

Coloplast Capital Market Day 2009

Leading Intimate Healthcare

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Ostomy Care
Urology & Continence Care
Wound & Skin Care

29 September 2009
Leading Intimate Healthcare
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Agenda

- **Creating the US platform**
- Opportunities & challenges in the US
- Execution is on track



The creation of today's US business platform required execution over a multi-year period on a three-step plan

1. Acquiring anchoring point -> Mentor
2. Focusing activities -> Minneapolis
3. Organizing for growth -> Organization & leadership

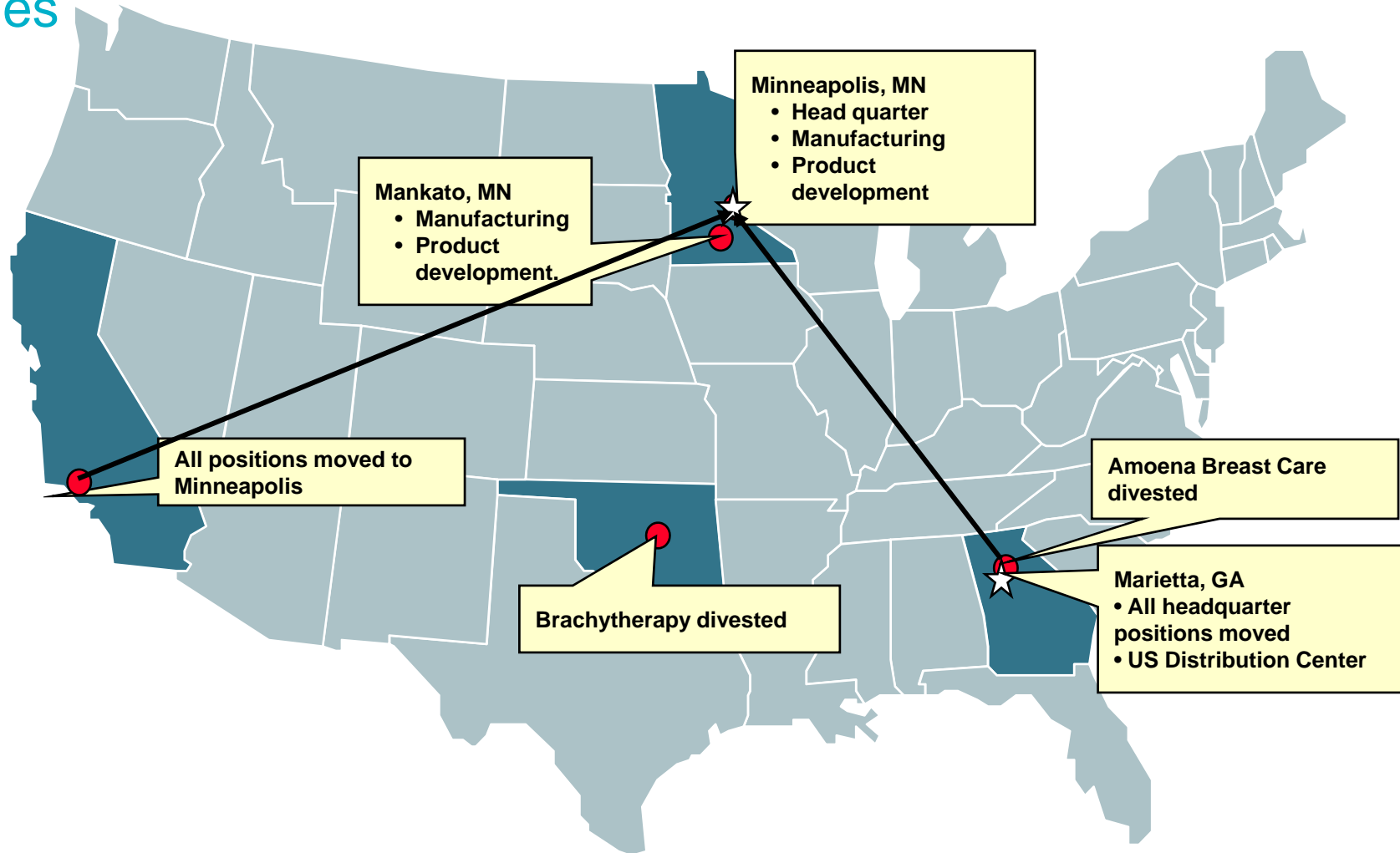
Step 1. Acquired US anchoring point in the form of Mentor Urology

Strategic rationale for move into Urology

- Enlarging the scope of our continence care business into urology
- A solid position in the US urology and continence markets
- Strengthening of our European market position
- Targeting all key decision-makers within urology, i.e. hospitals, urology wards and primary care providers

- **Coloplast becomes a leading global supplier of urology and continence care products.**
- **Stronger platform for further business development and penetration of the growing urology market.**

Step 2. Relocated from 7 sites to new facilities in the Twin Cities



Integration of Vadnais Heights with Mankato marks the end of restructuring



Step 3. Upgraded organization to a platform for sustained growth

Positioning for the future

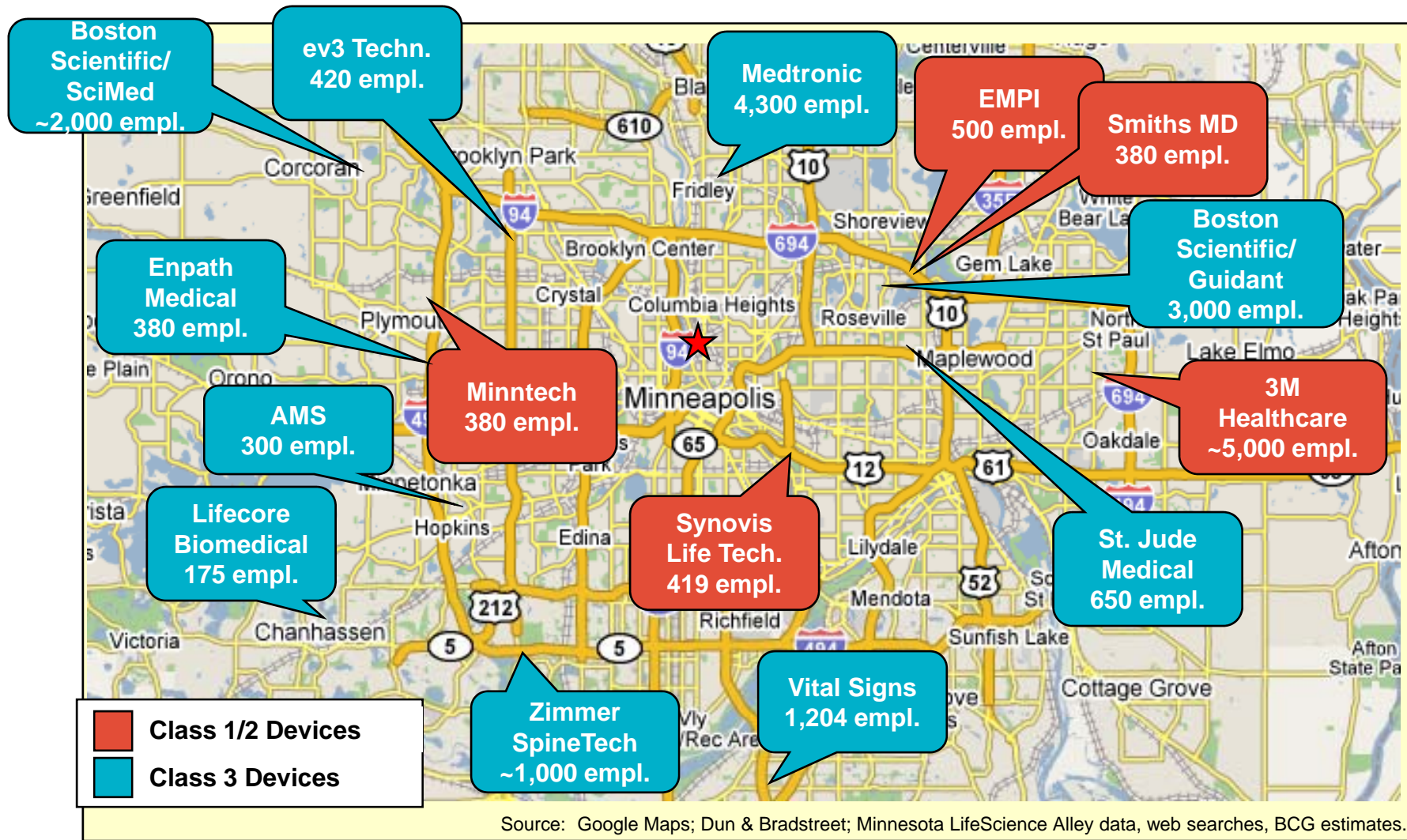
Consolidated
all US
functions into
one
organization

Dedicated
surgical
business unit

Unify &
Upgrade
Sales Force

Establish
strategic
marketing
capability

Today, Coloplast US is right where it needs to be



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Coloplast's industry segment drives down total healthcare cost

US healthcare spend distribution

ESTIMATE

Healthcare administration (~5%)

US commercial

- Health Maintenance Organization (HMO)
- Preferred Provider Organization (PPO)
- Insurance

US government

- Medicaid
- Medicare

Healthcare products (~25%)

Pharmaceuticals

- Prescription drugs
- Generic
- OTC

Healthcare devices and supplies / MedTech

Hospital and professional (~6%)

- Medical equipment and devices
- Medical supplies



Home and consumers

Healthcare services (~70%)

Hospitals (~40%)

Physicians and clinics (~20%)

Nursing homes (~7%)

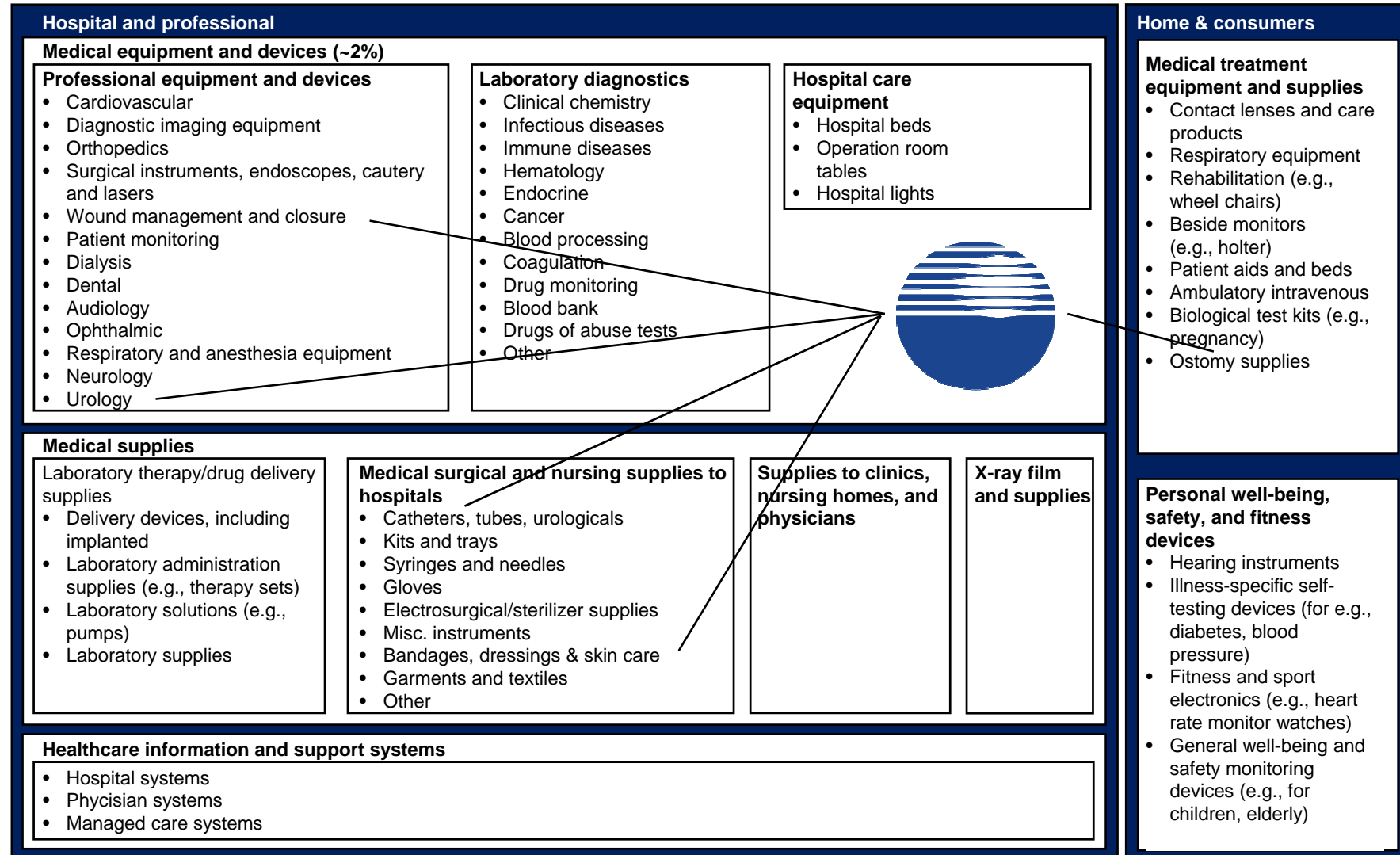
Home care (~3%)

• Our industry segment is a small percentage of HC cost

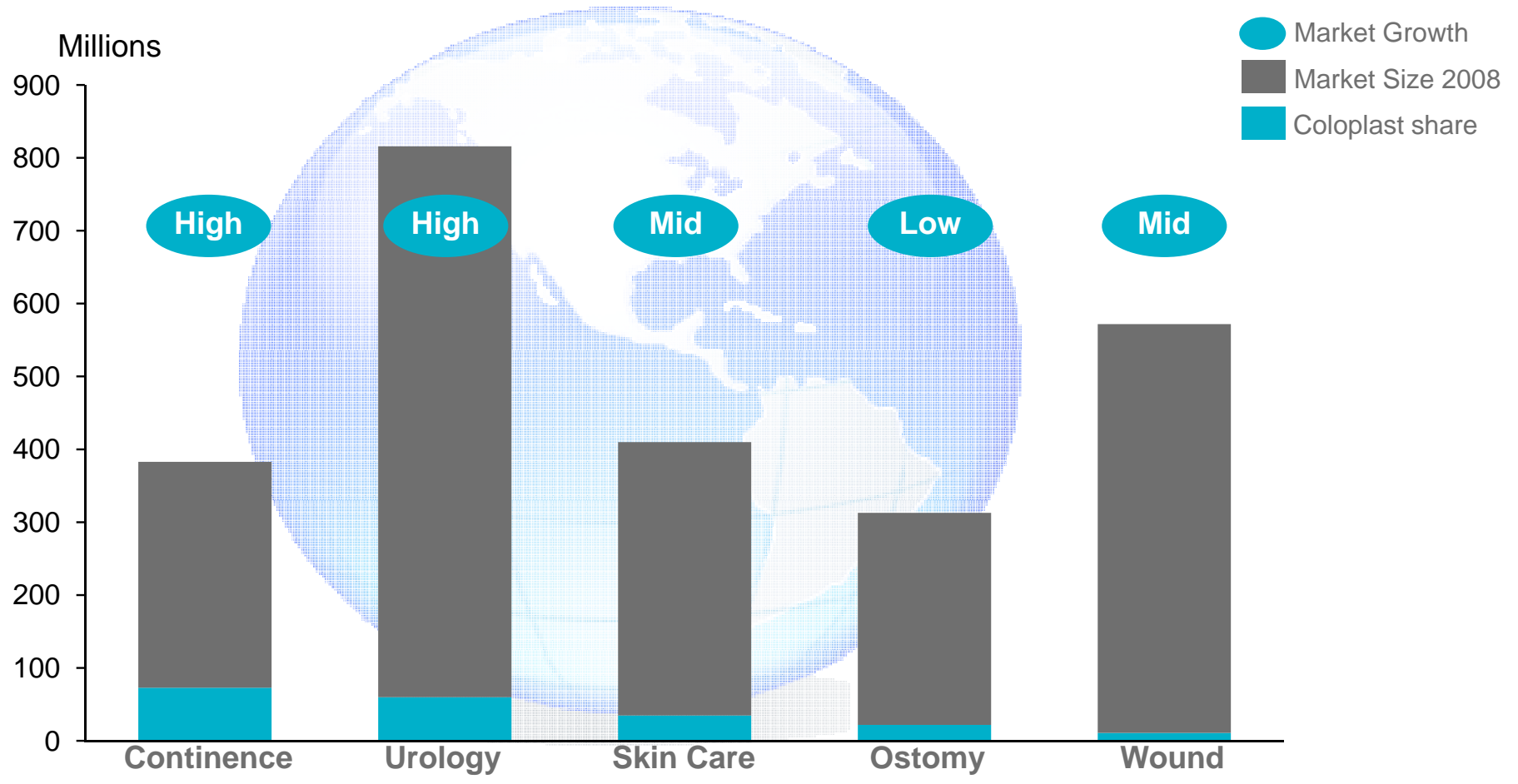
• Our segment has potential to reduce HC services cost

Coloplast's value proposition is proven: We lead "Intimate Healthcare"

ESTIMATE



Coloplast's business areas have major US potential *ESTIMATE*



Coloplast's competitors depend on their US success (and failure)



vs.



Coloplast

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Current momentum suggests Coloplast US is on track

1. Fastest growing region
2. Active business areas growing double-digit
3. ...with more scope to optimize execution



In summary, Coloplast US is on rails

*Completed US
platform for growth*

*Favorable market
characteristics in all
BA's*

We have momentum



