



**PharmaSGP Holding SE**

**Platow Euro Finance Small Cap Conference 2022**

---

**May 18, 2022**

# Disclaimer

This document has been prepared by PharmaSGP Holding SE (the “Company” and, together with its consolidated subsidiaries, the “Group”). All material contained in this document and the information presented is for information purposes only and may not be relied upon for any purpose, and does not purport to be a full or complete description of the Company or the Group. This document does not, and is not intended to, constitute or form part of, and should not be construed as, an offer to sell, or a solicitation of an offer to purchase, subscribe for or otherwise acquire, any securities of the Company, nor shall it or any part of it form the basis of, or be relied upon in connection with or act as any inducement or recommendation to enter into, any contract or commitment or investment decision or other transaction whatsoever.

This document is not directed at, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction. Persons into whose possession this document comes should inform themselves about and observe any such restrictions.

No representation, warranty or undertaking, express or implied, is made by the Company or any other entity of the Group as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contained herein, for any purpose whatsoever. No responsibility, obligation or liability is or will be accepted by the Company or any of its officers, directors, employees, affiliates, agents or advisors in relation to any written or oral information provided in this document or in connection with it. All information contained in this document is subject to verification, correction, completion, updating and change without notice. Neither the Company nor any other entity of the Group undertake any obligation to provide the recipient with access to any additional information or to update this document or any information or to correct any inaccuracies therein.

A significant portion of the information contained in this document, including market data and trend information, is based on estimates or expectations of the Company, and there can be no assurance that these estimates or expectations are or will prove accurate. Where any information and statistics are quoted from external sources, such information or statistics should not be interpreted as having been adopted or endorsed by the Company or any other person as being accurate. All statements in this document attributable to third-party industry experts represent the Company’s interpretation of data, research opinion or viewpoints published by such industry experts, and have not been reviewed by them. Each publication of such industry experts speaks as of its original publication date and not as of the date of this document.

This document contains forward-looking statements relating to the business, financial performance and results of the Company, the Group or the industry in which the Group operates. These statements may be identified by words such as “expectation”, “belief”, “estimate”, “plan”, “target” or “forecast” and similar expressions, or by their context. Forward-looking statements include statements regarding strategies, outlook and growth prospects, future plans and potential for future growth, growth for products and services in new markets, industry trends and the impact of regulatory initiatives. These statements are made on the basis of current knowledge and assumptions and involve risks and uncertainties. Various factors could cause actual future results, performance or events to differ materially from those described in these statements, and neither the Company nor any other person accepts any responsibility for the accuracy of the opinions expressed in this document or the underlying assumptions. No obligation is assumed to update any forward-looking statements.

Some sources of market data included in this document were prepared before the pandemic spread of COVID-19, a novel strain of the coronavirus, and have not been updated for the potential effects of this pandemic. The Group is not able to determine whether the third parties who have prepared such sources will revise their estimates and projections due to the potential impact of COVID-19 on future market developments.

This document contains certain financial measures that are not calculated in accordance with IFRS and are therefore considered “non-IFRS financial measures”. The management of the Company believes that these non-IFRS financial measures used by the Company, when considered in conjunction with, but not in lieu of, other measures that are computed in accordance with IFRS, enhance an understanding of the Group’s results of operations, financial position and cash flows. A number of these non-IFRS financial measures are also commonly used by securities analysts, credit rating agencies and investors to evaluate and compare the periodic and future operating performance and value of other companies with which the Company competes. These non-IFRS financial measures should not be considered in isolation as a measure of the Group’s profitability or liquidity, and should be considered in addition to, rather than as a substitute for, income data or cash flow data prepared in accordance with IFRS. In particular, there are material limitations associated with the use of non-IFRS financial measures, including the limitations inherent in determination of each of the relevant adjustments. The non-IFRS financial measures used by the Company may differ from, and not be comparable to, similarly-titled measures used by other companies.

Certain numerical data, financial information and market data, including percentages, in this document have been rounded according to established commercial standards. Furthermore, in tables and charts, these rounded figures may not add up exactly to the totals contained in the respective tables and charts.

This document may not be published, distributed or transmitted in the United States, Canada, Australia or Japan. It does not constitute an offer of securities for sale or a solicitation of an offer to purchase securities (the “Securities”) of the Company in the United States, Germany or any other jurisdiction. The Securities of the Company may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended (the “Securities Act”). The Securities of the Company have not been, and will not be, registered under the Securities Act. Any sale in the United States of the securities mentioned in this communication will be made solely to “qualified institutional buyers” as defined in, and in reliance on, Rule 144A under the Securities Act.

In the United Kingdom, this document is only made available to, and is only directed at, persons who (i) are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the “Order”), or (ii) are persons falling within Article 49(2)(a) to (d) of the Order (high net worth companies, unincorporated associations, etc.) (all such persons together being referred to as “Relevant Persons”). This document is directed only at Relevant Persons and may not be acted on or relied on by persons who are not Relevant Persons.

This document is not a prospectus for the purposes of Regulation (EU) 2017/1129 of the European Parliament and of the Council of June 14, 2017, as amended, and as such does not constitute an offer to sell, or the solicitation of an offer to purchase, shares of the Company.



# Today's presenters

---



**Natalie Weigand**

Chief Executive Officer

Selected previous experience

---

*Johnson & Johnson*



**Michael Rudolf**

Chief Financial Officer

Selected previous experience

---

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!*

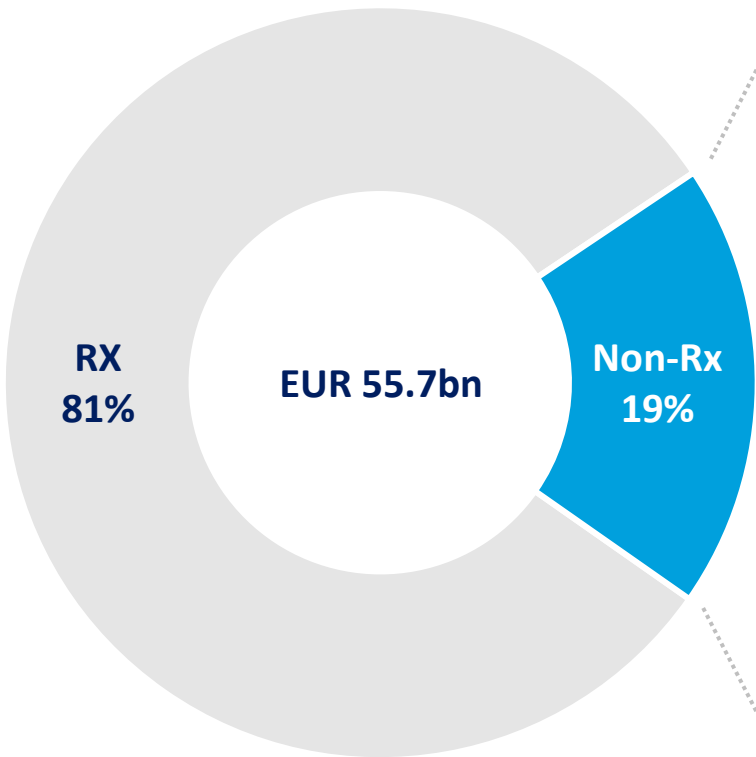


# We are addressing a sizeable Continental European Non-Rx market of more than EUR 30bn



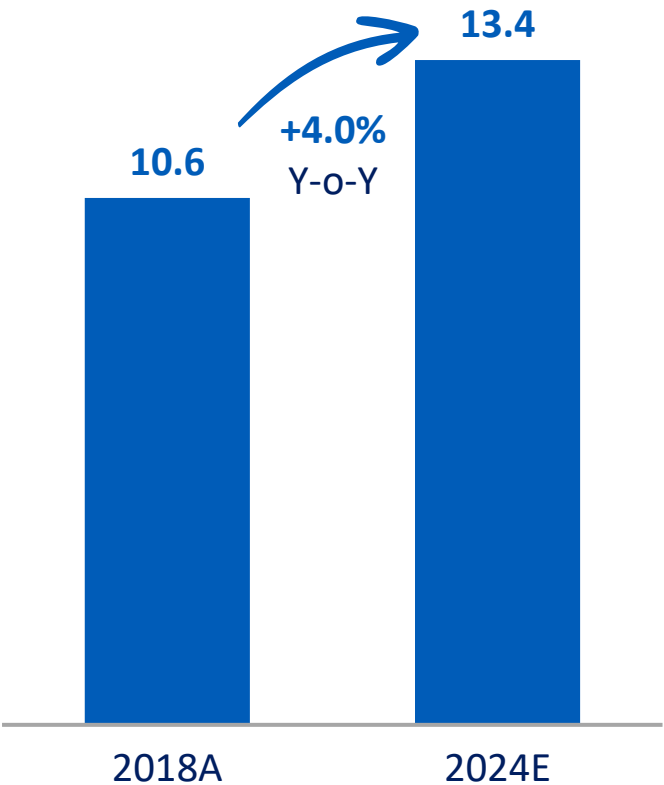
# German self-medication market had a mid-term growth estimate of 4%

German drug market (2018A)



German Non-Rx market growth

in EUR bn



# Our core brand families including the new acquired GSK brands

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



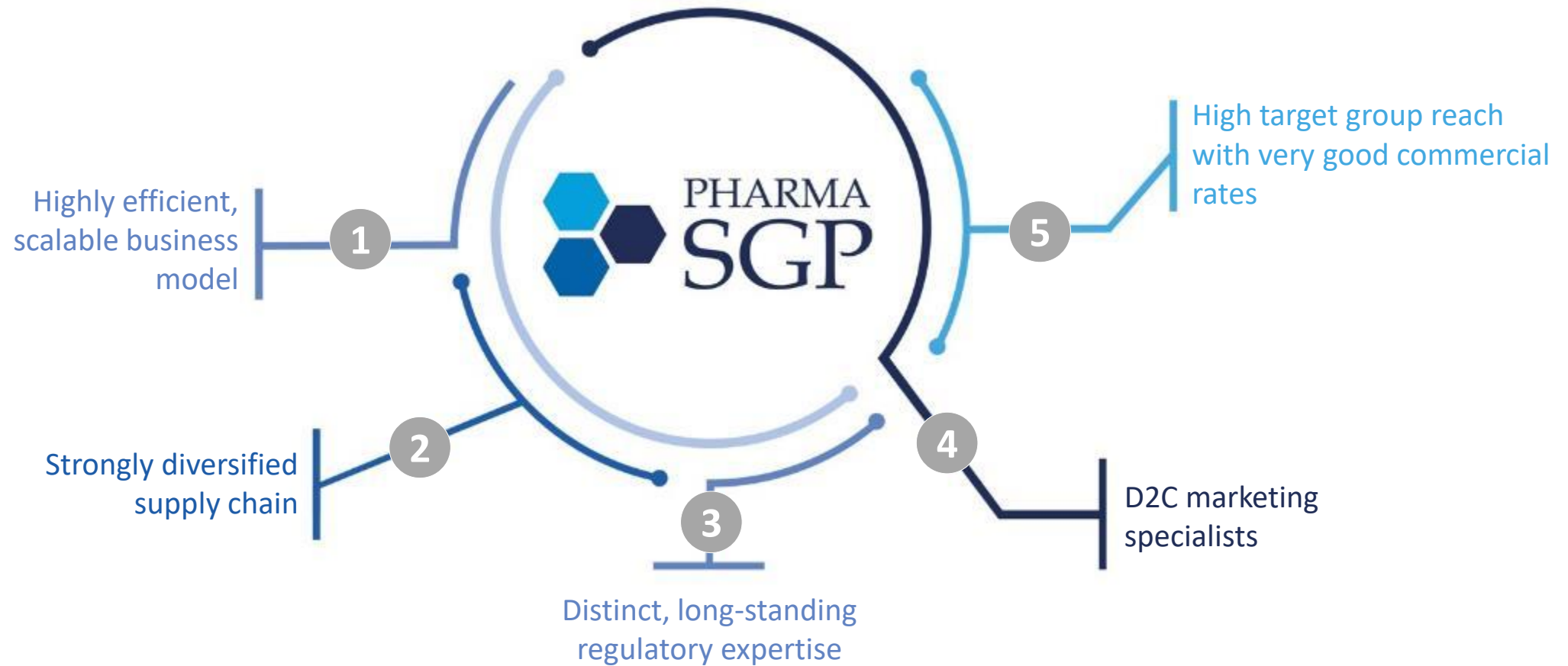
## Formigran®

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





# We leverage value enhancement potential via our platform



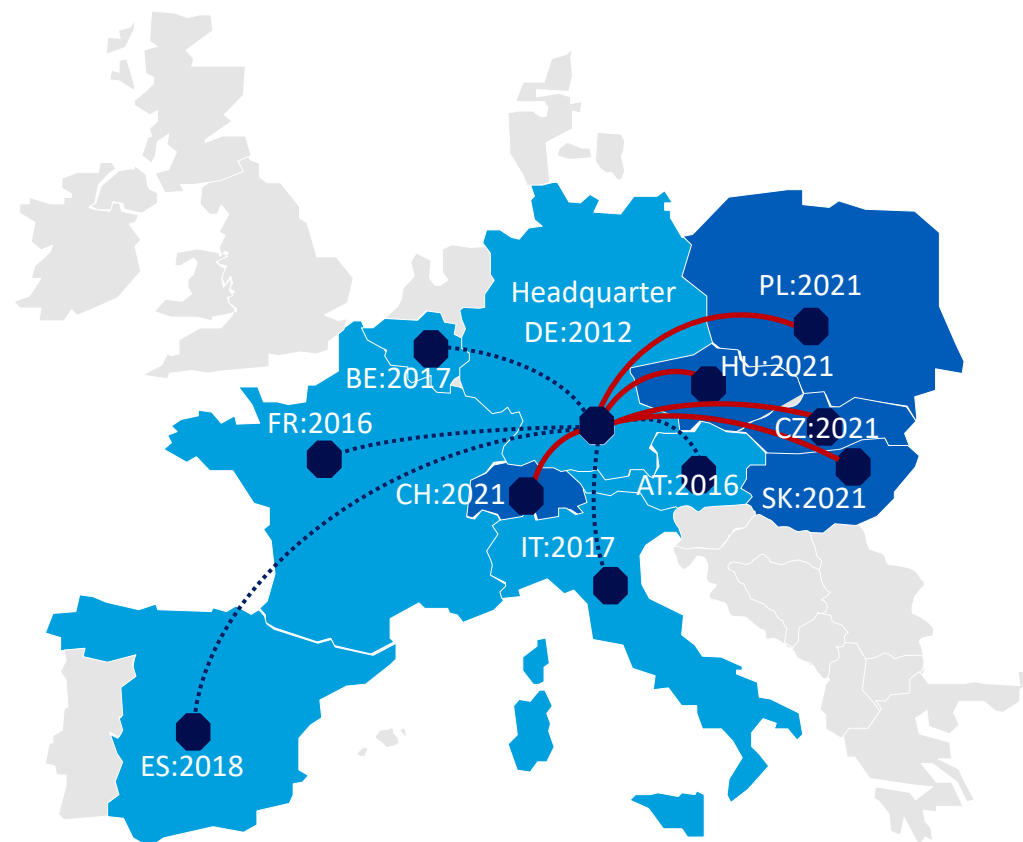
11 countries

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



...allows us to easily expand our business in 2021 into:

Switzerland  
Hungary  
Poland  
Czech Republic  
Slovakia



## 2 Highly diversified European supply chain...



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

>50 Suppliers

- 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



86

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

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

➤ ...allowed us to easily 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	✓	✓	<ul style="list-style-type: none"> <li>• Alleviation</li> <li>• Elimination</li> <li>• Prevention</li> </ul>	(+) 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	✓	✓	<ul style="list-style-type: none"> <li>• Alleviation</li> <li>• Elimination</li> <li>• Prevention</li> </ul>	(+) 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.

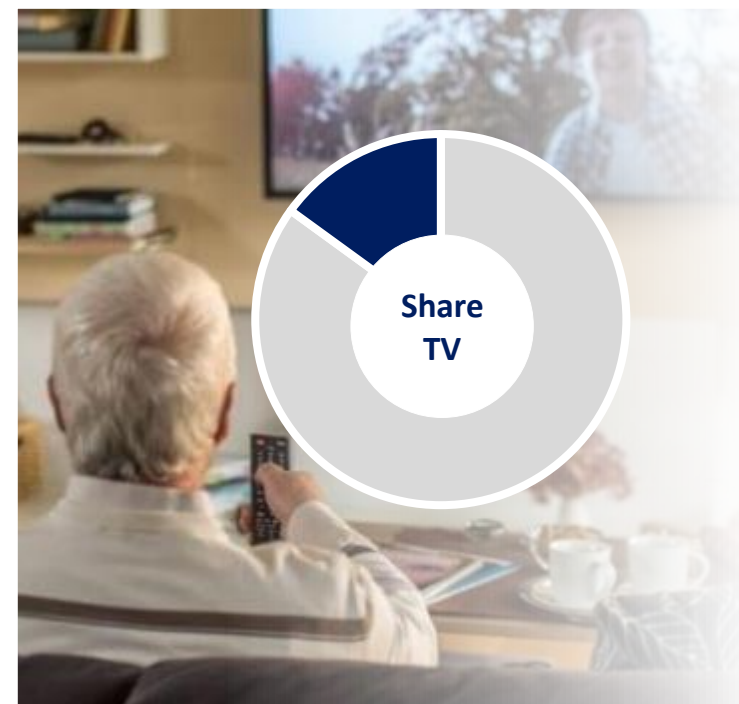
## 5 High target group reach and attractive commercial rates



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)



# A strong financial profile is the basis for our growth strategy

**Strong  
growth**

~+23%

(revenues 2021 to 2017)

**High  
EBITDA-margin**

>31%

(Ø adjusted EBITDA-margin 2017-2021)

**Low  
investments**  
(organic portfolio)

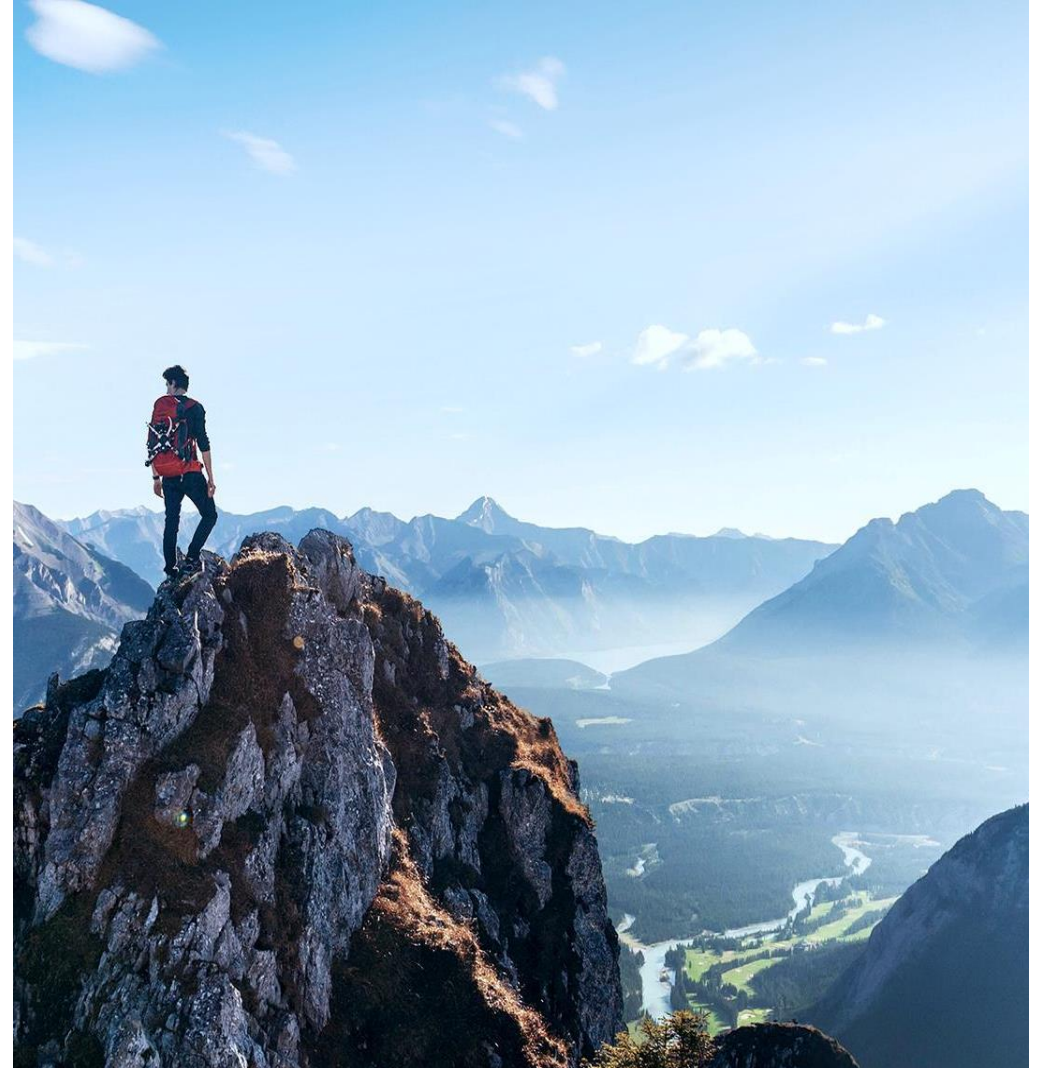
~0,5m€ p.a.

(Ø annual cash outflow for investments 2017-2021)

**High cash-  
conversion**

at least 78%

(minimum 2017-2021)



# Positive revenue development 2021: against market trend & despite COVID-19

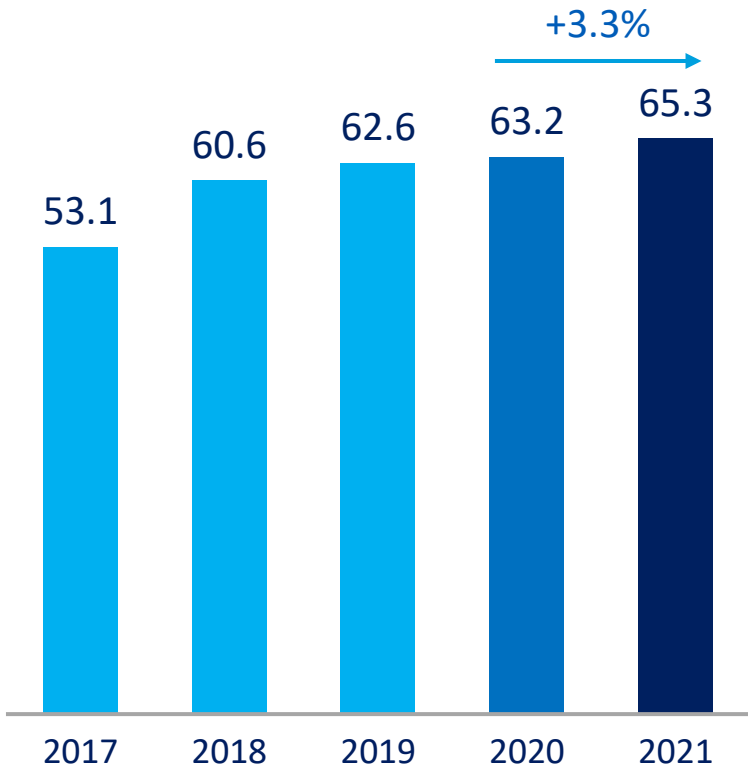
## Development German competition

(German OTC market, revenue based)



## Revenues PharmaSGP

(in EUR million)

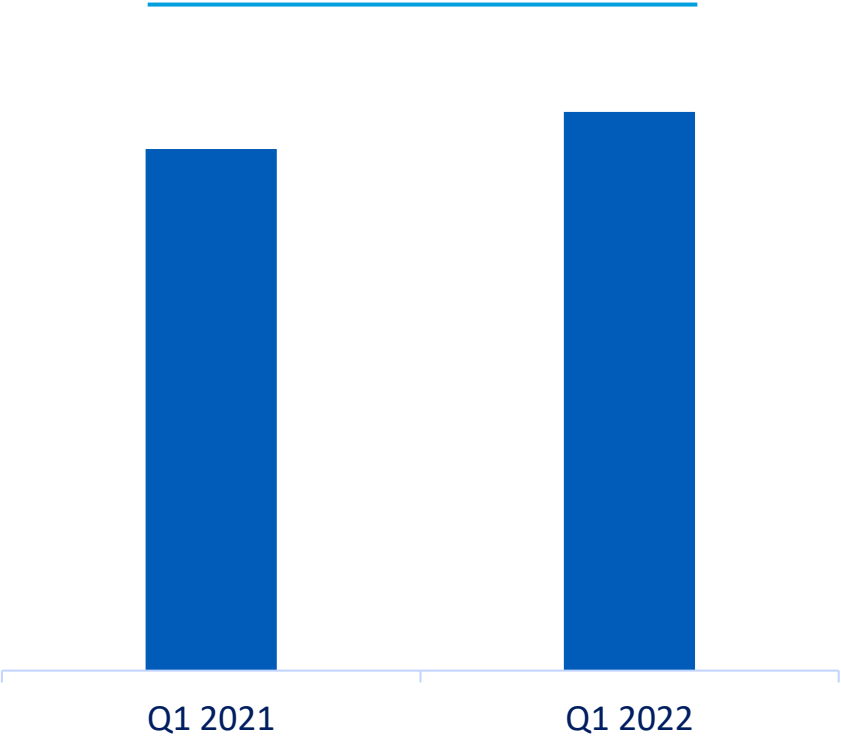




# PharmaSGP outperformed the German OTC market in 2022

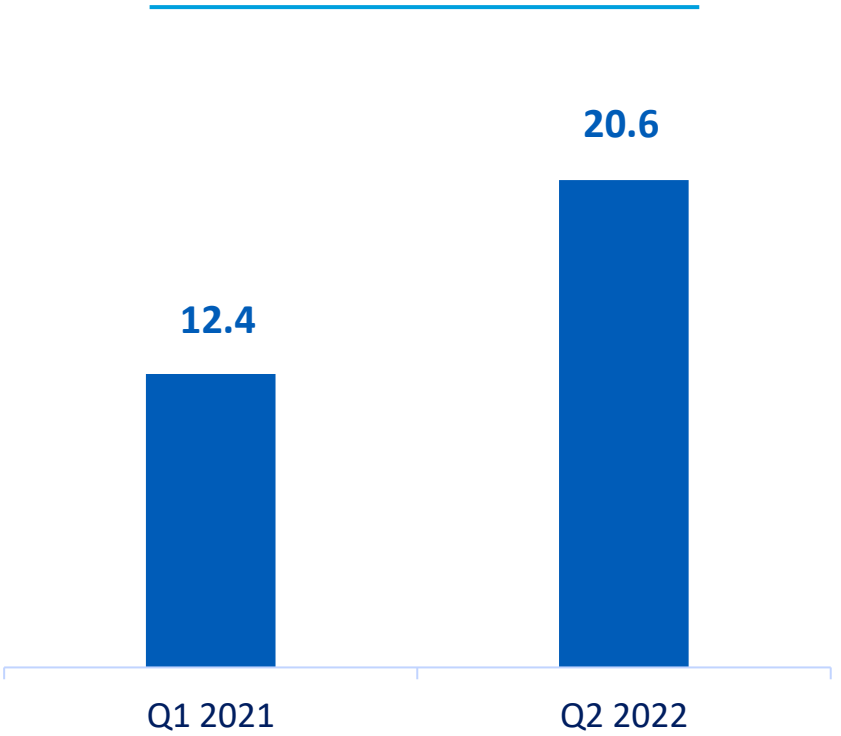
German OTC market (Q1 2022)

**+7%**  
Y-o-Y



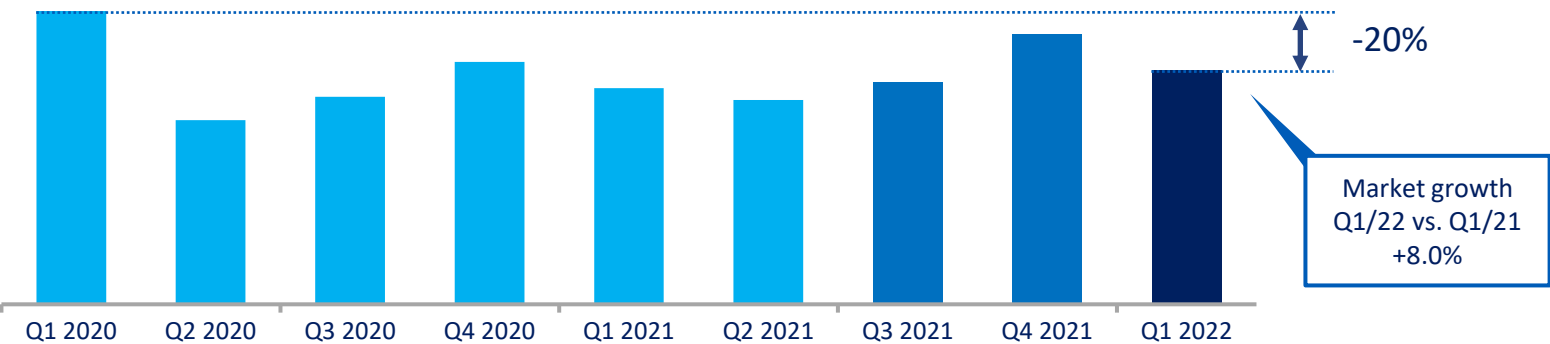
PharmaSGP revenues (Q1 2022, in EUR mln)

**+66.5 %**  
Y-o-Y



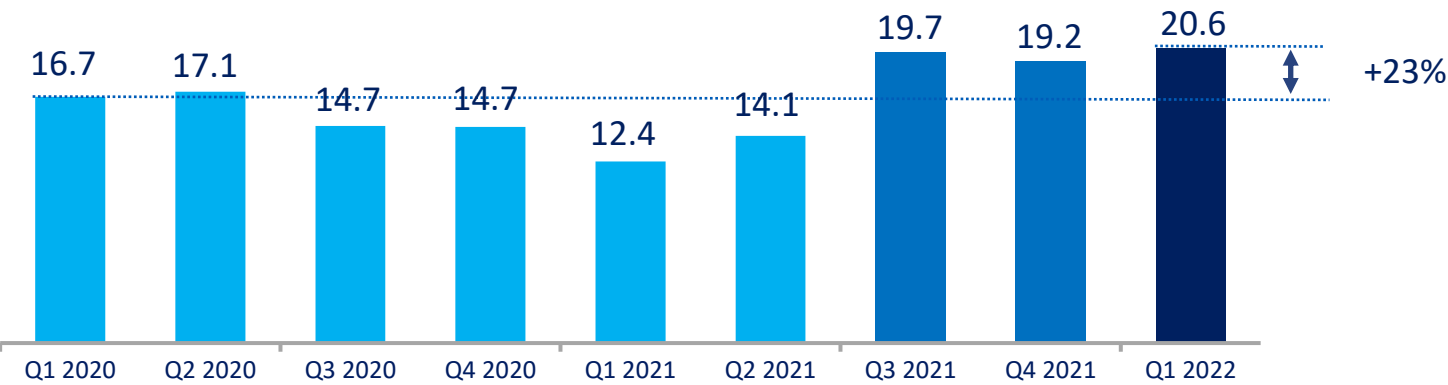
# PharmaSGP business back on track: now constantly above pre-Covid-19 level

Development German competition  
(natural German OTC market, revenues)



- > After rebound in Q3 and Q4 2021, market still below pre-Covid-19-level
- > PharmaSGP above pre-Covid-19 level for 3 consecutive quarters
- > Overall, PharmaSGP outperforming the natural German OTC market

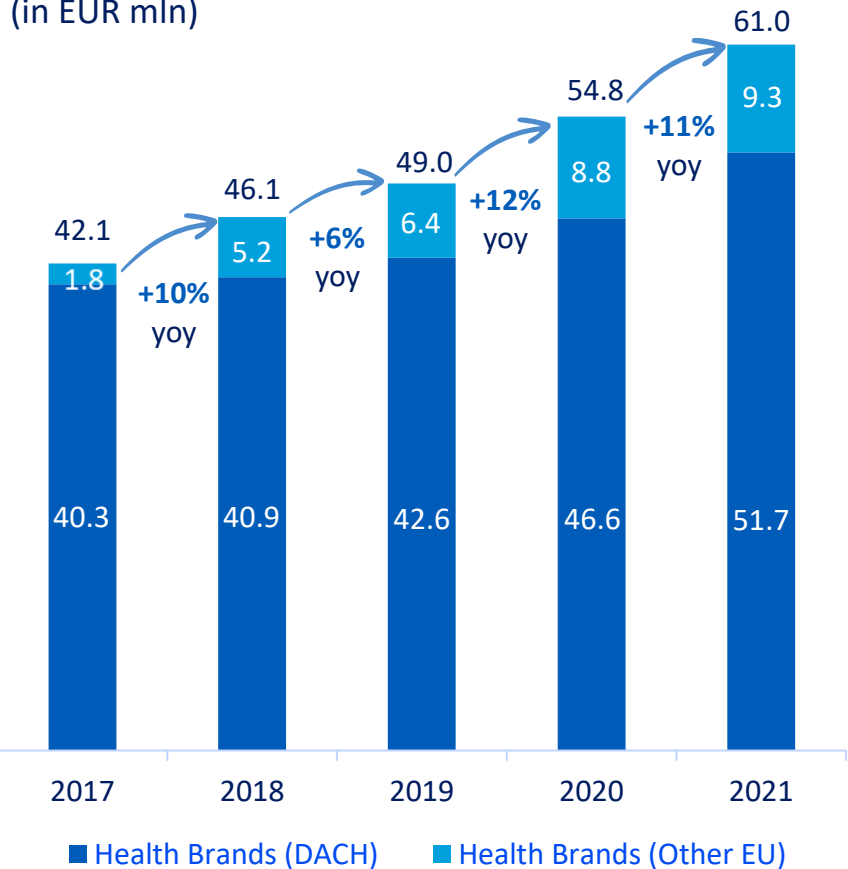
PharmaSGP performance (revenues in EUR million)



# Strong performance driven by Health Brands – and international footprint

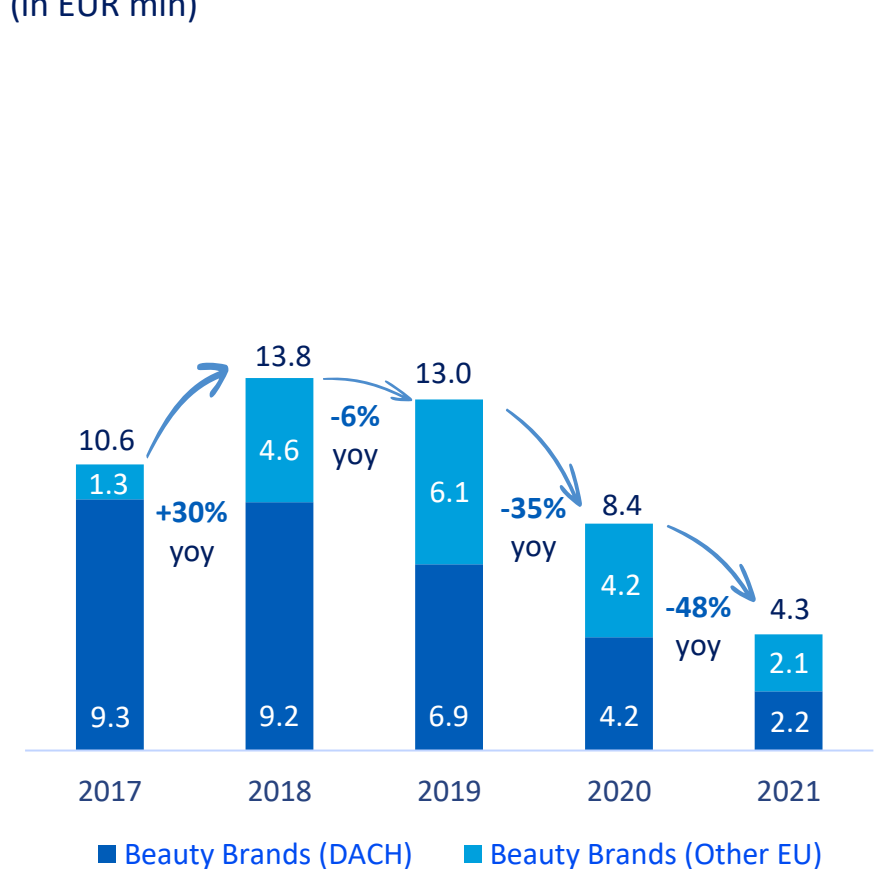
## Revenue development Health Brands

(in EUR mln)



## Revenue development Beauty Brands

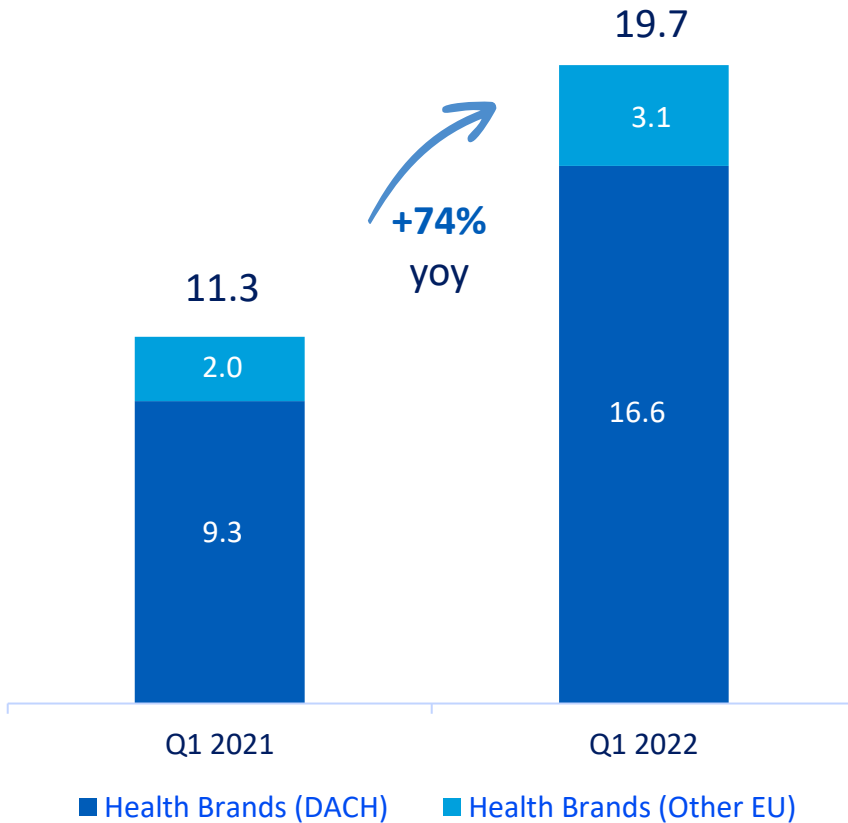
(in EUR mln)



# Focus on revenues: strong performance driven by Health Brands – in all regions

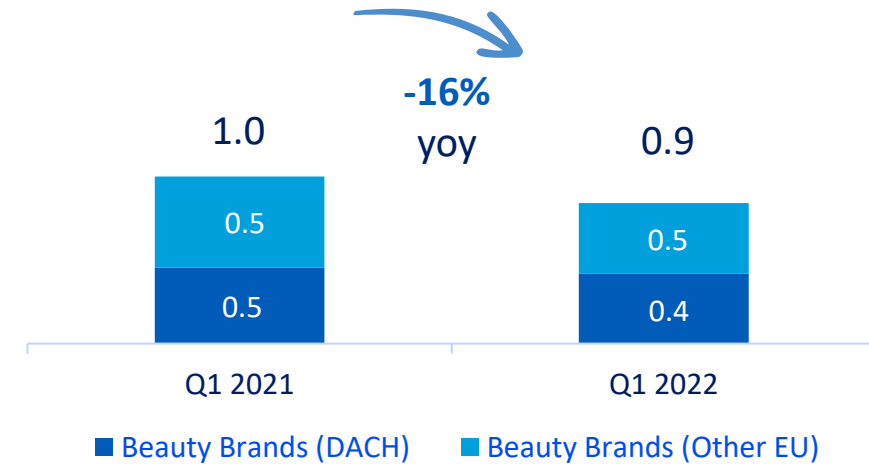
## Revenue development Health Brands

(in EUR million)



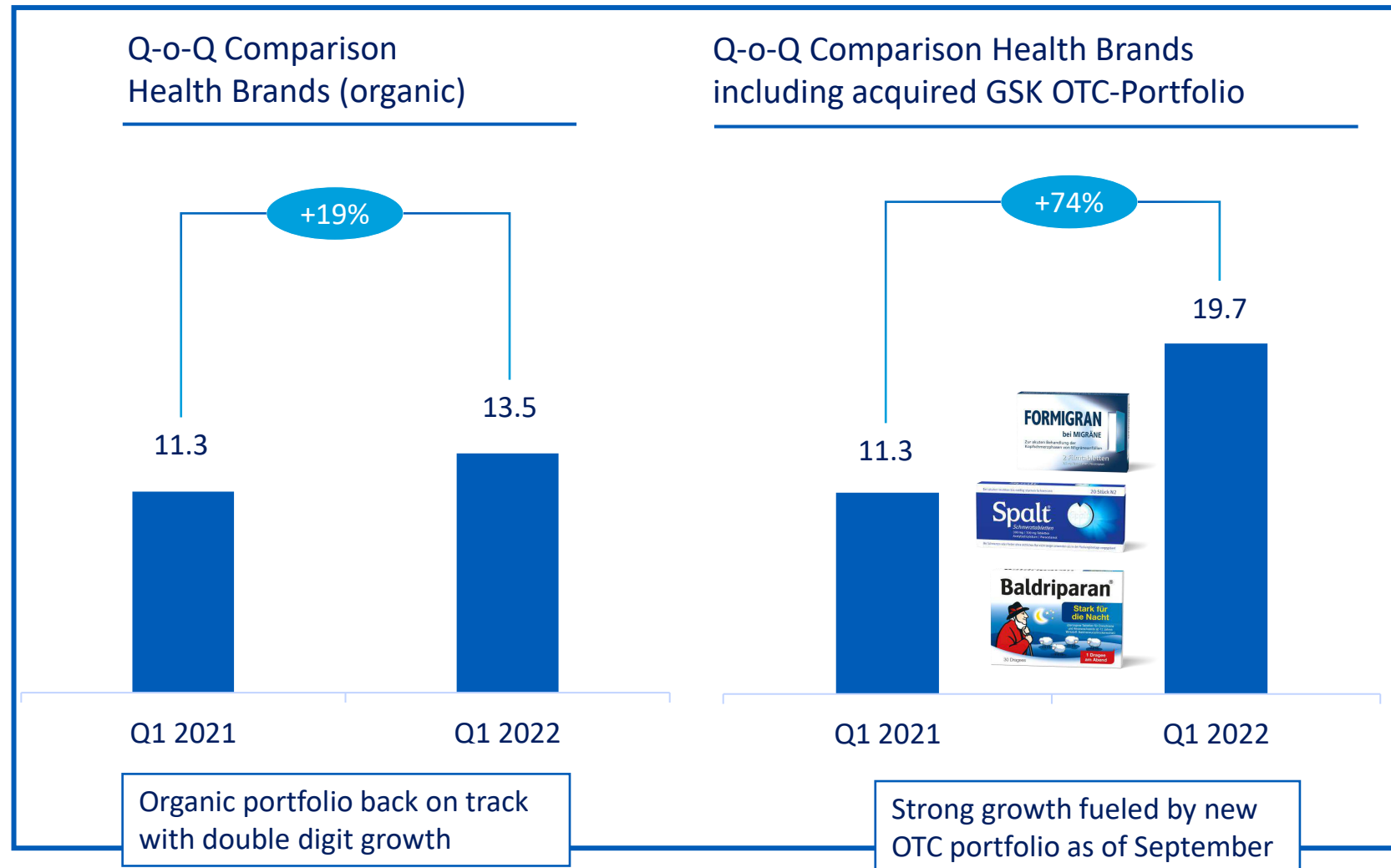
## Revenue development Beauty Brands

(in EUR million)





# New OTC Portfolio delivers on-top growth in Q1 2022

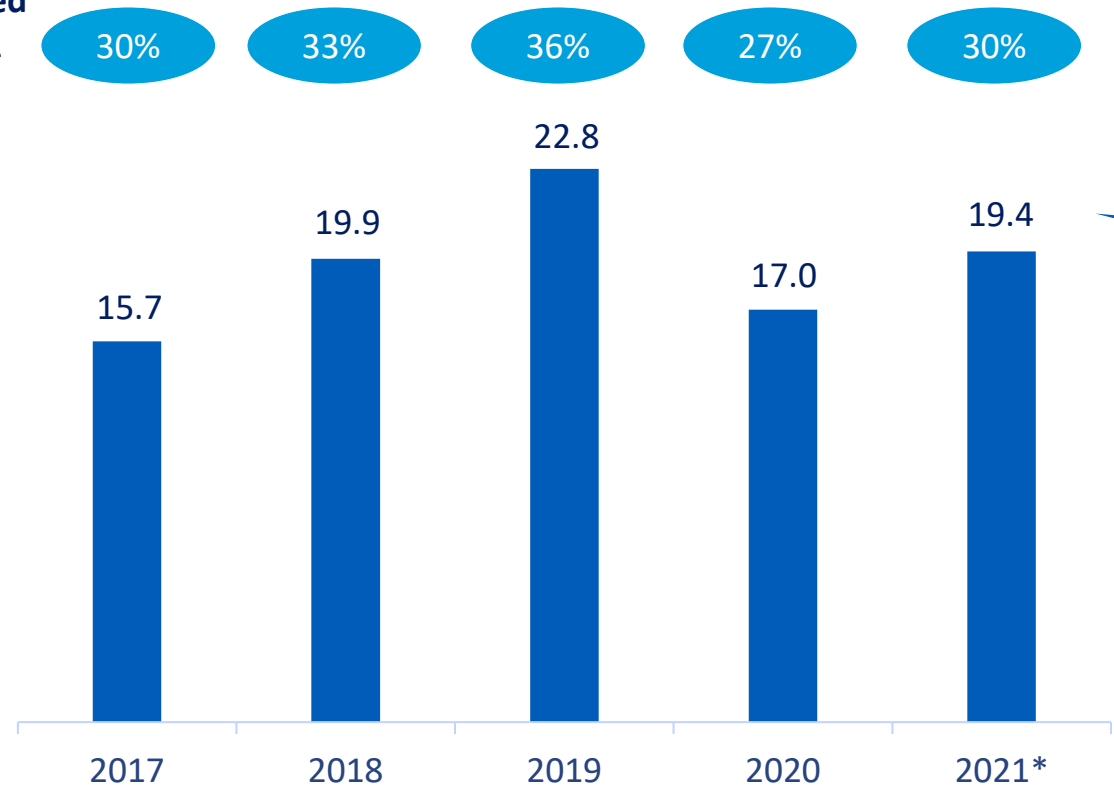


# Consistently above „30% + X“ margin level as of Q2 2021

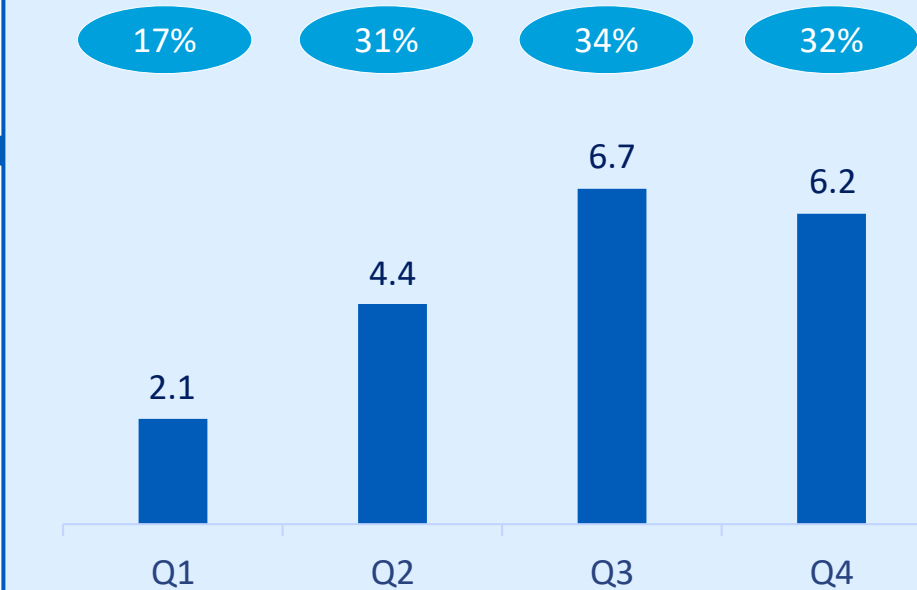
## Group adjusted EBITDA development 2017 – 2021

(in EUR mln)

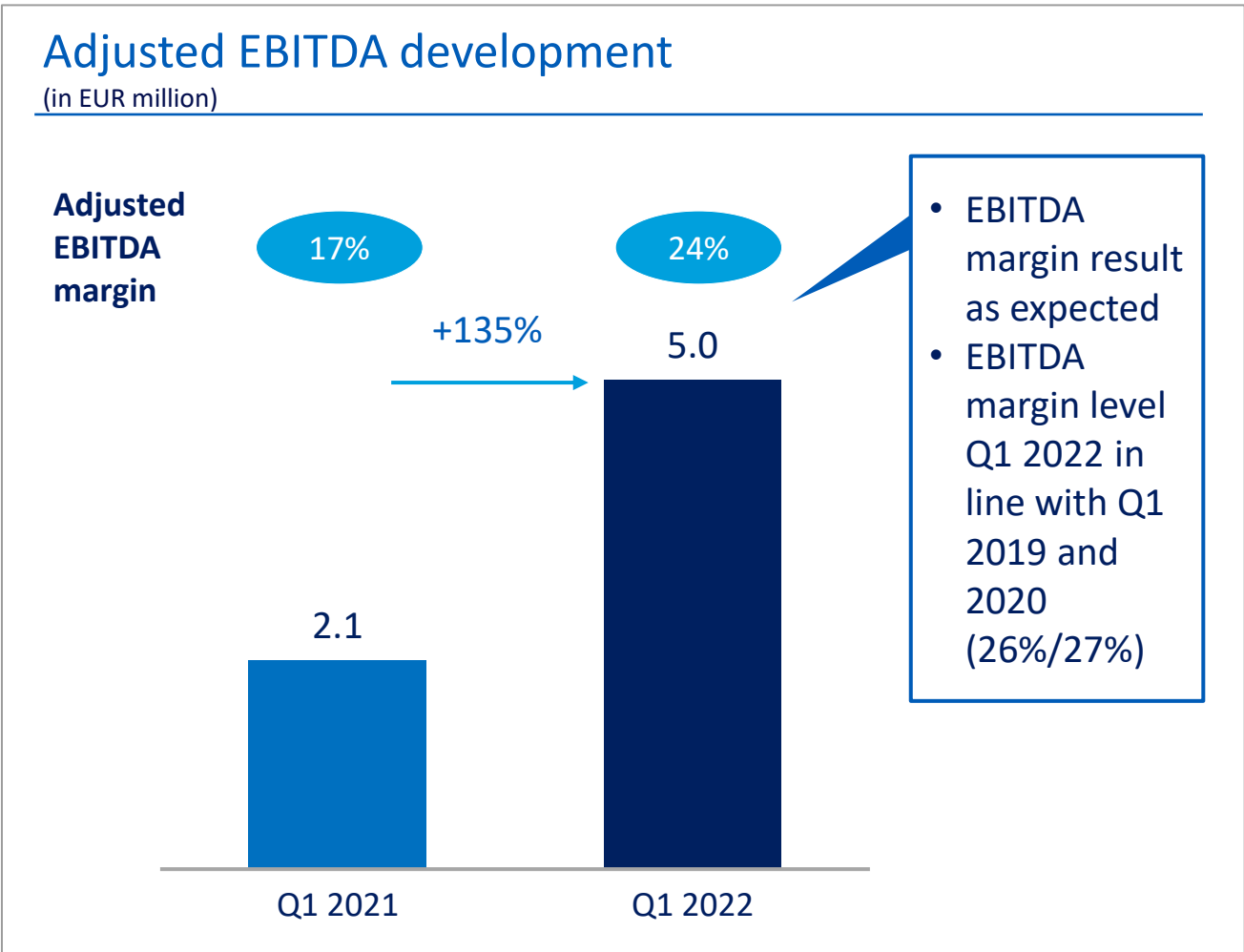
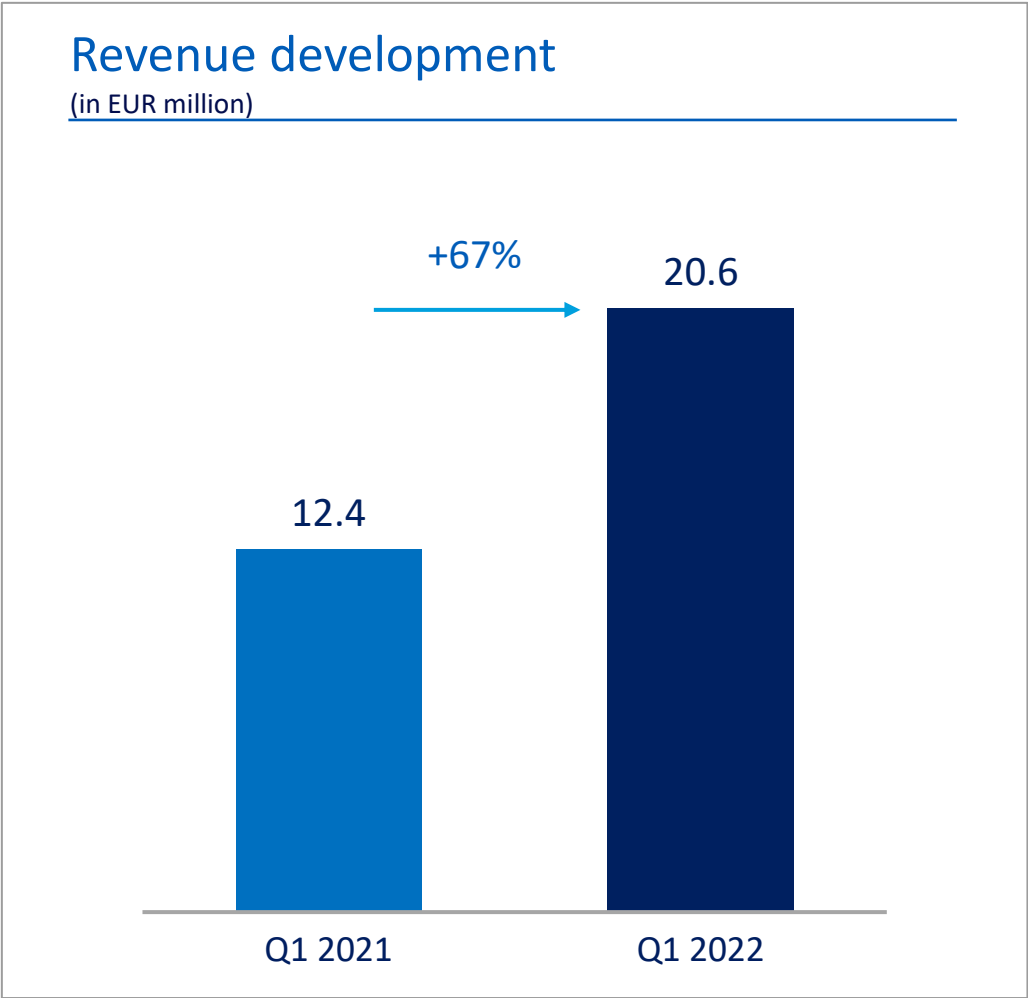
Adjusted  
EBITDA  
margin



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



# Record revenues in Q1 2022 – combined with strong EBITDA result



# We continue our growth strategy in 2022





# 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)

# 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

# Outlook 2022

---

## **Expected results:**

- Total revenues in a range between EUR 78 and EUR 82 million
- Revenue growth of at least 19.5 % compared to 2021
- Adjusted EBITDA margin expected between 30 % and 33 % (this corresponds to an adjusted EBITDA between EUR 23.4 and EUR 27.1 million)

## **Assumptions:**

- No significant negative impact on our target markets due to the changed geopolitical situation in Eastern Europe
- No negative economic impact due to the COVID-19-pandemic

# Thank you for your attention!

---

