation	Operations	Financials	Human Resources	Business portfolio and growth	Insurance / Accidents / Facility
Market developments & trends	Health care reforms / Reimbursement	Sales	Patents and Intellectual property	Product and process quality	Foreign currency exposure	Employee expertise	Business area portfolio / MA&D	Fire/Flood/
Key Players	Parallel import	Market share incl. NPD-rate	Key player / end user interaction	Global Supply Chain	Interest	Management / leadership skills	Market portfolio	Accidents towards key personnel
Government & Regulations		Product & Service portfolio	Clinical studies	Raw materials	Tax	Attractiveness to potential employees	Mentor integration	Accidents in production area
		Substitution areas		Suppliers		Employee satisfaction level		

LIST IS NOT EXHAUSTIVE

Risk assessment framework



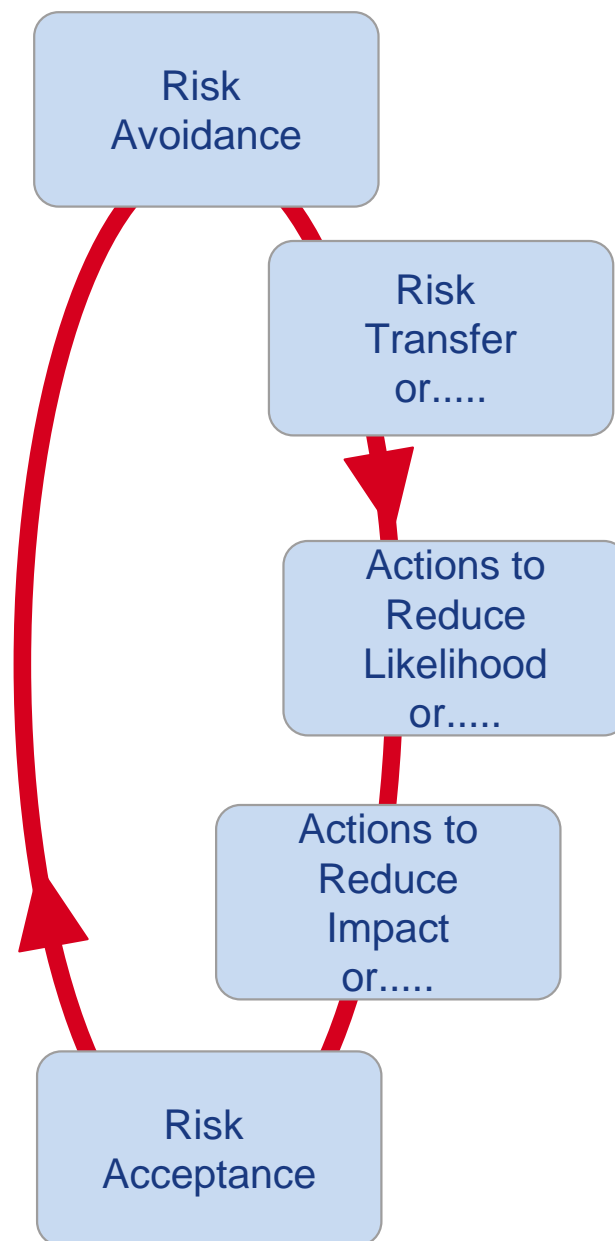
Develop risk responses

1. A formal risk owner is appointed for each risk factor

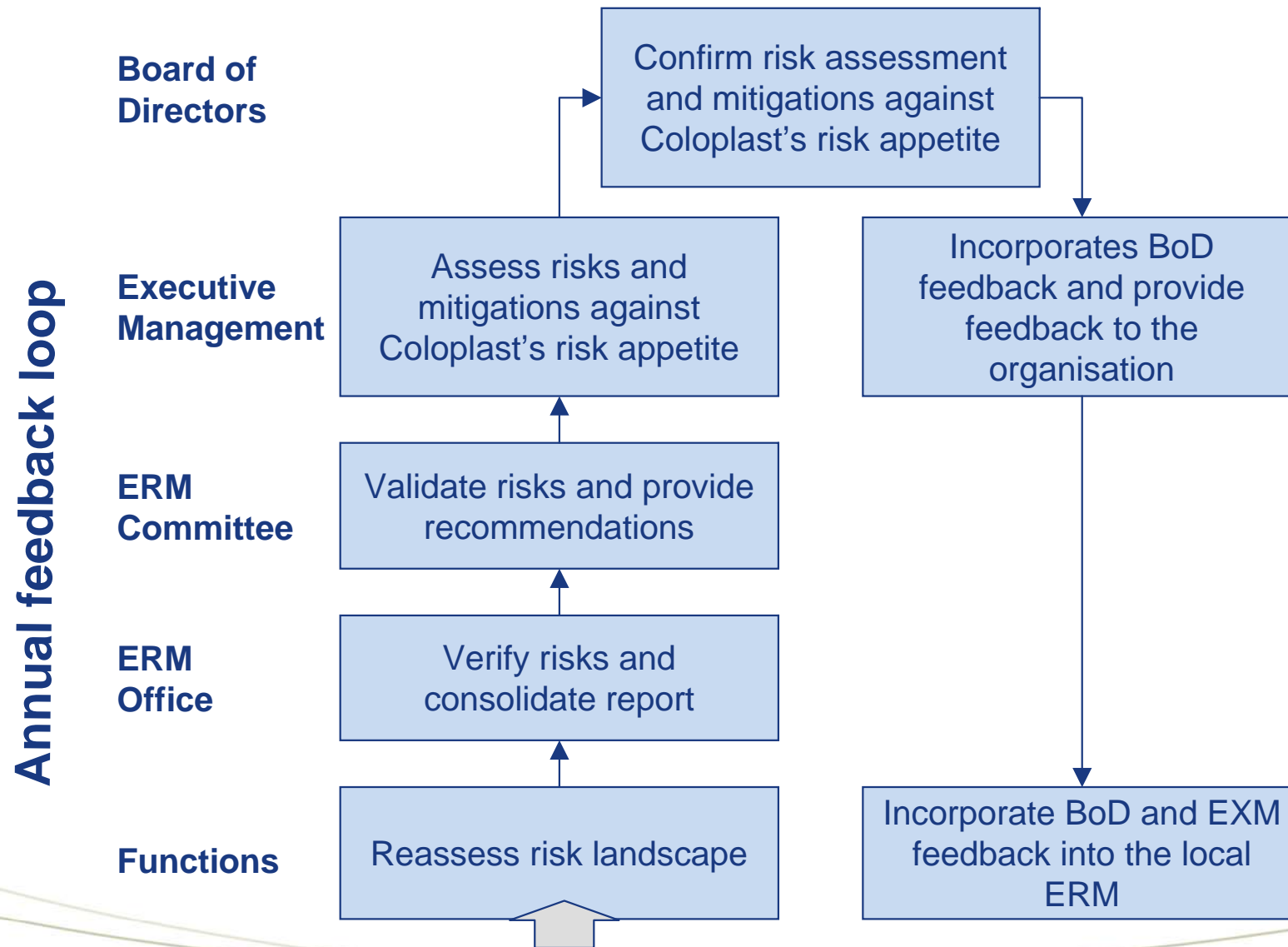
- Risk mitigation action plan
- Implement and monitor mitigation actions
- Documentation of risks and mitigations

2. A risk mitigation action plan is defined for each risk factor

- Description of current and future mitigation actions
- Milestones in the mitigation process



Formal reporting and feedback



Monitoring and review

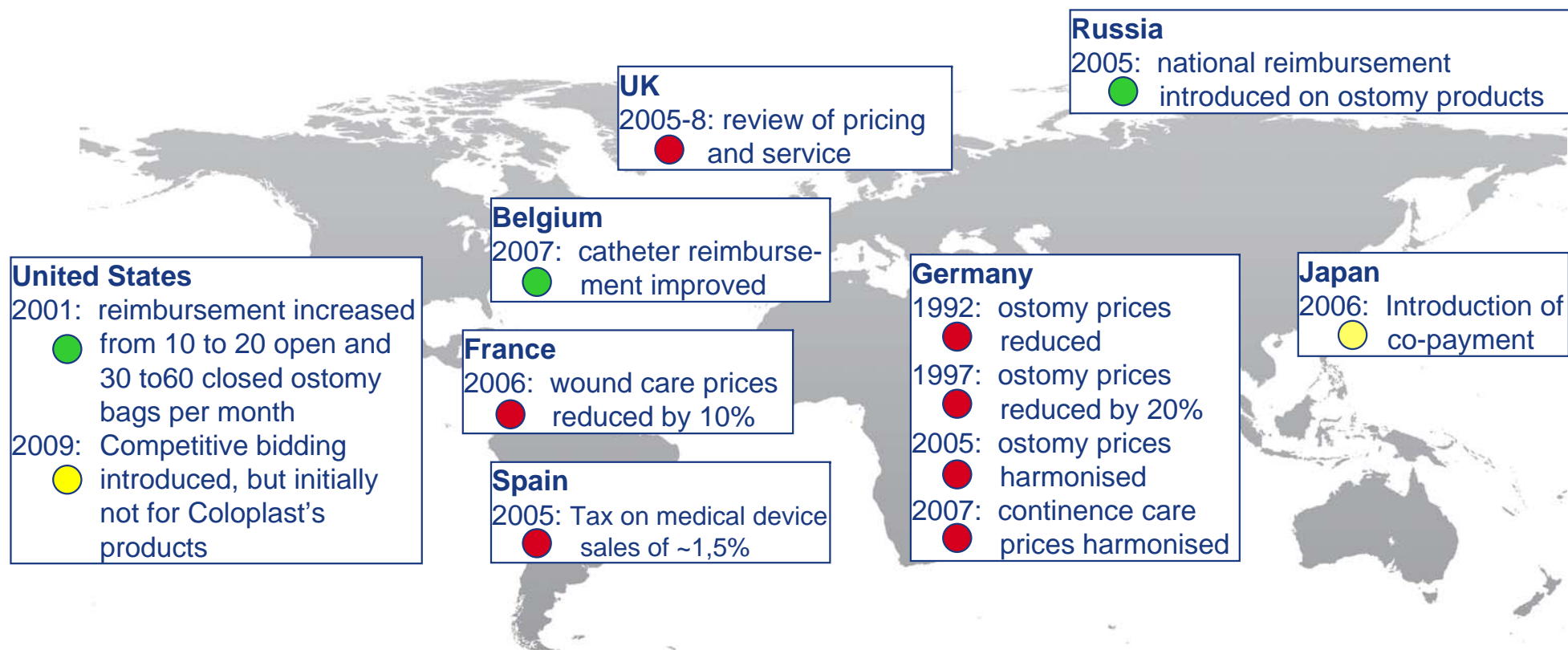
- All developments in the internal and external environment is continuously monitored by all members of the organisation in order to identify any changes in Coloplast's risk landscape
- Risk owners are updated on the results from each review and are regularly presenting relevant risks for the ERM Committee
- Corporate Communications & IR is regularly updated in order to ensure that proper responses are in place and that stakeholders are informed accordingly



Reimbursement regimes are diverse

Country	Reimbursement prices	Other characteristics
Germany	Fixed and tenders	Non-hospital customers co-payment of € 10
UK	(Negotiation)	Under review
France	Fixed	New product categories are for negotiation
Spain	Fixed	Partly co-payment. Difficult to get new categories
Italy	Fixed	New product categories can not be negotiated
USA	Fixed	Pricing on new products negotiable
Argentina	Negotiation	Complex system, many public bodies involved
Australia	Fixed	Product prices partly for negotiation
Japan	Fixed	System controlled by central government. Co-payment
China	Negotiation	Local government decide reimbursement prices, that vary between regions

Healthcare reforms and reimbursement



Tender business

- In some countries community reimbursement moves towards tenders, as e.g. expected in Germany and potentially in the US
- Coloplast is actively preparing tender bids by highlighting the additional services and benefits that are not paid for by the patient
- New innovative products are often more cost-effective than older and simpler products.



Higher funding for innovative products

- Coloplast is actively working with pricing as it is important to set the right price, which both funds our development of new technologies and solutions as well as providing us with a competitive edge
- Products with either longer wear times or less problem-related changes are perceived as high quality products addressing the needs of the users and therefore price increases have been achieved
- In Belgium reimbursement on the intermittent catheters, like SpeediCath, was improved after conduction of a clinical trial clearly showing the benefits of the product
- In the US, Coloplast supports efforts to improve reimbursement on intermittent catheters, based on clinical evidence

Examples of cost-effective, innovative solutions

Ostomy Care

Fistula Management products enable less frequent product replacement on Fistula patients and thereby save nursing time and costs at ospitals

Continence Care

Coated catheters result in less urine infections, less antibiotics usage, etc. that reduces hospital time and total costs even though product costs might grow compared to non-coated catheters

Wound Care

Transanal irrigation is cheaper and more effective than conservative bowel management

Silver technology reduces bacterial activity and enable faster wound healing making patients leave hospitals earlier to save total costs even though product costs might grow compared to gauze

What is the future of the reimbursement

- More comprehensive and more rigorous applications using Health Technology Assessment guides to decisions makers
- The medical device industry is moving in the direction of the pharmaceutical industry with focus on clinical efficacy and health economics
- Primarily “me-too” products are more prone to price reductions - innovation is commonly appreciated



How is Coloplast prepared

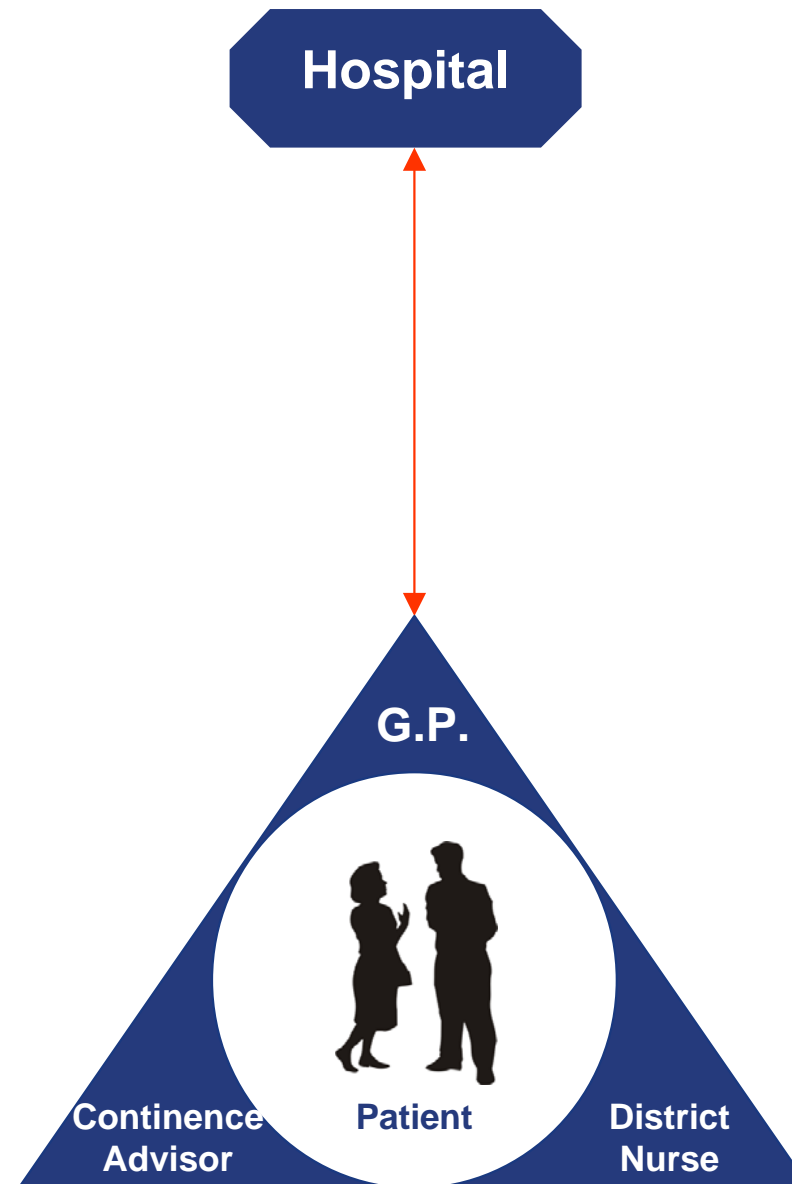
- We will lead the market in terms of the scientific standard of clinical evidence
- We are conducting Health Economic Analyses to prove the value of using innovative products
- We have initiated cooperation with highly respected academics
- We have established a Market Access team within Global Marketing to coordinate reimbursement, pricing and health economics across countries to ensure use of best practice
- ... Through a proactive and decisive approach we can influence the final outcome of reforms

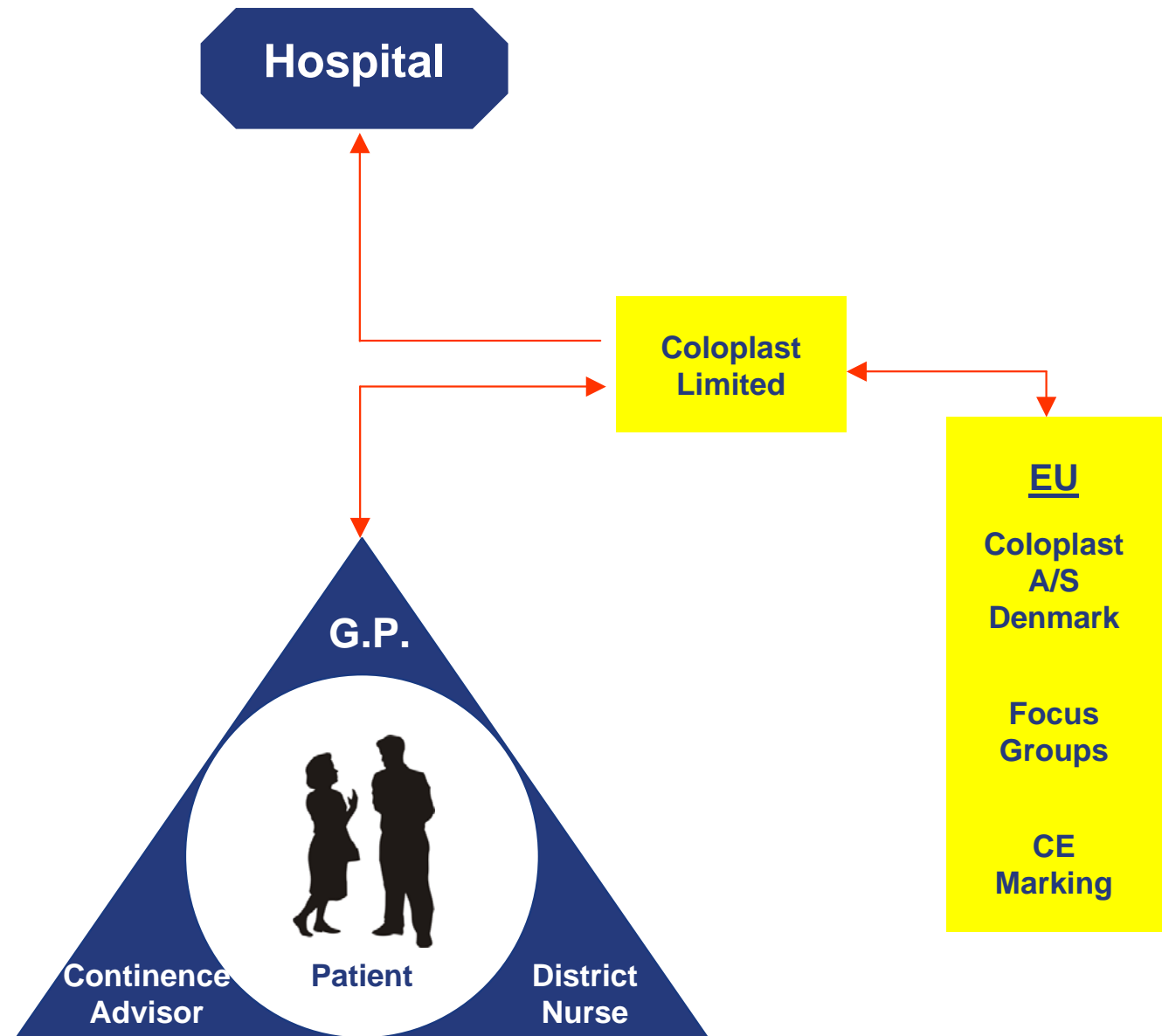


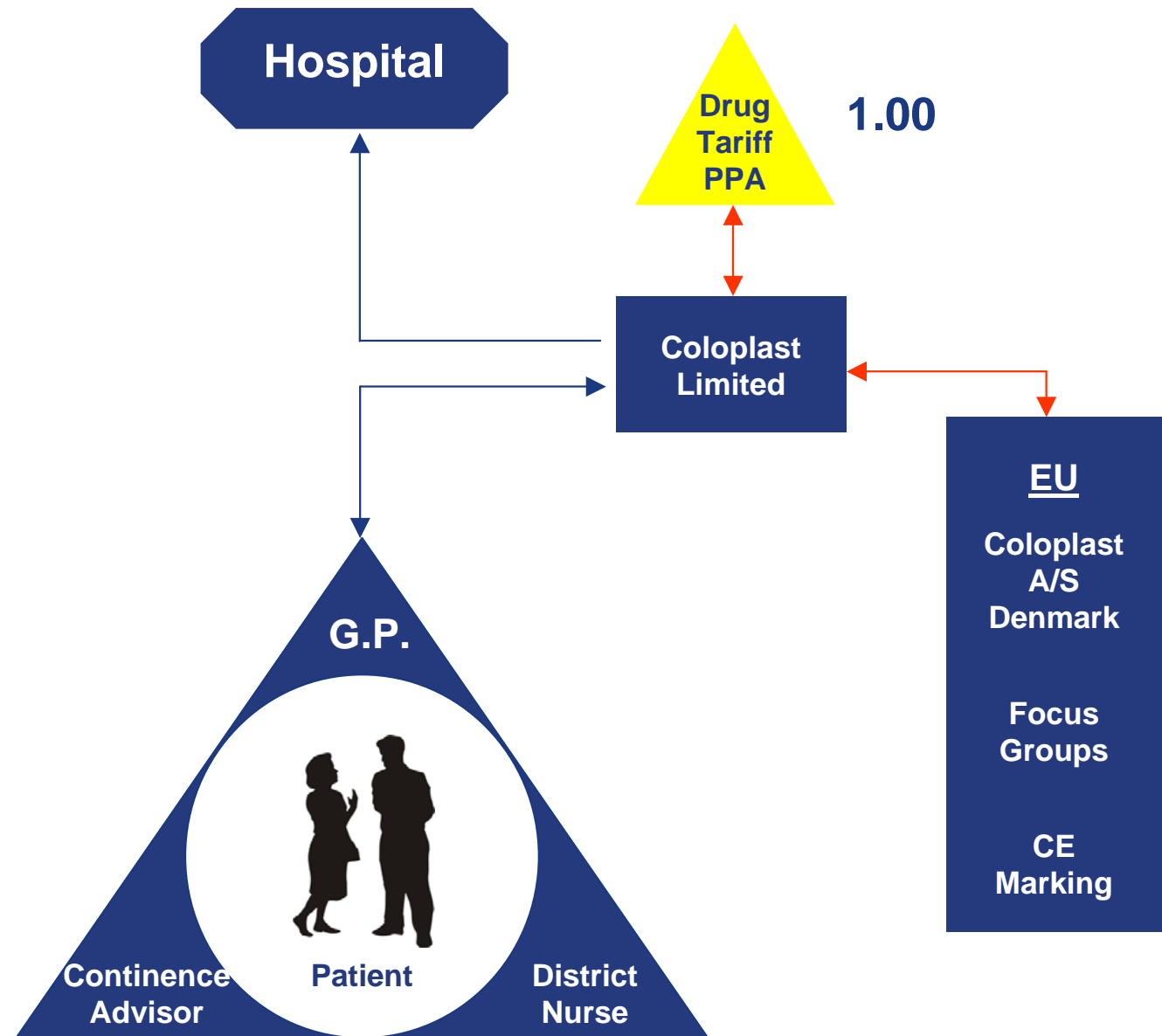
Market dynamics in the UK & Eire

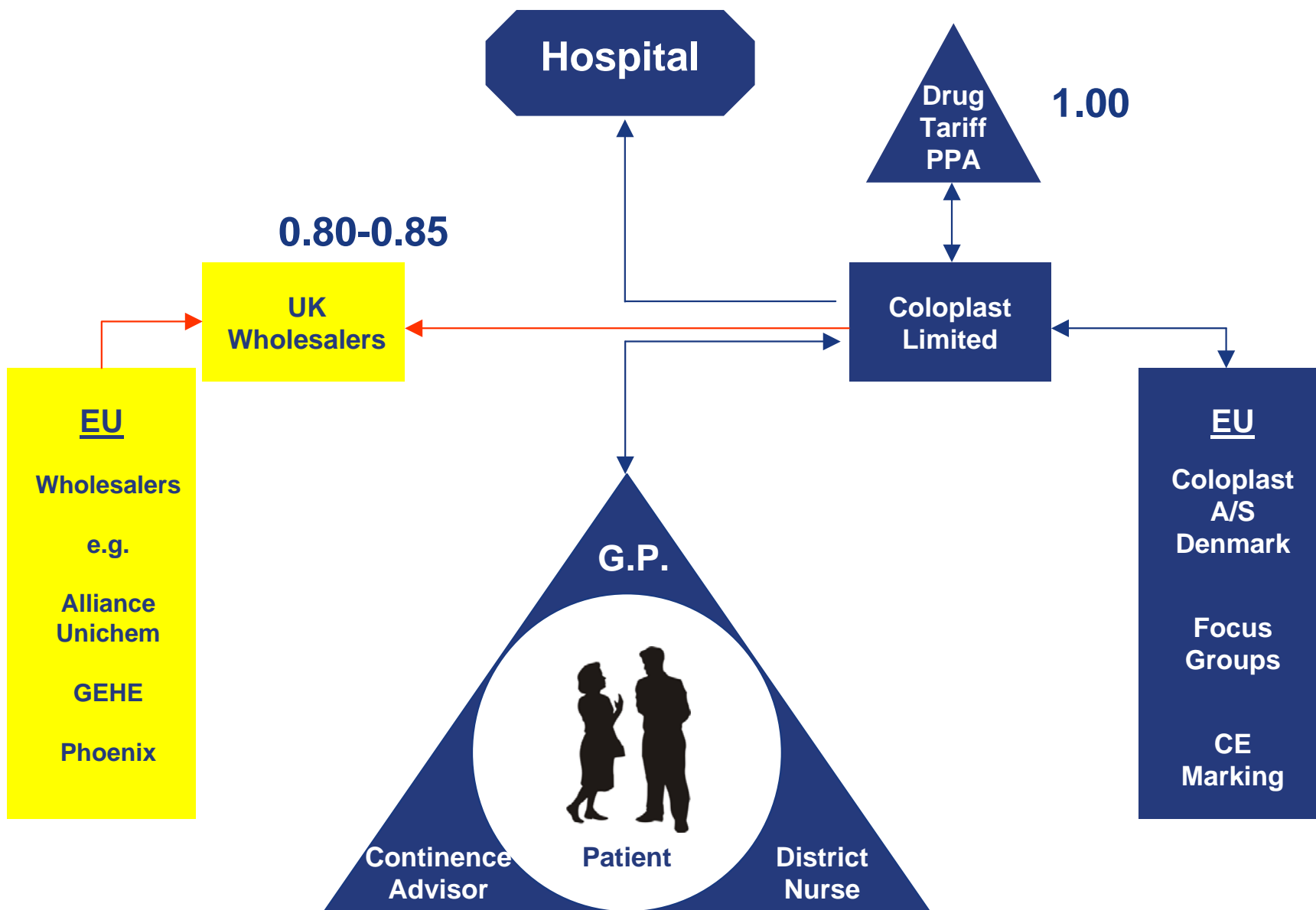
Graham Sethna, Senior Vice President

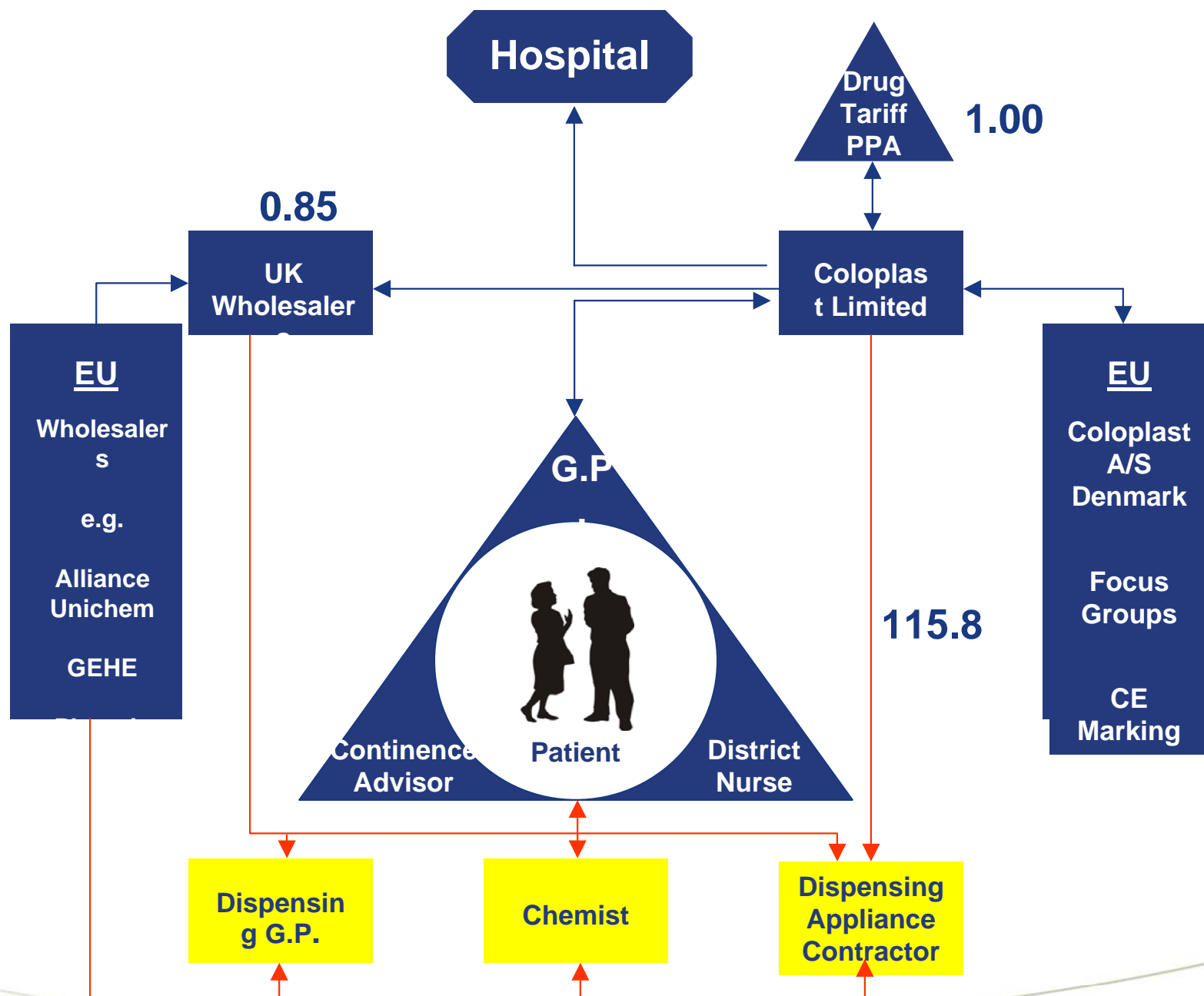


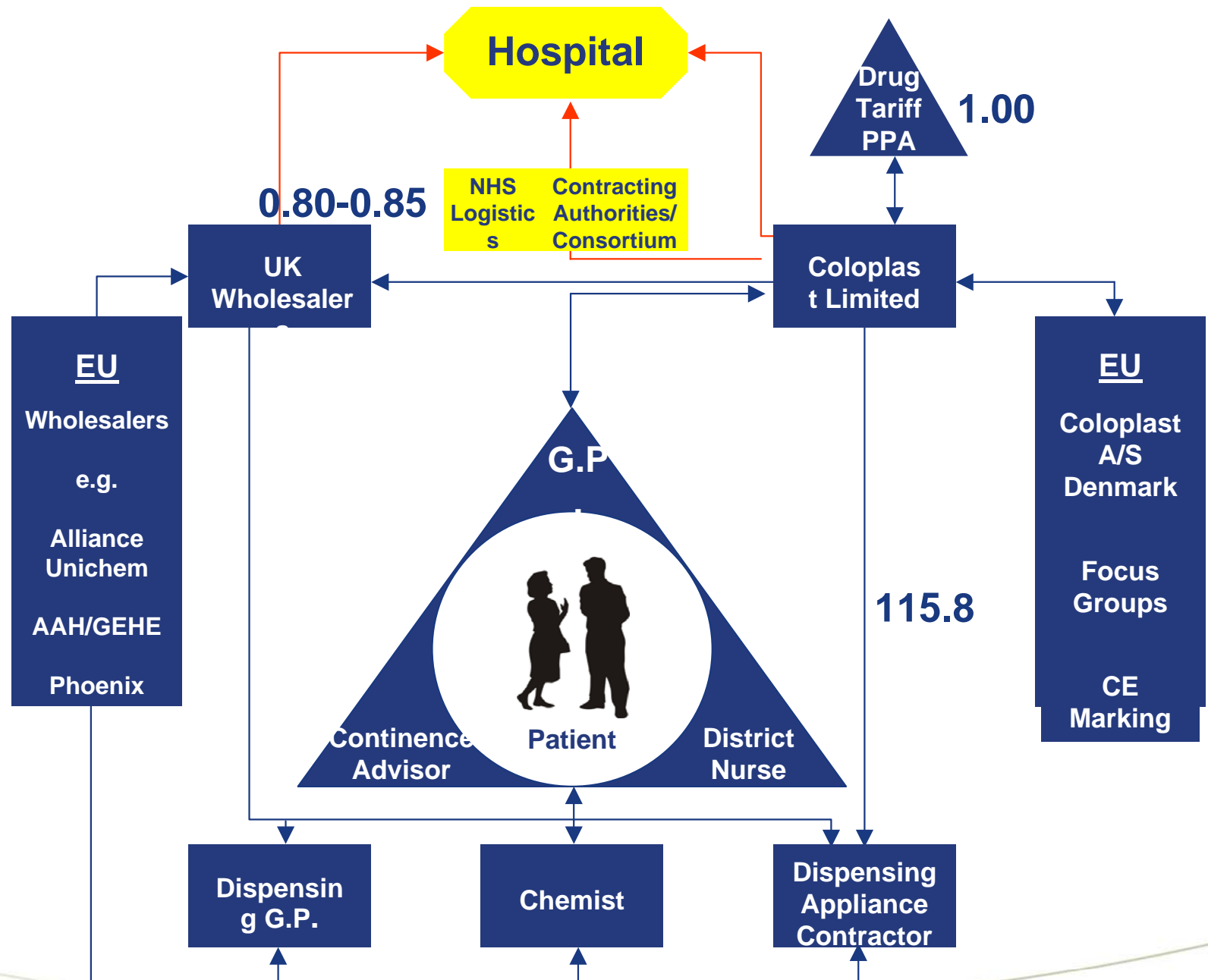




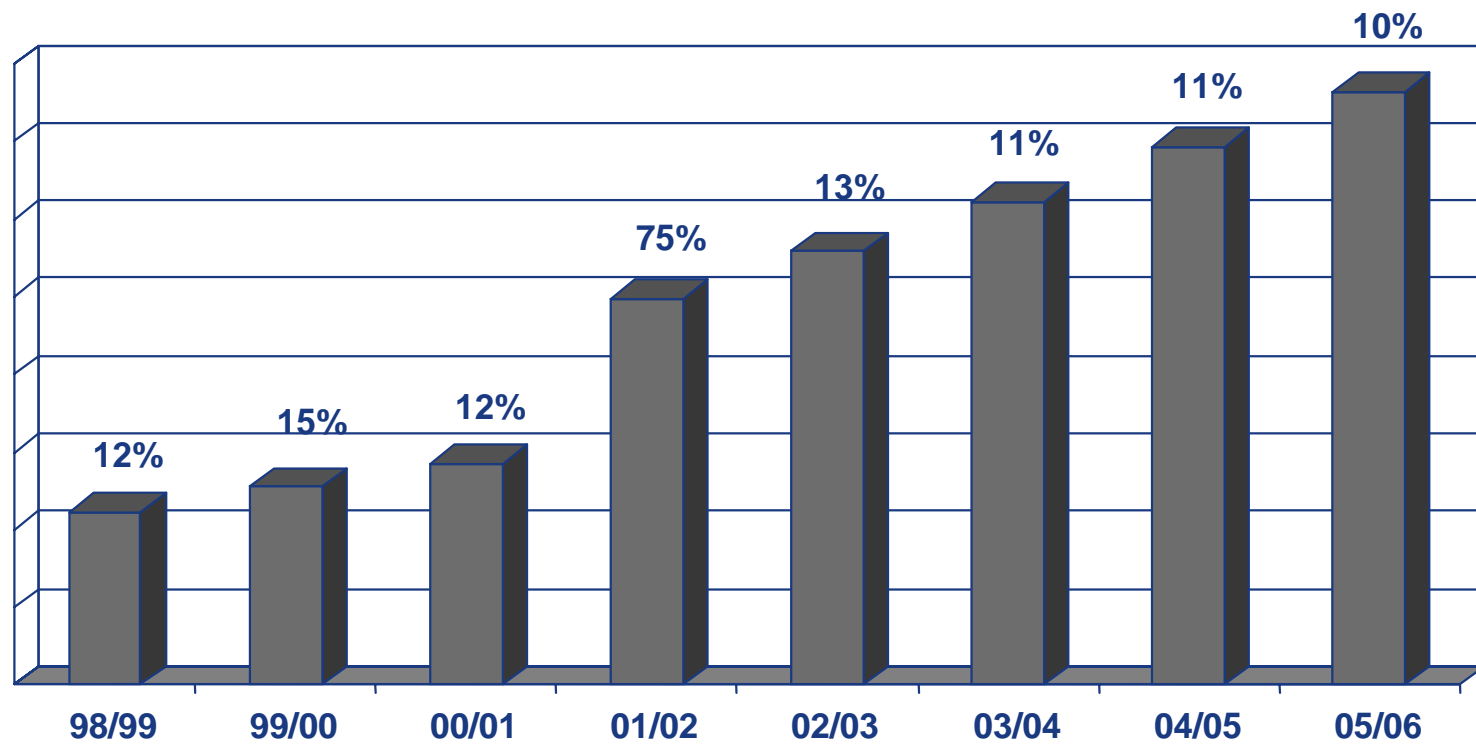








UK & Eire growth rates



Ostomy care

Strategy contains to elements:

- New Patient Discharge
- Community Strategy

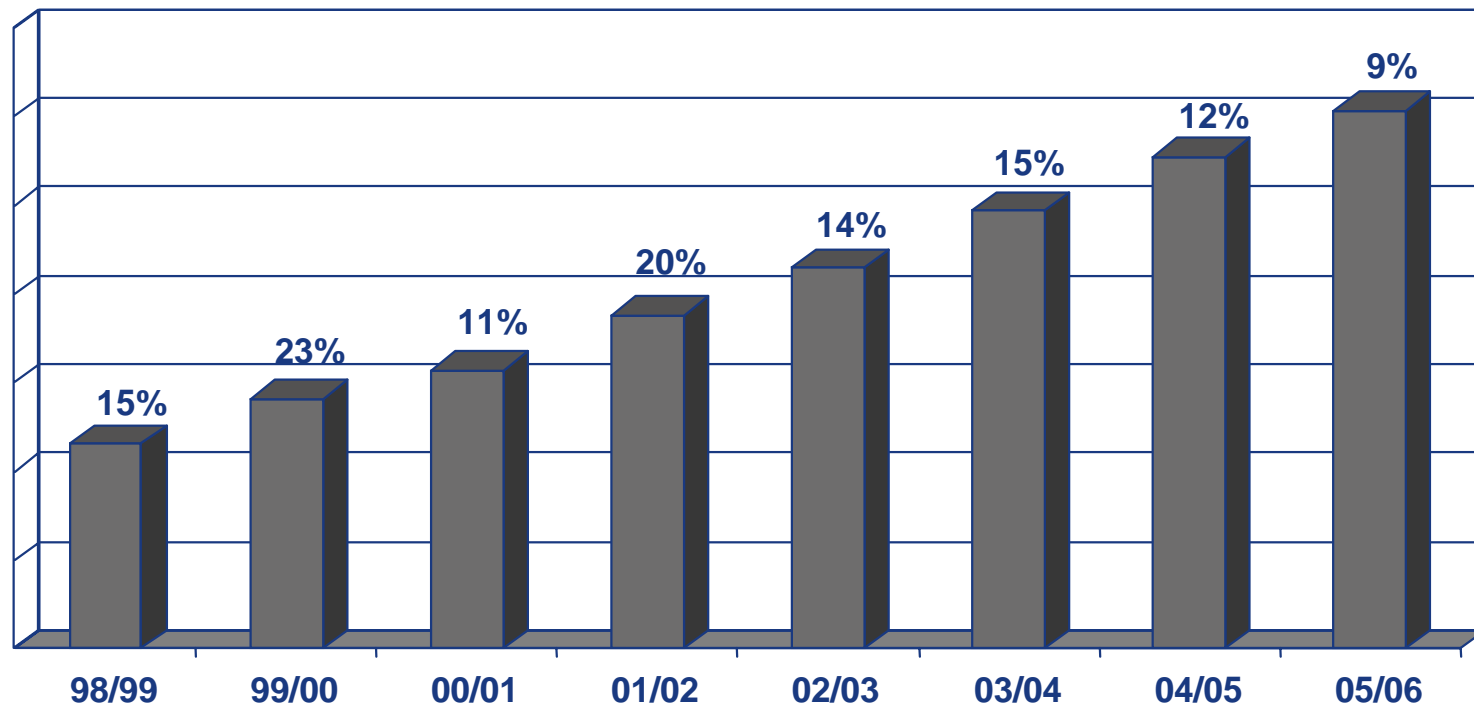


Partnership Programmes

- Key Customer Programme
- Sponsorship
- Professional Advancement Programme



Ostomy sales growth



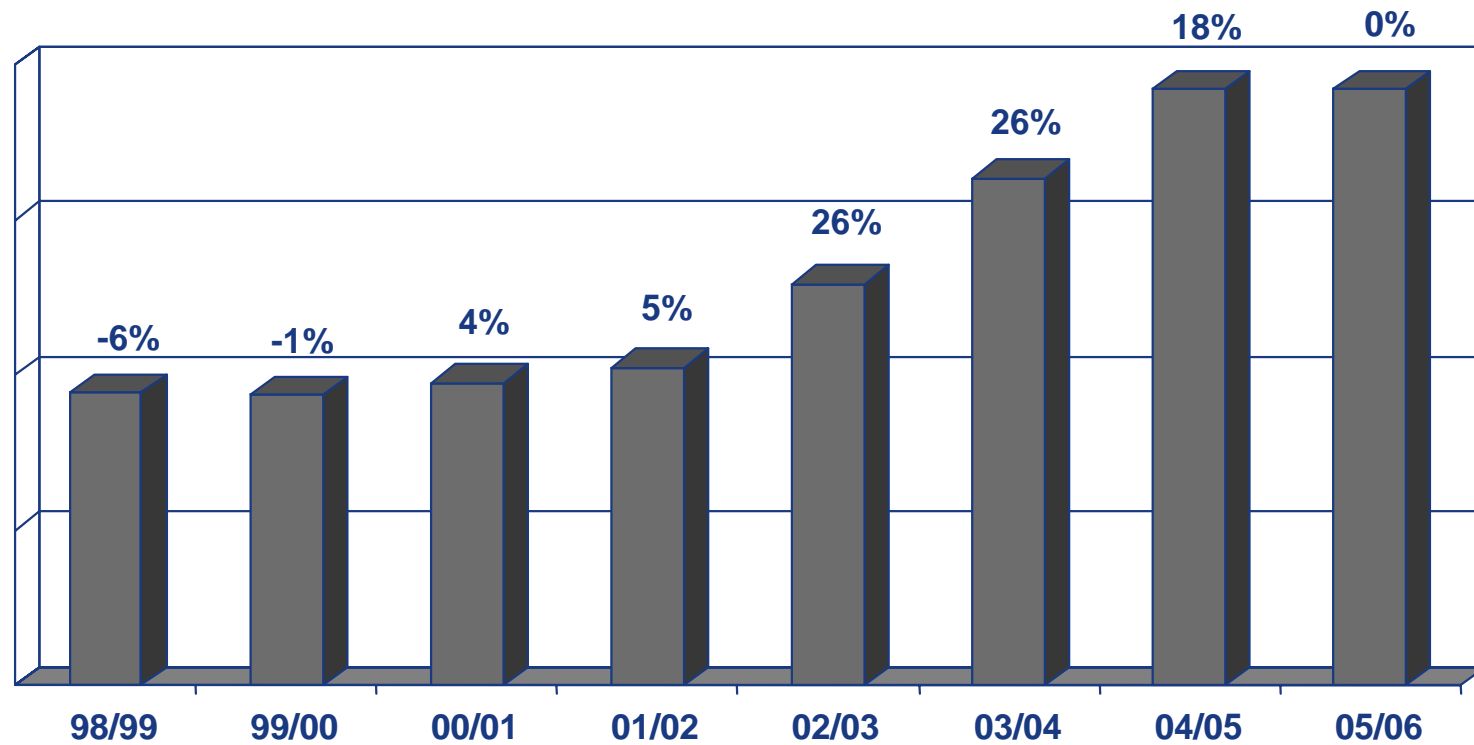
Wound care

The strategy within wound care contains a number of elements:

- Innovation
- Targeting and segmentation focus
- Partnerships



Wound care sales growth



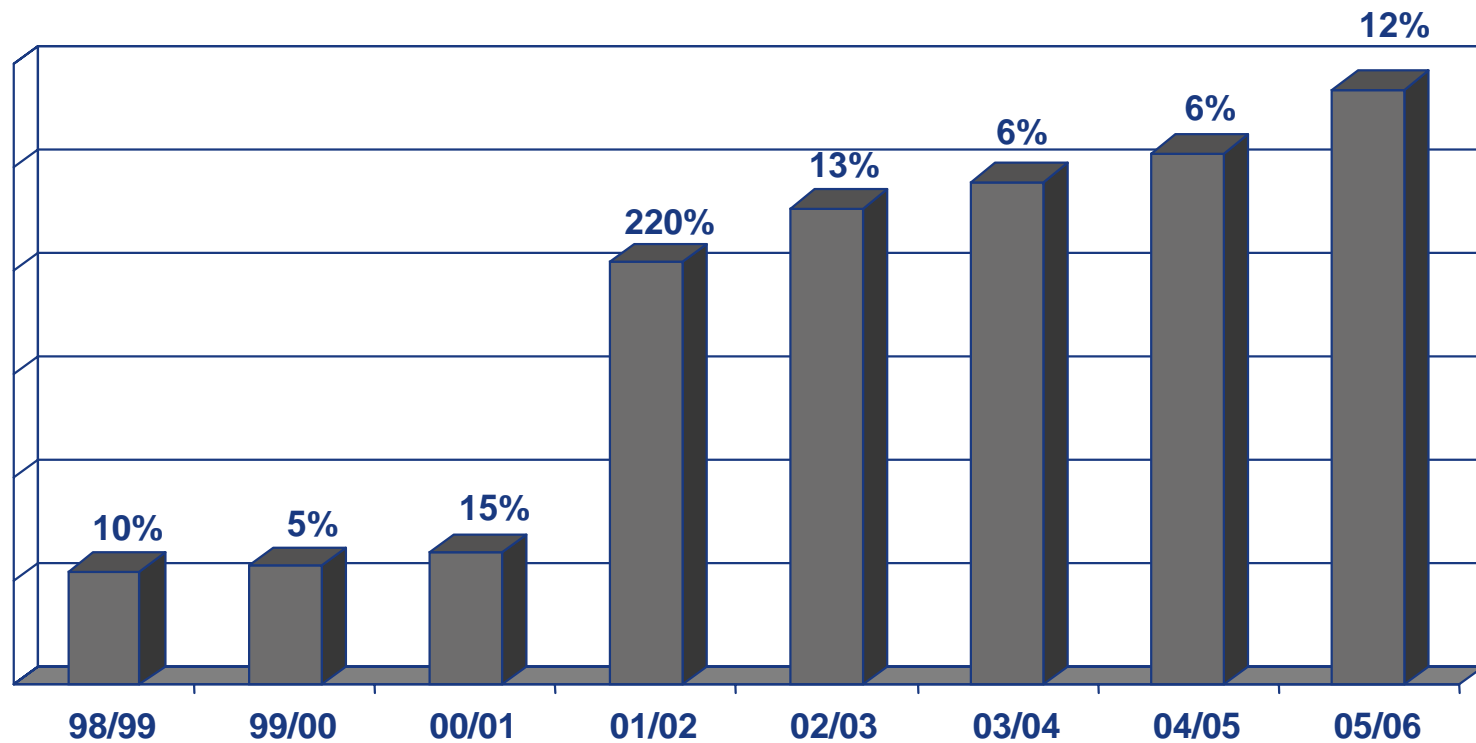
Urology & Continence care

Strategy:

- Coloplast Education Academy
- Hospital and Community pull through
- New opportunities e.g. Peristeen Surgical Urology

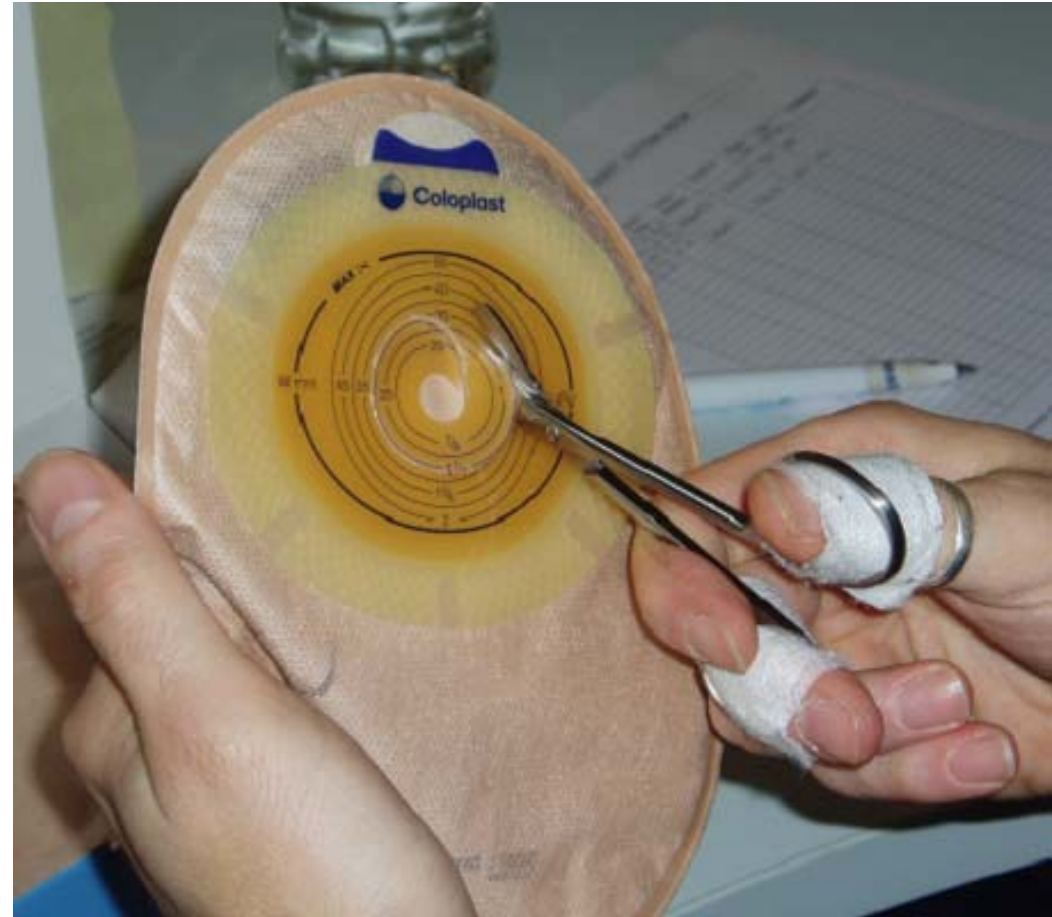


Continence care sales growth

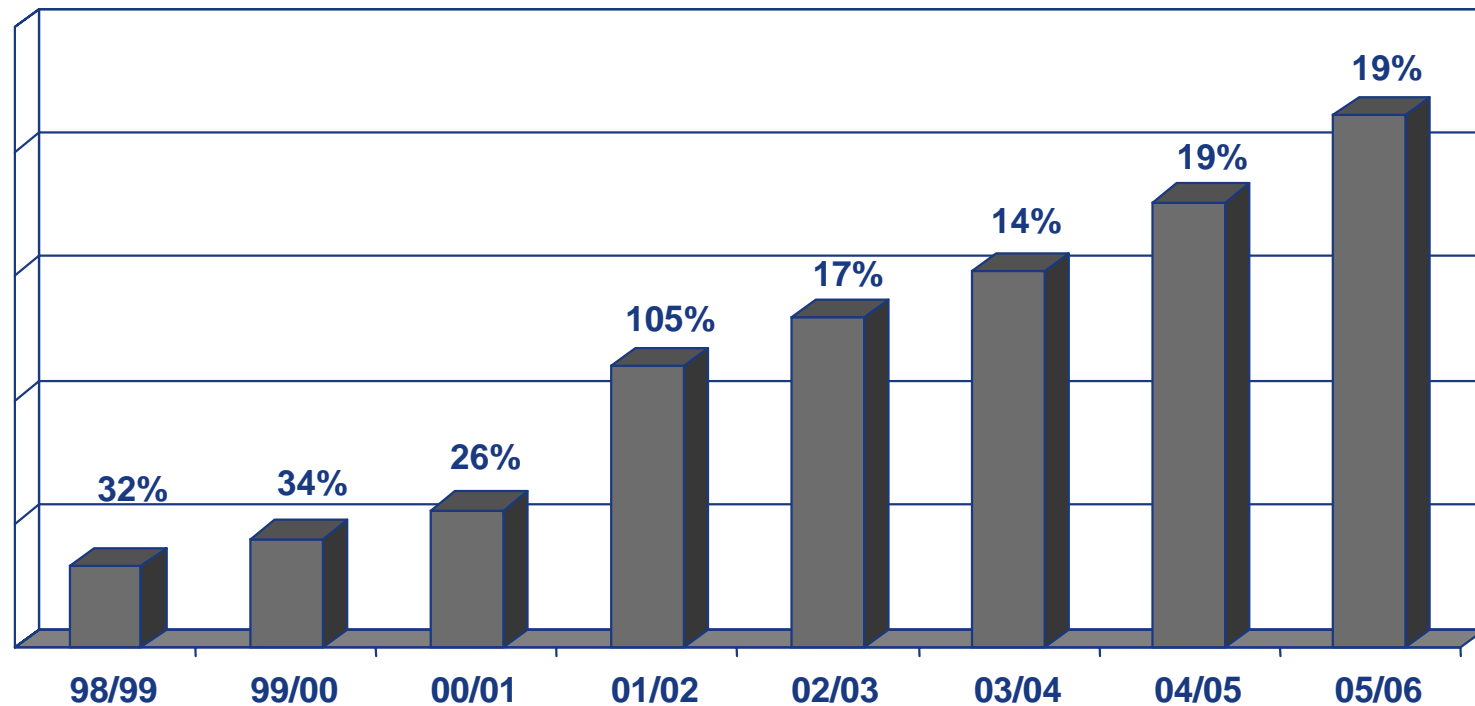


Charter Healthcare

- Best in Class service
- Updates on product and services
- Margin improvement



Charter Healthcare growth rates



Department of Health Update

Sue Kernahan,
Sales & Marketing Director, UCC



History of DH reviews

- 1980's
 - Pharmacy and DAC System equivalent
 - Pharmacy Remuneration Review – Fee based, expensive Rx cost
– claw back
- 1989
 - FPN 498 DAC System changed to Pharmacy Basis
 - Withdrawal prior to implementation
- 1993 - 2003
 - A variety of reports and consultations
 - Touch Ross Study
 - Pharmacy Division Consultation
 - Advisory Committee Consultation (R. Rook)
 - PPA and HA DAC Operations Review
 - DH Consultation (Tom Luce) 2001
 - DH Consultation 2003

Department of Health Consultation

- Arrangements for the reimbursement pricing of Stoma and Incontinence appliances under Part IX of the Drug Tariff
June 2006 – Nov 2006. 2 April 2007 – June 2007. Sept 2007 – Dec 2007
- Arrangements for the remuneration of services relating to appliances within Part IX of the Drug Tariff
June 2006 – Nov 2006. 2 April 2007 – June 2007. Sept 2007 – Dec 2007
- Arrangements to the Regulatory Terms of Service of Pharmacy and Appliance Contractors in relation to Dispensing Items Listed in Part IX of the Drug Tariff
March 2007 – 2 April 2007. Sept 2007 – Dec 2007

Arrangements for the reimbursement pricing of Stoma and Incontinence appliances under Part IX of the Drug Tariff

Two options for price adjustments:

1. To apply a uniform reduction of 12% to all the current reimbursement prices
 2. To apply a pricing model based on product categorisation but cap price reductions at 35%
- Both options would reduce DH spend of about £200m a year by £25m a year as opposed to the £27m previously expected
 - The product classification has been revised after consultation with specialist nurse panels

Arrangements for the remuneration of services relating to appliances within Part IX of the Drug Tariff

Current system for remuneration of services

- On-cost allowance of 15.8% – 25% on Drug Tariff price

Proposed remuneration structure

- Prescription fee of 90 pence per line item
- Dispensing fee of £3.23 per item
- Infrastructure payment is based on 10 payment bands
- Stoma cutting fee of £3 per item dispensed (regardless of whether the product is cut)
- Specialist nurse visits fee of £40
- Payments extended to Urology Patients as well as Stoma

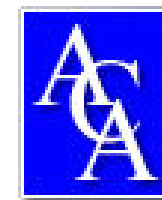
Coloplast activity overview

- Patient and professional organisations
- >25,000 Coloplast users responded to questionnaire
- Public Affairs programme to inform, educate policy makers about Coloplast and the impact of the proposed changes
- Face to face meeting key politicians
- Parliamentary questions in both Houses
- Hundreds written to Ministers to support Coloplast position
- Early Day motion 80 MP's
- Debate in House of Lords
- Petition to Prime Minister, 4,000 signatures
- BHTA

Coloplast's next steps

Key focus – Remuneration

- Professional/Nursing bodies
- End users/Patient organisations
- Lobbying/Political activity
- Industry groups





Distribution and customer care

Dawn Tocco, Customer Service Manager, Charter Healthcare
David Carpier, Operations Manager, Charter Healthcare

Who are our customers?

- Life changing events
- Daily challenges
- Healthcare professionals
- Hospitals/Trade Customers
- Nursing Homes

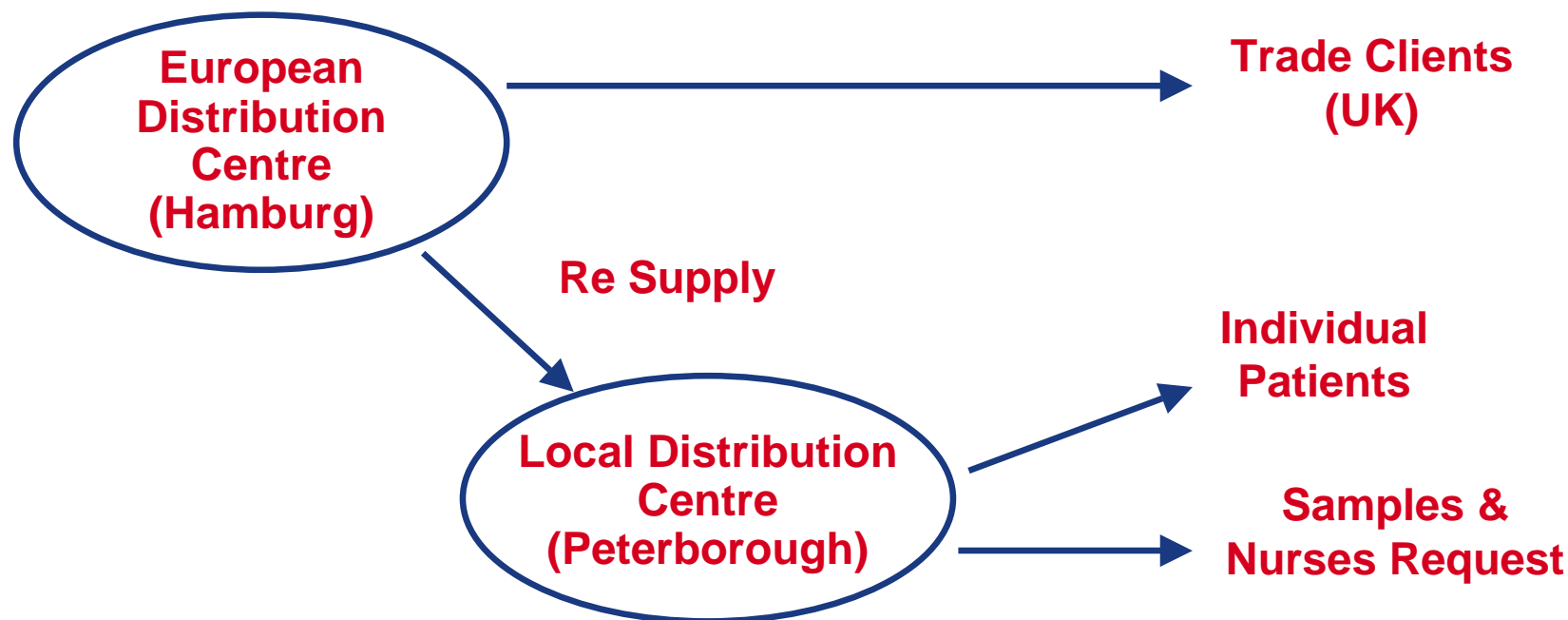


Who are our clients ?

	Volume (%)	Orders (Last 12 months)
Individual Patients	88%	434,000
Trade	6%	23,000
Samples – Nurses Request	6%	35,000

- A proportion of orders in the trade category go to hospitals via NHS Logistics, the purchasing arm of our National Health Service

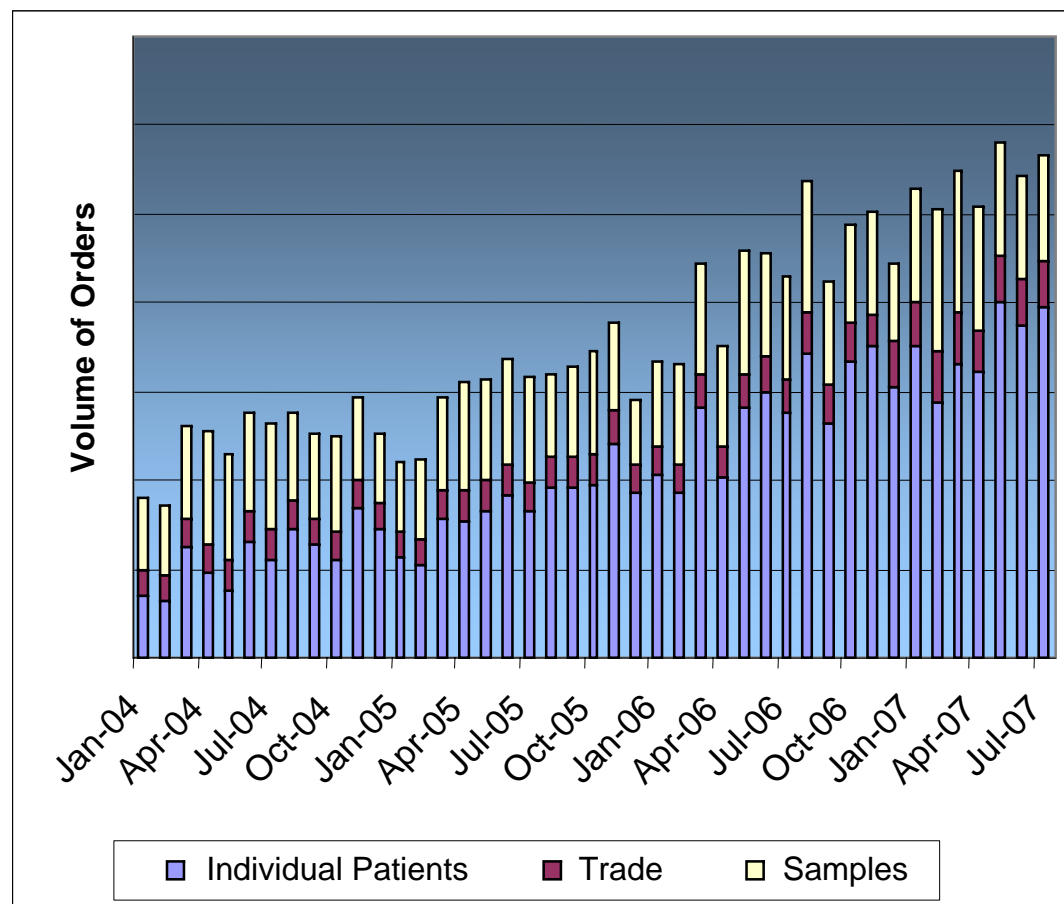
Distribution for Coloplast Ltd (UK)



- Local Distribution Centre : Ensure orders reach client in 24 hours
- European Distribution Centre (EDC): holds the main stock
- Trade Clients supplied by EDC :
 - Avoid carrying extra stock in the UK
 - Safety of supply

Progression of Coloplast

- On average this will represent currently for Distribution :
 - 2,000 orders per day – packed at an individual rate of 40 orders per hour
 - 6,000 order lines per day – picked at an individual rate of 150 lines per hour



Process of an order

1. Order received by phone or mail in Customer Care up to 6 pm
2. Order transferred into Distribution Centre within a few minutes
3. Order picked and packed same day in less than 2 hours
4. Order dispatched by 9.00 pm via Courier
5. Order delivered next day to the Customer

The Order Flow

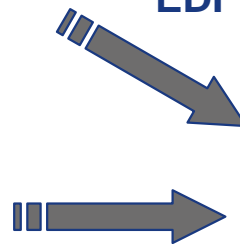
Customer
- Home
or trade



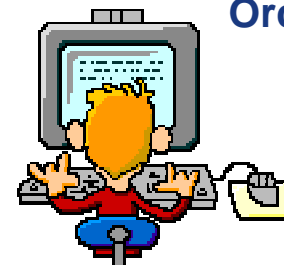
Customer Care



EDI



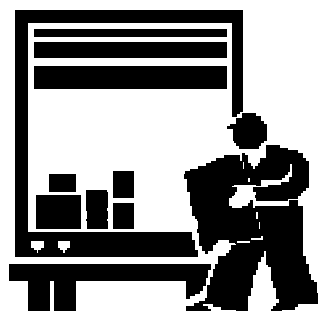
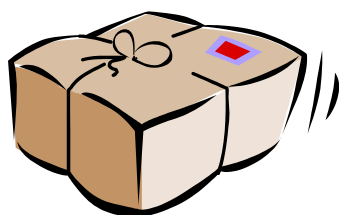
Order start



The Links order flow



Ticket
876965



Ostomy care
Urology & Continence care
Wound & Skin care

Who works in customer care?

Teamwork



Empathy



Commitment



Staff should feel special too..

- Appraisals
- Pay review
- Employee of the year
- Senior management thanks
- Bonuses
- Customer feedback
- Recognition in company updates
- Monthly team meetings
- Meeting customers
- Summer family event
- Friends not just colleagues



Average Daily Departmental Work Processed

Inbound Calls Taken	over 2000
Outbound Calls Made	500



Customer Care Standards

- Excellent Service
- Abandoned Calls
- Delivery Standards
- Right First Time
- Complaint to Compliment
- Constant Service Improvement
- Prescription Debt



Training Team

- Formed in January 2007
- Over 30 years experience in Coloplast Customer Care
- New Starter Training
- Skills Matrix/Individual Training Plans
- Best Practice Workshops
- Product Knowledge Program
- Know Your Customer Days



Excellent Service

Target:

- To Delight Each Customer

Achievement:

- Approximately 3,000 Christmas Cards received
- 85 Thank You letters from January to May
- 291 telephone calls to compliment the service

How:

- Customer Feedback
- Telephone assessments
- Quality Workshops
- Christmas Card to customers



Ease of Contact

Target:

- Abandoned call rate of less than 2%
- 80% of calls answered within 20 seconds

Achievement:

- 1.1% Abandoned Call Rate
- 81.64% of calls answered within 20 seconds or less
- Average time to answer 17 seconds

How:

- Multi-skilling
- Individual Responsibility
- Visualise the Customer
- Dedicated Internet Resource
- Proactive Calling



Satisfaction Questionnaire

- In January 3,000 customers were surveyed
- Results
 - 1670 responded (56%), of which:
 - 99.6% were Satisfied or Extremely Satisfied with the quality of their telephone contact.
 - 99.7% were Satisfied or Extremely Satisfied with the Home Delivery Service as a whole.



Awards for Excellent Service

2003 **Customer Care Professional Of The Year** – Dawn Tocco – Winner (National)

2004 **Young Customer Care Professional Of The Year** – Emma Branch - Highly Commended (National)

2004 **National Customer Care Team Of The Year** – Winners

2004 **Customer Care Team Of The Year** – Winners (Local)

2005 **Contact Centre Of The Year (Under 100 Seats)** – Winner (National)

2005 **Customer Care Team Of The Year** – Winners (Local)

2006 **Contact Centre Of The Year (Under 100 Seats)** – Final 4 (National)

2006 **Young Customer Care Professional Of The Year** – Emma Branch - Highly Commended (National)

2007 **Customer Care Team Of The Year** – Finalists – results TBA Sep 07 (National)

2007 **Customer Care Newcomer Of The Year** – Leigh-Marie Clarke - Finalist – results TBA Sep 07 (National)

Coloplast/Siebel Marketing Process

WHAT ARE WE THINKING ABOUT		WHERE ARE WE IN SIEBEL	
WHO ARE WE TARGETING?	↔	SEGMENT/LIST	
WHAT ENTICEMENT?	↔	OFFER(S)	
ACTION?	↔	CAMPAIGN	
PART OF A LARGER SCHEDULE?	↔	PROGRAM	
FINANCIAL/DIVISIONAL AREA	↔	MARKETING PLAN	
ARE YOU READY TO GO?	↔	LOAD/LAUNCH CAMPAIGN	
RESPONSES FROM TARGET GROUP?	↔	KEY RESPONSES	

Continuous Improvement Culture....

- Electronic Prescribing
- Customer Retention Program
- Departmental Re-structure



Words from our customers...



“what I would do without you I don’t know as I have come to rely on your efficiency, kindness and consideration’



“I must offer sincere thanks for the wonderful service that we experienced from your staff. Nothing was too much trouble for them – they are a credit to your company. The service provided was “second to none” – a reassurance offered to people who are so vulnerable is so much appreciated’



“Thank you for your prompt deliveries of my needs in the past year which gave me both comfort and dignity’



Delivery Standard

Targets:

- Orders to be delivered within 48 hours of receipt

Achievement:

- Order despatch within 24 hours of receipt

How:

- Highly performing Tools
(fully automated conveyors + E1)
- Organisation of daily work
- Unit Times/productivity
- Daily Performance Monitoring
- Team Work



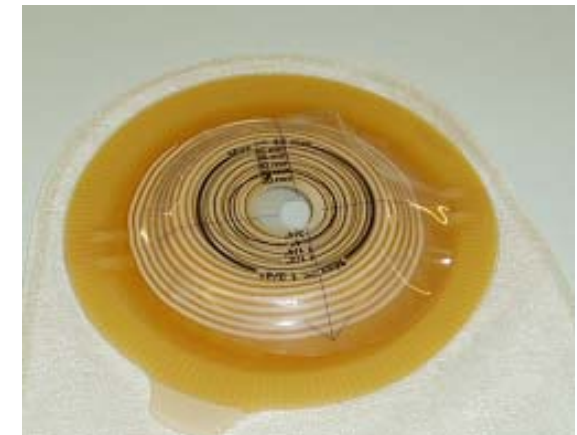
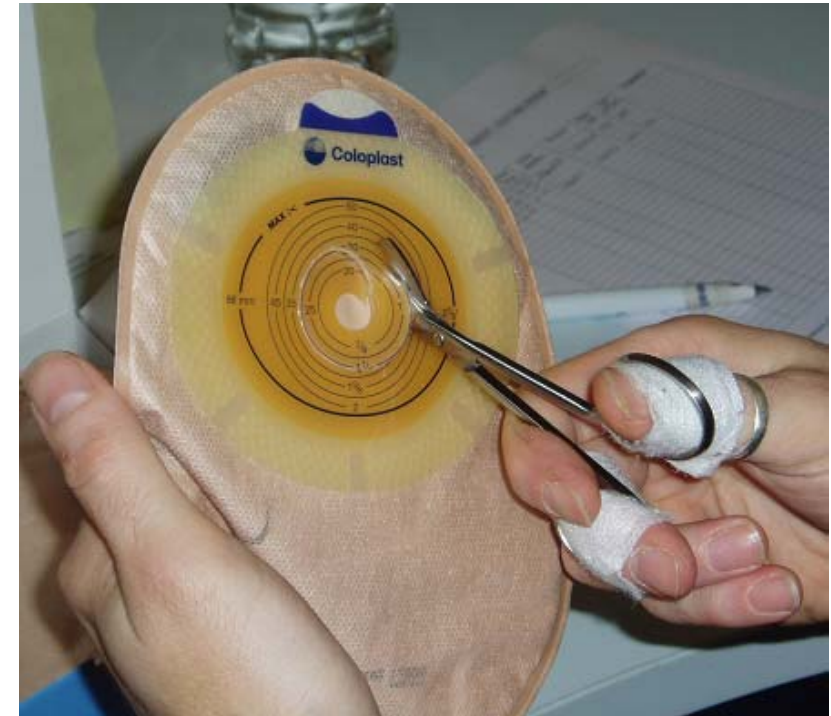
Customisation : Cutting of Ostomy bags

- Context : unique in Europe
- Coloplast offers to cut to specification the bags for clients (Elsewhere done by Nurses or Patients)



Cutting : the process

- Receiving the template
- Stored on database
- Client orders
- Cut to template within 2 hours
- Despatch to reach client next day



Focus

- Client : Quality (Perfect orders) + Complaints
- Improving : Regular Abc events (Latest : Pack bench improvements = 2 slides)
- Flexibility : People (annualised hours) Training



Come for a visit

- Visit of the building in 2 groups
(one visiting Distribution whilst the other will discover Customer Care)



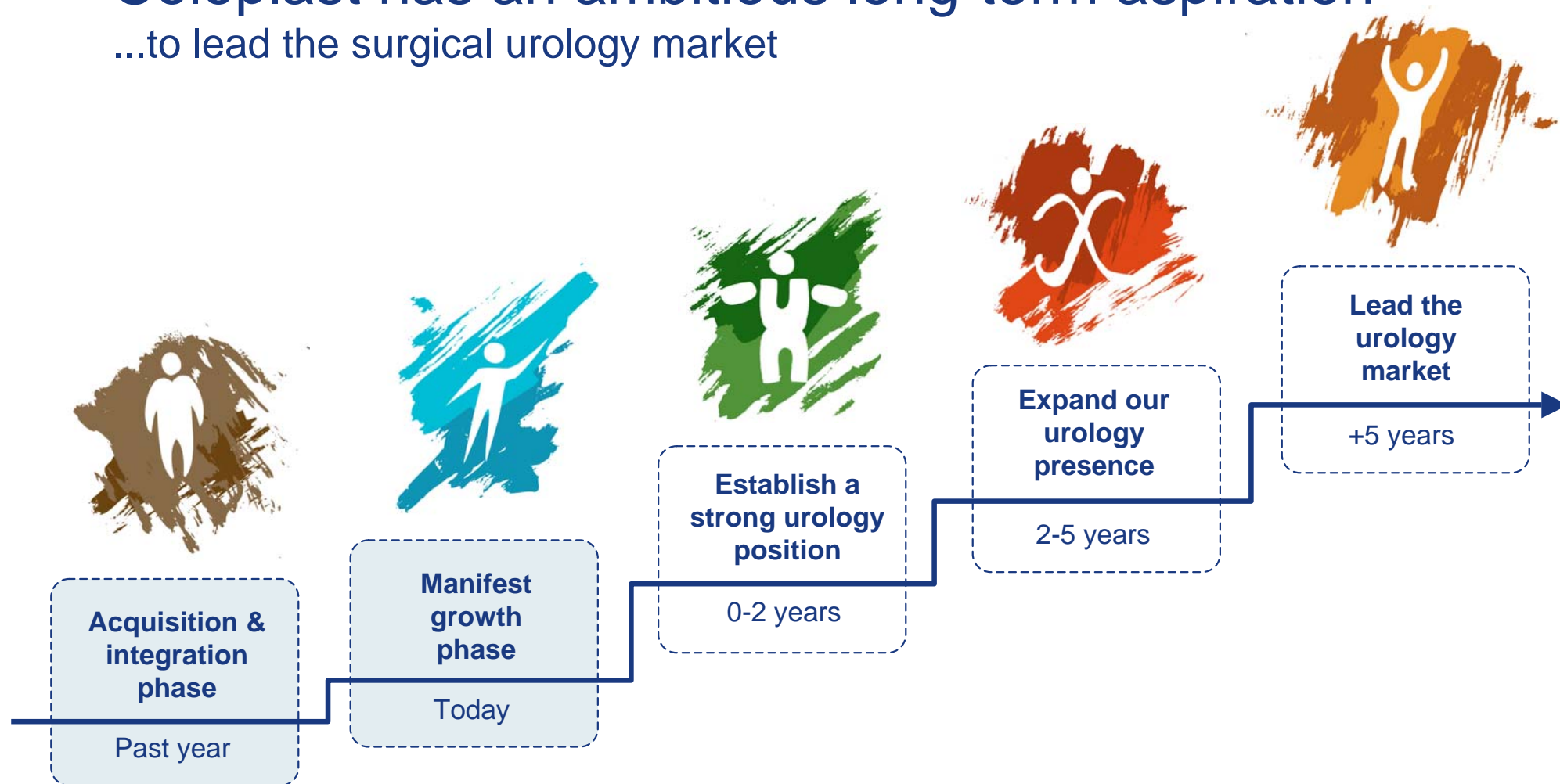
Accelerating growth in the urology business

Lars Rasmussen, EVP & CCO



Coloplast has an ambitious long-term aspiration

...to lead the surgical urology market





Acquisition and integration phase

The first year after Coloplast's entry into the surgical urology field

The acquisition

- Mentor's urology business was acquired in June '06 for \$463m
- App. 2/3 of Mentor's revenue was within surgical urology
- Part of the strategic rationale was to get a stronger presence in the US and to broaden our platform for growth

Since the acquisition, we have...

- ✓ Established new US headquarter in MN
- ✓ Closed down the Lancing site in the UK
- ✓ Divested the Brachytherapy franchise
- ✓ Integrated the sales organisations
- ✓ Merged and expanded R&D and MKT activities
- ✓ Launched new surgical products
- ✓ Reached positive revenue growth rates
- ✓ Created one company



Manifest the growth phase

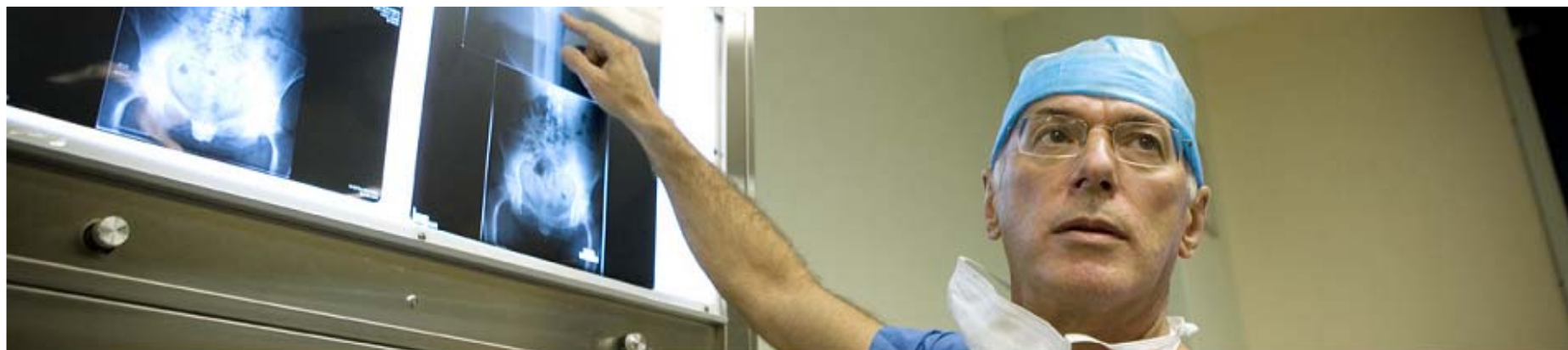
Ensuring that Coloplast reaps the fruits of the acquisition



- New UCC business strategy adopted
- From business continuity to focus on segments with major growth opportunities
- Refocusing resources and intensifying global support
- Ensuring more rapid innovation
- Intensifying rollout of our best-in-class advisory board concept into the urology field

Establish a strong surgical urology position and expand our presence

Four major growth initiatives



**Global disease
area priority**

**Strengthen US
presence**

**Leverage
disposables
range
geographically**

**Establish in
new urology
segments**



Global disease area priority

Disease area focus is absolutely key in the urology market



- This initiative targets specific segments that consolidated represent a market value of app. 300m EUR growing at 15-20% p.a.
- There is intense competition and rapid product introductions

- Increase the speed of innovation and expand portfolio
- Document and communicate the innovativeness of our portfolio
- Cover all relevant call points in our 25 subsidiaries
- Challenge the market leaders and gain market share



Strengthen US presence

The US market drives growth and the majority of innovation



- The initiative targets our core segments in the US representing a market value of 300-350m EUR growing at app. 15% p.a.
- We have a very strong platform for growth already in place

- Strengthen corporate presence in the US
- Focus on innovation and launch execution
- Focus on user involvement and orientation
- Establish Coloplast as an innovative urology company
- Invest in covering all relevant call points



Leverage disposables range geographically

Significant potential to capture in geographies outside Southern Europe



- This initiative targets specific segments that consolidated represent a market value of 200-250m EUR growing at 3-5% p.a.
- Strong platform and great opportunities for market share gains

- Define core disposables range to match disease indication with greatest potential
- Bring that portfolio to selected countries where we are not strong today
- Build supplementary capabilities in selected subsidiary countries to enforce aggressive expansion
- Focus on managing a wide portfolio concurrent with rapid product introductions



Establish in new urology segments

Tap in to high growth segments and exploit synergies



- This initiative targets selected high-growth segments where we are not present today, but where it is imperative for Coloplast to be in order to maintain our image as an innovative company

- Map the surgical urology market
- Enter new segments with the highest growth potential and greatest synergy to current portfolio

... See next slide for mapping



Establish in new urology segments

The surgical urology market represents a plethora of growth opportunities

Erectile Dysfunction	Prostate cancer	Benign Prostatic Hyperplasia - BPH	Incontinence	Stone Management	Pelvic Organ Prolapse	Other cancers, UTI, Congenital abnormalities, scopes...
Penile implants	Ultrasound	Microwave Thermotherapy	Female slings	ESWL	Meshes and kits	
Vacuum Devices	Cryotherapy	TUNA	Bulking Agents	Intracorporeal lithotripsy		
Transurethral Suppositories	Brachytherapy	TURP	Electrical stimulation	Holmium Lasers		
	Radiation Therapy	Photo Selected Vaporisation	Urodynamics	Ureteral Stents		
		ILC (laser)	Male slings	Retrieval devices		
		Prostatic Stents	Artificial Sphincters	Nephrostomy catheters		
		Prostate catheters		Balloon dilators		
		Water Induced Thermotherapy		Guidewires		



Coloplast presence

LIST IS NOT EXHAUSTIVE



Lead the urology market

Coloplast's strategic aspiration



Coloplast is...

- recognised as one of the major surgical urology players globally
- the most innovative company in this market segment
- renowned for a listening and responding to users' needs



THANK YOU !



BUSSES LEAVE AT 16:15