



PharmaSGP Holding SE

Berenberg / Goldman Sachs Conference

Munich, September 21, 2021

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Today's presenters



Natalie Weigand

Chief Executive Officer

Selected previous experience



Michael Rudolf

Chief Financial Officer

Selected previous experience



PharmaSGP at a glance



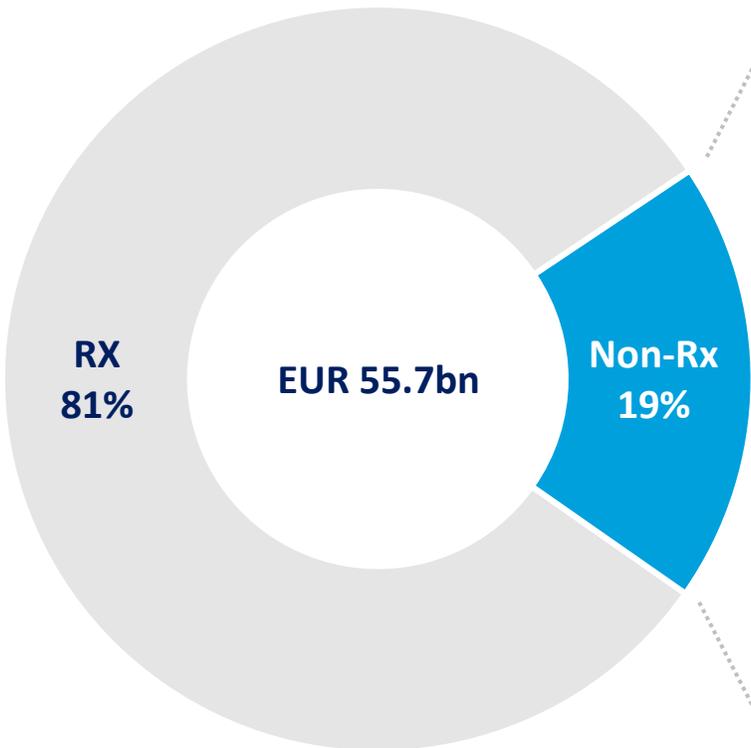
PharmaSGP

- is a consumer health company with a broad portfolio of leading OTC pharmaceuticals in their categories
- has created a unique Pan-European platform that allows to easily integrate & grow brands across all markets successfully

*With our natural enthusiasm for improving patients' quality of life, we provide them individual best solutions from our **ever-growing product range to treat chronic ailments** – everyday!*

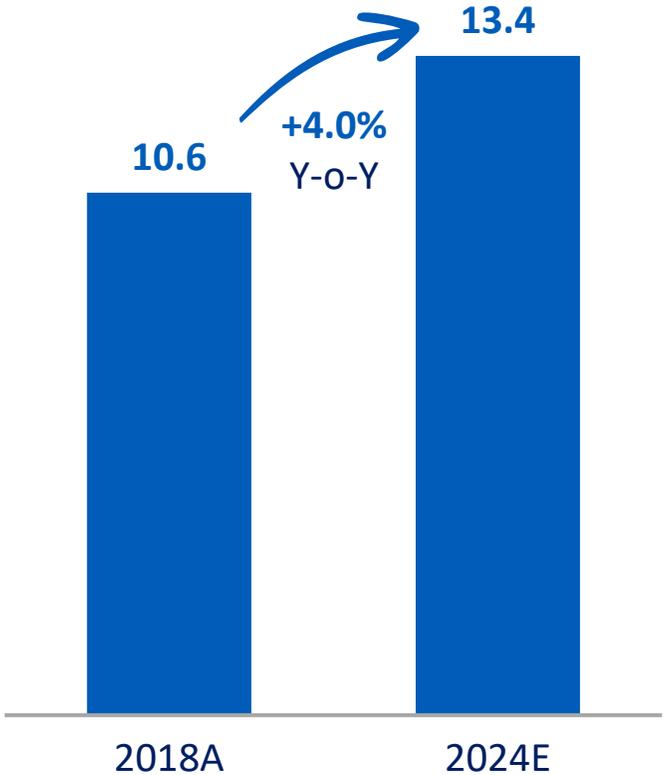
German self-medication market is huge and growing – with a mid-term growth estimate of 4%

German drug market (2018A)



German Non-Rx market growth

in EUR bn



Our core brand families

PharmaSGP stands for a broad portfolio of trusted brands in many different indication areas.



Highlight 2021: Acquisition of GSK OTC-portfolio



Baldriparan®

Established in the market for 67 years
No. 1 OTC brand of natural valerian sleep aids



Kamol®

Established in the market for over 30 years
For local treatment of muscle and joint pain



Spalt®

Established in the market for 88 years
For the treatment of a wide range of pain



Formigran®

Established in the market for 15 years
The best-selling OTC tripane for migraines



GSK portfolio – Blueprint for our M&A strategy

Expansion of "Health Brands"

- "Health Brands" focus of SGP strategy
- Chronic indications
- Four iconic brands with long tradition (high degree of trust and loyalty)

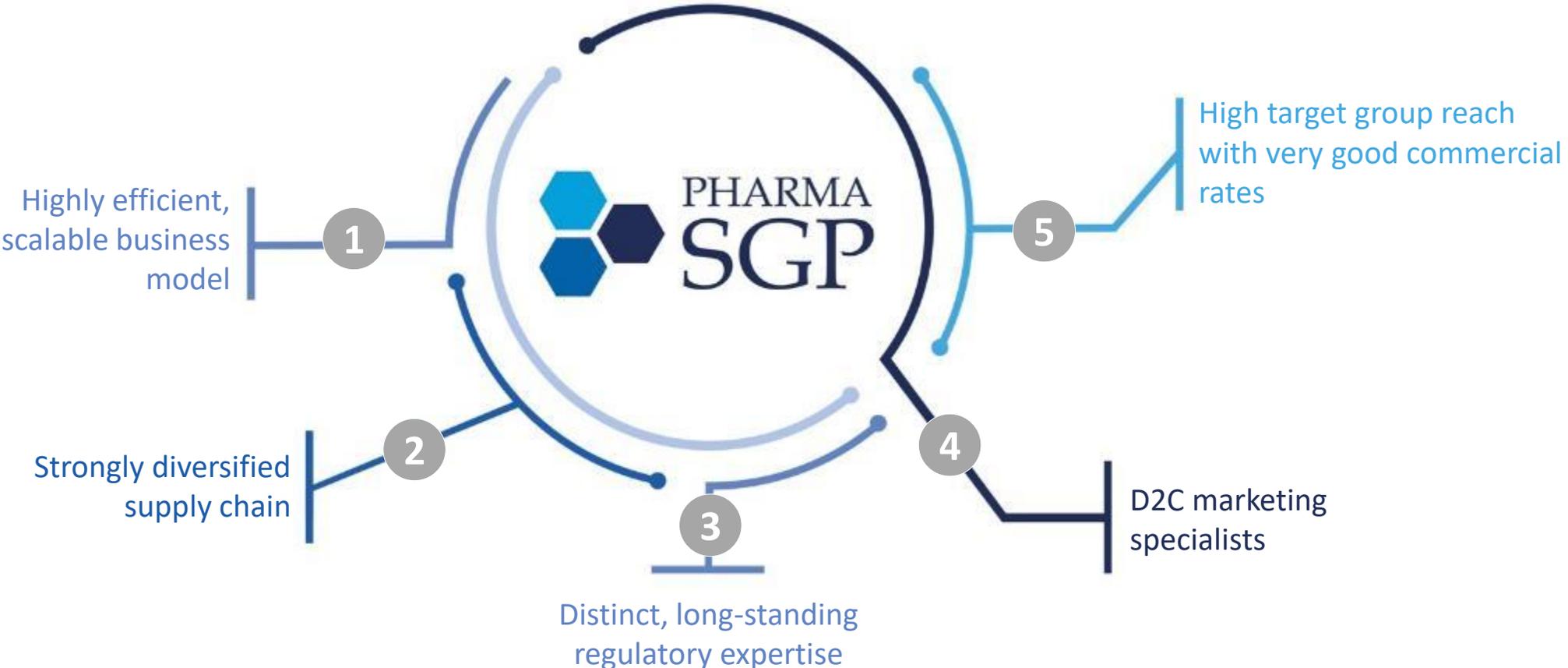
Extension of therapeutic areas

- Complementation of category "pain"
- Baldriparan® opens up growth options (new indication "sleep disorders")
- "Pain" and "sleep disorders" among the strongest-selling and continuously growing areas

Further internationalization

- Strengthening presence in Germany, Austria and France
- Opening up five new European markets (6 markets → 11 markets)

We leverage value enhancement potential via our platform



1 Scalable asset-light business model with established operations...



...allows us to easily expand our business now into:

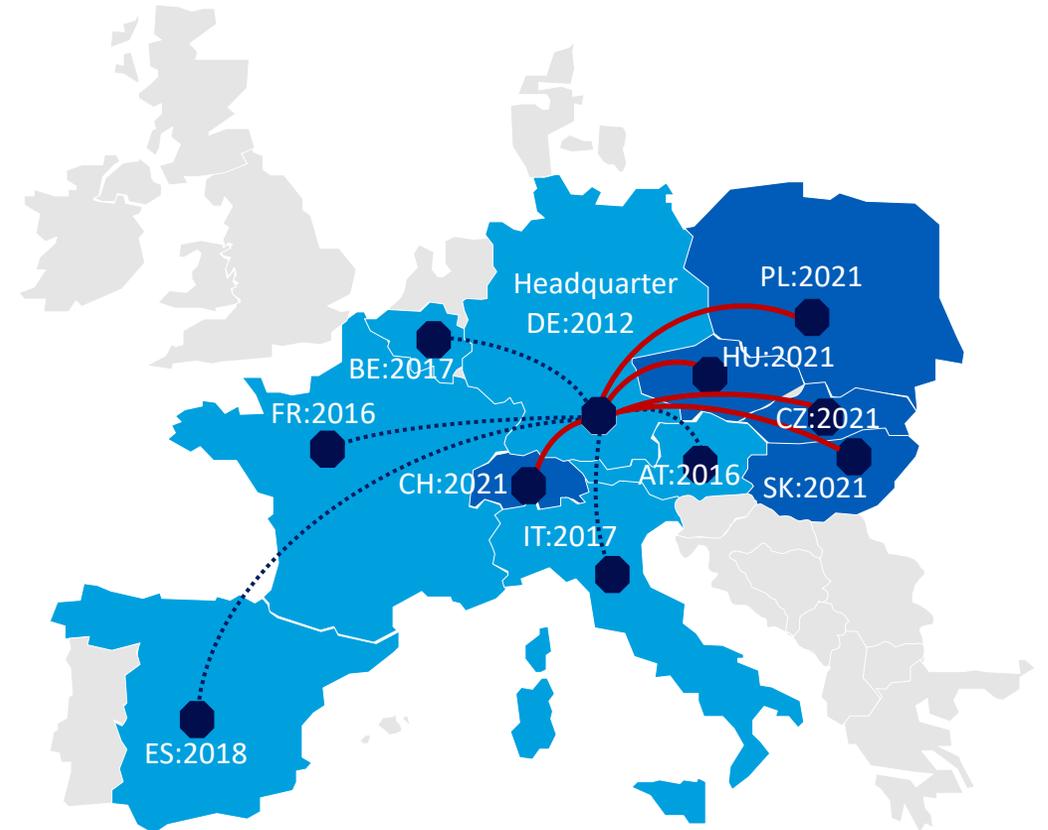
Switzerland

Hungary

Poland

Czech Republic

Slovakia



11 countries

2 Highly diversified European supply chain...



...allows us to integrate 4 new CMOs & establish second sources for all new products

1 Proven specialists in all production and process stages

2 Highest quality standards due to GMP certification

3 Long-standing, established partnerships

4 Business relationships with manufacturers of all sizes

5 Regional scalability through standardized processes



>50 Suppliers

3 High regulatory competence and many years of experience...

...allows us to now integrate 18 new MA from phyto-pharmaceutical as well as chemical drugs

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Marketing Authorizations⁽¹⁾

	1 Drug discovery	2 Proof	3 Validation	4 SmPC ⁽²⁾	5 Approval	6 Marketing
 ~2-3 years	✓	✓	Clinical trials OR other scientific evidence	✓	✓	• Alleviation • Elimination • Prevention
Big Pharma ⁽³⁾ ~5-10 years	✓	✓	Clinical trials	✓	✓	• Alleviation • Elimination • Prevention

- ⊕ Approved medicine
- ⊕ Faster time to market
- ⊕ Cost efficient process
- ⊕ Superior success predictability
- ⊕ Approved medicine
- ⊖ Costly validation phase
- ⊖ High risk of failure
- ⊖ Lengthy approval process

¹¹ Note(s): (1) including 18 new authorizations acquired from GSK; (2) Summary of product characteristics; (3) Refers to full application unlike generics, well established use and traditional use.
Source(s): German Federal Institute for Drugs and Medical Devices; European Medicines Agency.

4 D2C marketing specialist with leading brands



Baldriparan®: No. 1 brand for natural sleeping aids
Formigran®: No. 1 brand for migraine

Sleep disorders

Baldriparan®



In market for natural sleeping aids

Migraine

FORMIGRAN®



In market for migraine

Neuralgic pain

Restaxil®



In market for neuralgic pain

Nociceptive pain

RubaXX®



In market for nociceptive pain

Cannabis

RubaXX®
Cannabis



Market for Non-Rx hemp products

Urology

DESEO®



In market for sexual weakness

Urology

Neradin®



In market for sexual weakness

Cardio-vascular

TAUMEA®



In market for vertigo treatment

8 Leading Brands

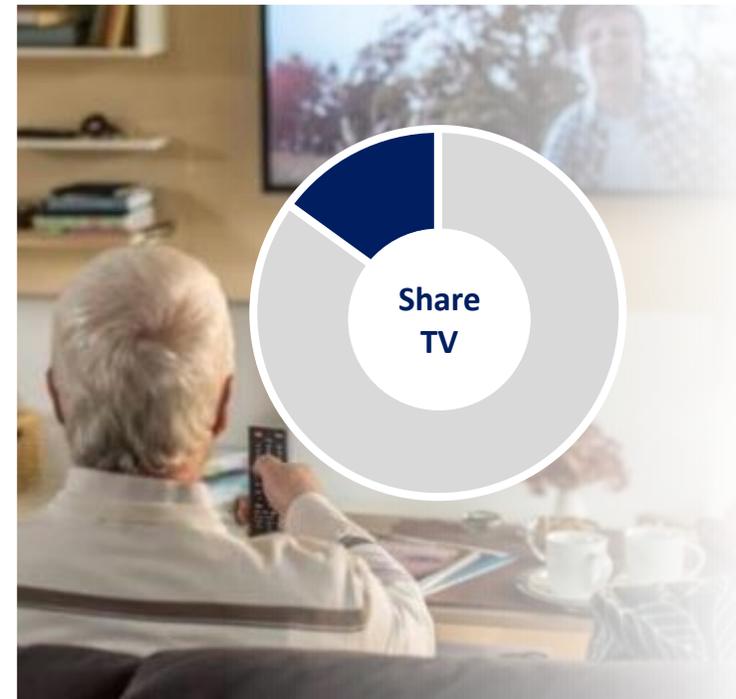
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Note(s): Company information (based on Insight Health database); based on revenues in Germany (revenues as of MAT (moving annual total) 12/2020), in each case excluding OTC and other healthcare products that may be administered by consumers for such indications but for which the specific indication is not included in the marketing authorization: Market definition: Restaxil - systemic chemical-free OTC preparations for nerve pain; RubaXX - systemic chemical-free OTC preparations for rheumatic pain; RubaXX Cannabis - pharmacy-exclusive hemp products; Neradin/Deseo - systemic chemical-free OTC remedies for sexual weakness; Taumea - systemic chemical-free OTC preparations for vertigo symptoms.

5 High target group reach and attractive commercial rates



Integration of new brands into our efficient Media Campaigns – Baldriparan® with a start in TV & Print in Germany

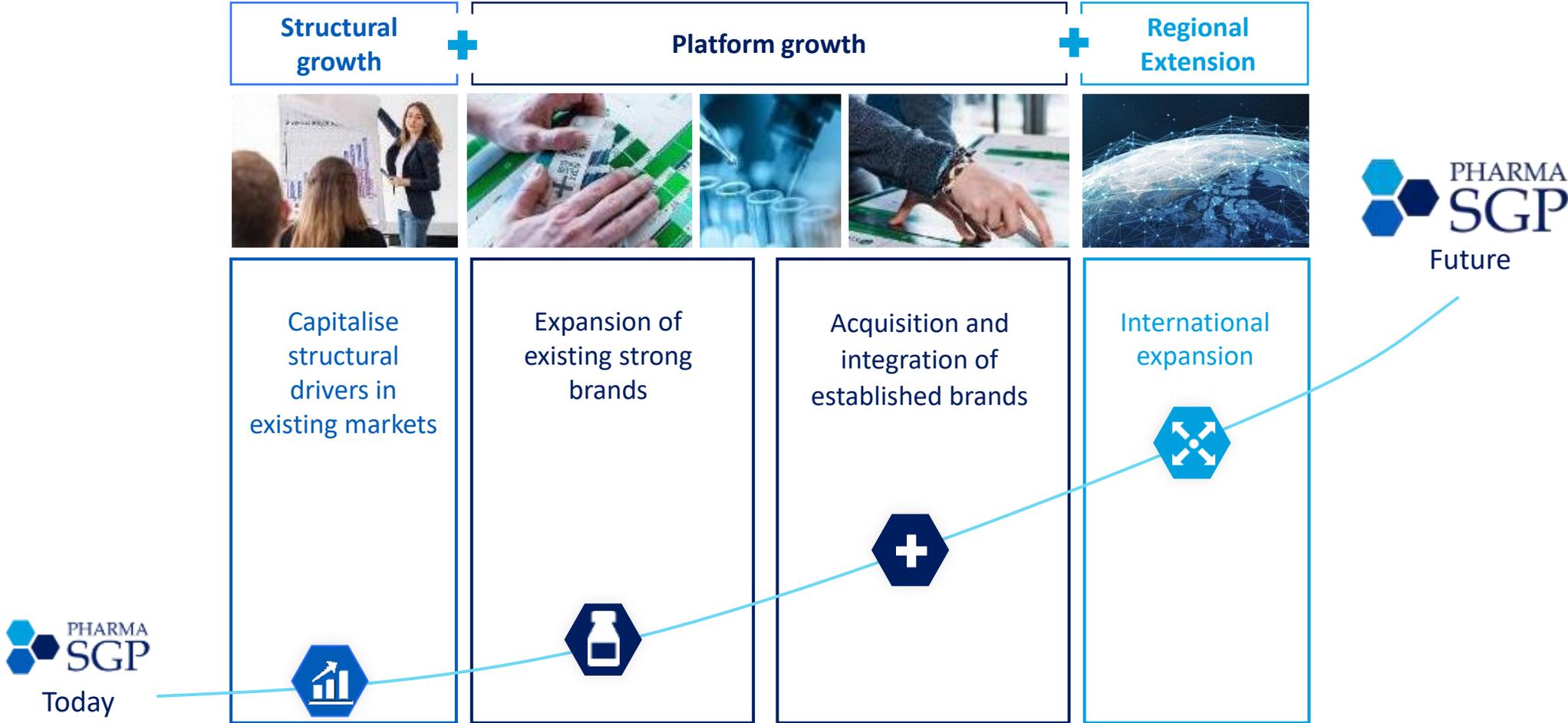


>130

million
Consumer reach per
month (contacts)



GSK portfolio acquisition delivers against our clear growth strategy



A strong financial profile is the basis for our growth strategy

**Strong
growth**

~+20%

(revenues 2020 to 2017)

**High
EBITDA-margin**

>30%

(Ø adjusted EBITDA-margin 2017-2020)

**Low
investments**
(organic portfolio)

~0,5m€ p.a.

(Ø annual cash outflow for investments 2017-2020)

**High cash-
conversion**

at least 78%

(minimum 2017-2020)



Positive revenue development 2020: against market trend & despite COVID-19

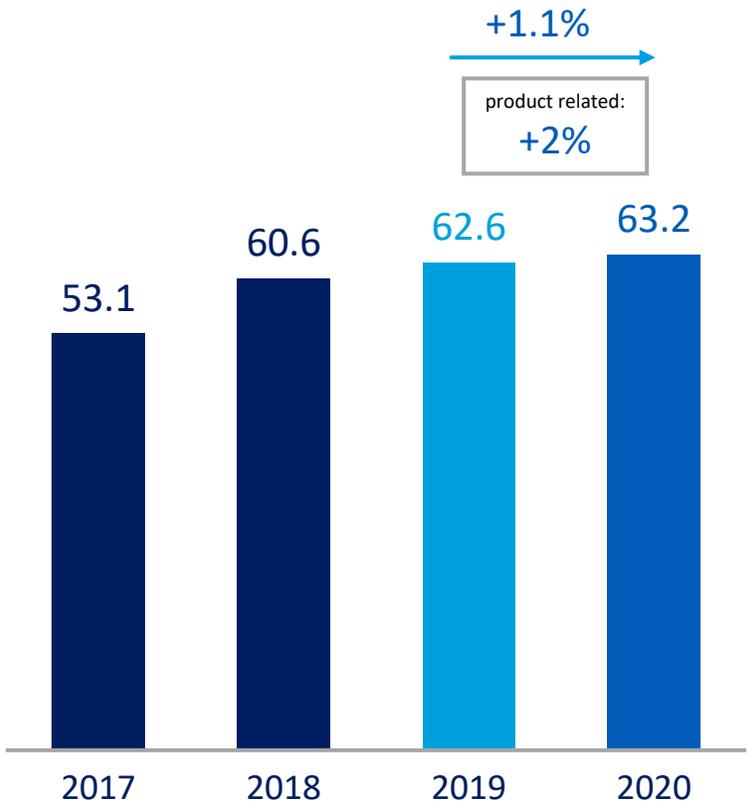
Development German competition

(natural German OTC market, revenue based)

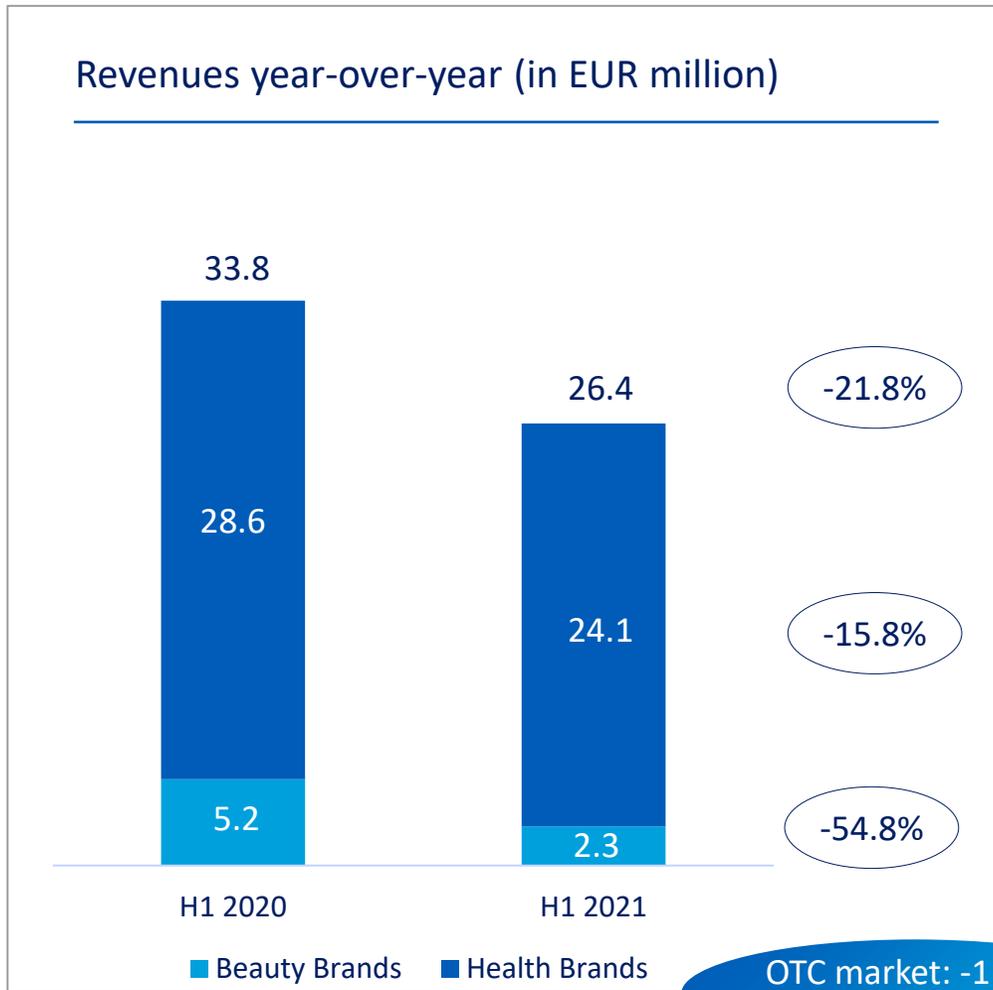


Revenues PharmaSGP

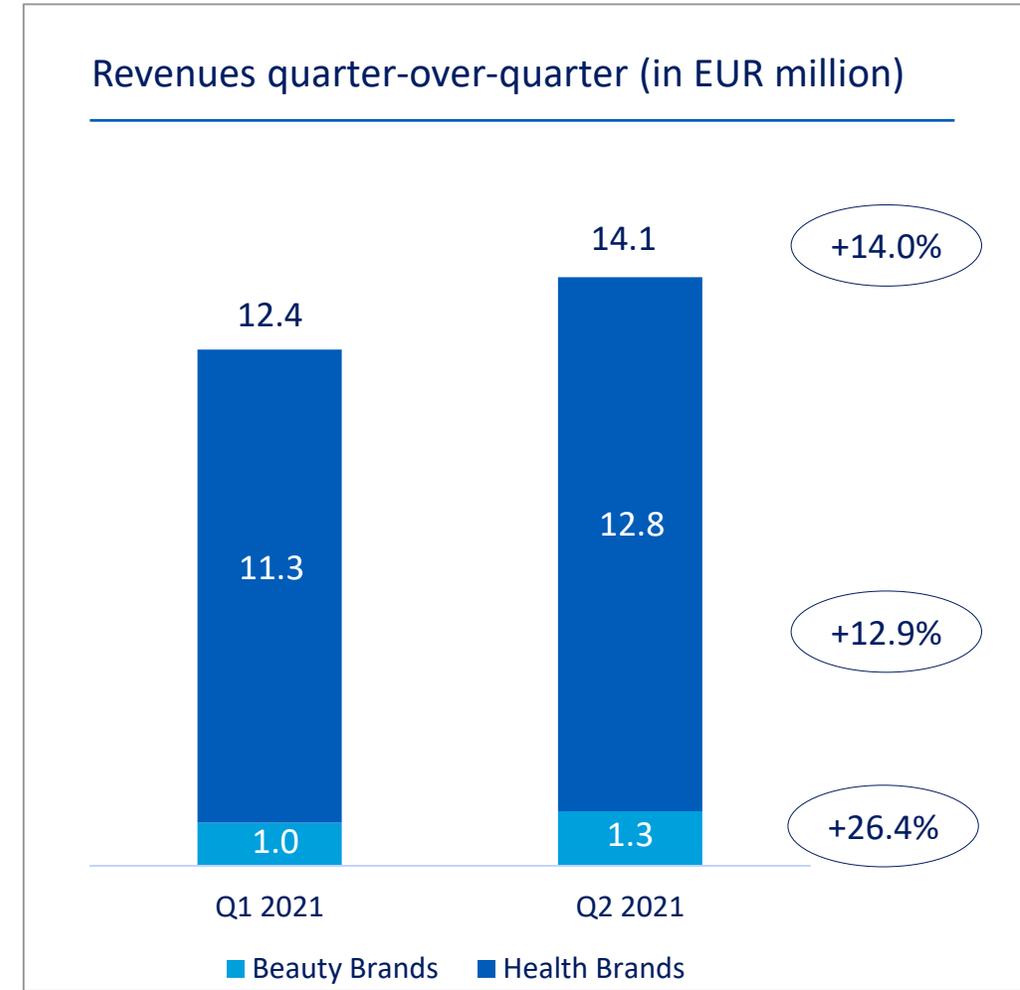
(in EUR million)



COVID-19 with impact on H1 2021 performance – Q2 2021 with significant growth compared to Q1 2021

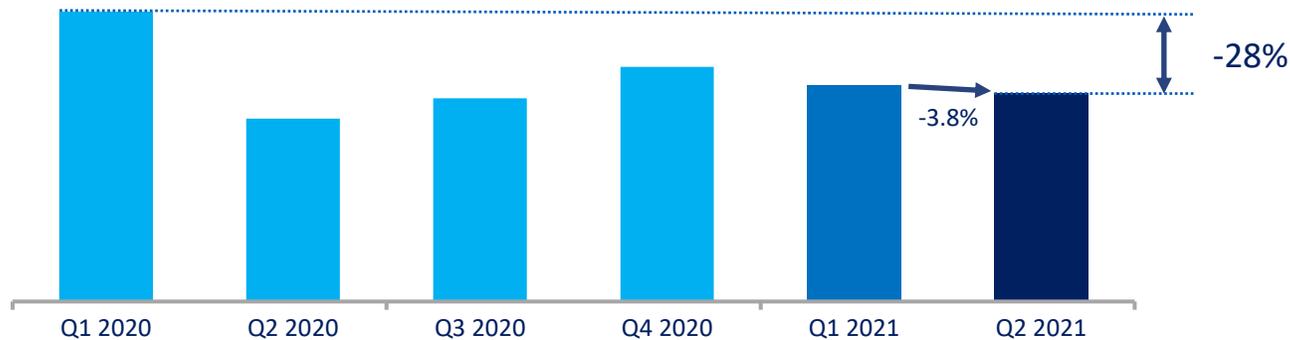


OTC market: -11.4%
(Germany)

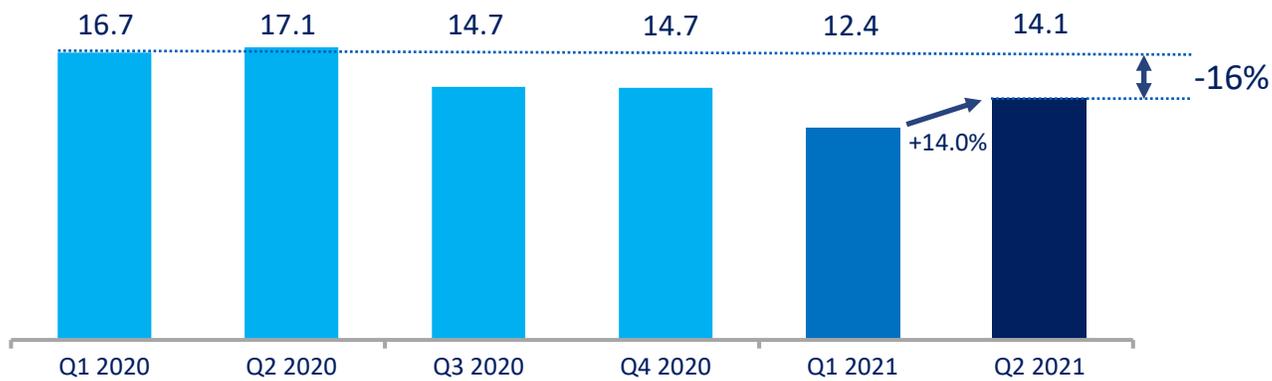


Business development in line with OTC market performance

Development German competition
(natural German OTC market, revenues)



PharmaSGP performance (revenues in million EUR)



➤ Different pattern of Covid-19 impact:
market dip in Q2/20, PharmaSGP in Q3/20

→ therefore: H1 comparison unfavorable
for PharmaSGP

BUT:

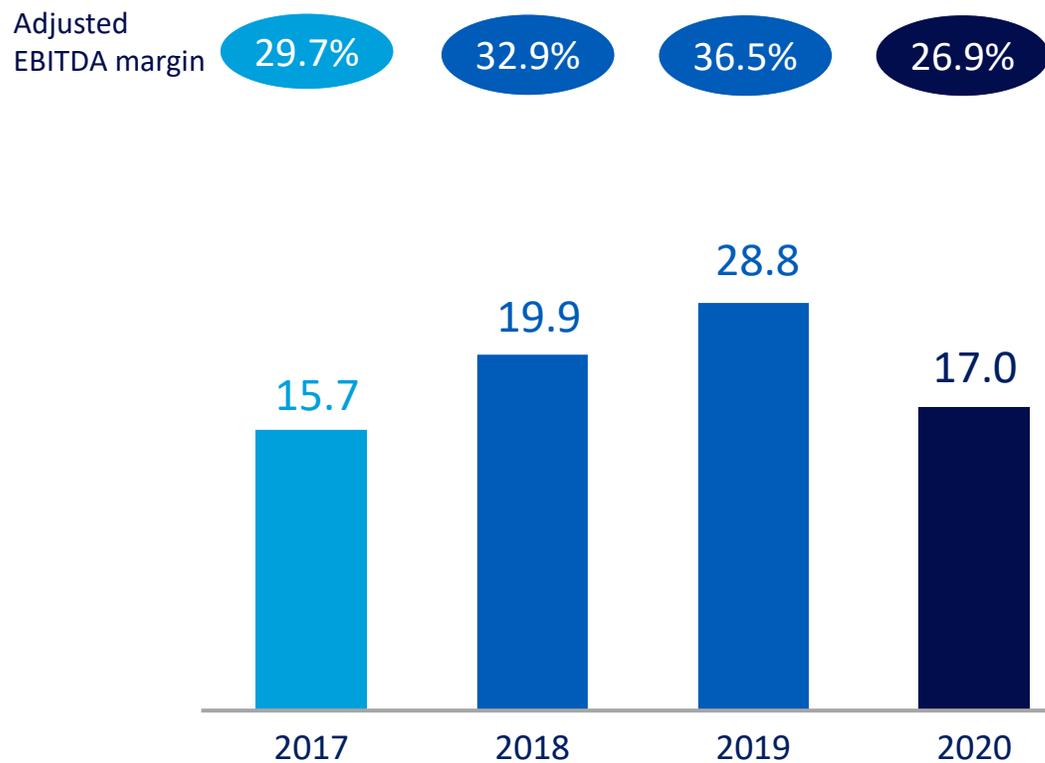
➤ Q2/21 for PharmaSGP back at 84% of pre-Covid-19 situation in Q1/20 (market recovery at 72%, PharmaSGP Health Brands category back at 90% of pre-Covid-19 situation)

➤ Q2/21 growth over Q1/21 at 14.0%
(market decrease of 3.8%)

Q2 2021 - EBITDA back on track

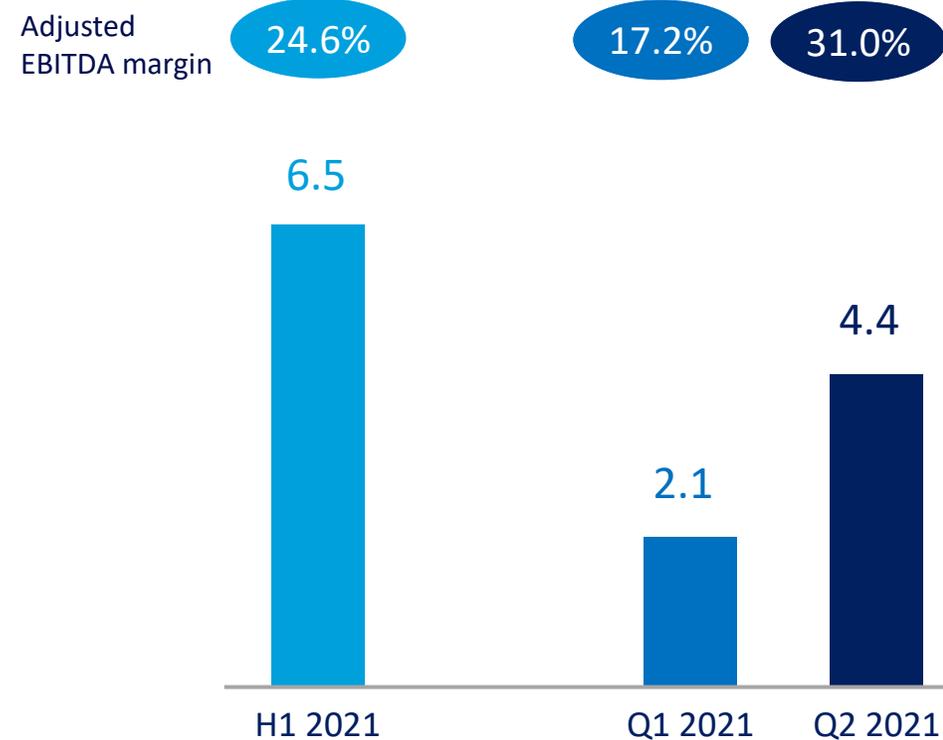
Development of adjusted EBITDA

(in EUR million)



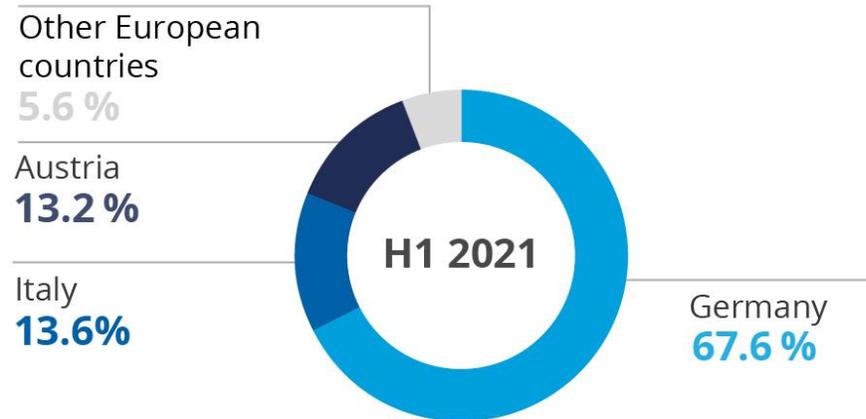
Development of adjusted EBITDA

(in EUR million)



Continued efforts to drive the internationalization of the revenue profile

Distribution of revenue by region



New markets through acquisition of GSK portfolio

- Switzerland
 - Hungary
 - Poland
 - Czech Republic
 - Slovakia
 - Germany
 - Austria
 - France
- new markets
- existing markets

Updated forecast 2021 after the acquisition of the GSK portfolio



Performance indicators

Before:

- Total revenue between EUR 56m and EUR 60m
- Adjusted EBIT margin 27 - 30%
(corresponds to an adjusted EBITDA margin of 28 – 31%)

Updated:

- Total revenue between EUR 60m and EUR 65m
- Adjusted EBITDA margin 27 - 31%



Assumptions

- No further negative COVID-19 effects in the second half of 2021
- Not considered: possible acquisitions

Thank you for your attention!

