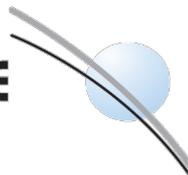


**Dermapharm Holding SE**



# **Capital Markets Day 2022**

22 November 2022

# AGENDA

1. Dermapharm Group
2. Marketing approach
3. Allergopharma
4. Euromed
5. Financials





1

**Dermapharm Group - Dr. Hans-Georg Feldmeier, CEO**



## 1.1 Who we are?

# Dermapharm Group

Our experienced and competent management team



**Dr. Hans-Georg  
Feldmeier**

**Chief Executive  
Officer**

19 years company affiliation



**Karin Samusch**

**Chief Business  
Development Officer**

31 years company affiliation

**Dorsch GmbH**



**Dr. Andreas Eberhorn**

**Chief Marketing  
Officer**

as of 1 Sep 2022

**SANDOZ** A Novartis  
Division



A Sandoz Brand



**Christof Dreibold**

**Chief Financial Officer  
Chief Compliance  
Officer**

as of 1 Nov 2022

**Deloitte**

Made in Germany, headquartered in Bavaria  
**Boarding completed!**

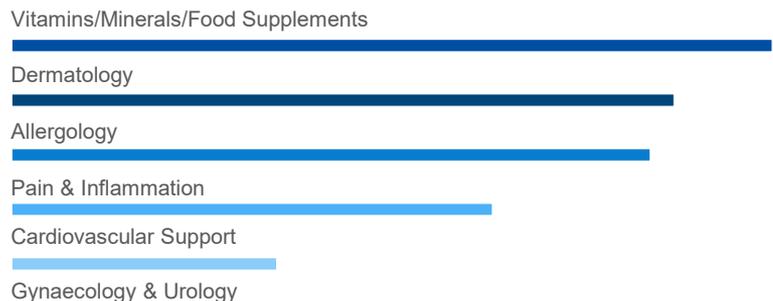
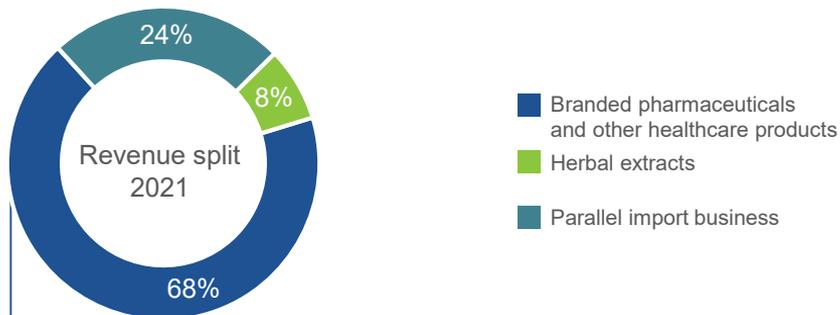


# Dermapharm at a glance

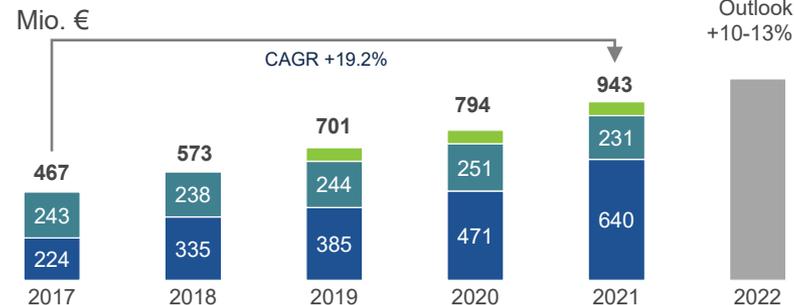
## highly attractive and profitable product portfolio



... with focus on selected therapeutic areas<sup>1</sup>



### Total Revenue



### EBITDA



<sup>1</sup> excluding international revenues and vaccine production, based on FY 2021 | <sup>2</sup> EBITDA Margin adjusted for non-recurring costs.

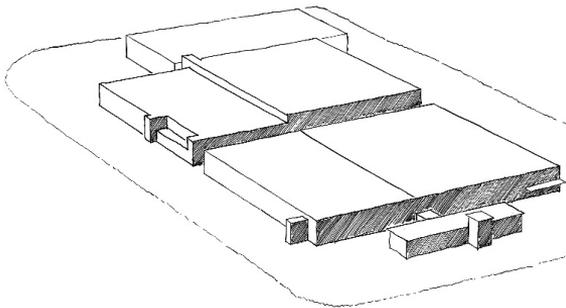


## 1.2 Where we are today?

# mibe GmbH Arzneimittel

## Milestones

Total area	~ 80,000 m <sup>2</sup>
Buildings	~ 50,000 m <sup>2</sup>
Production	~10,500 m <sup>2</sup>
Laboratory	~2,500 m <sup>2</sup>
Warehouse	~21,000 m <sup>2</sup>
Other areas	~16,000 m <sup>2</sup>



**2002**

Foundation & start of the new construction of the factory mibe GmbH Arzneimittel in Brehna

**2003**

Completion factory 1  
Start of production (ointments, solutions, solid forms) & start of building a central logistic hub for the whole Dermapharm group

**2004**

Expanding product capacity by the acquisition of Jenapharm's therapeutic products

**2008**

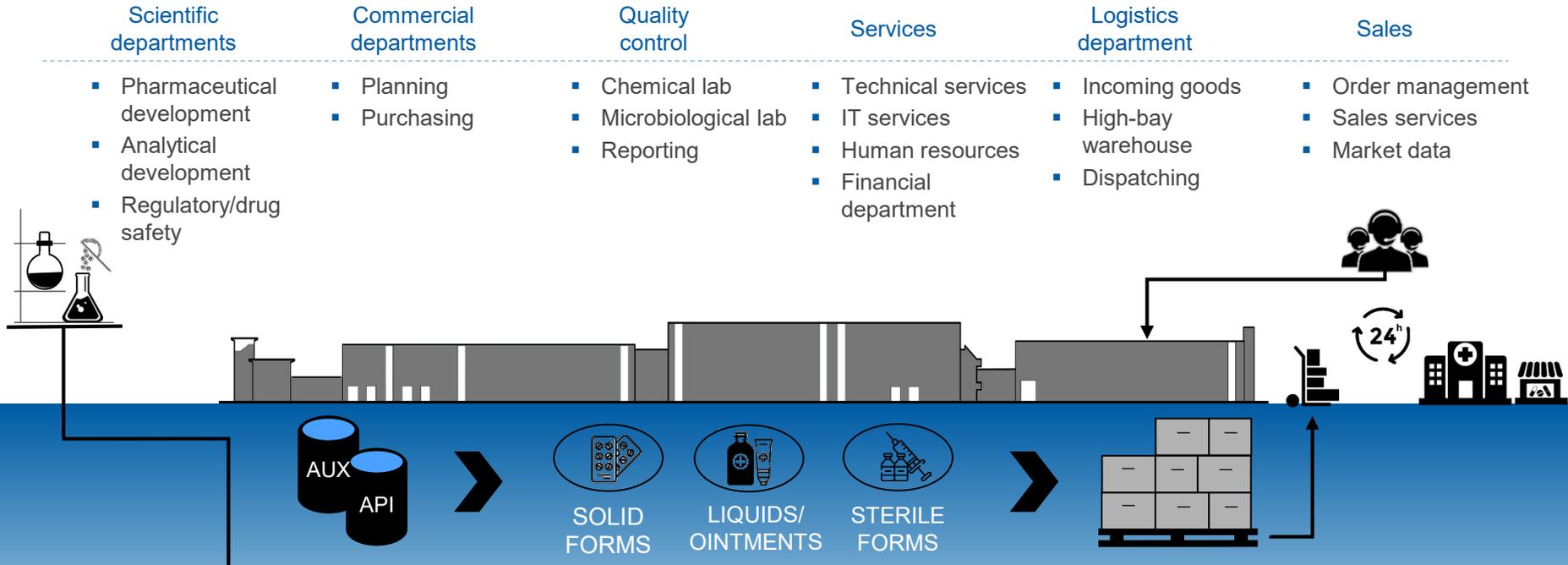
Completion factory 2  
Manufacturing of sterile forms & expansion of the warehouse

**2019**

Completion factory 3  
Construction of a new logistic warehouse as central logistic hub of the group

# Pharmaceutical Excellence

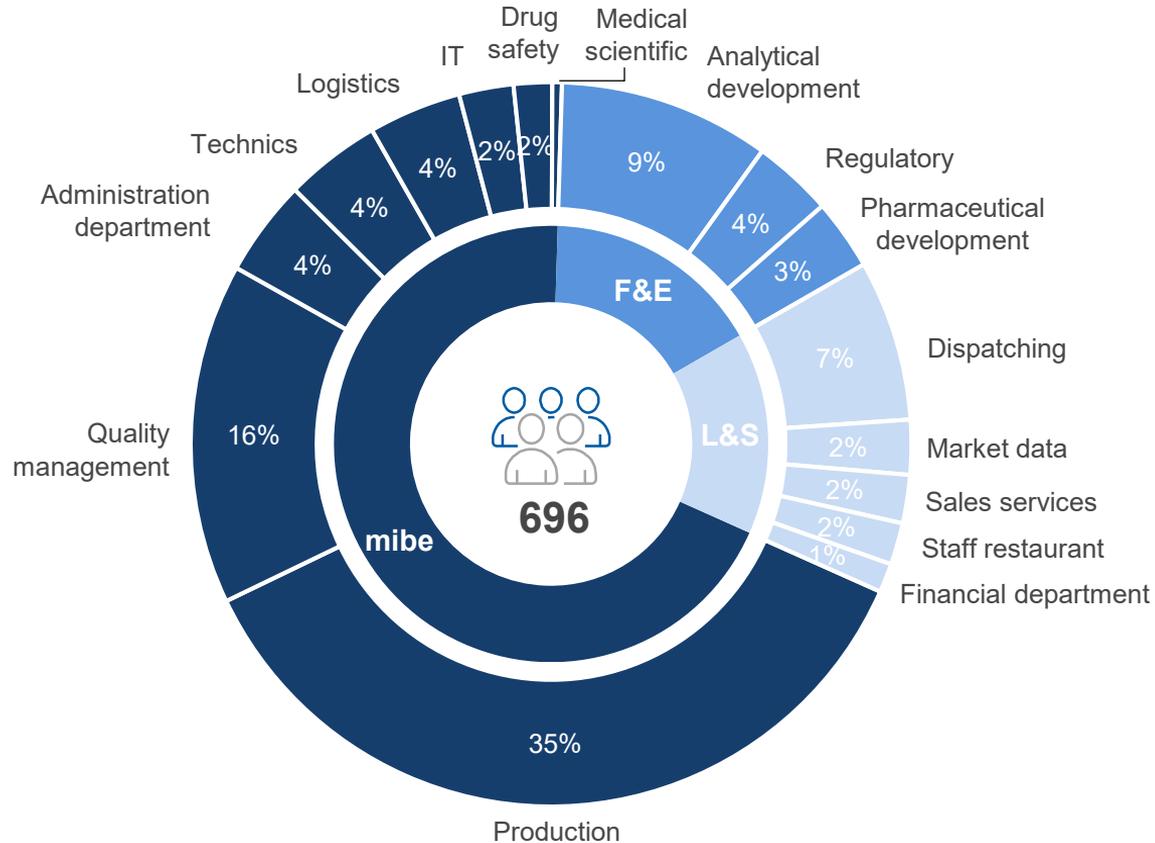
all under one roof with > 700 employees<sup>1</sup>



90% of development projects get a license



# Personnel distribution



\* Consists of 479 employees of mibe GmbH Arzneimittel (excl. 26 trainees) | 104 employees of mibe Logistik & Service GmbH & Co. KG (excl. 7 trainees) | 113 employees of mibe Forschungs- und Entwicklungsgesellschaft GmbH & Co. KG - as of October 2022

# R&D philosophy

with a highly efficient development process

## Strong internal R&D capabilities...



## ... to work on specific projects



## Highly efficient and integrated pharmaceutical development process (illustrative)



<sup>1</sup> as of 31 December 2021 incl. mibe GmbH Arzneimittel, mibe L & S, mibe F & E

<sup>2</sup> Own R&D work capitalised as a percentage of revenues from branded pharmaceuticals and other healthcare products as of 31 December 2021

## Solid forms



- Powders
- Tablets
- Film coated tablets
- Hard gelatin capsules

## Liquids/Ointments



- Ointments
- Gels
- Creams
- Lotions
- Liquides

## Sterile forms



- Solution for injections
- Freeze dried products
- Eye drops / ointments

# mibe GmbH Arzneimittel

## Range of packaging forms

### Solid forms



- Blisters
- Tablet container
- Sticks

### Liquids/ Ointments



- Bottles with various dosages, e.g. pipette, spray, dropper
- Tubes
- Sticks

### Sterile Forms



- Ampoules
- Vials
- Ready to fill syringes

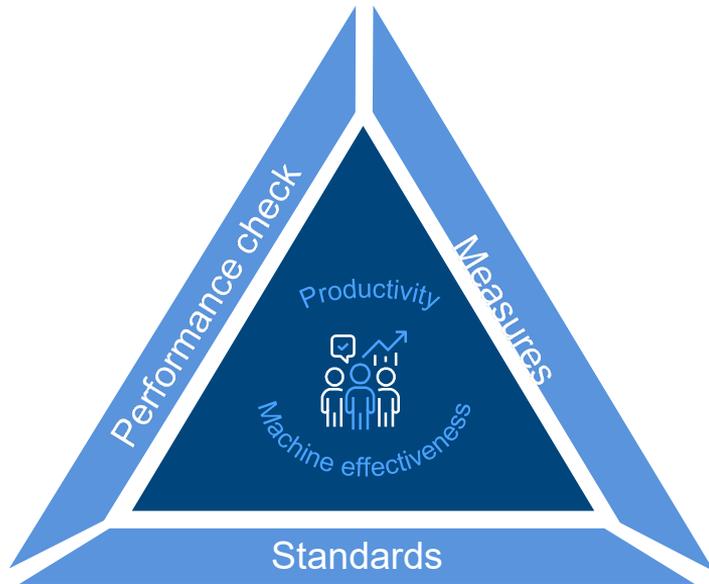
# mibe GmbH Arzneimittel

## Production quantities 2021

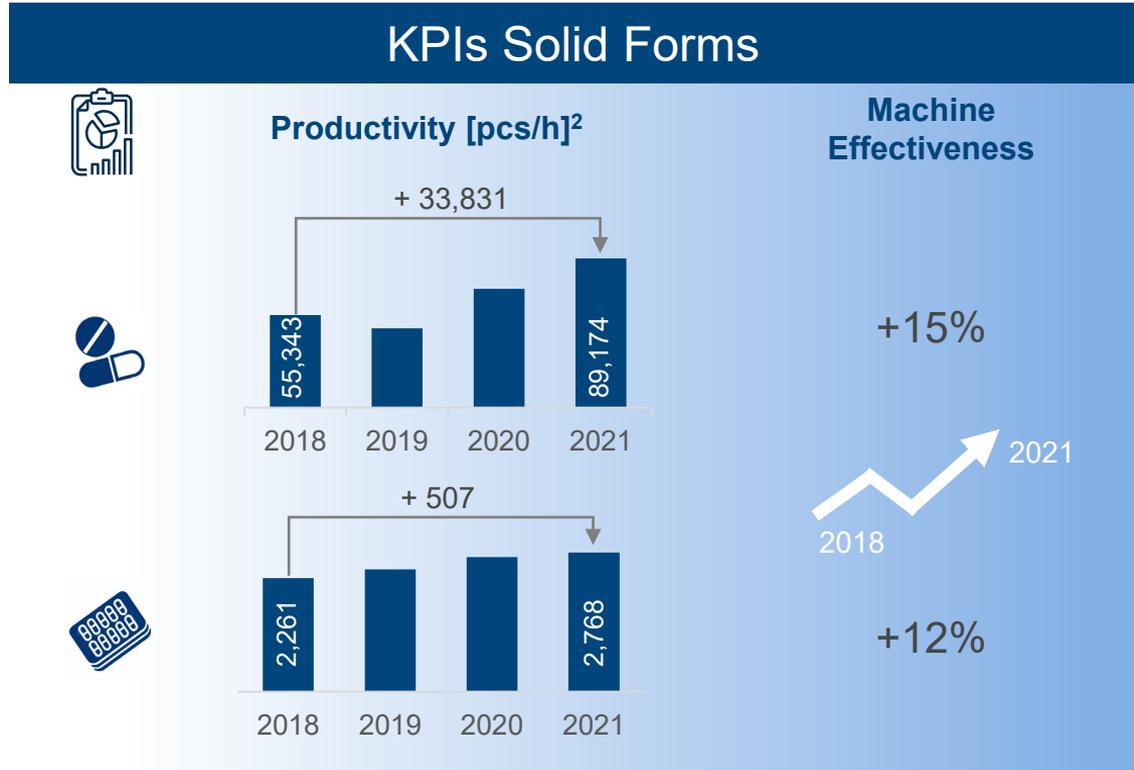
	Tablets / Capsules	1,449.1m
	Blisters	90.1m
	Ampoules / Vials / Syringes	26.4m
	Sticks	22.0m
	Tubes	12.2m
	Bottles	6.8m
	<b>Total packs</b>	<b>45.0m</b>



# Increasing productivity through standards and performance control



 297 measures implemented<sup>1</sup>



<sup>1</sup> since project start in 2017; 2 piece per employee hour.

### Quality assurance

- QM-Systems
- Compliance
- Qualification / validation
- Documentation
- Quality issues

### Quality control

- Chromathography
- Methods of pharmacopoeia
- Special methods
- Microbiological lab



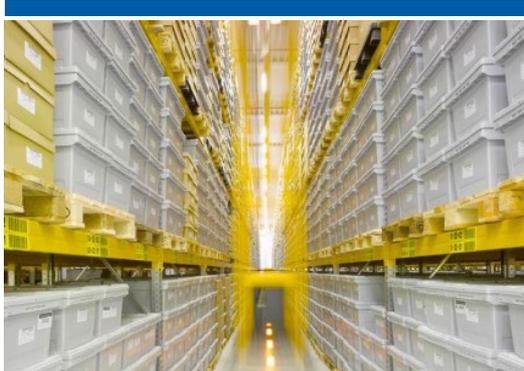
Complaint rate 2021: <0.008%

- Testing of active ingredients and other raw materials according to European Pharmacopoeia
- Testing packaging materials according to own specification and testing methods
- Investigation of bulk and manufactured goods
- Stability testing of manufactured goods, bulk and pharmaceutical active ingredients in accordance with ICH-Guideline<sup>1</sup>
- Test of sterility



# mibe GmbH Arzneimittel

## Warehouse and distribution



**~ 27,000**

Pallet spaces

**6,000 m<sup>2</sup>**

Consignment spaces



**~ 1,500**

Shipped parcels  
per day

**+**

**~ 45**

Shipped pallets  
per day



**~ 24h**

Pharmacies & hospitals  
supply time

**~ 48h**

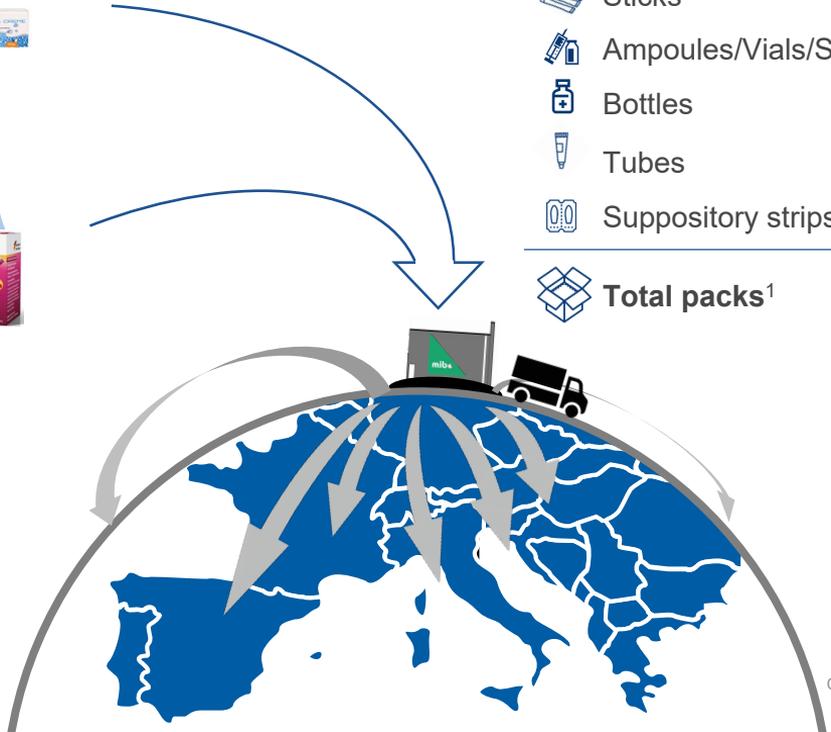
wholesalers  
supply time

# 90% of product portfolio “made in Germany”

with production of >60m total packs, shipped via central logistic hub in Brehna



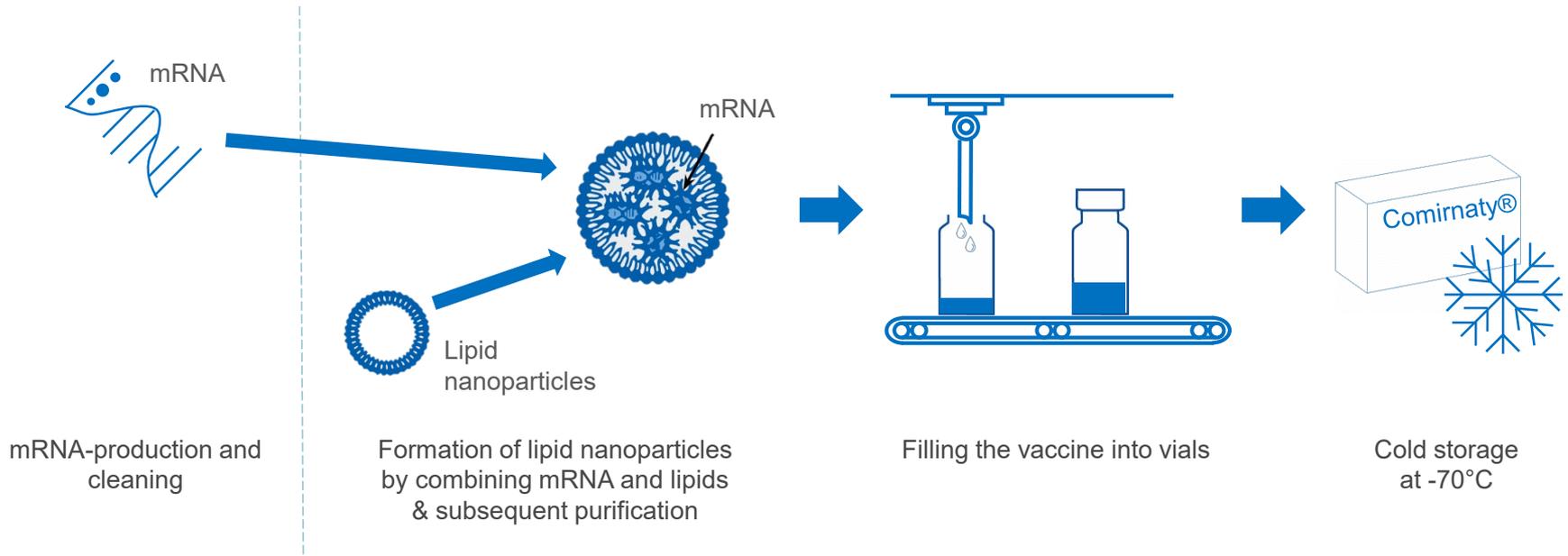
	Tablets/capsules	1,847.4m
	Blisters	128.0m
	Sticks	35.9m
	Ampoules/Vials/Syringes	27.2m
	Bottles	12.3m
	Tubes	12.2m
	Suppository strips	2.0m
<hr/>		
	<b>Total packs<sup>1</sup></b>	<b>62.6 m</b>



<sup>1</sup> German production sites incl. Melasan

# mibe GmbH Arzneimittel – part of solution to the COVID-19 pandemic

## Step into vaccine production in 2020



# Rising energy prices as a result of the Ukraine crisis

partly mitigated sustainable reduction in energy consumption at the our production sites



## Roof top in Brehna

- Commissioned 15 May 2021
- Saving 10% of the electricity consumption
- Planned expansion of solar capacity **threefold**

## Roof Top in Alsdorf

- Planned investment in **November 2022**



## Cooling/heating plant in Brehna



- Planned in **2024**
- **Cooling** - use of a high-efficiency machine and thus reduction of primary energy consumption by 50%, approx. 150,000 KWh
- **Heating** - use of a heat pump for dynamic heating, reduction of primary energy by 66%, approx. 600,000 KWh



## 1.3 What happened so far in 2022?

# Mitigating the COVID-19-pandemic

Impact on our business model with unexpected growth potential in 2021/2022

## Safe working environment



Effective protection concepts at all sites



Vaccination offer to our employees



Field service restrictions



Less presence & home office option



Increasing digitalisation

## Production



No lockdown in critical infrastructure



Continuous production despite critical supply chains



24/5 at key production sites

## Vaccine production at two sites in Germany

1st talks with BioNtech in summer 2020

Production as of Oct 2020



Brehna

Production as of April 2021



Reinbek

As of Q1 2022: Fill & Finish & packaging ready for shipment

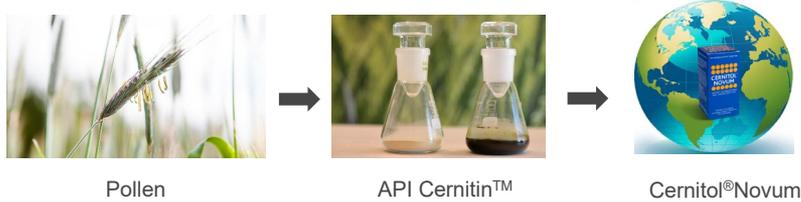


Brehna

# Integration of AB Cernelle

the founder and leader of extracting pollen for medical use

## Development of herbal medicines from high-quality pollen extracts and of the API Cernitin™



### Synergy effects

- Access to the important active ingredient of Strathmann product "Pollstimol"
- Development of further distribution channels in Asia and Europe



- A pharmaceutical company with research, development and manufacture of drugs in urology, with a special focus on **benign prostate enlargement and chronic prostatitis**.
- Cernelle with a **long tradition** of innovative product development
- Cernelle sells the medicines under the brand names **Ceritin™**, **Cernilton®**, **Cernitol®** and **Cernitol®Novum** through external distributors in Asia and Europe
- **Cernilton®** is one of only two medicines **approved worldwide** for the **effective treatment** of **chronic prostatitis** as well as **chronic pelvic pain**
- In the wake of an **increasing ageing population**, these therapeutics offer **solid growth potential**
- Expected sales revenues 2022: high single digit million Euro range

# Acquisition of C<sup>3</sup> Cannabinoid Compound Company

an investment in medical cannabis



... develops,  
... manufactures &  
... commercialises  
**natural and synthetic**  
**cannabinoid-based**  
Active Pharmaceutical Ingredients (API)

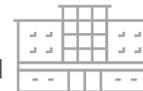
- Product portfolio comprises **natural** and **synthetic dronabinol** (API) and **CBD**
- Pioneer for dronabinol in **Germany** with leading positions also in **Austria, Switzerland** and **Denmark**
- Key therapeutic areas: **pain** and **palliative** treatment, **oncology** and **neurology**, addressing a broad spectrum of **chronic** and **severe illnesses**

## Spectrum Therapeutics GmbH



Production & sales of **natural dronabinol**

Isolation of GMP-compliant pharmaceutical quality dronabinol from cannabis flower



Neumarkt 

## THC Pharm GmbH The Health Concept



Production & sales of **synthetic dronabinol**

Synthesis of dronabinol and CBD in GMP-compliant pharmaceutical quality with high-tech chemical processes



Frankfurt 

## Spectrum Therapeutics Austria GmbH



Sales office



Vienna 

# Goodwill-Impairment of fitvia

## Lessons learned from influencer marketing

Leading European digital brand for healthy & functional nutrition with a strong sales platform via social media & influencer marketing



### Business model has not proven sustainable



Expected synergies to other OTC's and medical devices could not be realised



Discount campaigns did not meet target group's demand, high dependence on special campaigns led to price decline



Significant higher cost for influencer increase of consumer price awareness

# Commitment to acquire Arkopharma

a leading producer for food supplements in Western / Southern Europe



Food supplements  
 “made in France”  
 headquartered in  
 Carros close to Nice

**ArkoPHARMA**  
 1 iconic umbrella brand

**>€200m**  
 Net Sales 2022e

**41%**  
 International sales

**>20%**  
 EBITDA margin

**>5%**  
 Annual growth

**#1**  
 Player in France<sup>1</sup>

**#2**  
 Player in Spain<sup>1</sup>

Fully integrated platform with a unique expertise in plant sourcing, manufacturing and natural product developments



Strong commercial network giving access to >32,000 POS in 7 European markets

The background is a composite image. On the left, there is a close-up of a green leaf with a white molecular structure overlaid. On the right, a hand holds a glass petri dish containing a small green plant, with a blue molecular structure overlaid. The bottom of the image has a white banner with a blue section on the left containing the text.

# 1.4 Introduction to Arkopharma – Dr. Andreas Eberhorn, CMO

# Arkopharma at a glance

Leading producer for food supplements in Western / Southern Europe



Food supplements

“made in France”

headquartered in

Carros close to Nice

## ArkophARMA

1 iconic umbrella brand

> 200 Mio. €

Net Sales 2022e

41%

International sales

> 20%

EBITDA margin 2022e

> 5%

Annual growth (2020-22e)

#1

Player in France<sup>1</sup>

#2

Player in Spain<sup>1</sup>

Fully integrated platform with a unique expertise in plant sourcing, manufacturing and natural product developments

Procurement and sourcing

Research & Development

Manufacturing Capabilities

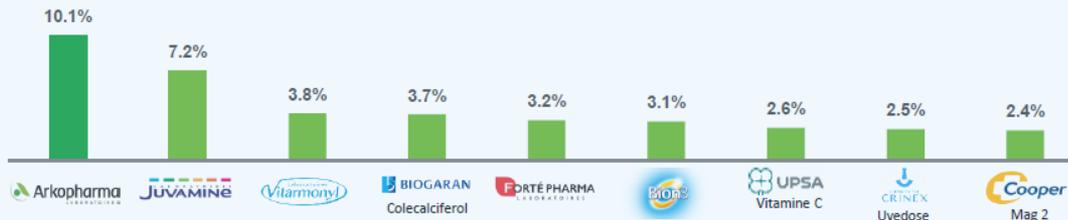


Strong commercial network giving access to more than 32,000 POS in 7 European markets

# Strong brand positioning with significant awareness with the consumer

## #1

**Most bought OTC brand**  
by 1 in 10 French consumers



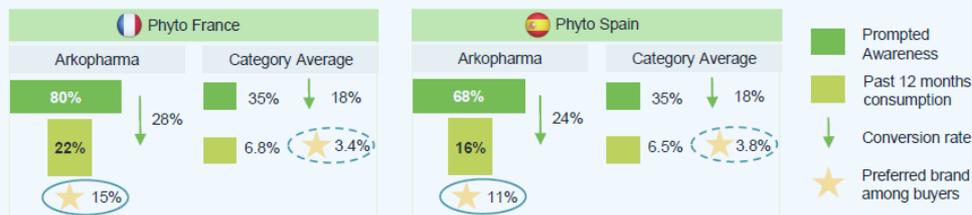
## #1

**Arkopharma**  
vs. strategic sub-brand  
awareness



## #1

**Preferred brand**  
Strong loyal consumer base built  
over the years



# Diversified portfolio built around three main segments...

## Phytotherapy

Phytotherapy is Arkopharma's historical core business

- Arkogélules / Arkofluide



## Natural Health

Over the years, Arkopharma has diversified its portfolio with natural dietary supplements dedicated to health issues

- Azinc / Arkovital
- Arkorelax
- Arkoroyal
- Cys-Control
- Chondro Aid



## Natural Beauty

Similarly, the Group diversified its portfolio with natural dietary supplements dedicated to beauty issues

- Forcapil

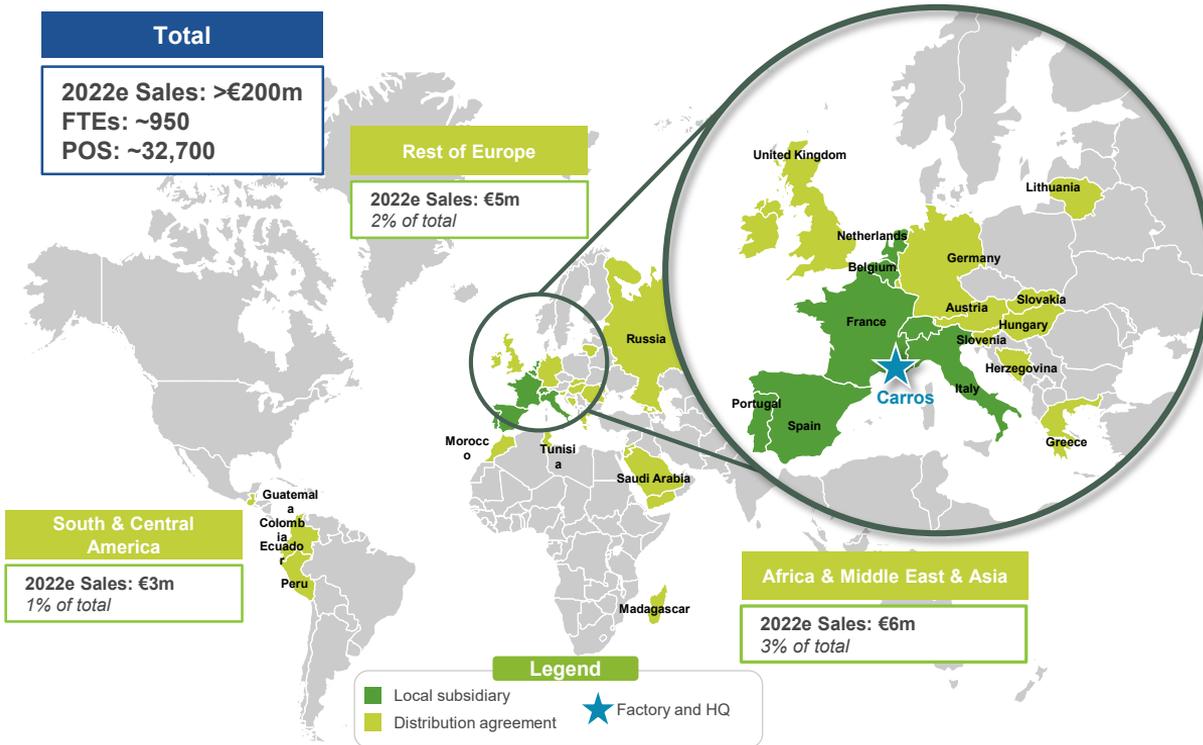


# Arkopharma sales by therapeutic areas

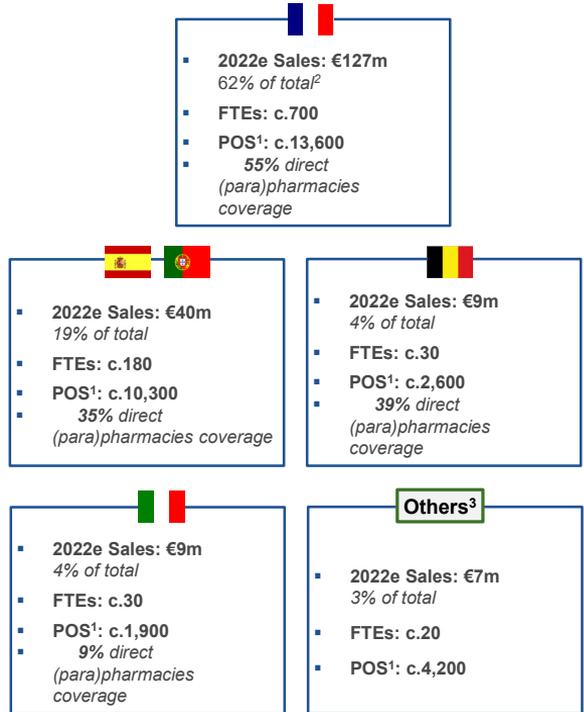
...with 7 strategic sub-brands, representing ~80% of sales



# Arkopharma with a large European footprint



## Direct presence



Sources Company information, Deloitte

1 Including 950 Bio stores for France (400 POS) & Netherlands (550 POS) and excluding wholesalers for all markets | 2 Includes DOM-TOM

3 Others include Switzerland and Netherlands

# Further internationalisation ... and use of product synergies



 mibeTec








**mibe**  
mibe GmbH  
Arzneimittel

 hübner





 Tromsdorff






**2**

Marketing approach – Dr. Andreas Eberhorn, CMO

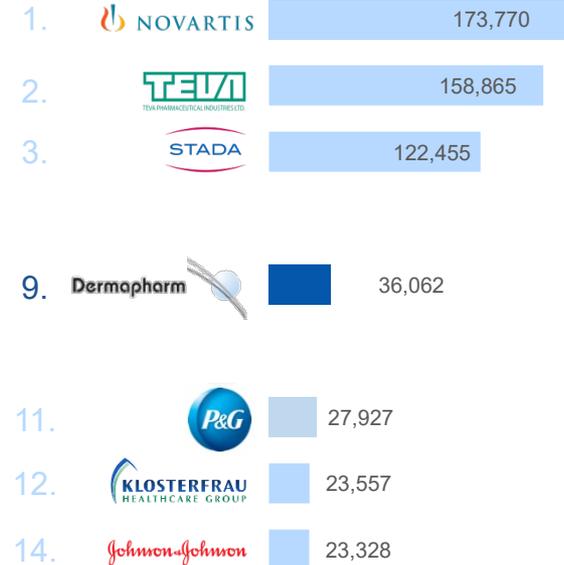
# Highly effective sales organisation and strategy

## securing customer access and highest number of prescriptions

Strong sales force with broad coverage and flexible organisation ...



... leading to a top 10 pharmaceutical player by units sold in Germany<sup>1</sup>



Ethical + commercial sales force

Specialists

- |                |                 |  |
|----------------|-----------------|--|
| Dermatologists | GP's            |  |
| Gynecologists  | Allergists      |  |
| Cardiologists  | Pediatricians   |  |
| Neurologists   | Pneumologists   |  |
| Orthopaedists  | ENT specialists |  |

Pharmacies

Key Accounter

Hospitals    Online channels    Drug stores



Wholesalers

Health Stores

# Leading branded pharmaceuticals manufacturer in selected therapeutic areas

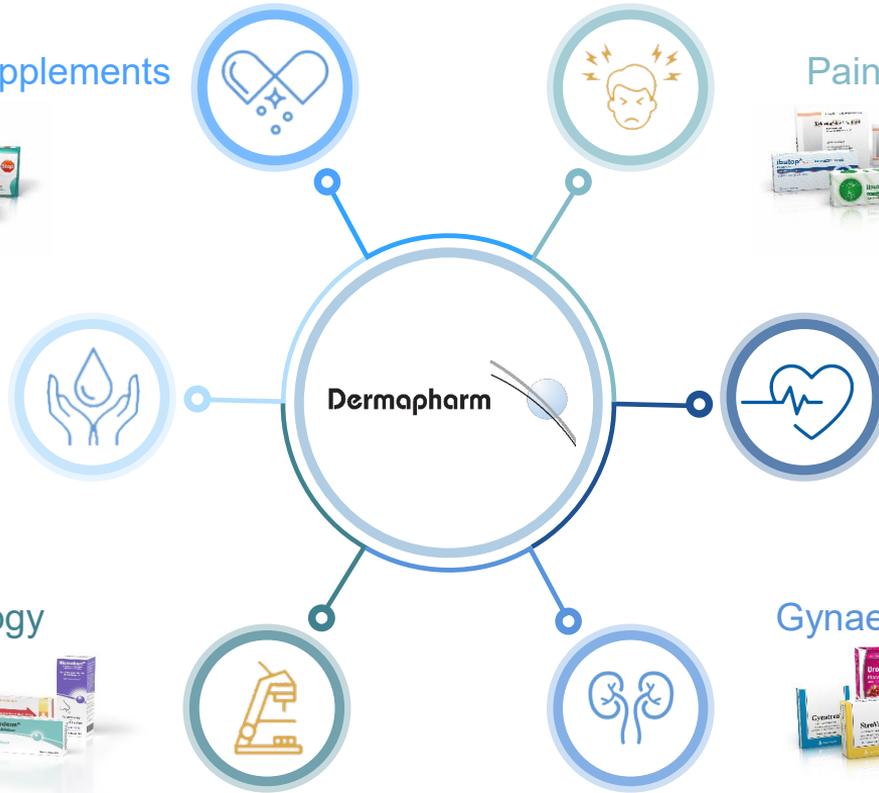
## Vitamins, Minerals, Food Supplements



## Dermatology



## Allergology



## Pain & Inflammation



## Cardiovascular Support



## Gynaecology & Urology



# Leading branded pharmaceuticals manufacturer in selected therapeutic areas (1/2)



## Vitamins, Minerals, Food Supplements

#1  
of 93



YTD  
09.2015



CAGR

+11.1%  
+6.4%

YTD  
09.2022



## Dermatology

#1  
of 96



YTD  
09.2015



CAGR

+11.3%  
+3.4%

YTD  
09.2022



## Allergology

#3  
of 41



YTD  
09.2015



CAGR

+1.5%  
+10.7%

YTD  
09.2022



■ Market ■ Dermapharm

Source: Company information, Individual market definition by Dermapharm on the basis of Insight Health data – ApoFusion, sell out data  
1 Market position: Market definitions include molecules and ATC-markets of Dermapharm portfolio, Rx, OTC and health products and include competitors with more than €75.000k yearly revenue in the respective market | Market (share) growth based on molecules and ATC-markets of Dermapharm portfolio, Rx, OTC and health products, ex factory prices. 1 Gross sales in the segment "Branded pharmaceuticals and other healthcare products" in Germany.

# Leading branded pharmaceuticals manufacturer in selected therapeutic areas (2/2)



## Pain & Inflammation

#1  
of 52



YTD  
09.2015



CAGR

+5.7%  
+1.3%

YTD  
09.2022



## Cardiovascular Support

#1  
of 36



+8.9%  
+4.8%



## Gynaecology & Urology

#10  
of 63



-1.0%  
-2.4%



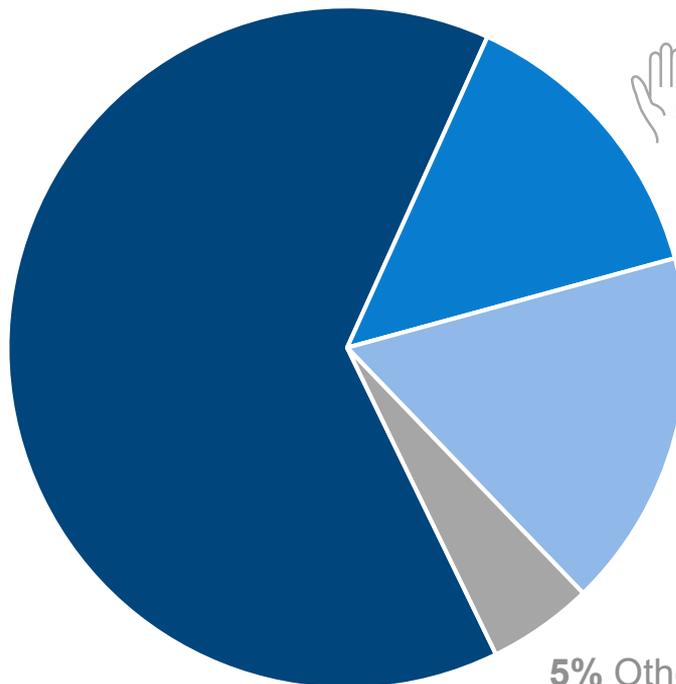
■ Market ■ Dermapharm

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# Dermapharm Group

## Product Split

**64% Rx**  
Majority of our  
branded pharmaceuticals  
are prescription products



**14% OTC products**



**17% Food supplements /  
Food supplements  
for medical purposes**

**5% Other**

# Our growth categories

equally represented by Rx and OTC priority products



Vitamins, Minerals, Food Supplements



Pain & Inflammation



Dermatology



Cardiovascular Support



Gynaecology & Urology

# Highlights from our key strategic markets

## Market Leadership



## Growth Driver



## Unique Products



# Overview of sell-out performance of our priority products



Vitamins



Dermatology



Pain



Cardiovascular



Brands (RX / OTC)
Market Share
Market Position
Evolution Index

87%	21%
#1	#2
98	113

31%	43%
#2	#1
N.A.	109

12%	49%
#3	#1
122	104

26%	45%
#1	#1
102	103

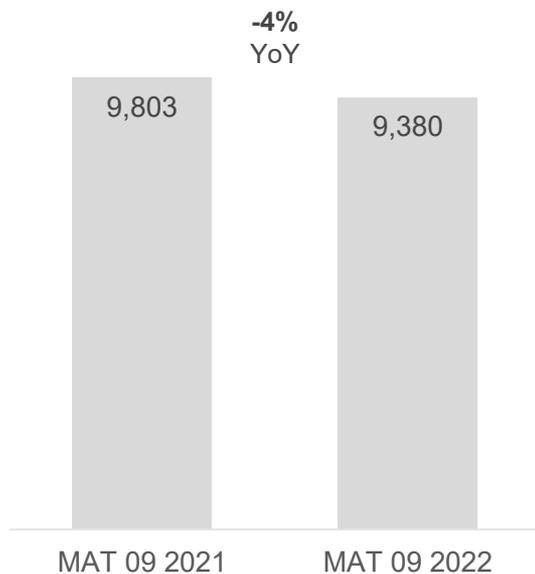


# Calcipotriderm Comp. Gel

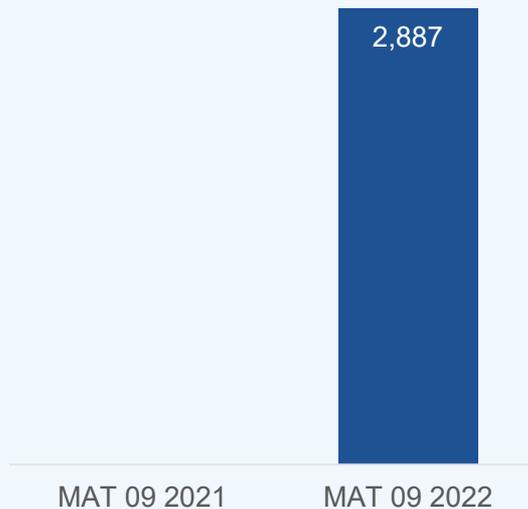
## Successful launch after patent expiry (10'21)

Today # 2 in market thanks to fast market entry driven by made in Germany

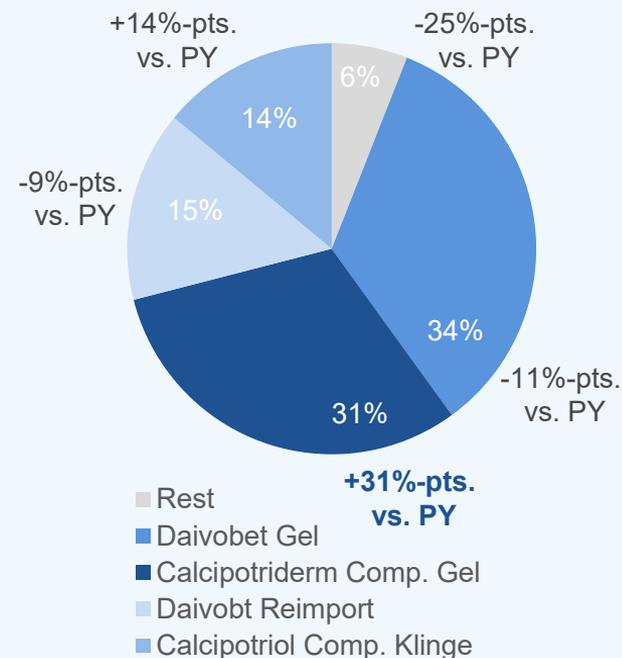
### Defined Market



### Brand Revenues



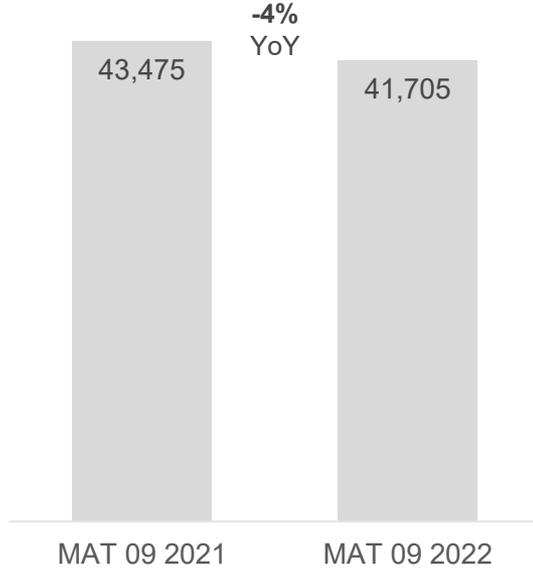
### Market Share



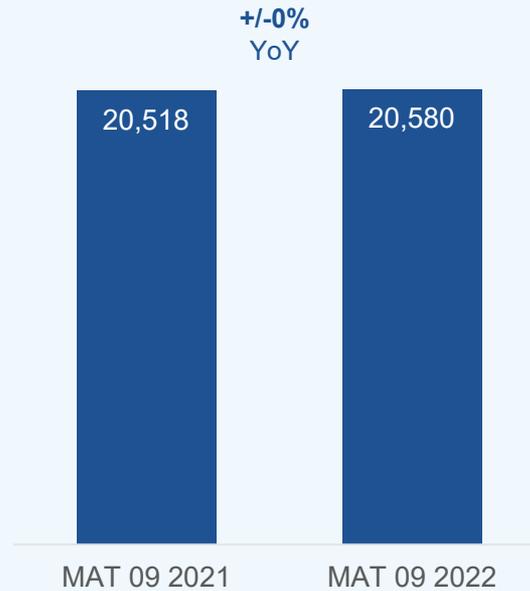


# Keltican forte defends brand revenues in decreasing, saturated market resulting in market share expansion

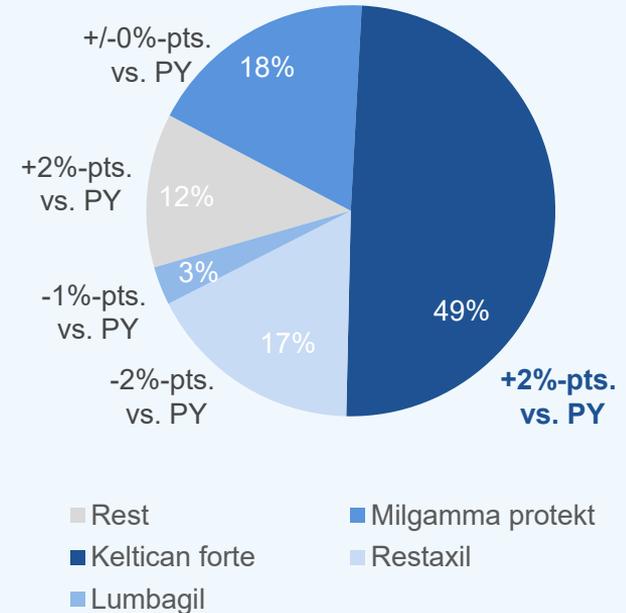
## Defined Market



## Brand Revenues

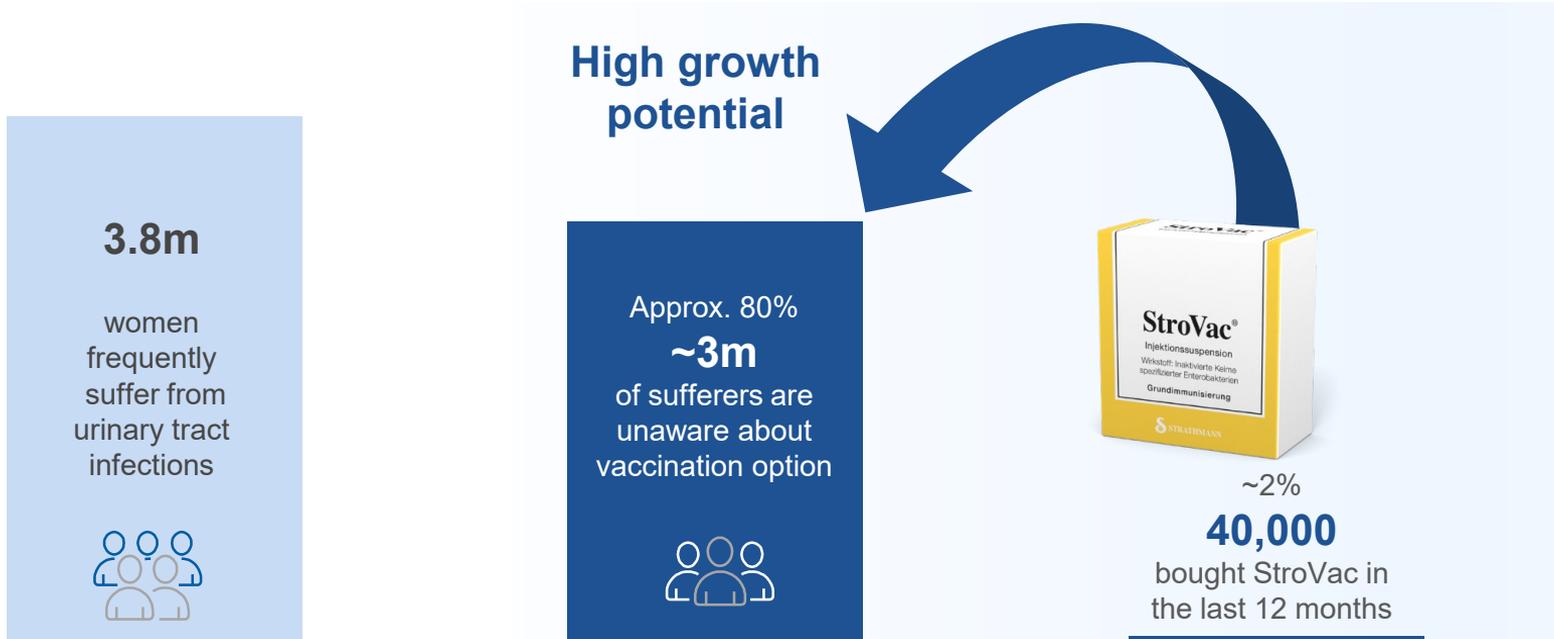


## Market Share





# StroVac has high untapped potential among unaware sufferers and additional growth potential via StroVac booster



# Disclaimer



This publication includes statements, estimates, opinions and projections with respect to the anticipated future performance of Dermapharm Holding SE (together with its consolidated subsidiaries, "Dermapharm") and such statements, estimates, opinions and projections ("Forward-Looking Statements") reflect various assumptions concerning anticipated results based on Dermapharm's current business plan or publicly available sources which have not been independently verified or assessed by Dermapharm and which may prove to be incorrect.

The Forward-Looking Statements reflect current expectations based on the current business plan and various other assumptions, involve significant risks and uncertainties, should not be read as a guarantee of future performance or results and may not necessarily be accurate indications of whether or not such results will be achieved. The Forward-Looking Statements only speak as of the date of this publication. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of Dermapharm and the estimates given herein. These factors include those discussed in Dermapharm's financial statements which are available on Dermapharm's website. Each recipient of this publication should make its own assessment of the validity of Forward-Looking Statements and other assumptions and, Dermapharm accepts no liability with respect to any Forward-Looking Statements or other assumptions.

Except as provided by law, Dermapharm assumes no obligation whatsoever to update or revise any of the information, Forward-Looking Statements and conclusions contained herein, or to reflect new events or circumstances or to correct any inaccuracies which may become apparent subsequent to the date hereof.



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