



**PharmaSGP Holding SE**

**Jefferies Pan-European Mid-Cap Conference 2022**

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**March 31, 2022**

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# Today's presenters

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**Natalie Weigand**

Chief Executive Officer

Selected previous experience

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*Johnson & Johnson*



**Michael Rudolf**

Chief Financial Officer

Selected previous experience

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McKinsey  
& Company

# 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!*



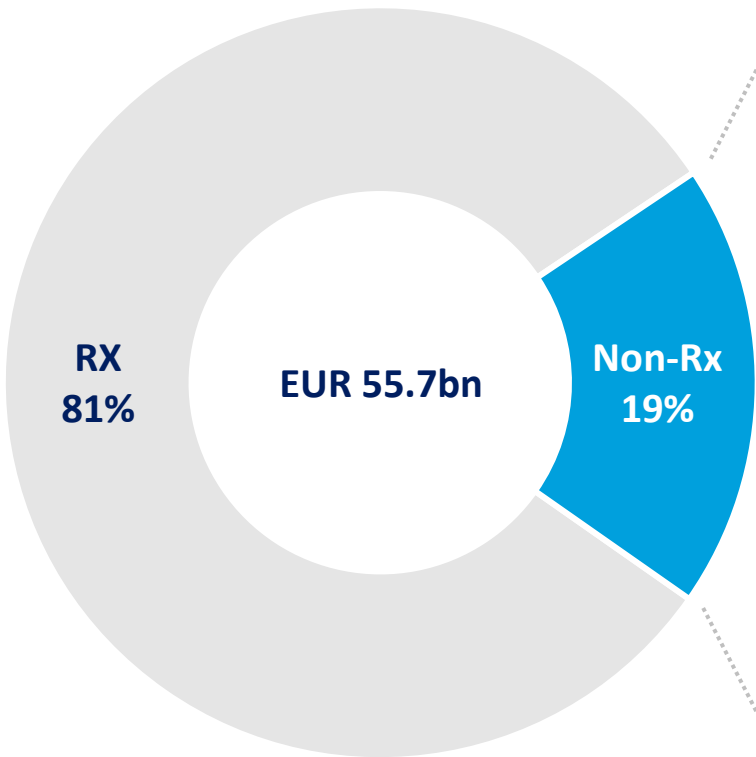
# Our core brand families including the new acquired GSK brands

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



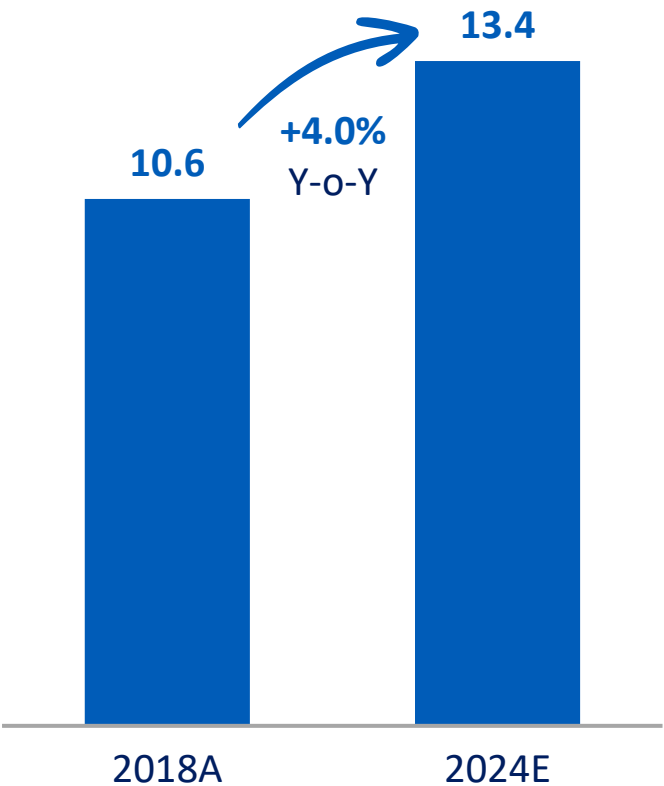
# Reminder: German self-medication market had a mid-term growth estimate of 4%

German drug market (2018A)

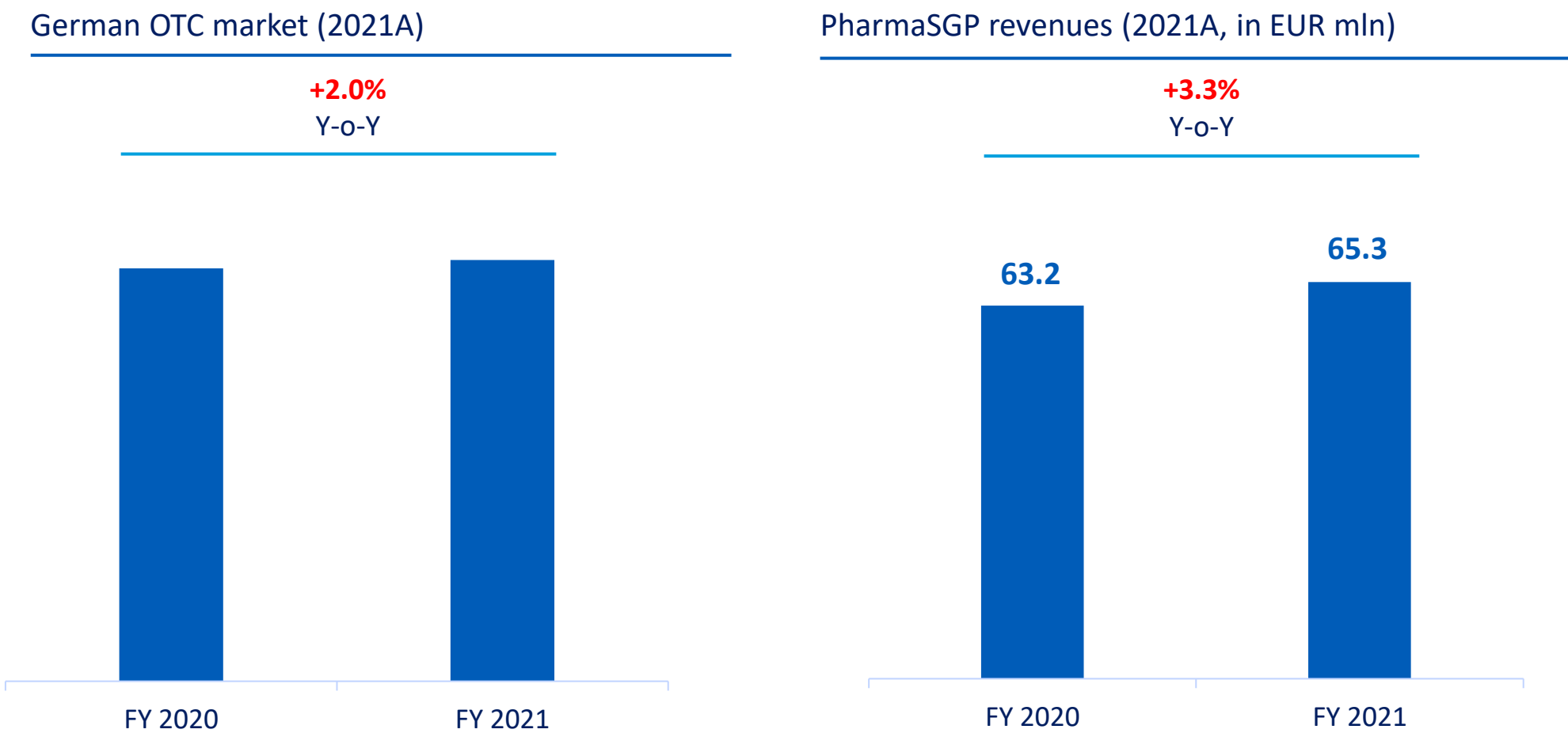


German Non-Rx market growth

in EUR bn

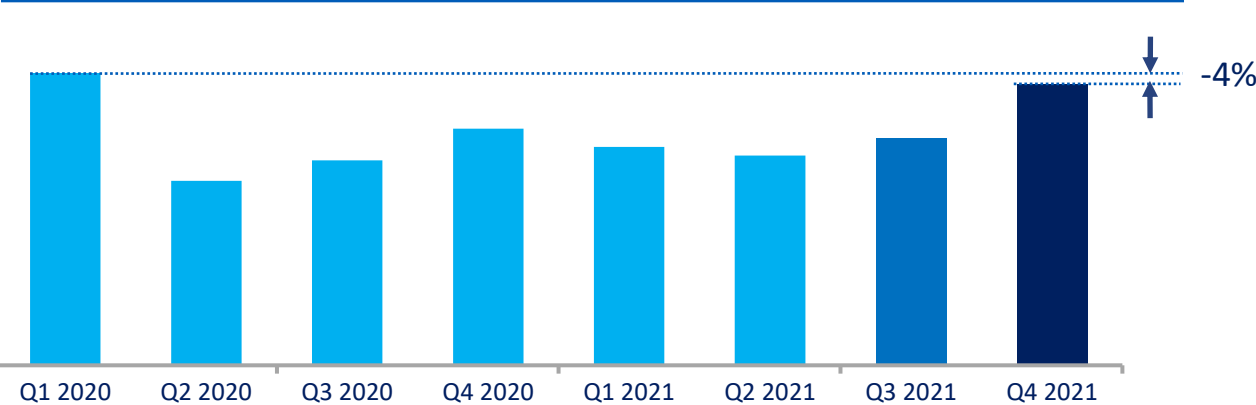


# PharmaSGP outperformed the German OTC market in 2021

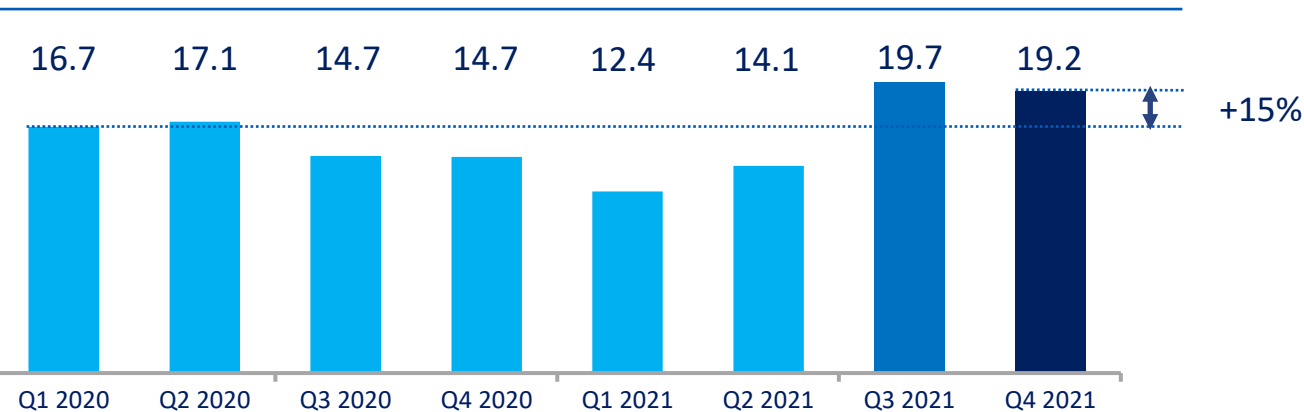


# PharmaSGP business back on track: now above pre-Covid-19 level

Development German competition  
(natural German OTC market, revenues)



PharmaSGP performance (revenues in EUR million)



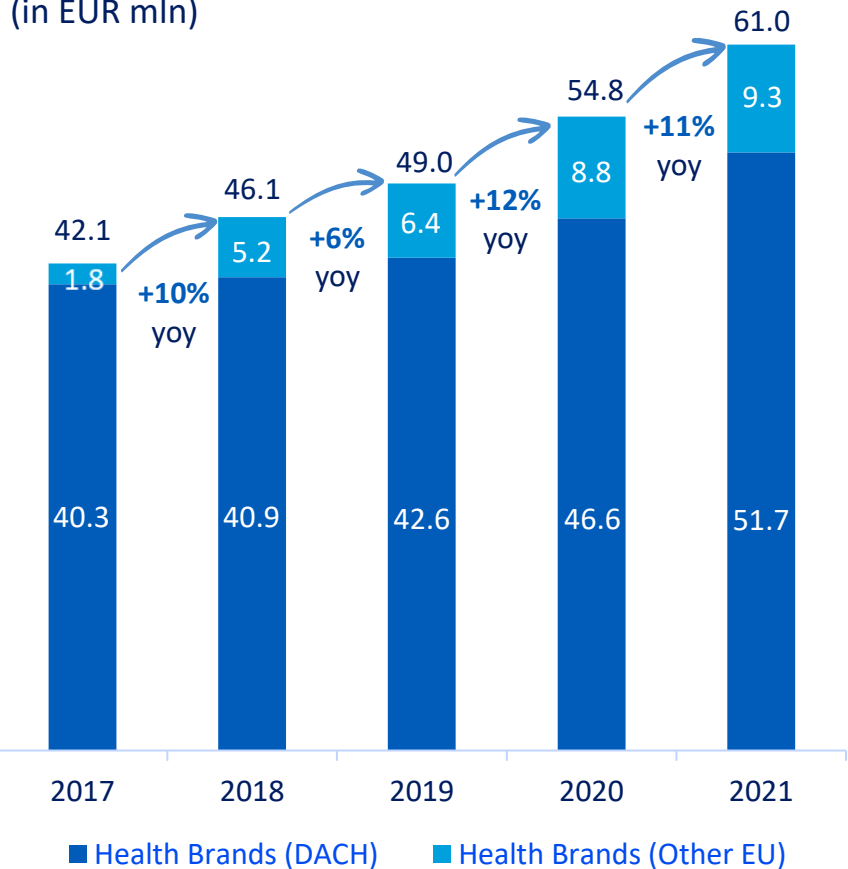
- PharmaSGP: outperformance in Q3/Q4 21  
Market: recovery only in Q4 2021
- PharmaSGP: business back on pre-Covid-19 level  
Market: not yet finally recovered
- Health brands (organic) Q3 and Q4 2021 on average above Q1 2020



# Strong performance driven by Health Brands – and international footprint

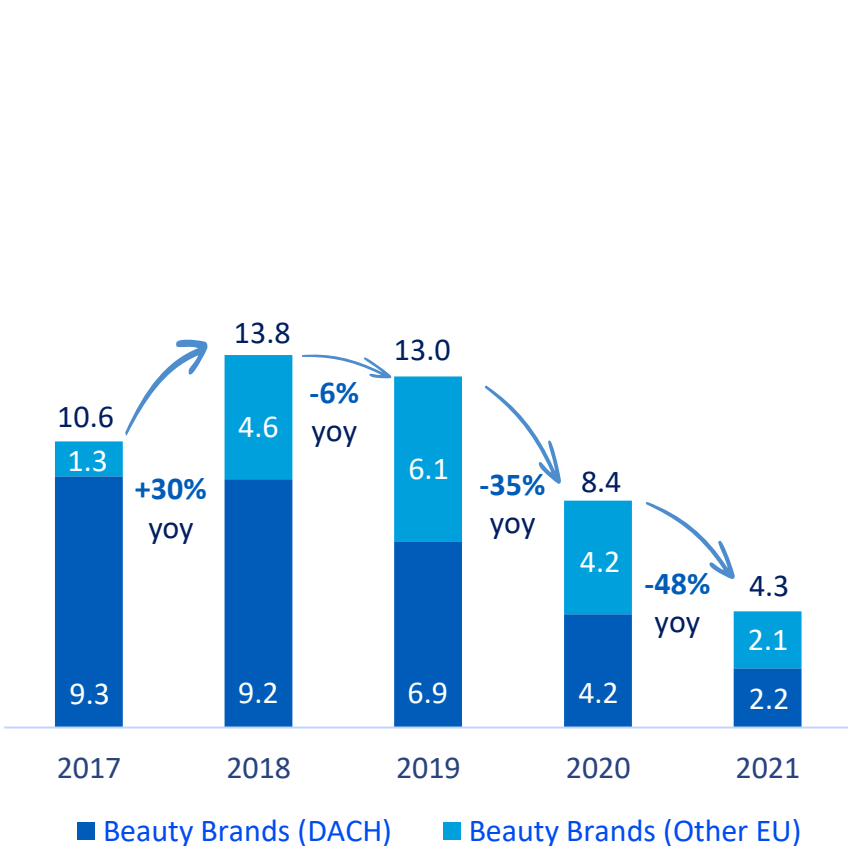
## Revenue development Health Brands

(in EUR mln)



## Revenue development Beauty Brands

(in EUR mln)



# 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



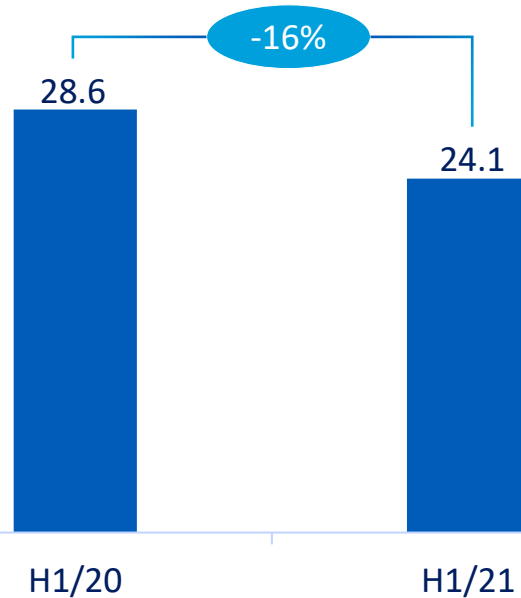
## Formigran®

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



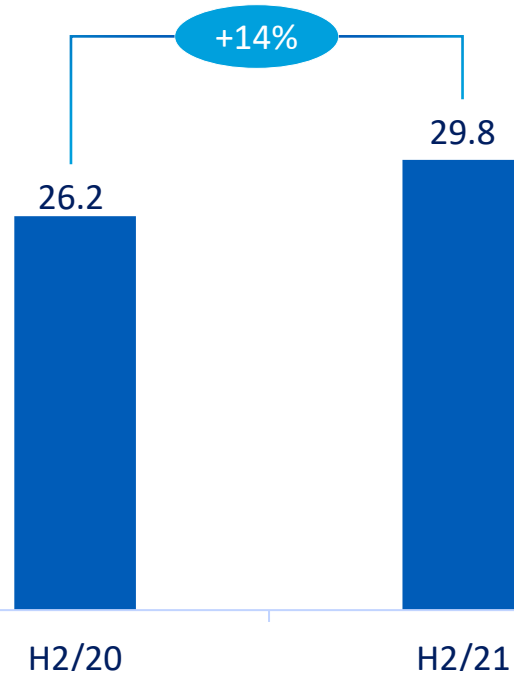
# New OTC Portfolio delivers on-top growth in H2 2021

H1 Comparison  
Health Brands (organic)



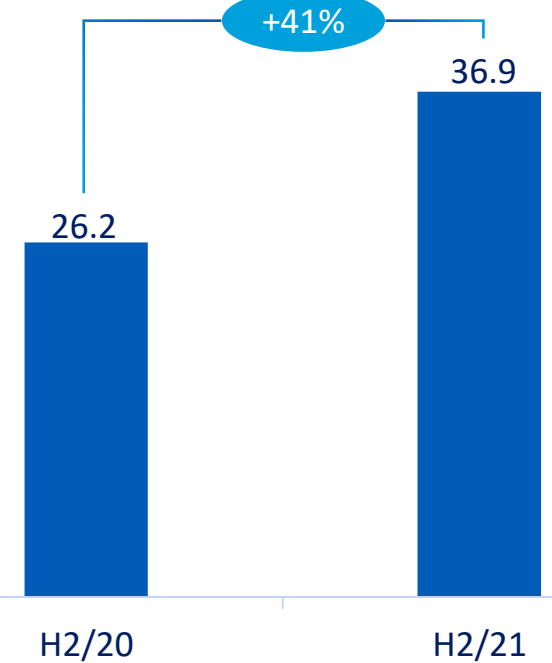
Media reduction and full lock-down in markets in 2021 compared to Pre-Covid-19 situation

H2 Comparison  
Health Brands (organic)



Organic portfolio back on track with double digit growth

H2 Comparison Health Brands  
including acquired GSK OTC-Portfolio



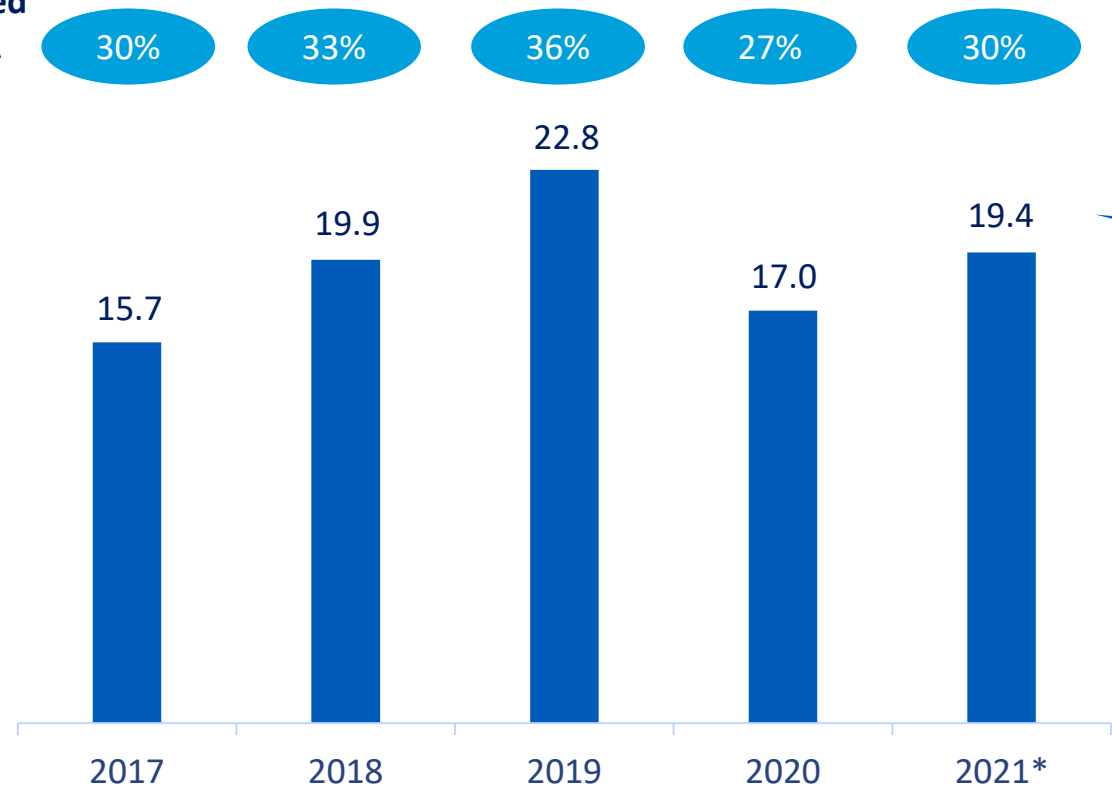
Strong growth fueled by new OTC portfolio as of September

# Consistently above „30% + X“ margin level as of Q2 2021

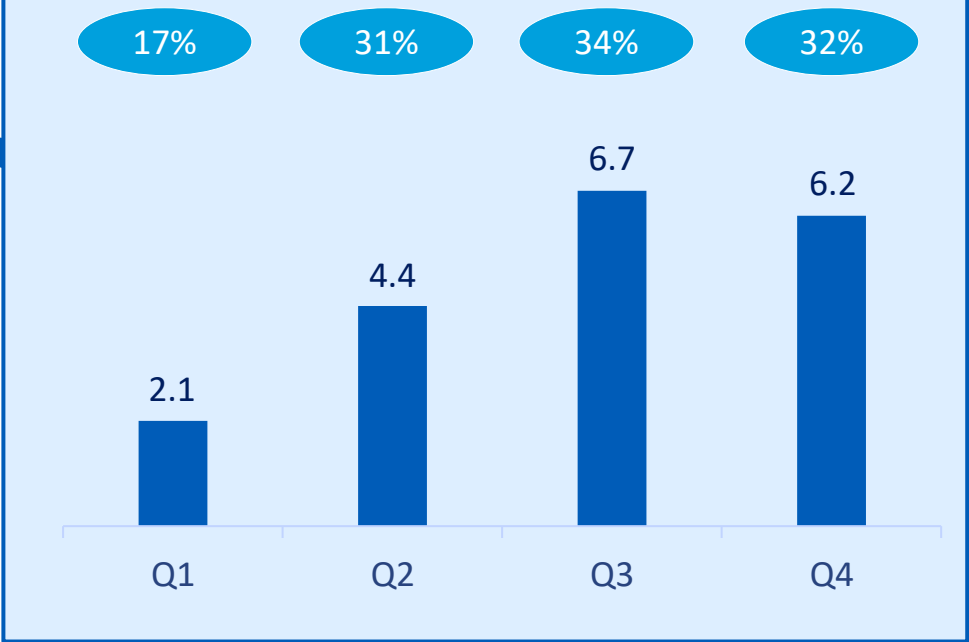
## Group adjusted EBITDA development 2017 – 2021

(in EUR mln)

Adjusted  
EBITDA  
margin

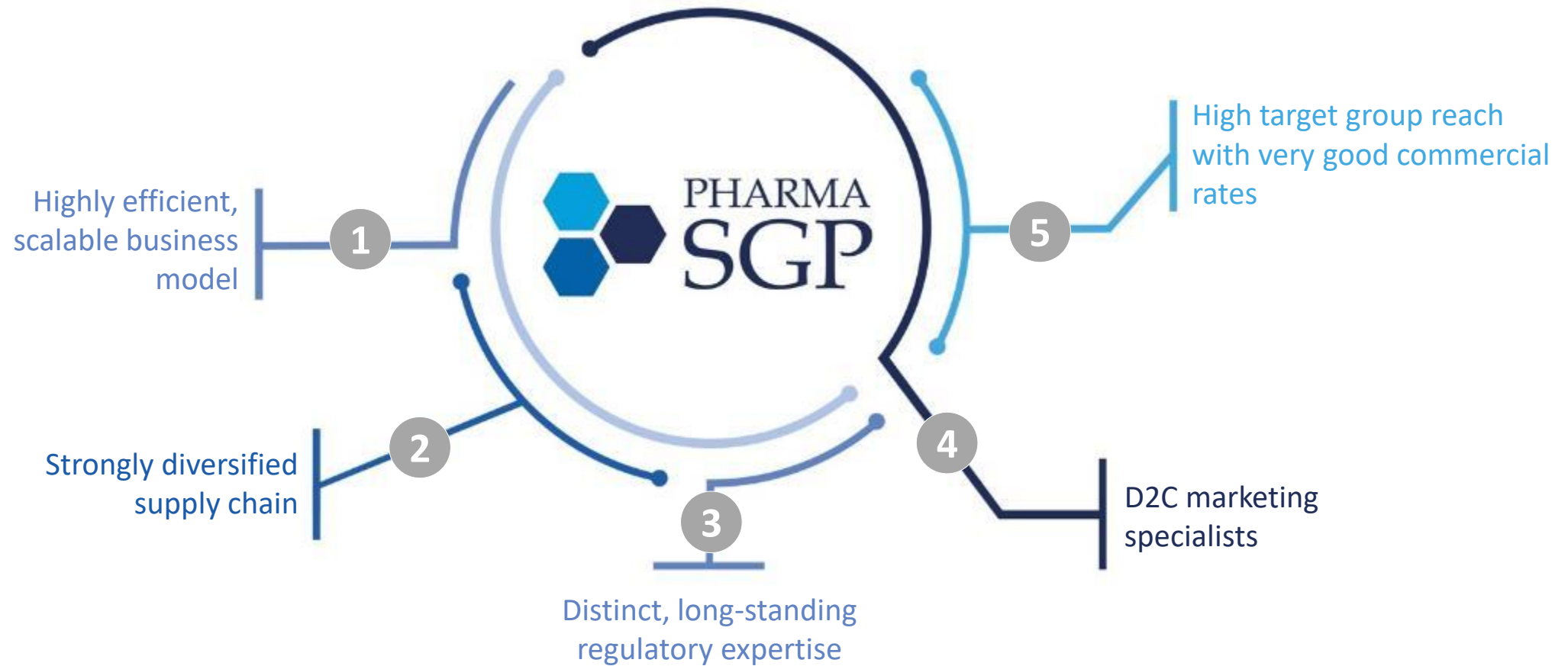


### Group adjusted EBITDA Q1 – Q4 2021 (in EUR mln)



\* Adjustments 2021: 0.8 EUR mln expenses for legal/consulting in connection with acquisitions; 0.1 EUR mln other adjustments

# We leverage value enhancement potential via our platform





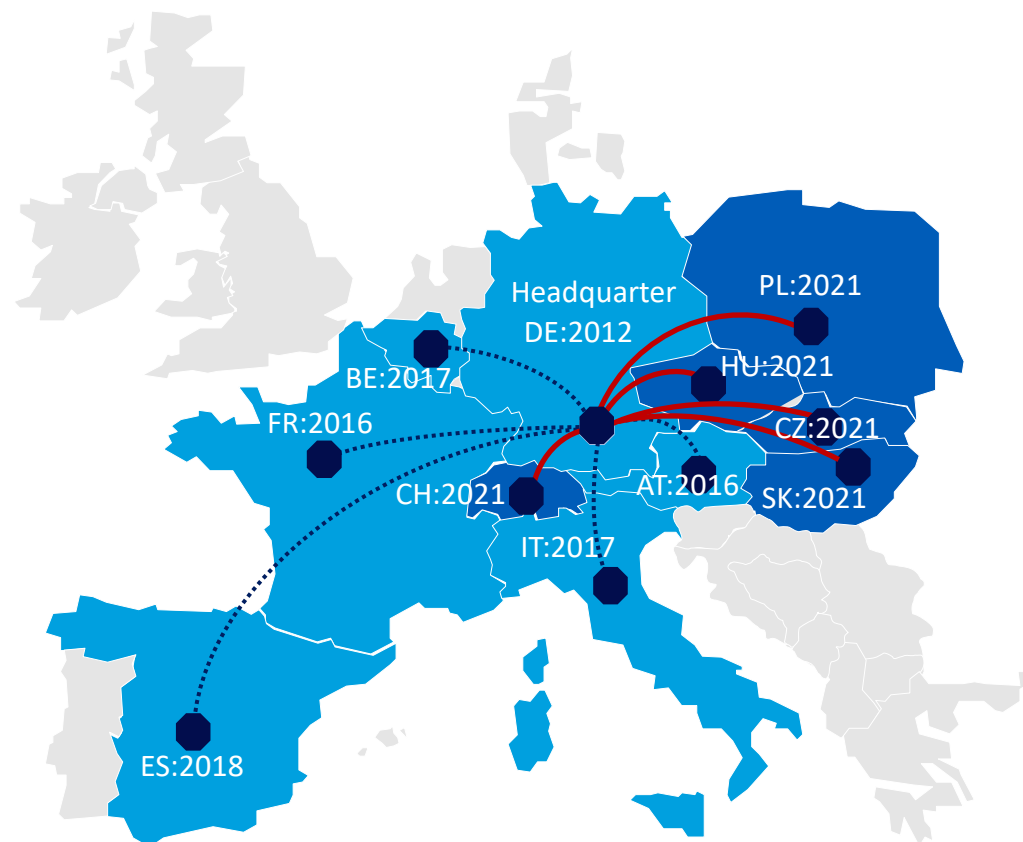
11 countries

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



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

Switzerland  
Hungary  
Poland  
Czech Republic  
Slovakia



## 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

86

Marketing Authorizations<sup>(1)</sup>

### 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

	1 Drug discovery	2 Proof	3 Validation	4 SmPC <sup>(2)</sup>	5 Approval	6 Marketing	
 <b>~2-3 years</b>	✓	✓	 Clinical trials OR  other scientific evidence	✓	✓	• Alleviation • Elimination • Prevention	(+) Approved medicine (+) Faster time to market (+) Cost efficient process (+) Superior success predictability
<b>Big Pharma<sup>(3)</sup></b> <b>~5-10 years</b>	✓	✓	 Clinical trials	✓	✓	• Alleviation • Elimination • Prevention	(+) Approved medicine (-) Costly validation phase (-) High risk of failure (-) Lengthy approval process

<sup>11</sup> 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®**



**#1**

In market for natural sleeping aids

**Migraine**

**FORMIGRAN®**



**#1**

In market for migraine

**Neuralgic pain**

**Restaxil®**



**#1**

In market for neuralgic pain

**Nociceptive pain**

**RubaXX®**



**#1**

In market for nociceptive pain

**Cannabis**

**RubaXX®**  
Cannabis



**#1**

Market for Non-Rx hemp products

**Urology**

**DESEO®**



**#1**

In market for sexual weakness

**Urology**

**Neradin®**



**#2**

In market for sexual weakness

**Cardio-vascular**

**TAUMEA®**



**#2**

In market for vertigo treatment

**8** Leading Brands

12

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.

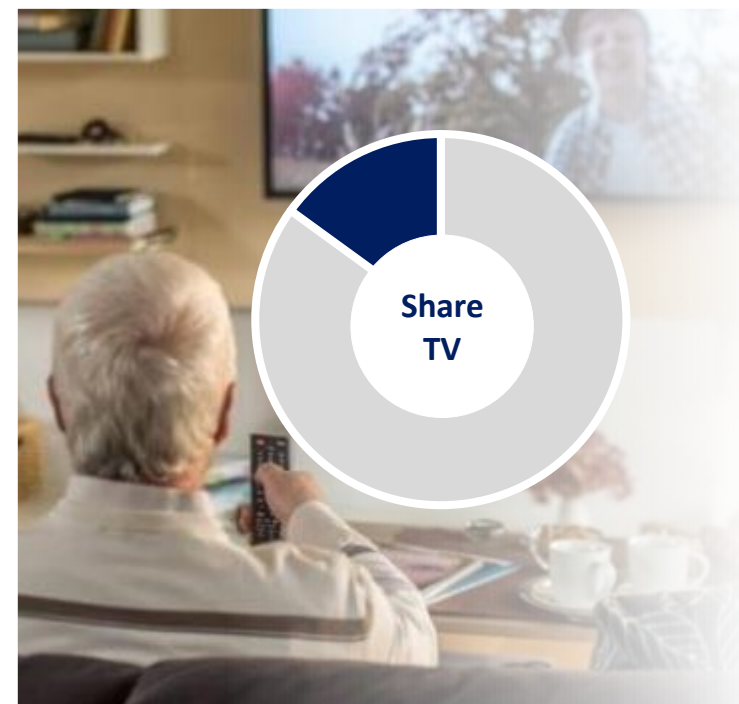
## 5 High target group reach and attractive commercial rates



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)





# We continue our growth strategy in 2022



# GSK portfolio – Blueprint for our M&A strategy

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## Expansion of "Health Brands"

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

## Extension of therapeutic areas

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- 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

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

# Status on GSK acquisition

## Acquisition

- Acquisition of four iconic brands: Baldriparan®, Formigran®, Spalt® and Kamol®
- Signing 15 June 2021, Closing 31 August 2021
- Purchase price: EUR 81.4m
- Profitable revenue generation from day 1 onwards (1 September 2021)

## Integration process completed

- Transfer of all assets ✓
- Production planning and order management ✓
- Defined media strategy ✓
- Line extensions developed ✓
- Set up distribution network for new markets ✓

## Outlook

- Full contribution of portfolio to PharmaSGP's financial results since Q4 2021
- Line extensions launched under Baldriparan and Kamol brand in Q1 2022
- Further optimization of portfolio and marketing strategy

# Updated forecast 2021 after the acquisition of the GSK portfolio

## Forecast FY 2021

### Before acquisition:

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

### Updated (after acquisition):

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

## Result and new outlook

### Result:

- Total revenue at the upper end of the range (EUR 65m)
- Adjusted EBITDA margin at the upper end of the range (30%)

### New outlook:

- Macroeconomic development currently uncertain due to geopolitical situation
- Outlook for FY 2022 will be published in April

# Thank you for your attention!

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