



# **PharmaSGP Holding SE**

## **Deutsches Eigenkapitalforum 2022**

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**November 30, 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!*

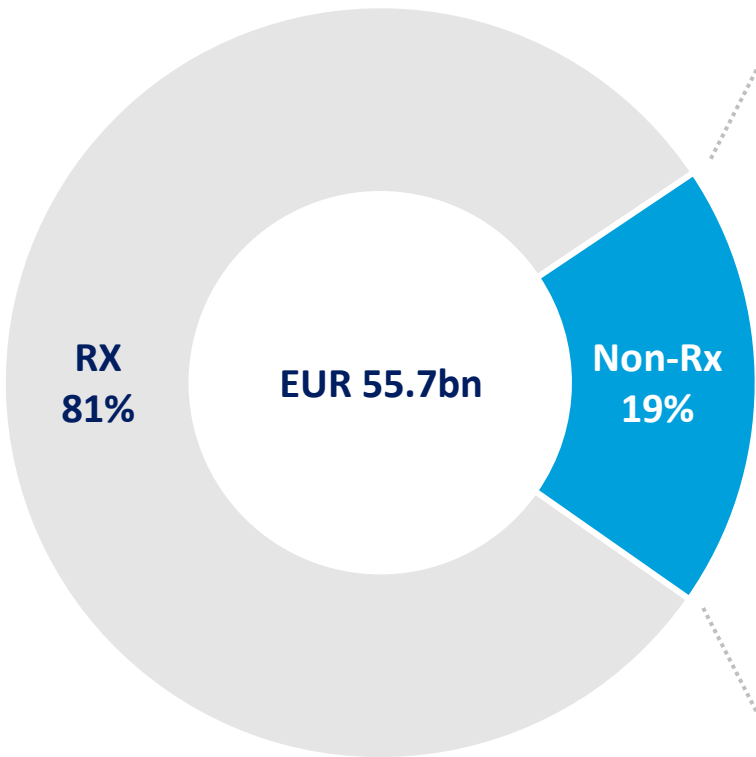


# We are addressing a sizeable Continental European Non-Rx market of more than EUR 30bn



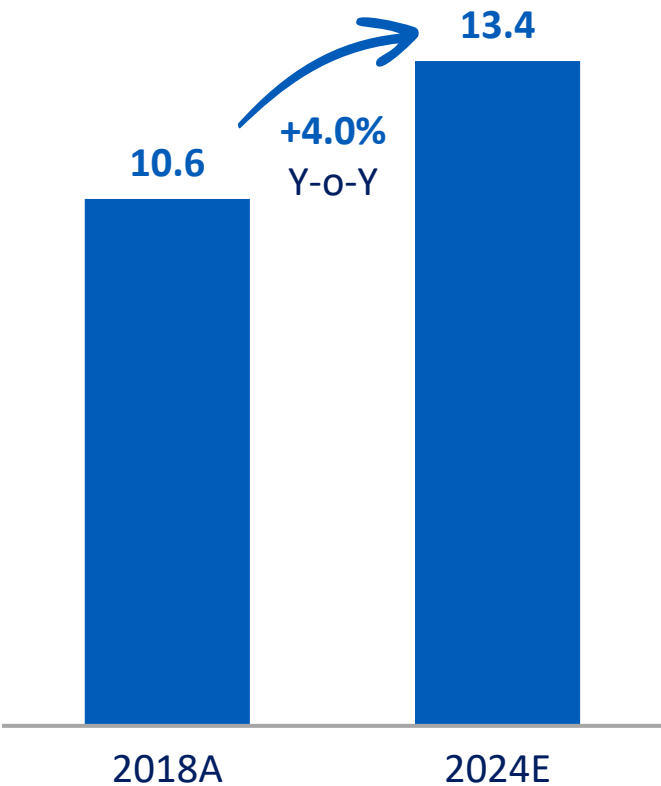
# German self-medication market had a mid-term growth estimate of 4%

German drug market (2018A)



German Non-Rx market growth

in EUR bn

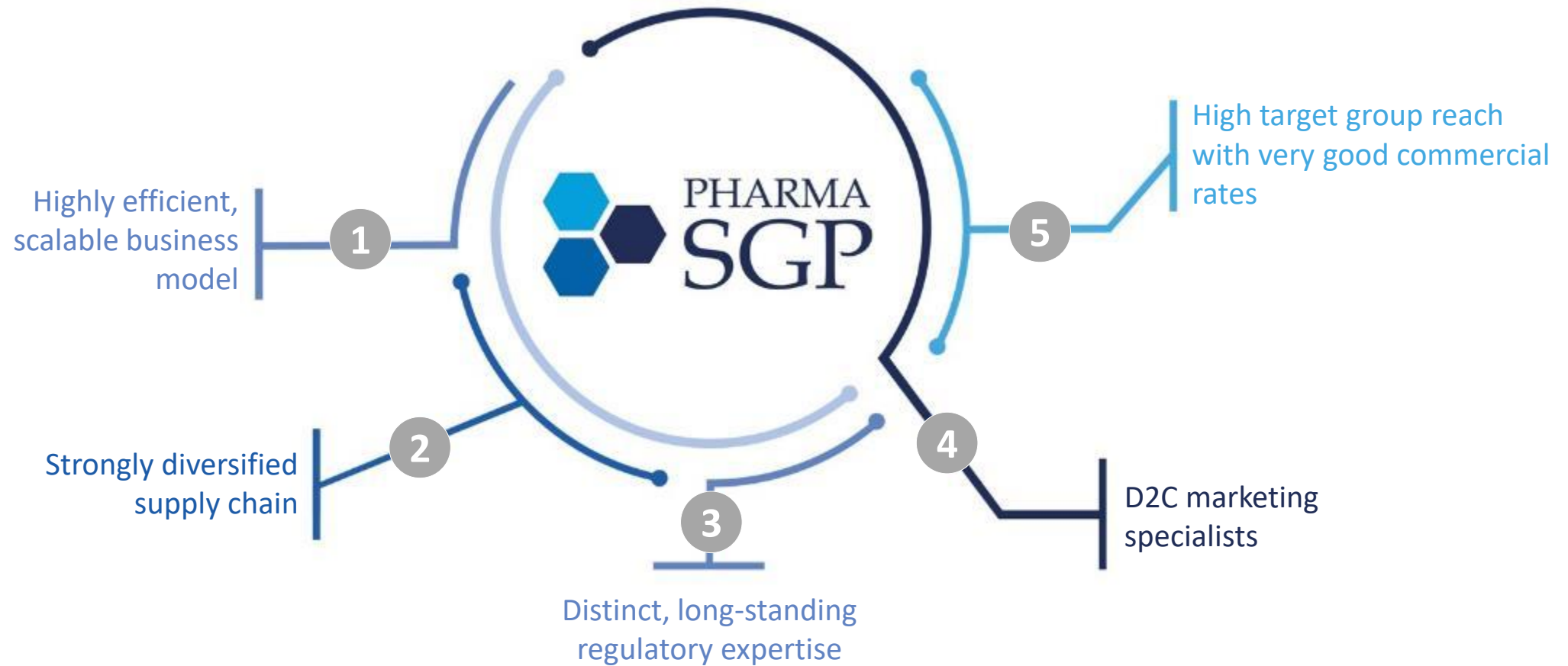


# Our core brand families including the in 2021 acquired GSK brands

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



# We leverage value enhancement potential via our platform





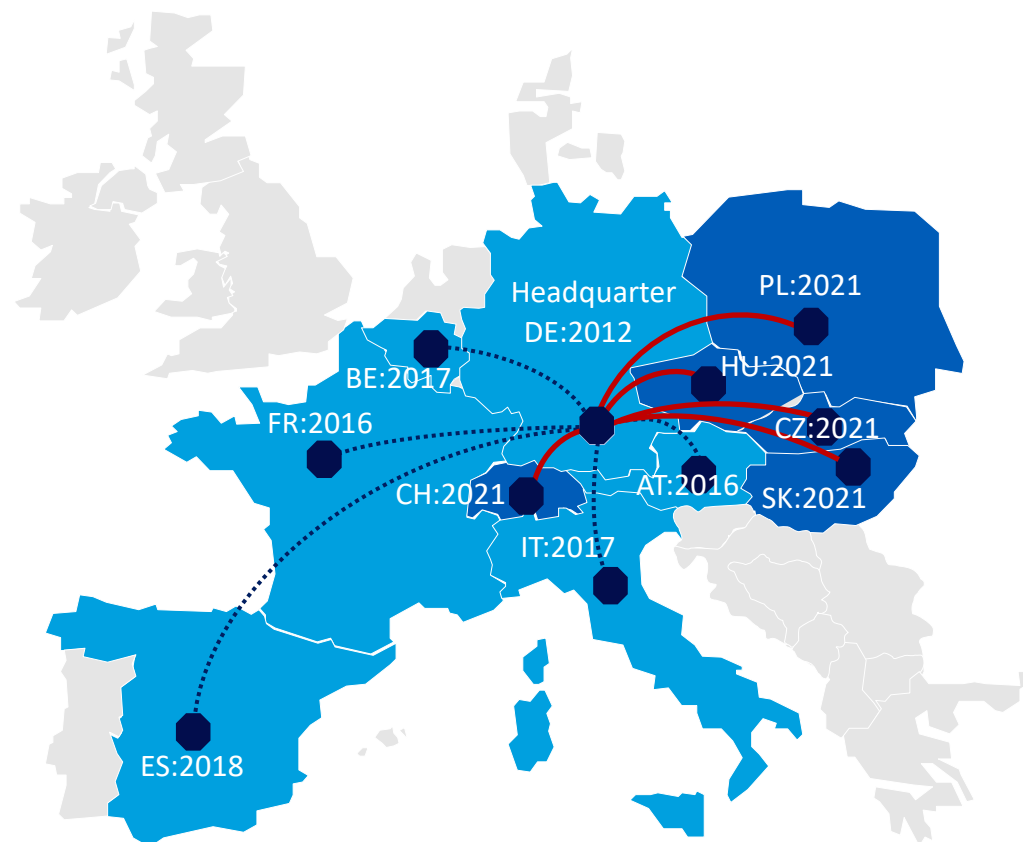
# 1 Scalable asset-light business model with established operations...



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

Switzerland  
Hungary  
Poland  
Czech Republic  
Slovakia

11 countries



## 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



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



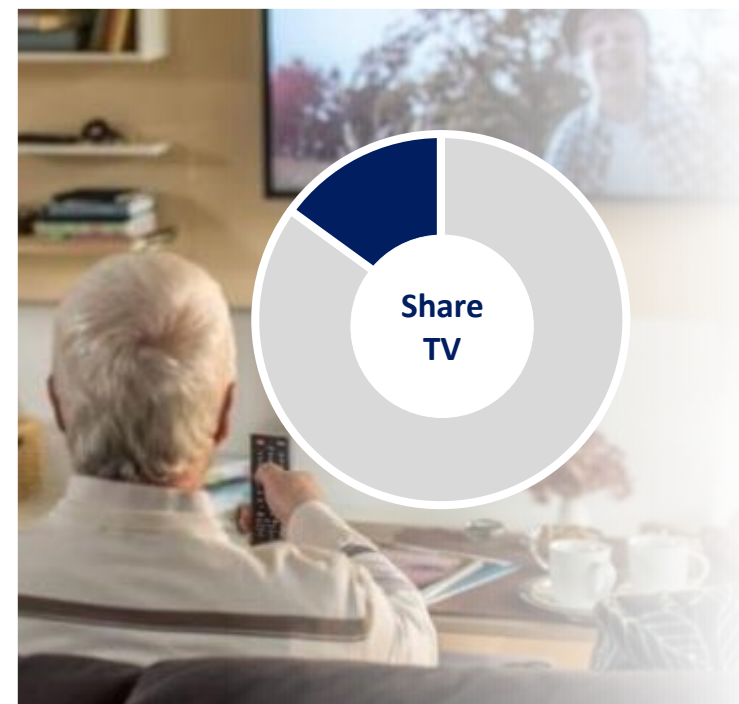
## 5 High target group reach and attractive commercial rates



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 2017 to 2021)

**High  
EBITDA-margin**

>31%

(Ø adjusted EBITDA-margin 2017-2021)

**Low  
investments**  
(organic portfolio)

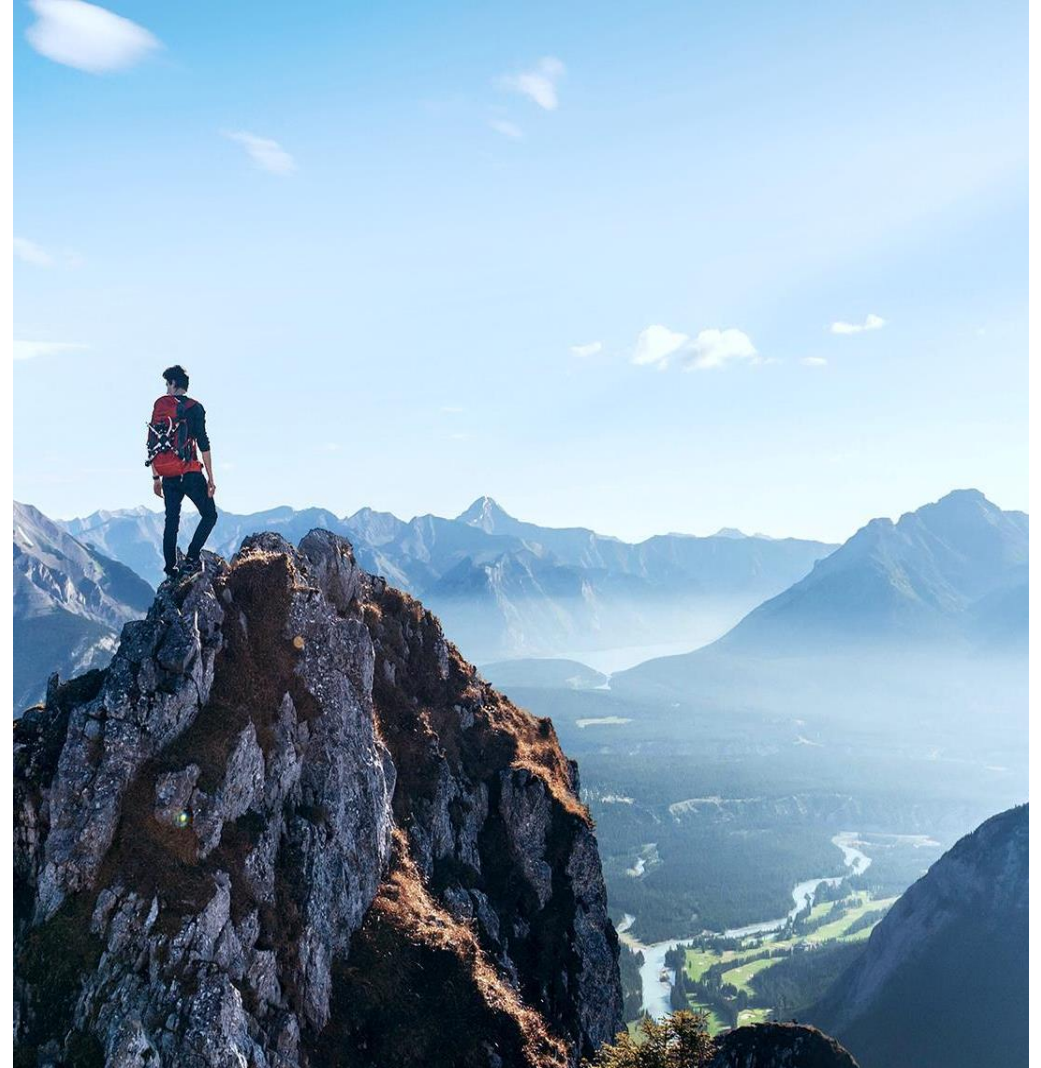
~0,5m€ p.a.

(Ø annual cash outflow for investments 2017-2021)

**High cash-  
conversion**

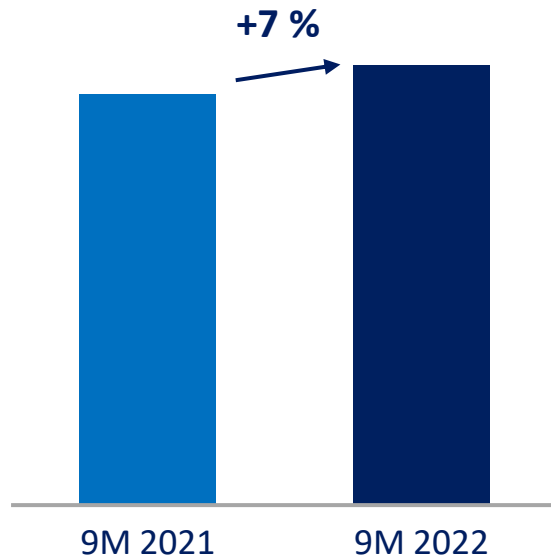
at least 78%

(minimum 2017-2021)

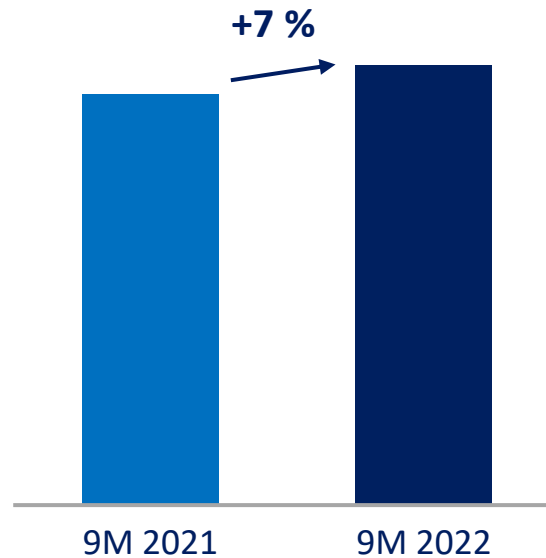


# We outperformed the market in the first three quarters

## German OTC market

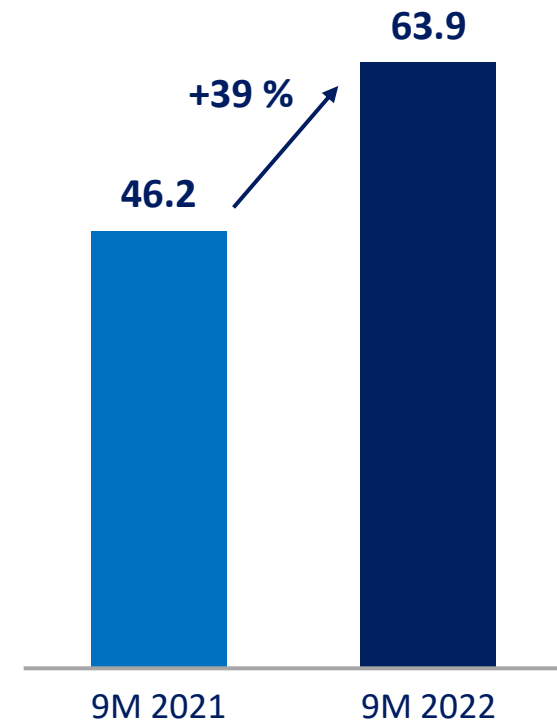


## Natural German OTC market



## PharmaSGP revenues

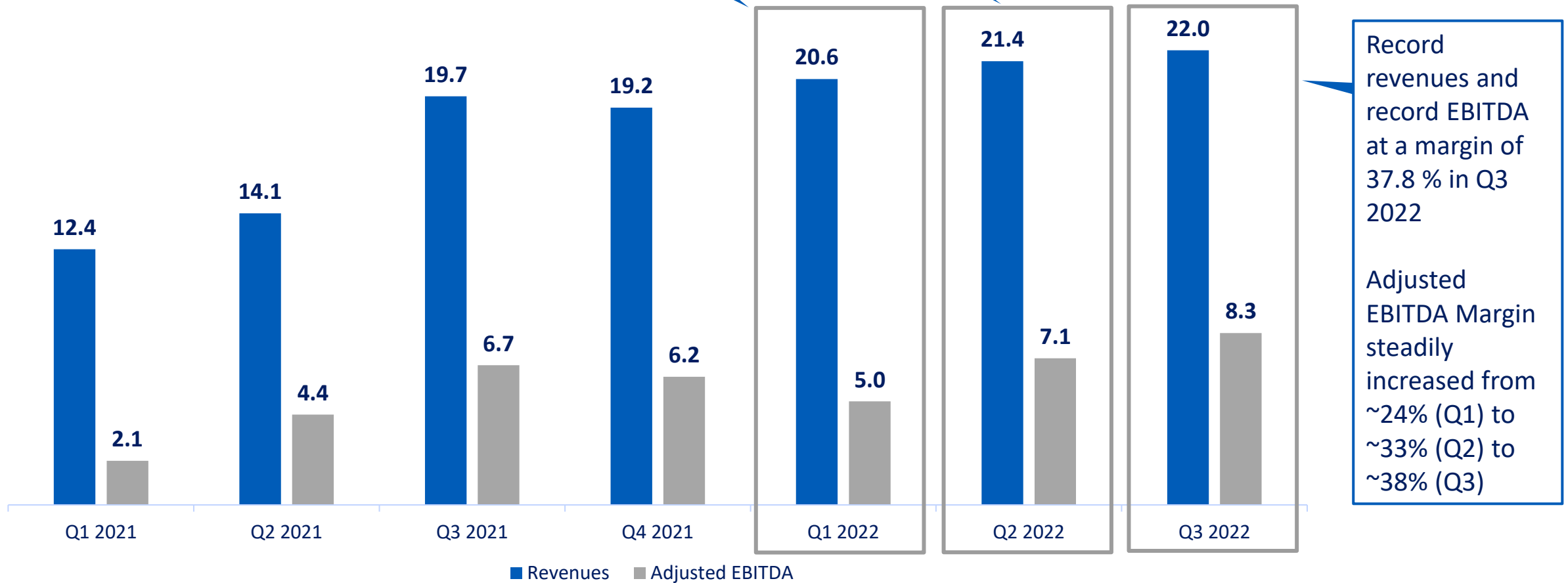
(in EUR million)



# Record revenues and EBITDA – in the first three quarters 2022

## Revenue and EBITDA development (in EUR million)

Record revenues  
> EUR 20 million p.q.

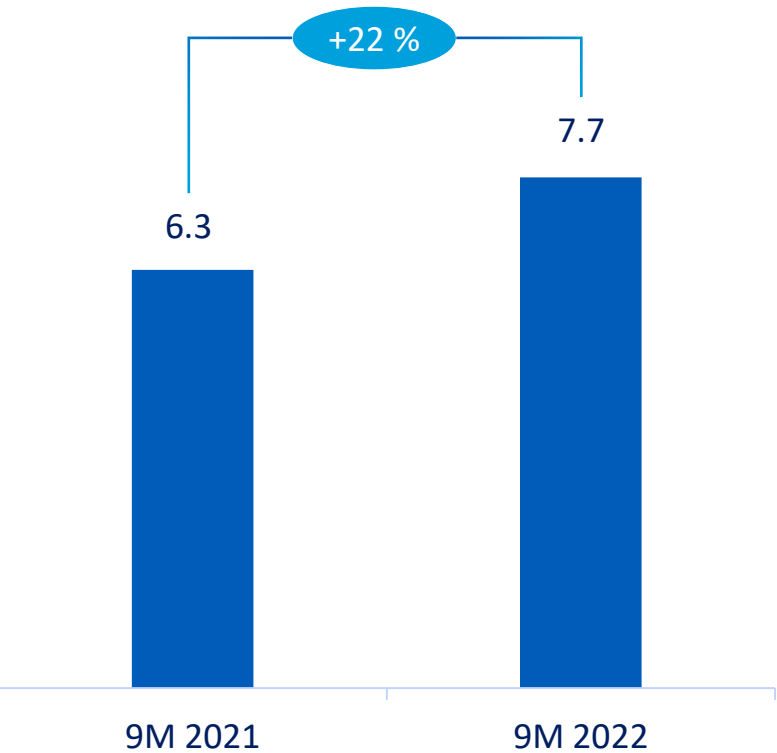




# Increasing level of international activities

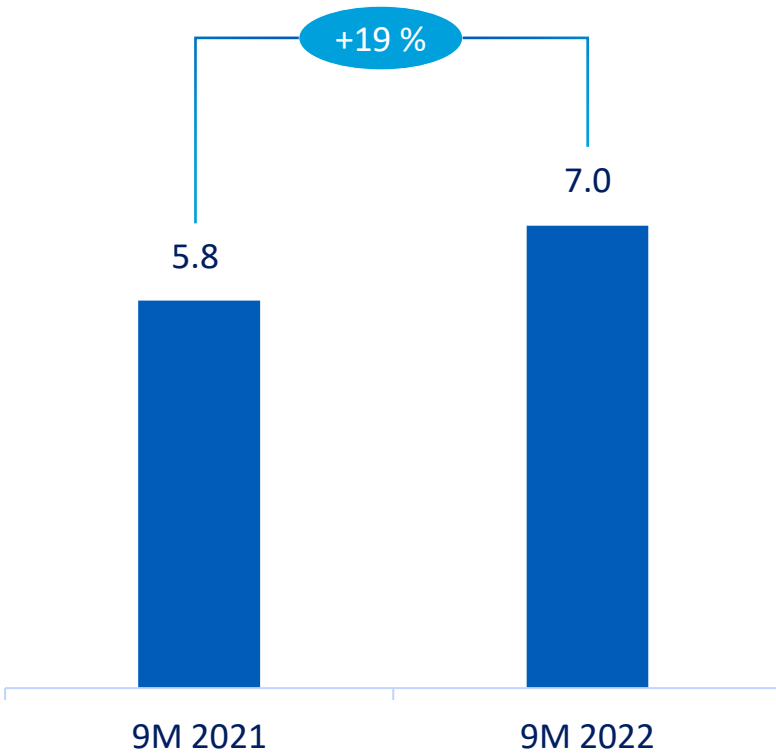
## Italian revenues

(in EUR million)



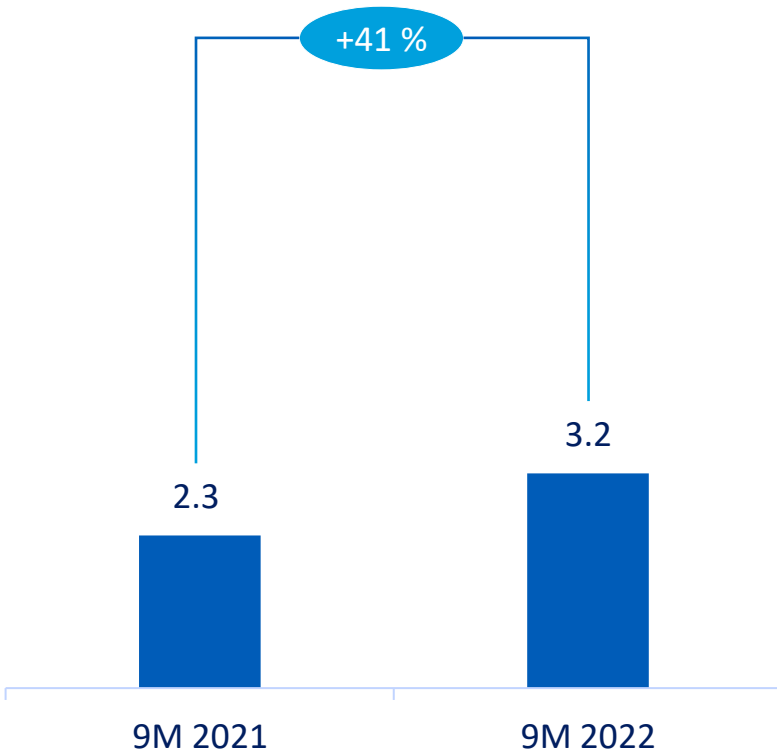
## Austrian revenues

(in EUR million)



## Other European revenues

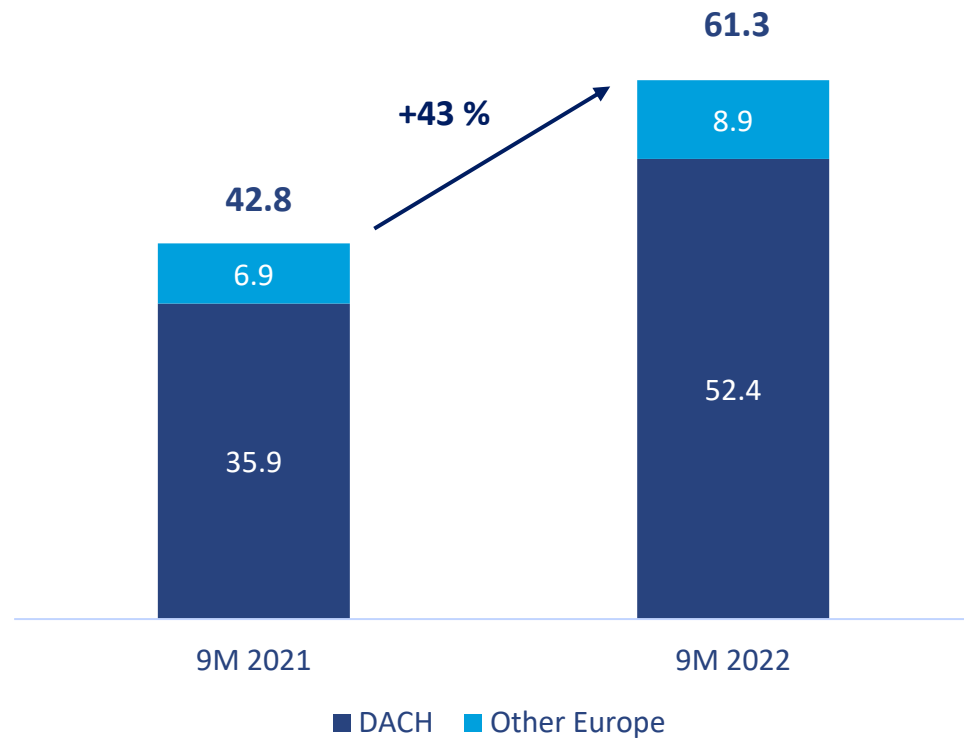
(in EUR million)



# Strong performance driven by Health Brands – and international footprint

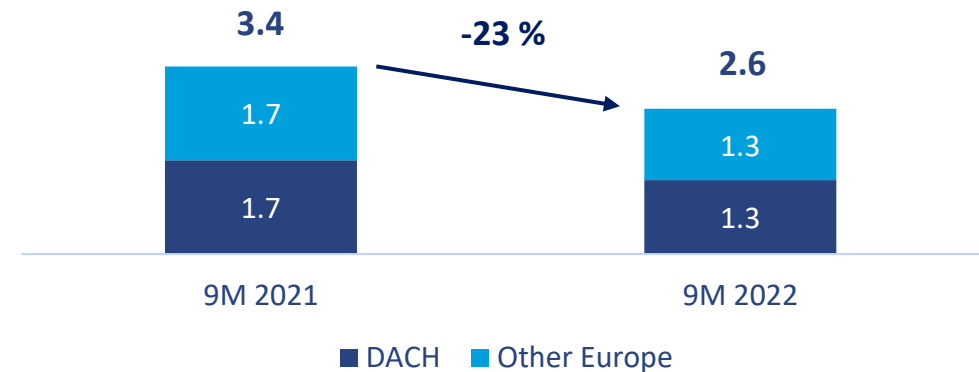
## Health Brands revenues

(in EUR million)

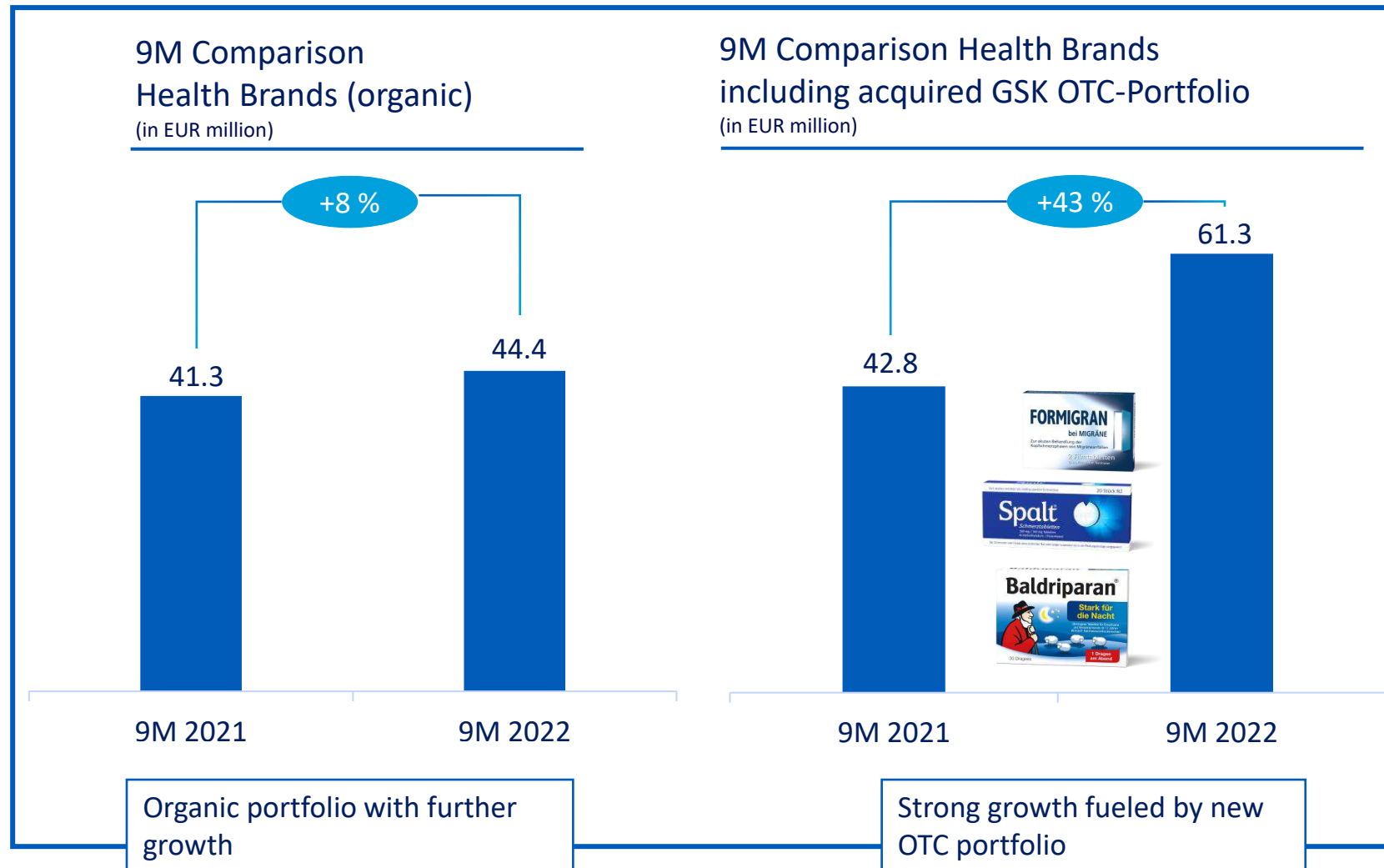


## Beauty Brands revenues

(in EUR million)



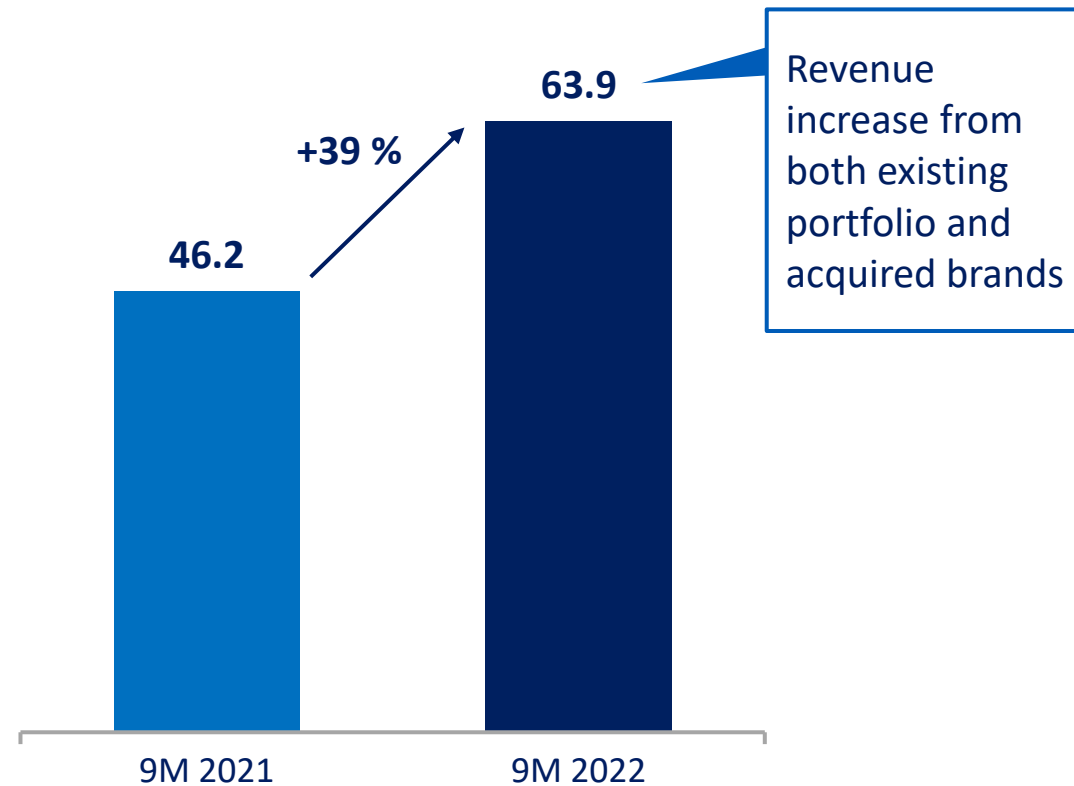
# New OTC Portfolio delivers on-top growth



# Profitability increase in line with revenue growth in 9M

## Revenue development

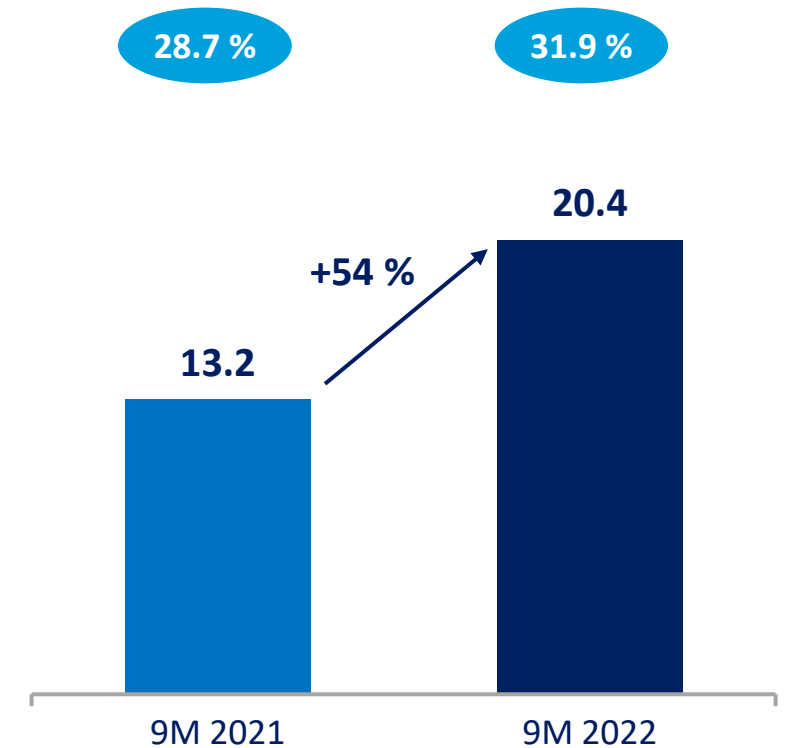
(in EUR million)



## Adjusted EBITDA development

(in EUR million)

Adjusted EBITDA margin





# Update on PharmaSGP debt financing

## Debt financing August 2021

- Financing of acquisition of Baldriparan<sup>®</sup>, Formigran<sup>®</sup>, Spalt<sup>®</sup> and Kamol<sup>®</sup>
- Volume: EUR 85 million
- 1-year term loan
- 2 banking partners



## Updated financing structure July 2022

Syndicated loan agreement:

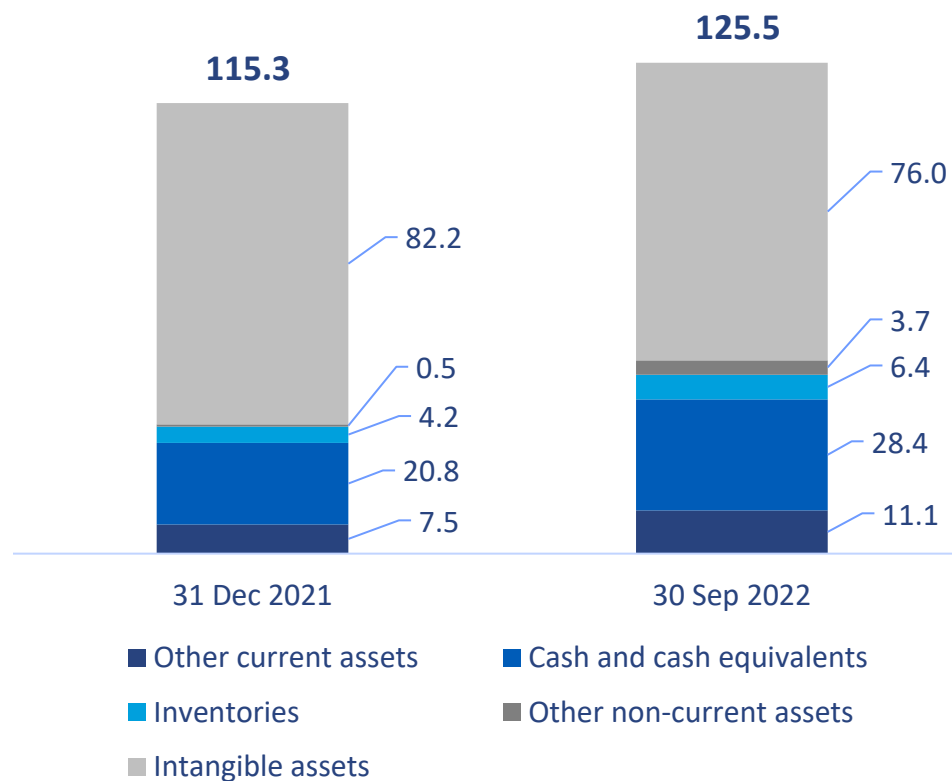
- Financing part I: acquisition of Baldriparan<sup>®</sup>, Formigran<sup>®</sup>, Spalt<sup>®</sup> and Kamol<sup>®</sup> (term loan, EUR 85 million)
- Financing part II: additional available financing of up to EUR 75 million, e. g. for transactions
- 5-year duration
- 4 banking partners

Hedges initiated to cover EURIBOR market interest rate risk

# Strong capital structure

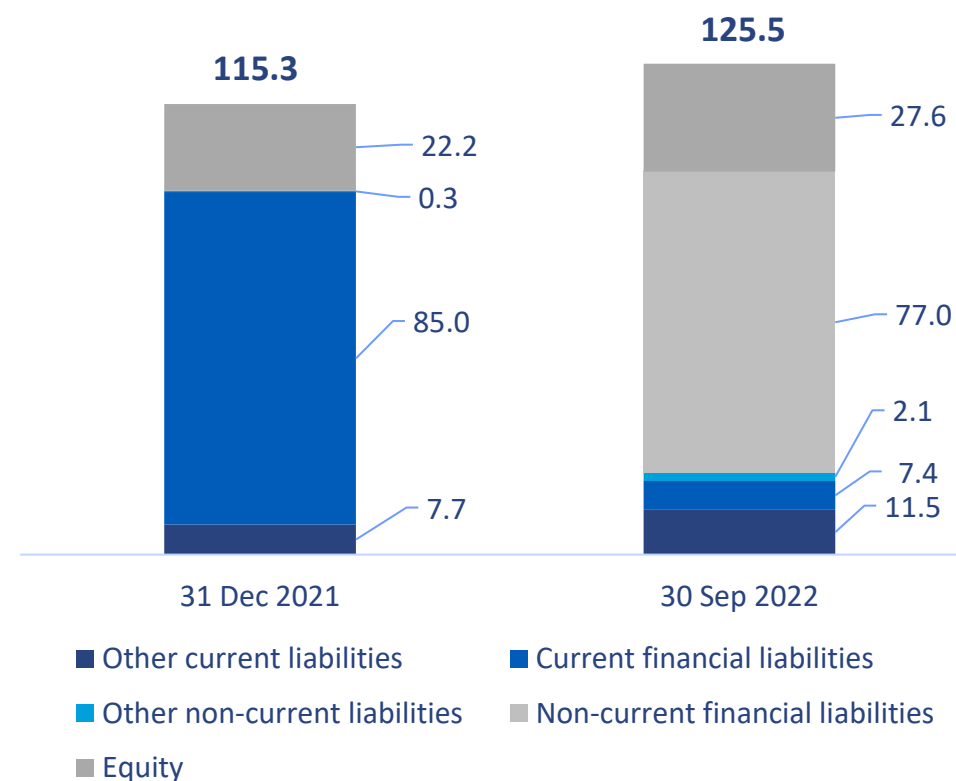
## Assets

(in EUR million)

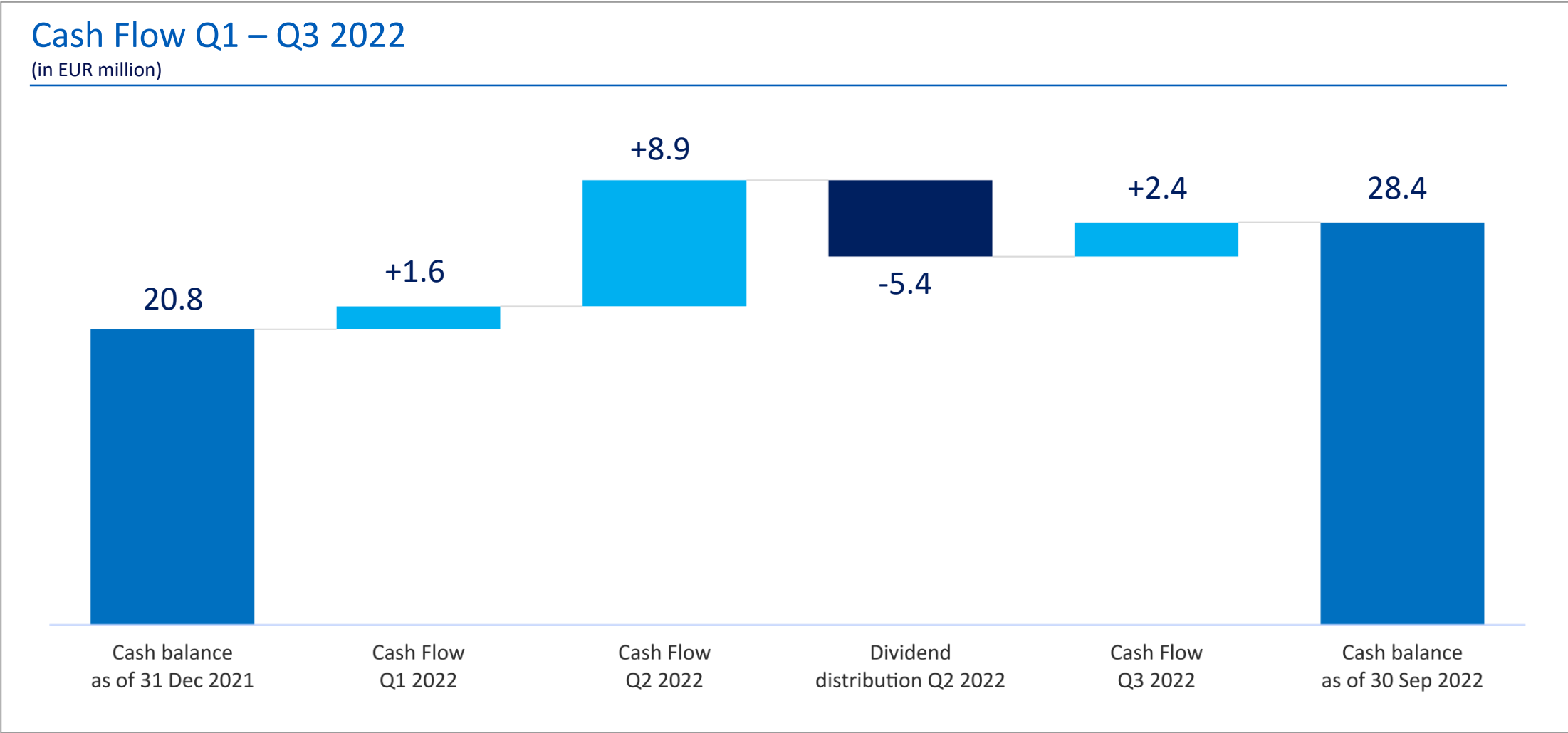


## Equity and liabilities

(in EUR million)



# Strong cash position – despite dividend distribution



# 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)

## Increase of outlook 2022 by 5%

### Expected results

### From

### To

- |                               |                          |                          |
|-------------------------------|--------------------------|--------------------------|
| • <b>Total revenue range:</b> | <b>EUR 78-82 million</b> | <b>EUR 82-86 million</b> |
| • Adjusted EBITDA margin:     | 30-33%                   | 30-33%                   |
| • Adjusted EBITDA range:      | EUR 23.4-27.1 million    | EUR 24.6-28.4 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

**Strong business development and outlook**

# Thank you for your attention!

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