

Surgical Urology

Coloplast Capital Market Day 2009

Dave Amerson, Global Vice President

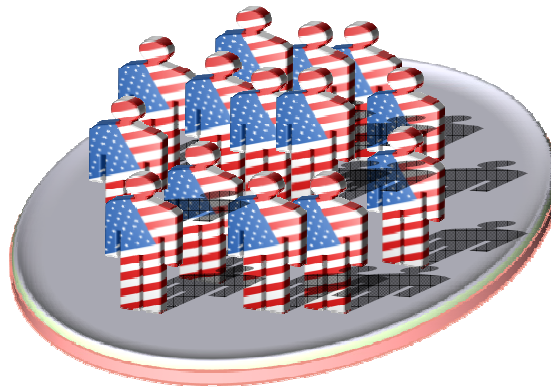
Agenda

- **Surgical Urology Overview**
- Market Opportunity
- Portfolio Overview
- Summary

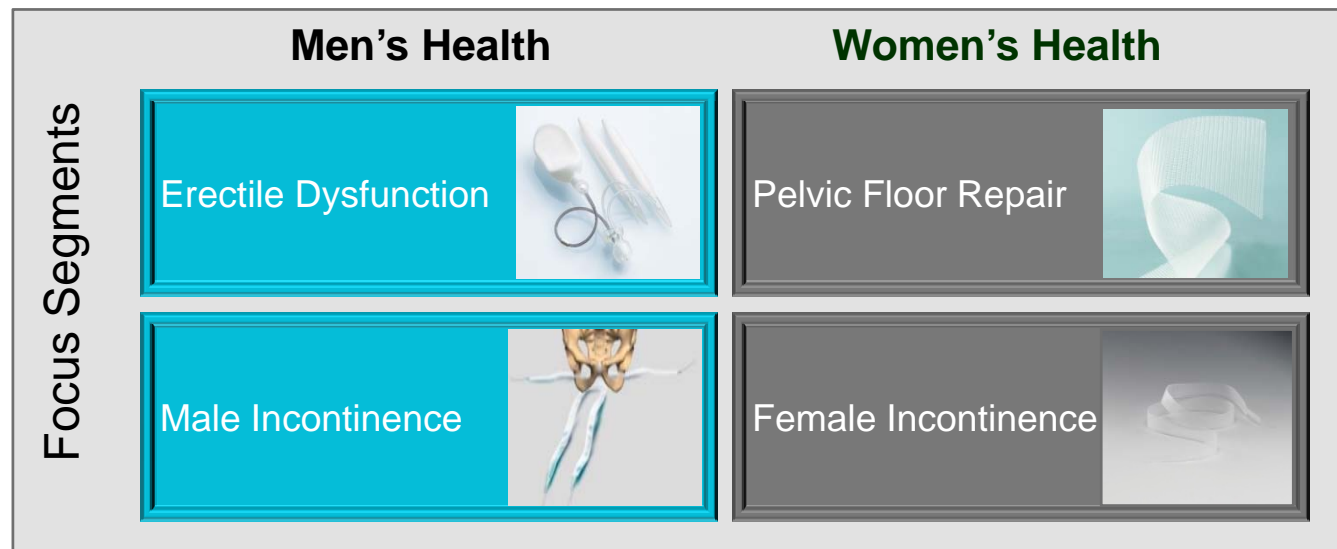


Coloplast Surgical Urology Overview

- SU reorganized as a stand-alone business unit
- Reputation for high-quality service and product knowledge
- Long tenured sales force with strong US reach
- Valuable urology device experience within the R&D organization
- Robust patient and physician focused marketing programs
- Strong customer relationships

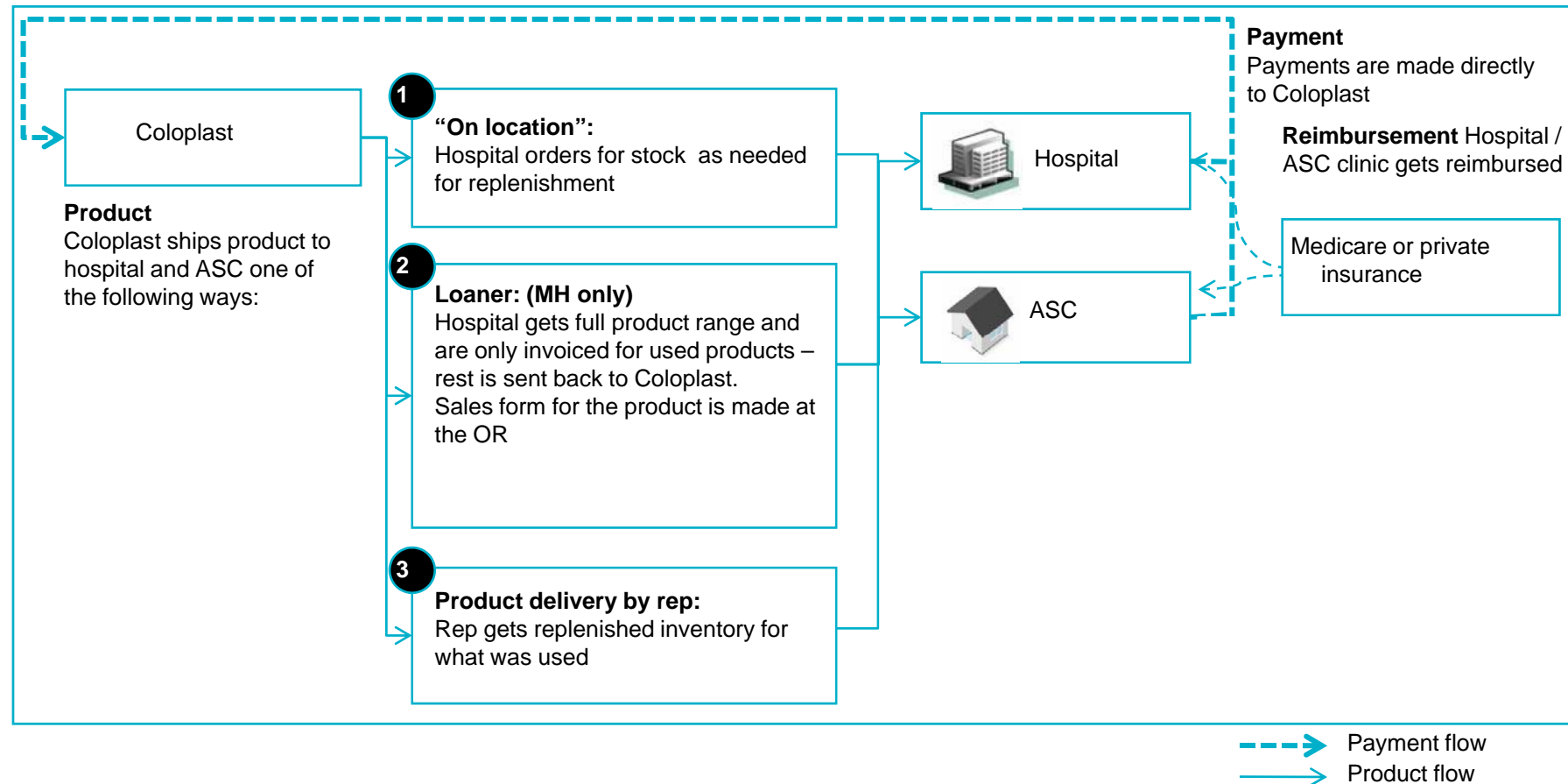


What segments do we service?



Surgical Urology is the only Coloplast business area with primarily direct sales

SU product and payment flow / Men's and Women's Health

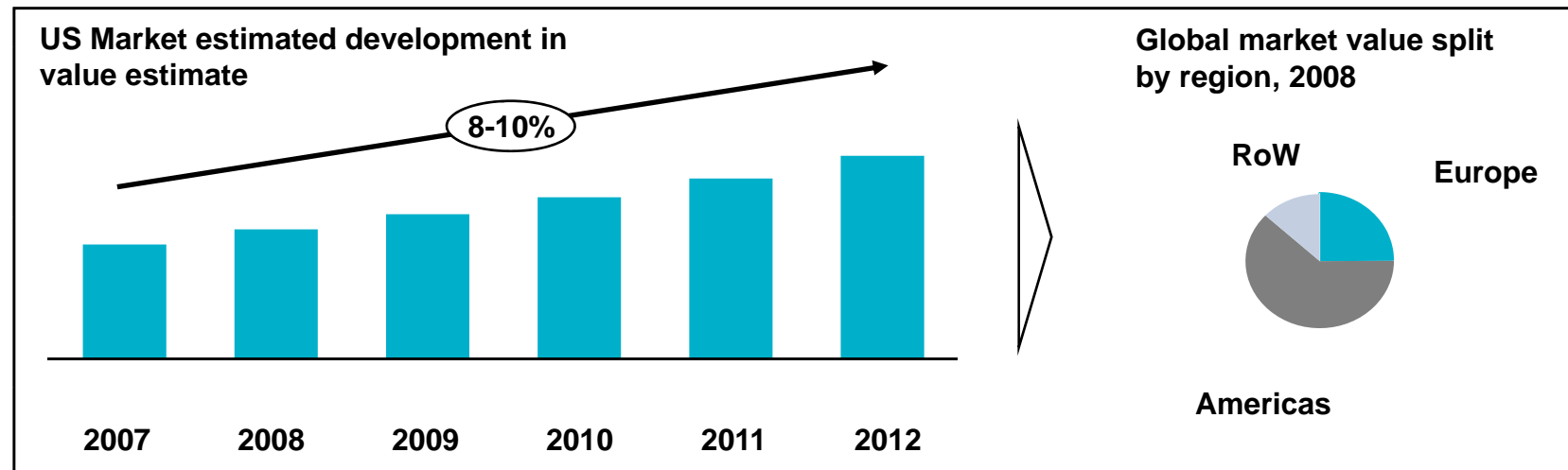


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Urology Device Market Introduction



US Market Drivers

- ▶ Large, under-penetrated population
- ▶ Ageing and obese population
- ▶ Minimally invasive surgeries

US Market Limiters

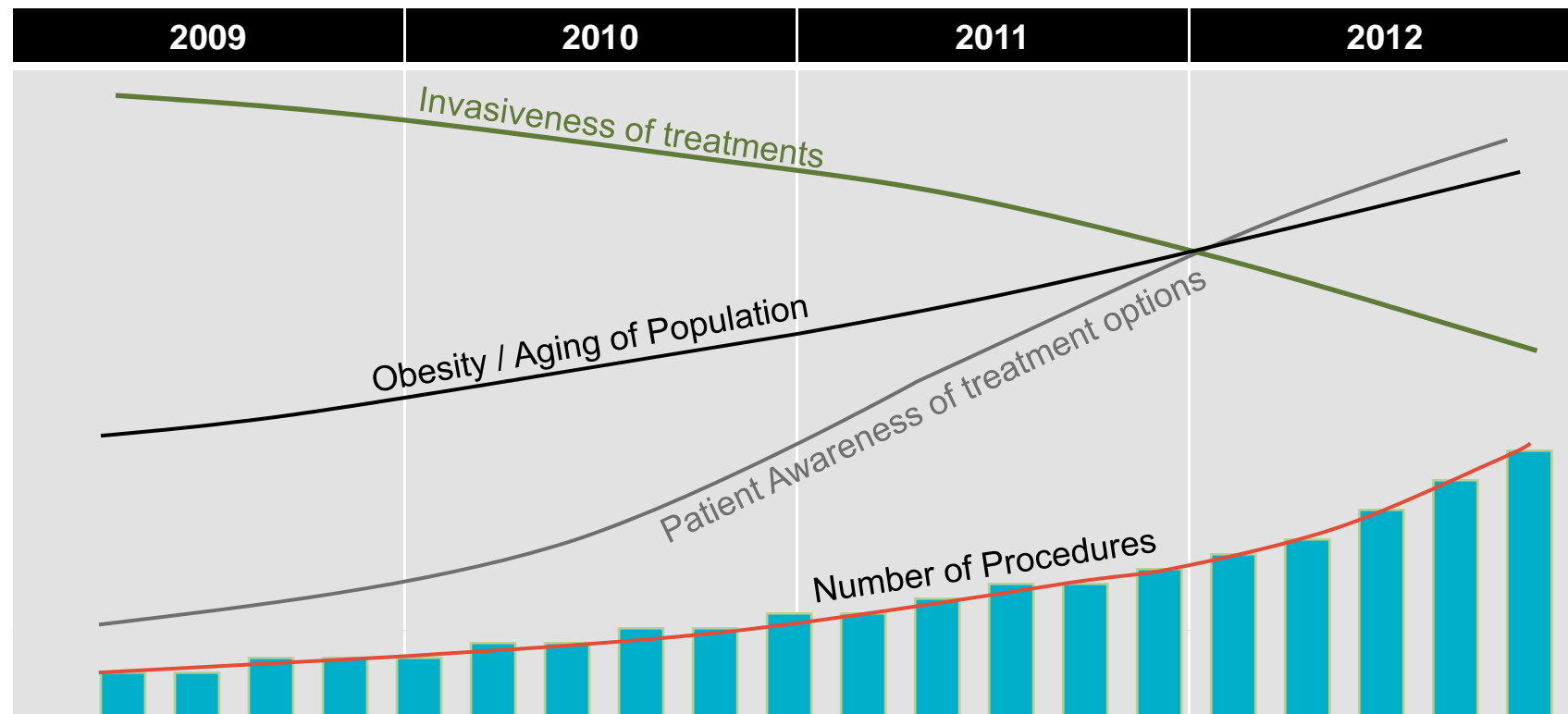
- ▶ Cost containment
- ▶ Increased demand for clinical evidence
- ▶ Crowded IP landscape limits opportunities

US Market Trends

- ▶ Less invasive treatment methods
- ▶ Office-based treatments
- ▶ Product innovation is key source of competitive advantage

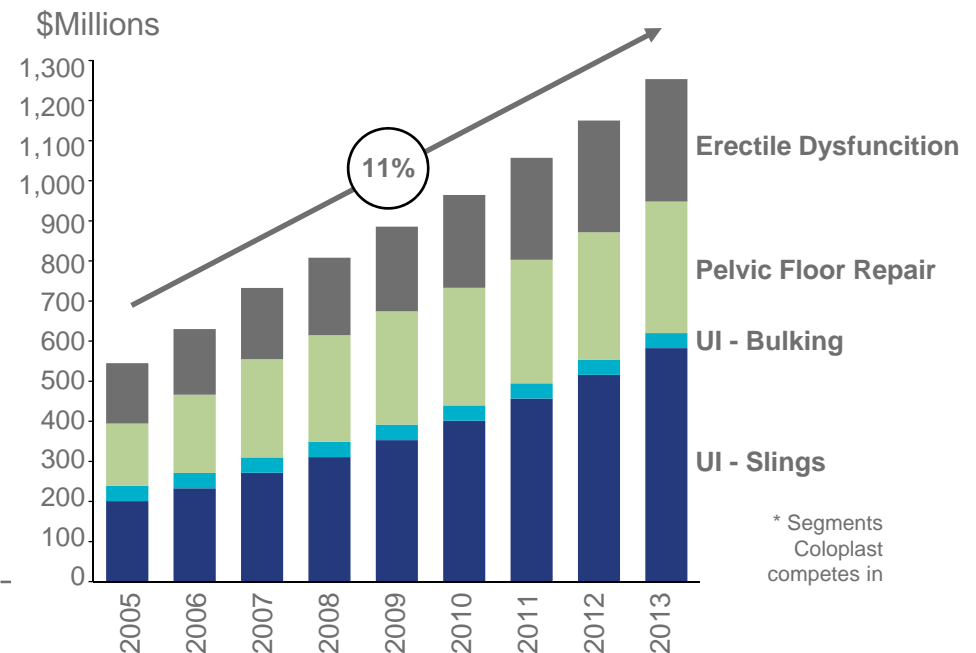
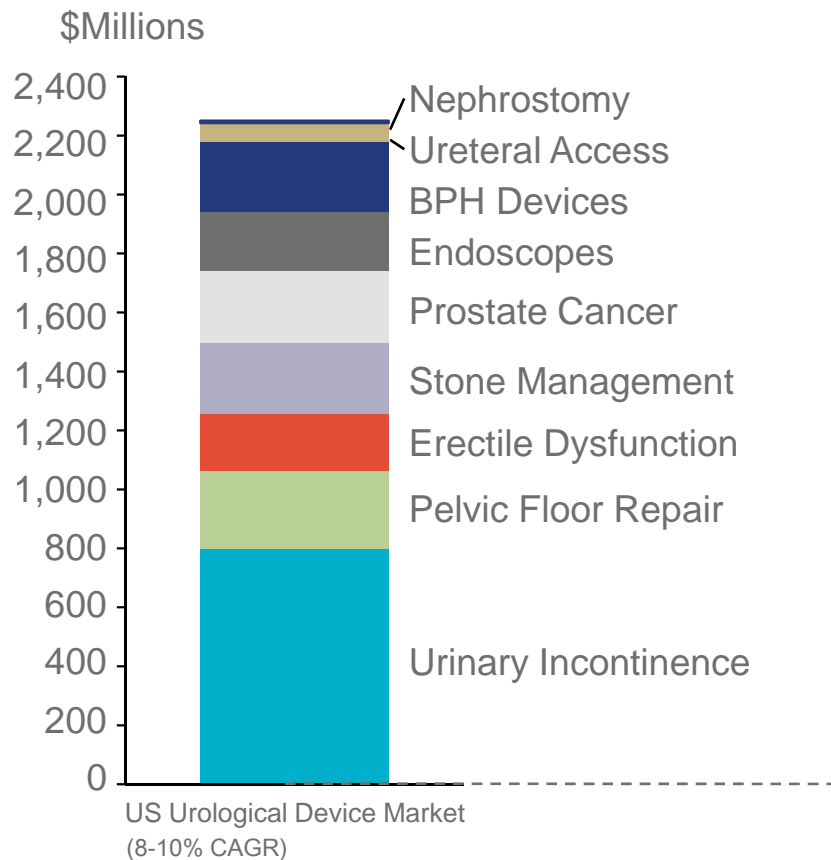
Surgical Urology Market Dynamics

Immature market is taking off especially in Women's Health...



* For illustrative purposes

Urology Device Market Presents Large Opportunity



Source: DK Market Insight 2008 Market Sizes GLOBAL

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Surgical Urology Call Points and Product Focus

**Urologists
(10,000)**

**Gynecologists
(40,000)**

**Uro-gynecologists
(1,400)**

Key products for the US Market



Titan OTR
Launched June 2008



Aris
Launched May 2006



Virtue
Launched May 2009



Exair
Launched June 2009

Women's Health Franchise Overview

- Surgical and management solutions for Stress Urinary Incontinence (“SUI”) and Pelvic Organ Prolapse (“POP”)
- Slings and Pelvic Floor Repair growing at approximately 15+% CAGR over the next three years in the US
- 40% of women over the age of 50 suffer from Pelvic Organ Prolapse
- Women's Health market is driven of introductions of innovative products and techniques

Women's Health Franchise Portfolio

➤ Urinary Incontinence

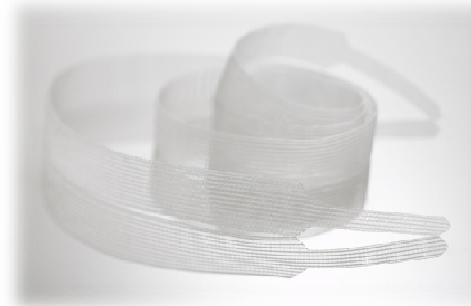
Slings (TOT) – Aris & Supris



Slings (Mini) – **coming!**

Bulking - Durasphere

Carbon Medical



➤ Pelvic Floor Repair

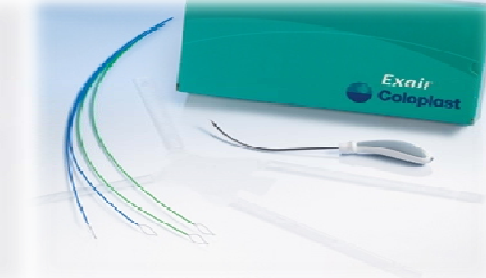
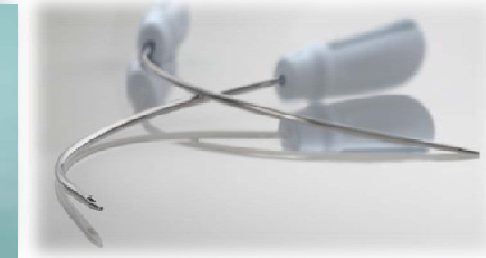
Synthetic – Novasilk

Biologics – Suspend & Axis

Synthetic kit – Exair

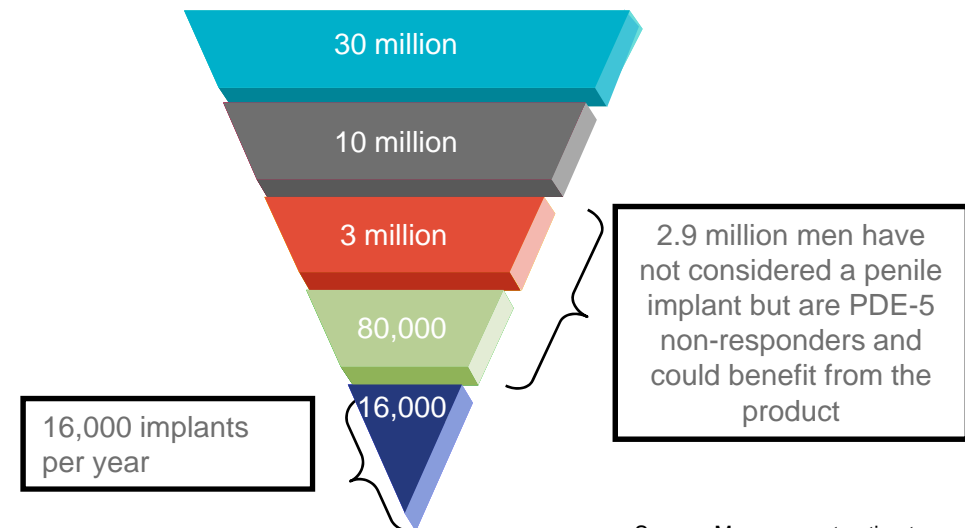


Suture Fixation Device – **coming!**



Men's Health Franchise Overview

- Male Incontinence presents a \$64MM opportunity
- 30 million men in the U.S. (~100 million men worldwide) have some degree of Erectile Dysfunction (ED)
- Prescription drugs are considered to be the first-line therapy
 - Not effective for 30%-40% of patients
- ~16,000 penile implants surgeries performed in the U.S. each year
- Market opportunity of ~\$110 million for penile implants alone



Source: Management estimates.

Men's Health Franchise Portfolio

➤ **Penile Prosthesis**

Offering malleable and inflatable penile implants for the treatment of ED

Duopoly – just two competitors (AMS)

Reputation for innovation

Bioflex composition

Patented Lock-out valve

Unique hydrophilic coating

One-Touch Release



➤ **Testicular Prosthesis**

Saline Filled; only approved implant in US

Soft Solid; available OUS

➤ **Virtue Male Sling**

Urinary Incontinence Sling for men

Polypropylene mesh

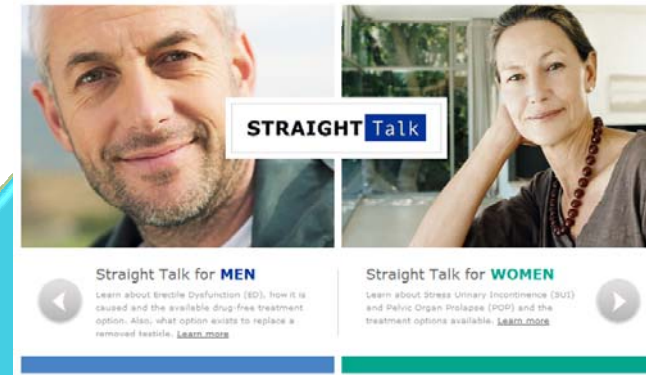
Launched in May '09



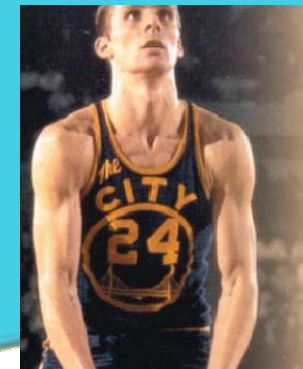
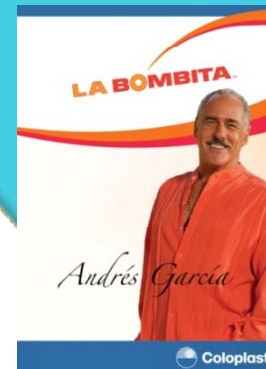
As a smaller competitor, we must implement more innovative programs & services with our stakeholders



Physicians



Patients



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1. Uterosacral Ligament
2. Sacrospinous Ligament
3. Arcus Tendineus Fascia Pelvis (White Line)

