



PharmaSGP Holding SE

Jefferies Pan-European Mid-Cap Conference

March 29, 2023

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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

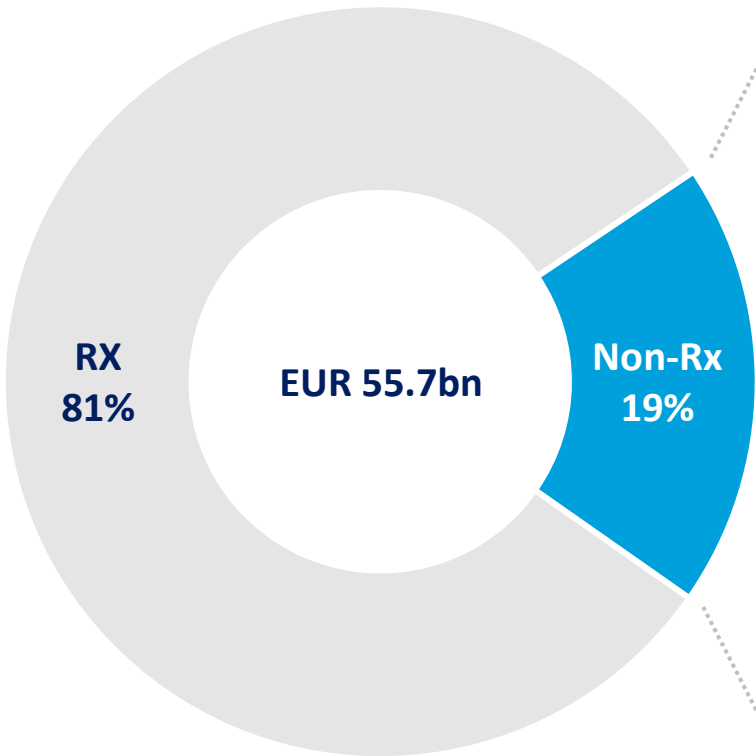
*With our natural enthusiasm for improving patients' quality of life, we provide them individual best solutions from our **ever-growing product range to treat chronic ailments** – everyday!*

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



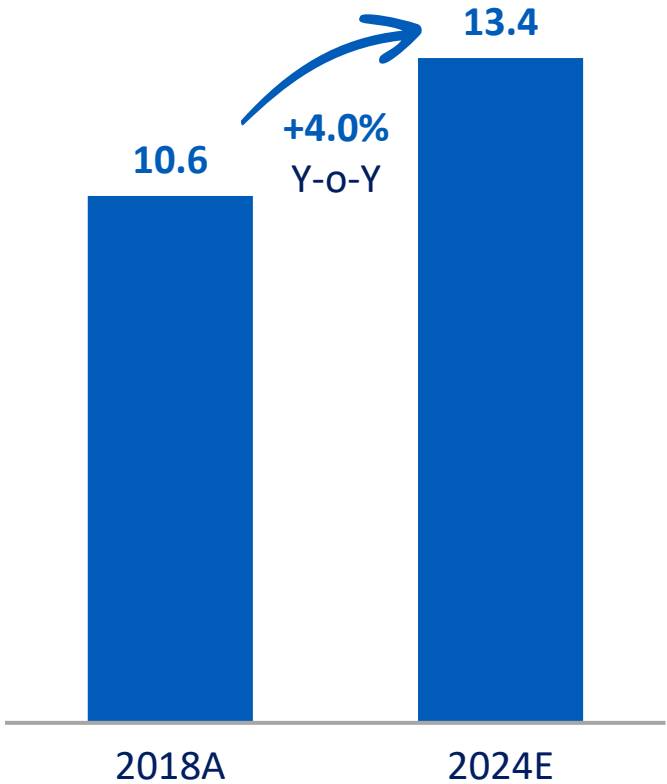
German self-medication market had a mid-term growth estimate of 4%

German drug market (2018A)



German Non-Rx market growth

in EUR bn

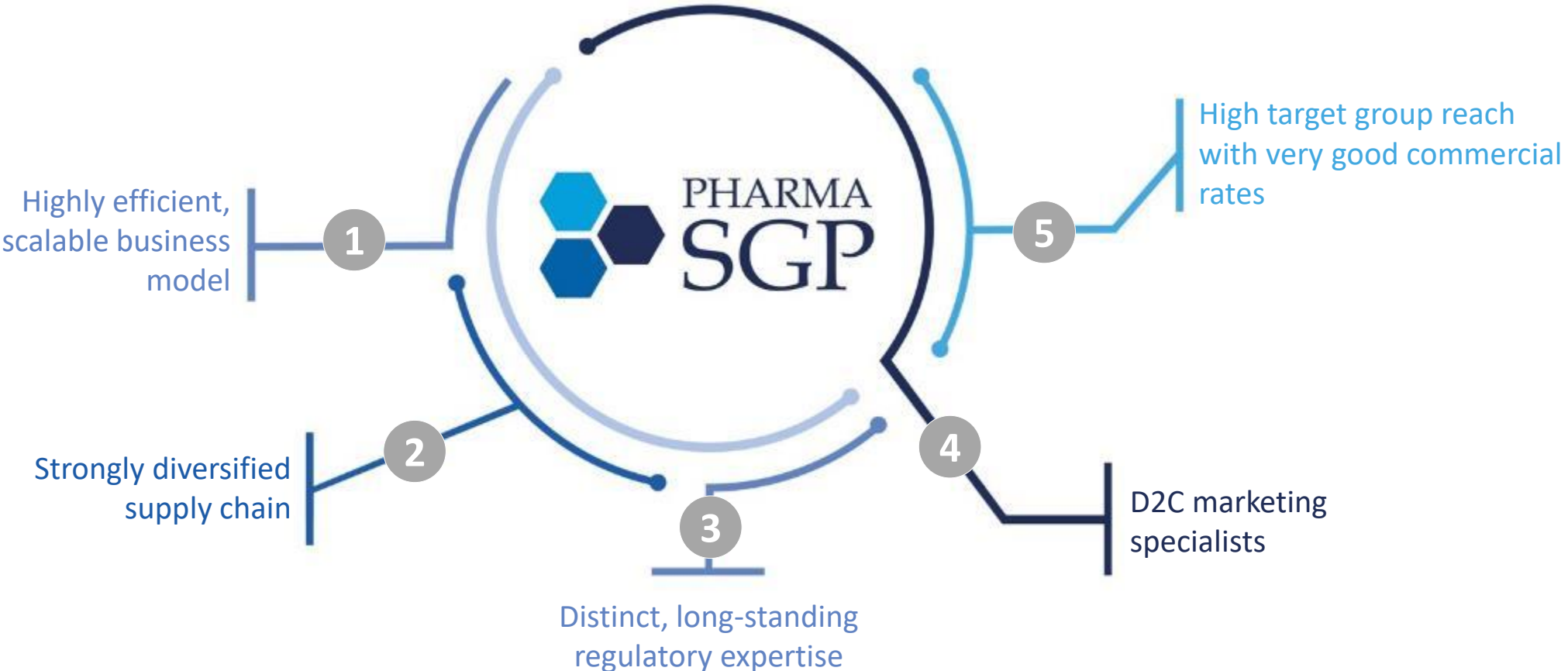


Our core brand families including the in 2021 acquired GSK brands

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



We leverage value enhancement potential via our platform

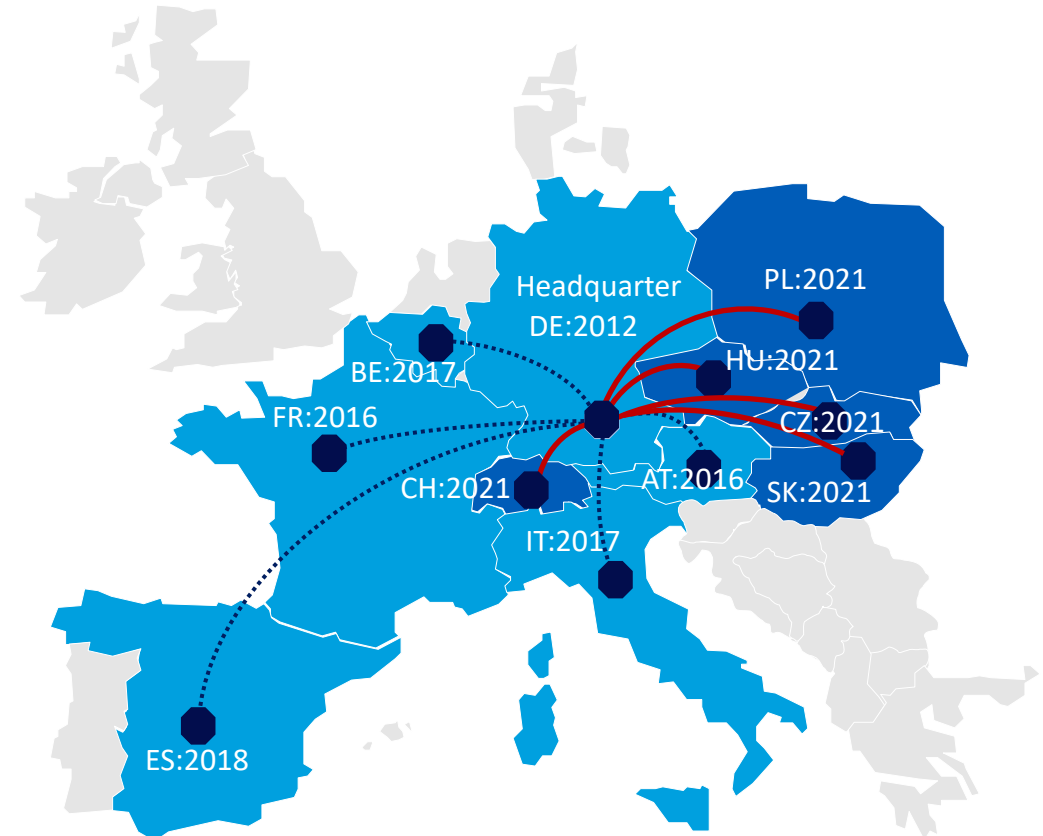


1 Scalable asset-light business model with established operations...



...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

- 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...

...allowed us to easily integrate 18 new MA from phyto-pharmaceutical as well as chemical drugs

86
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

8 Leading Brands

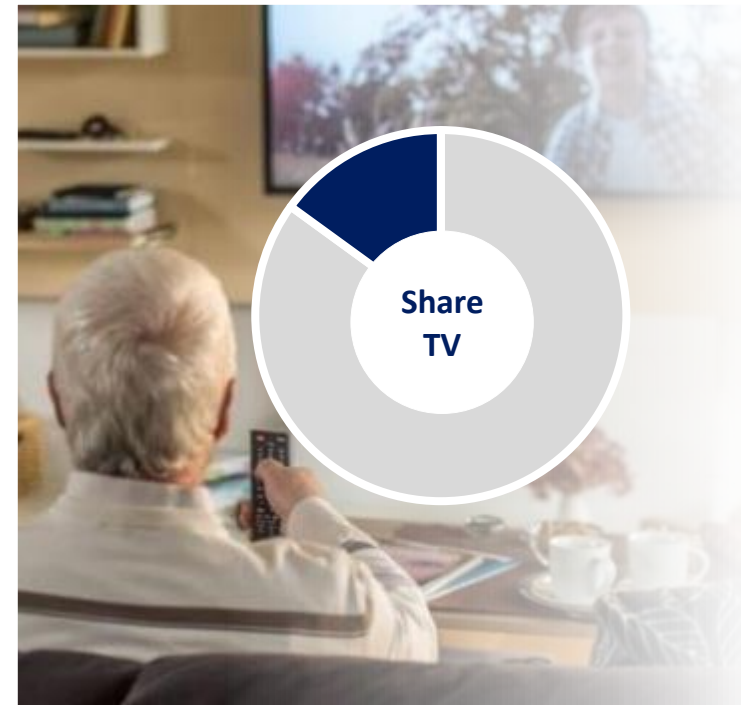
Sleep disorders	Migraine	Neuralgic pain	Nociceptive pain	Cannabis	Urology	Urology	Cardio-vascular
Baldriparan®	FORMIGRAN®	Restaxil®	RubaXX®	RubaXX® Cannabis	DESEO®	Neradin®	TAUMEA®
#1	#1	#1	#1	#1	#2	#1	#2
In market for natural sleeping aids	In market for migraine	In market for neuralgic pain	In market for nociceptive pain	Market for Non-Rx hemp products	In market for sexual weakness	In market for sexual weakness	In market for vertigo treatment

12 Note(s): Company information (based on Insight Health database); based on revenues in Germany (revenues as of MAT (moving annual total) 12/2022), 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**

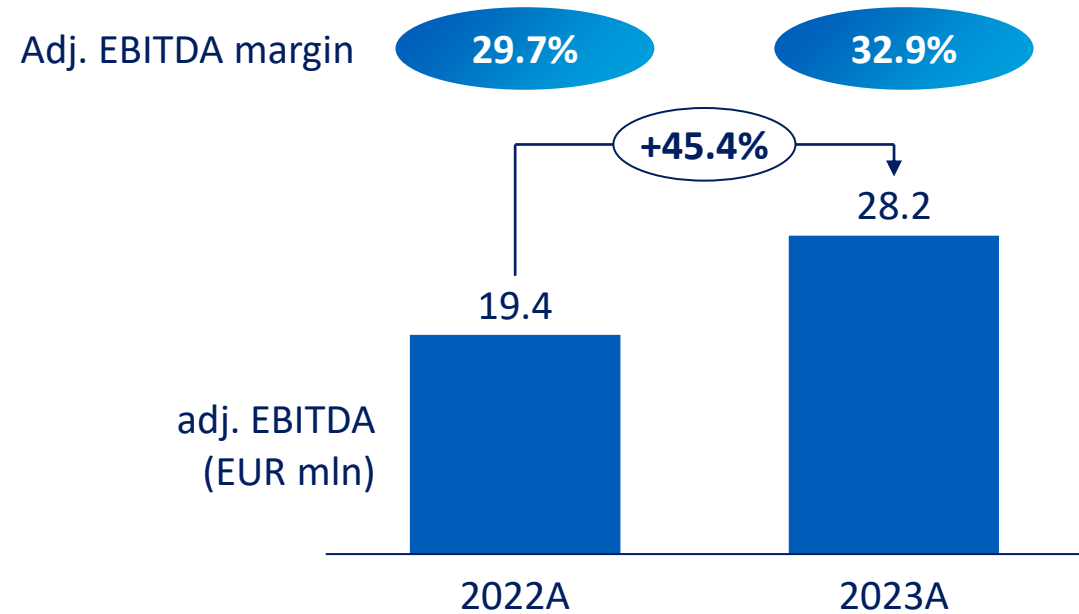
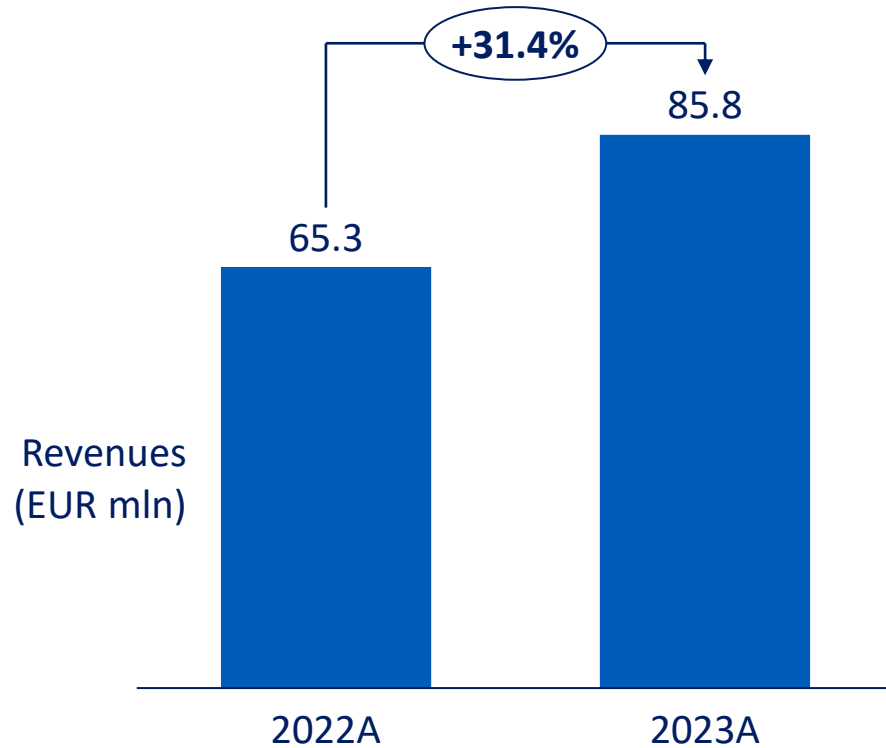
at least 78%

(minimum 2017-2021)



Record sales and record EBITDA in 2022

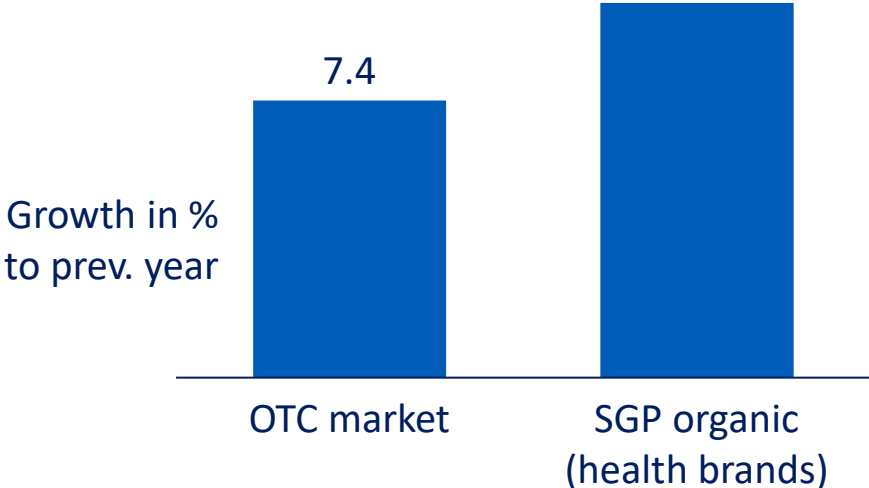
Preliminary results: revenues and adj. EBITDA 2022 (vs. 2021)



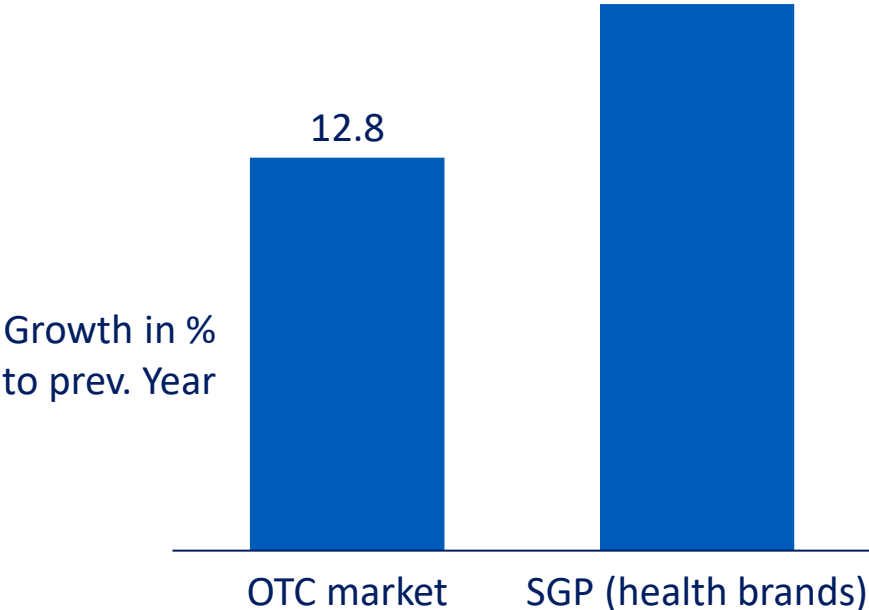
- Growth driven by inorganic and organic portfolio

Strong performance vs. market in 2022 – continued in 2023

Growth market vs. PharmaSGP
(2022 vs. 2021)

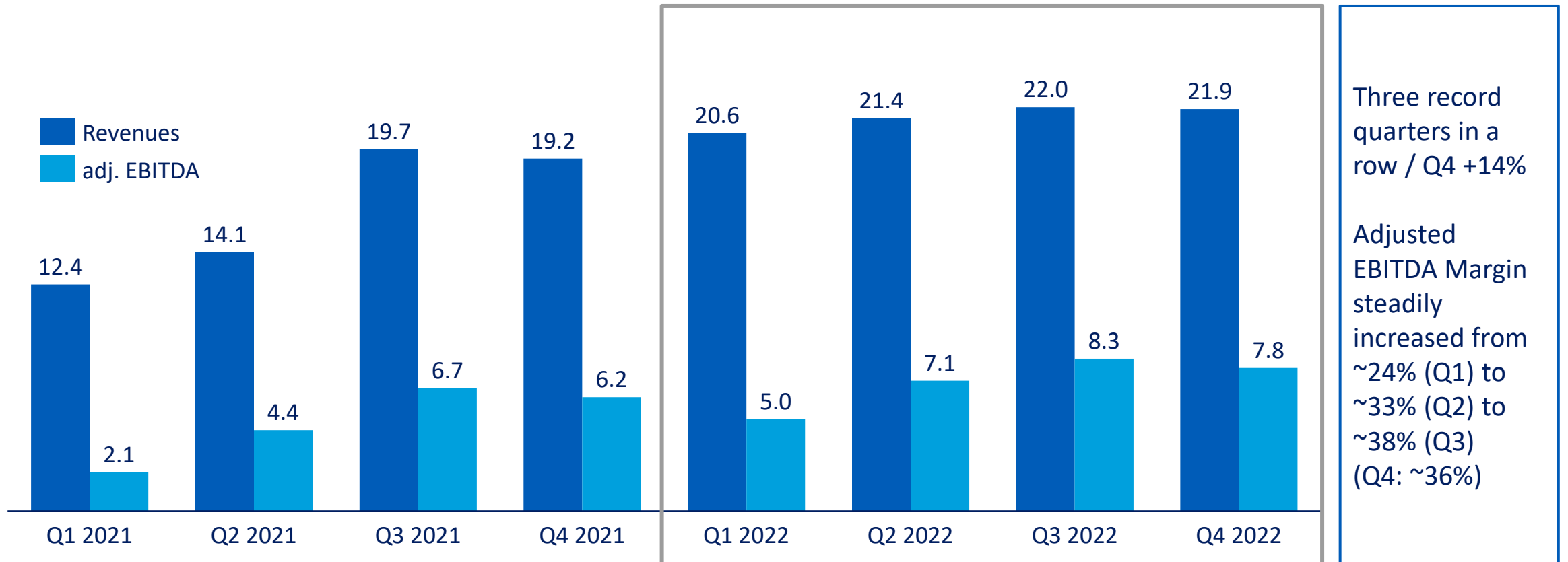


Growth market vs. PharmaSGP
(Jan-Feb 2023 vs. Jan-Feb 2022)



Continuous improvement of performance since Q1 2021

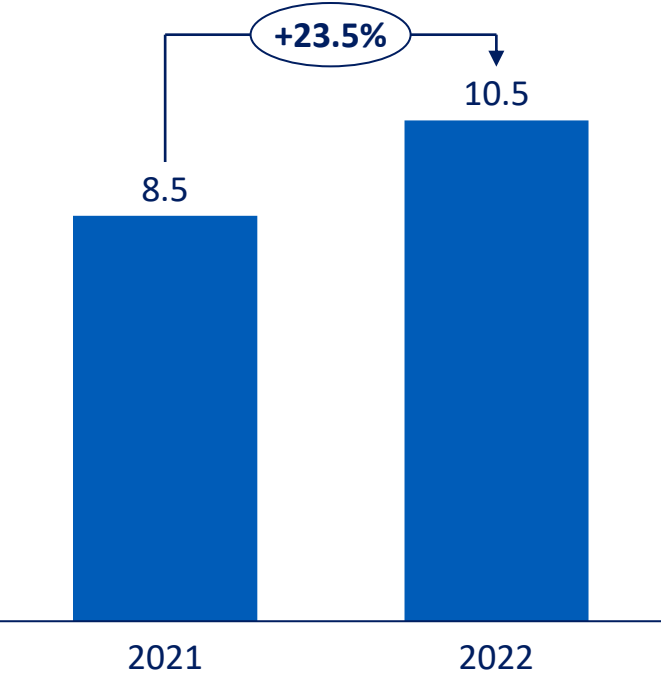
Quarterly results revenues and adj. EBITDA since Q1 2021 (EUR mln)



Increasing level of international activities (Germany +33,4%)

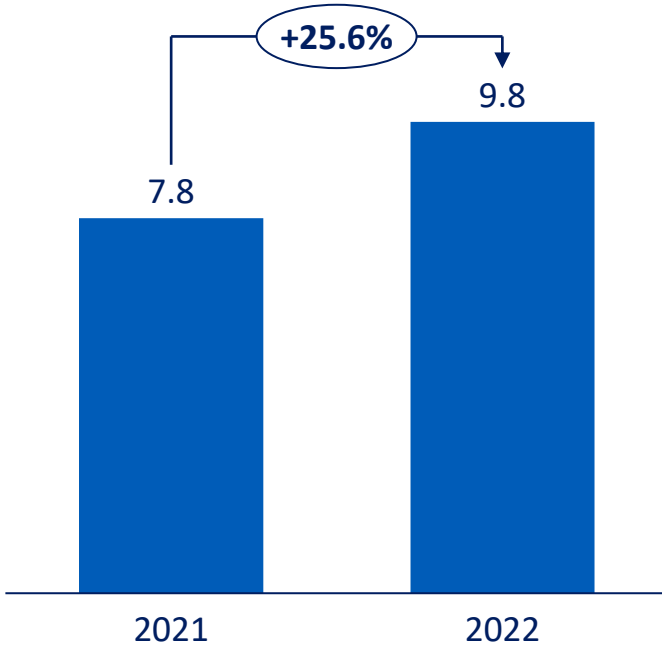
Italian revenues

(in EUR mln)



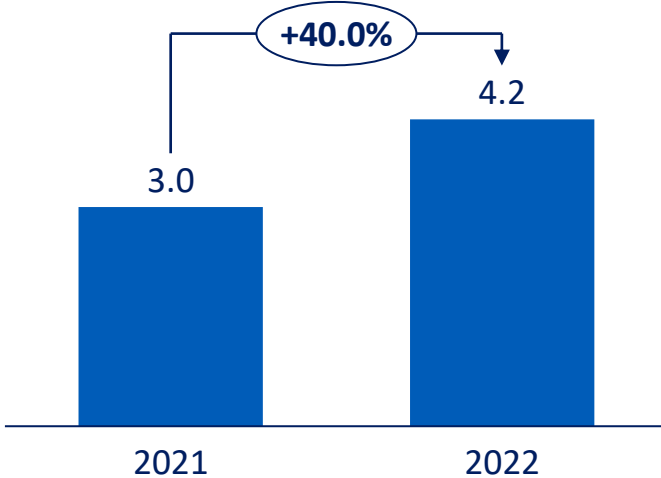
Austrian revenues

(in EUR mln)



Other European revenues

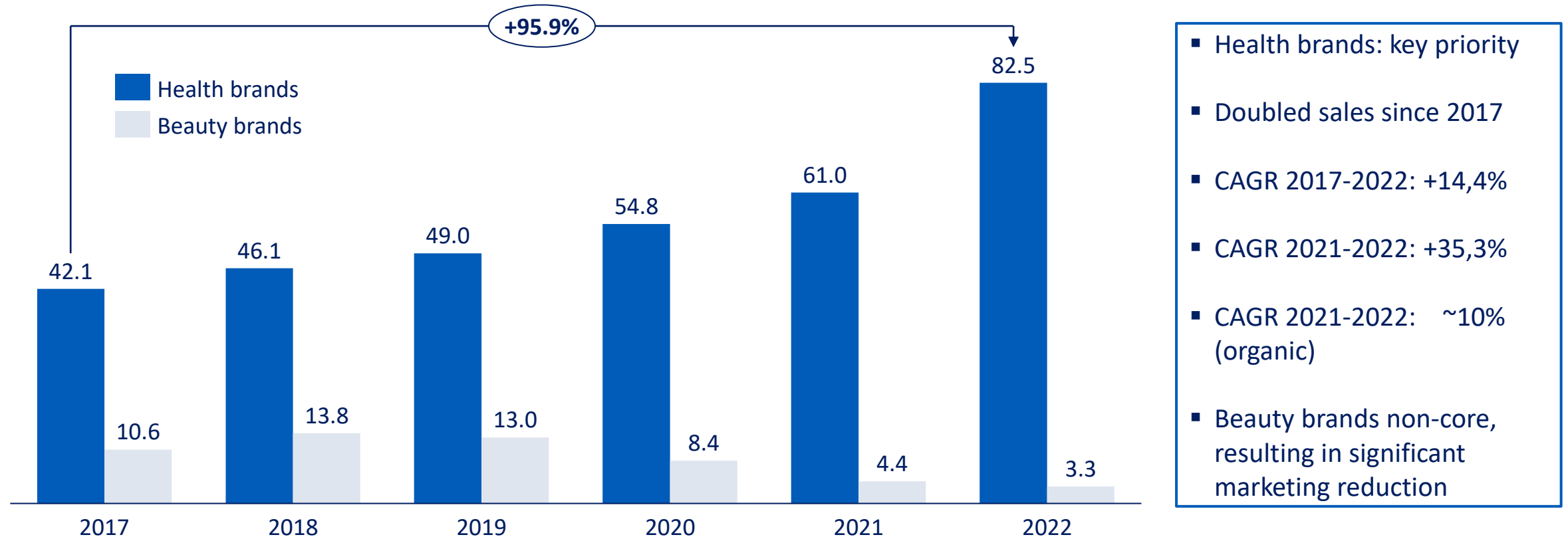
(in EUR mln)



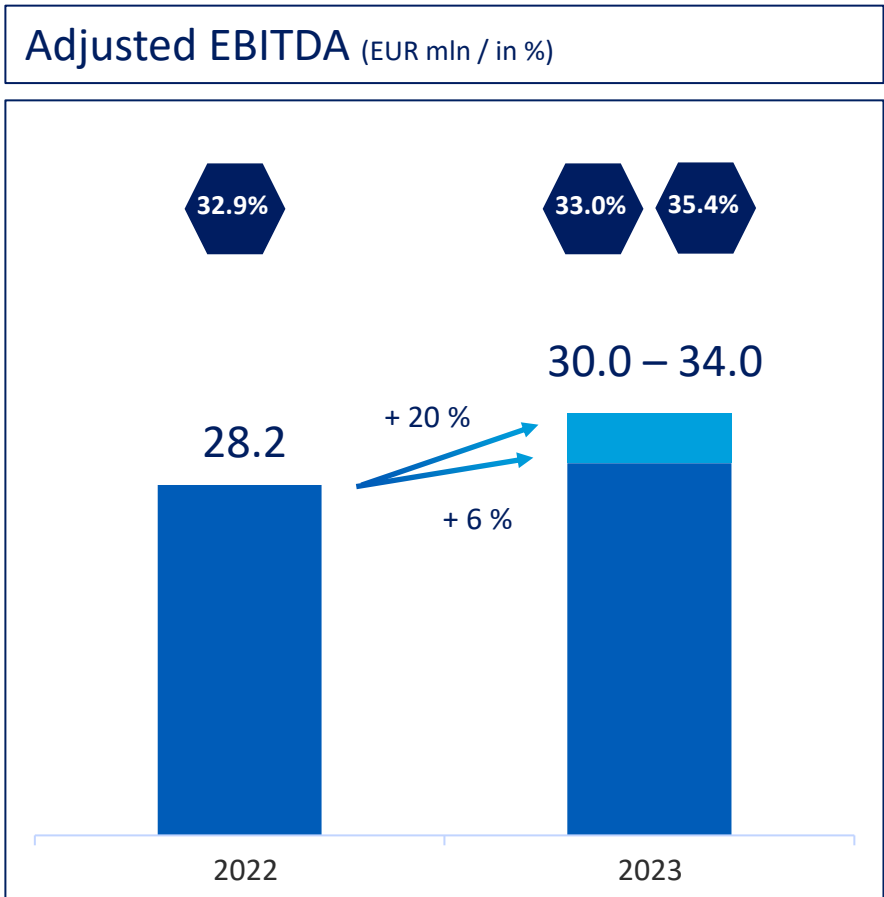
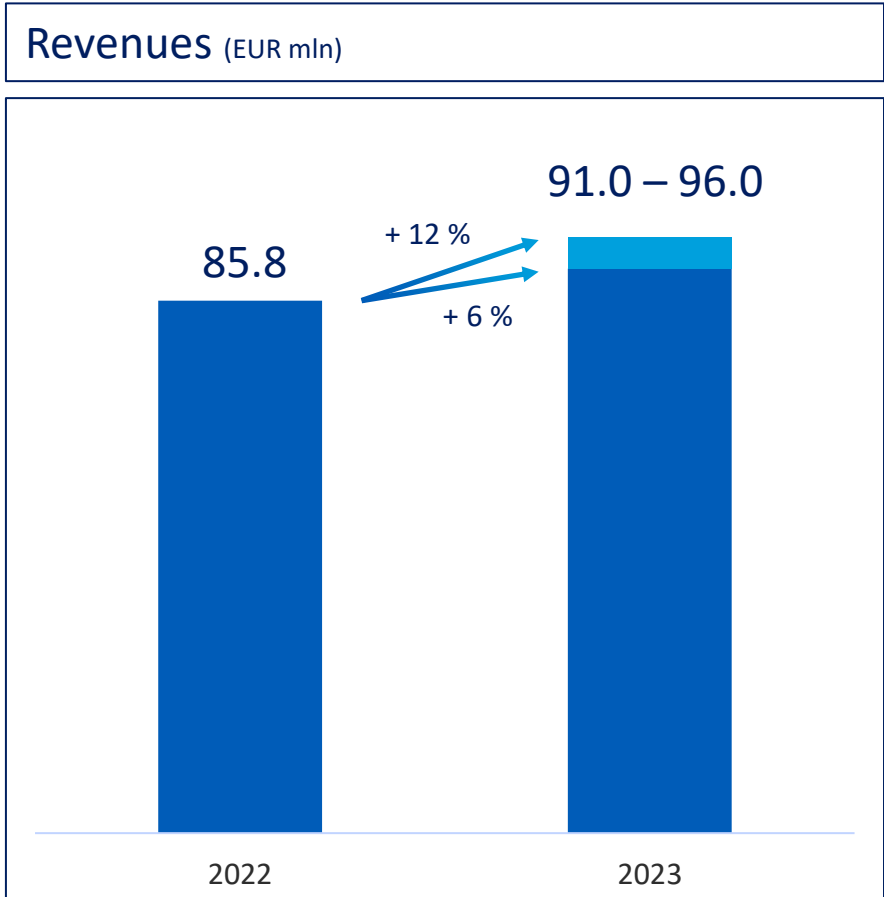
Health brands show continuous, two-digit growth performance

Revenue development Health brands vs. Beauty brands

(in EUR mln)



Prognosis 2023



Update on PharmaSGP debt financing

Debt financing August 2021

- Financing of acquisition of Baldriparan[®], Formigran[®], Spalt[®] and Kamol[®]
- 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[®], Formigran[®], Spalt[®] and Kamol[®] (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

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

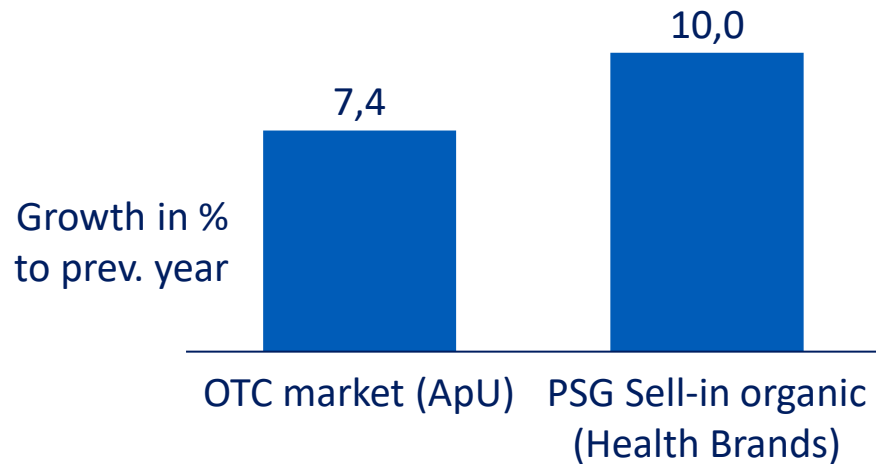
- Strengthening presence in Germany, Austria and France
- Opening up five new European markets (6 markets → 11 markets)

Thank you for your attention!

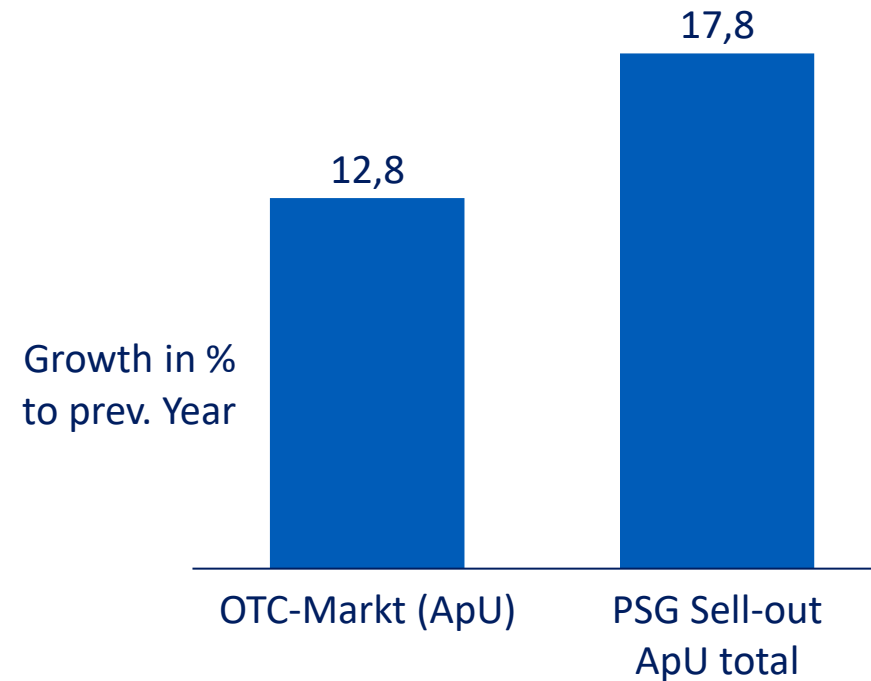


Backup: Strong performance vs. market in 2022 – continued in 2023

Growth market vs. PharmaSGP (PSG)
(2022 vs. 2021)



Growth market vs. PharmaSGP (PSG)
(Jan-Feb 2023 vs. Jan-Feb 2022)



New OTC Portfolio delivers on-top growth

