



PharmaSGP Holding SE – 12th German Corporate Conference (Munich)

September 19, 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



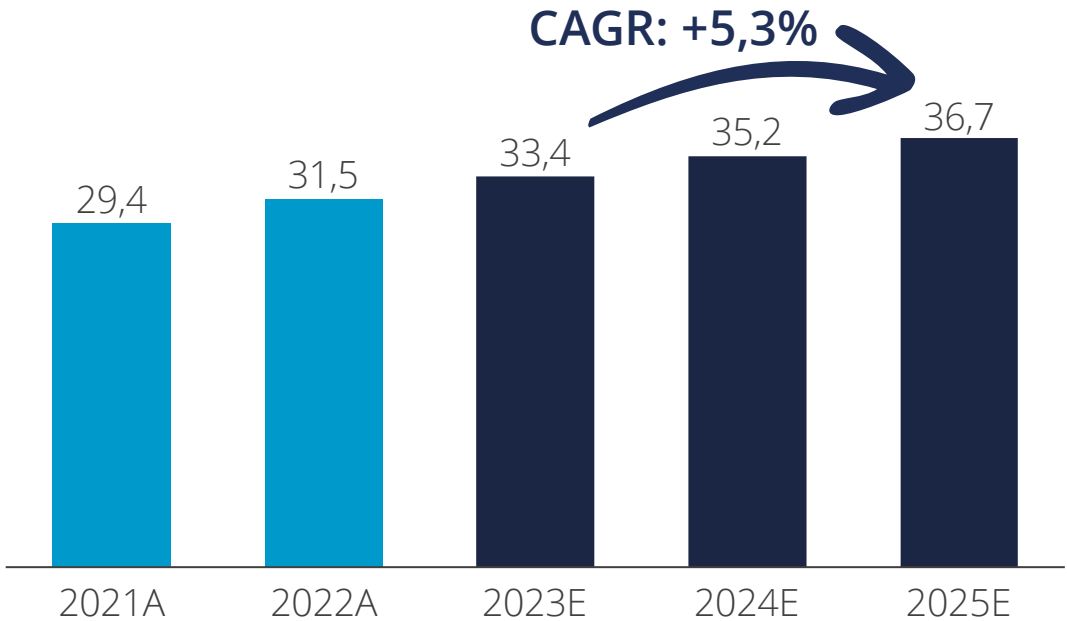
*With our natural enthusiasm for improving patients' quality of life, we provide them individual best solutions from our **ever-growing** product range to treat chronic ailments – everyday!*

We are addressing a growth market with sustained trends

Revenues OTC-market Europe

(in EUR bn)

Continental European overall market for OTC products showed a **significant recovery in 2022**



Sustained market trends



Increasingly ageing society in Europe



Continuously increasing health awareness



Tendency towards self-medication

Our core brand families including the acquired GSK brands

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



Health

Health

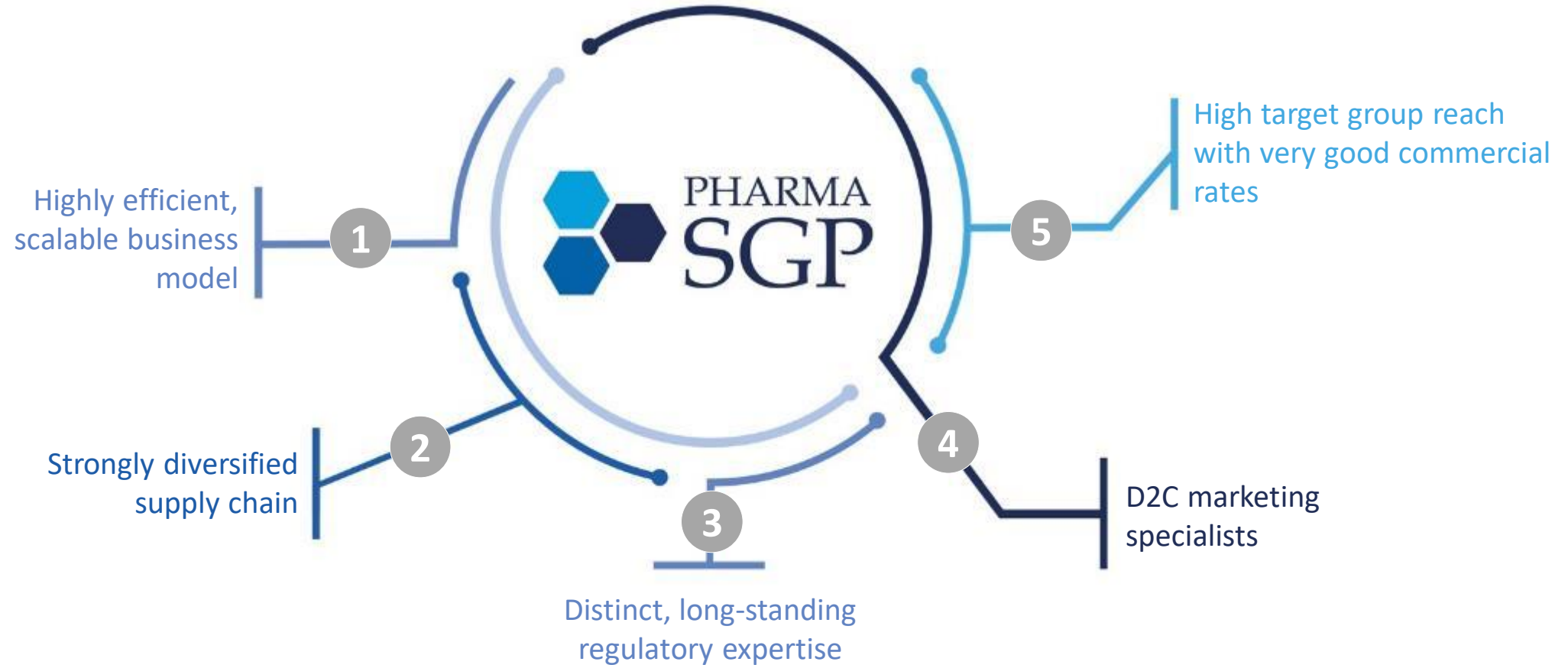


Beauty



Health

We leverage value enhancement potential via our platform

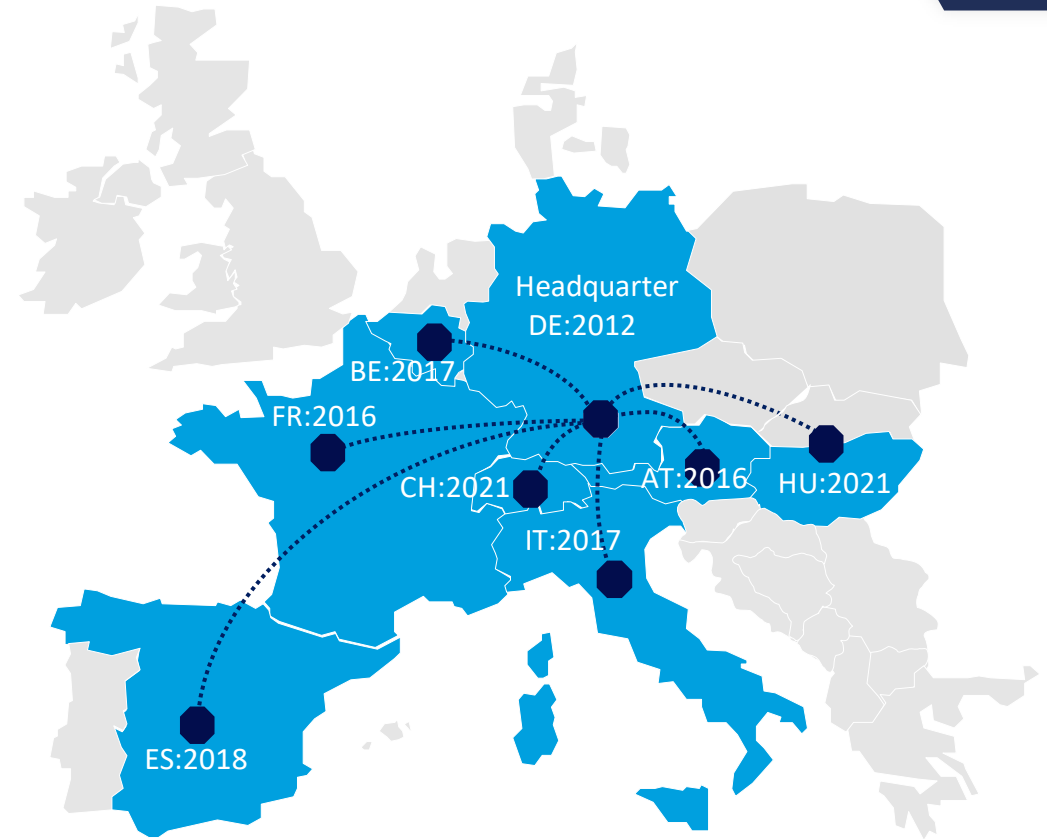


1 Scalable asset-light business model with established operations...

8
countries

...allows us to easily transfer our business model to new markets

- Germany
- Austria
- Italy
- Switzerland
- Hungary
- Spain
- France
- Belgium



2 Highly diversified European supply chain...

> 50
Suppliers

...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

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

86 Marketing Authorizations⁽¹⁾

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

	1 Drug discovery	2 Proof	3 Validation	4 SmPC ⁽²⁾	5 Approval	6 Marketing	
 ~2-3 years	✓	✓	 Clinical trials OR  other scientific evidence	✓	✓	<ul style="list-style-type: none"> • Alleviation • Elimination • Prevention 	<ul style="list-style-type: none"> ⊕ Approved medicine ⊕ Faster time to market ⊕ Cost efficient process ⊕ Superior success predictability
Big Pharma ⁽³⁾ ~5-10 years	✓	✓	 Clinical trials	✓	✓	<ul style="list-style-type: none"> • Alleviation • Elimination • Prevention 	<ul style="list-style-type: none"> ⊕ Approved medicine ⊖ Costly validation phase ⊖ High risk of failure ⊖ Lengthy approval process

4 D2C marketing specialist with leading brands

8
Leading Brands

Sleep disorders	Migraine	Neuralgic pain	Nociceptive pain	Cannabis	Urology	Urology	Cardio-vascular
Baldriparan®	FORMIGRAN®	Restaxil®	RubaXX®	RubaXX®	Neradin®	DESEO®	TAUMEA®
							
#1	#1	#1	#1	#1	#1	#2	#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

5 High target group reach and attractive commercial rates

>165 million
Consumer
reach p.m.
(contacts)

- As an OTC consumer health company with a focus on consumer-centric commercialization, i.e. D2C Marketing in all core channels
- The older target group is still best reach in classical media
- Consumers are increasingly researching health-related topics online in their search for a self-care solution
- An increase Online presence thus allows us to reach an even wider audience and meet their needs at multiple touch points



PharmaSGP shows strong performance despite global challenges



PharmaSGP 2022 - Highlights of a successful business year



85.8

EUR million

(+ 31.3%)

record revenues



28.2

EUR million

(+ 45.3%)

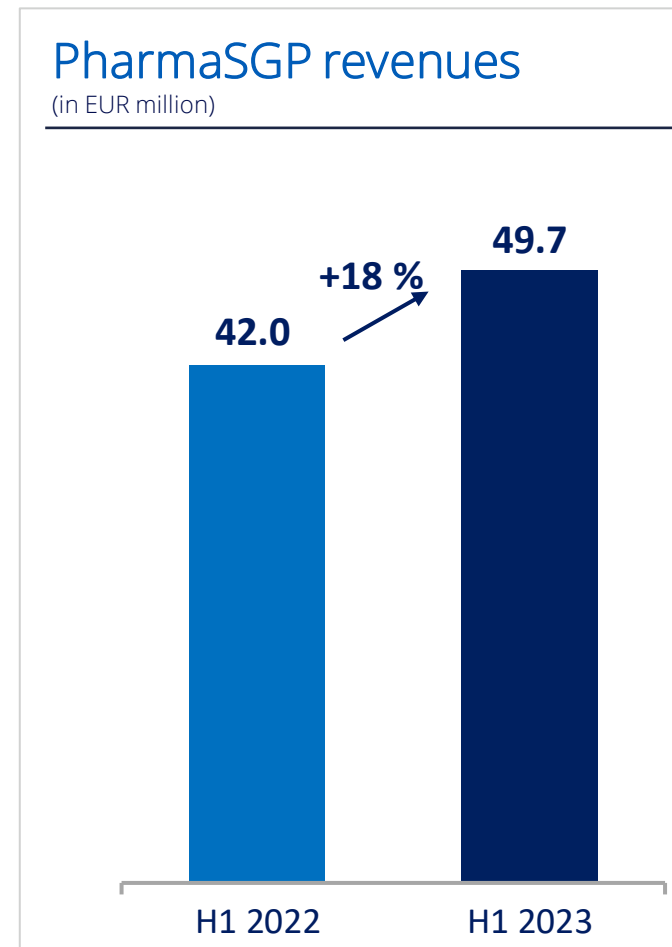
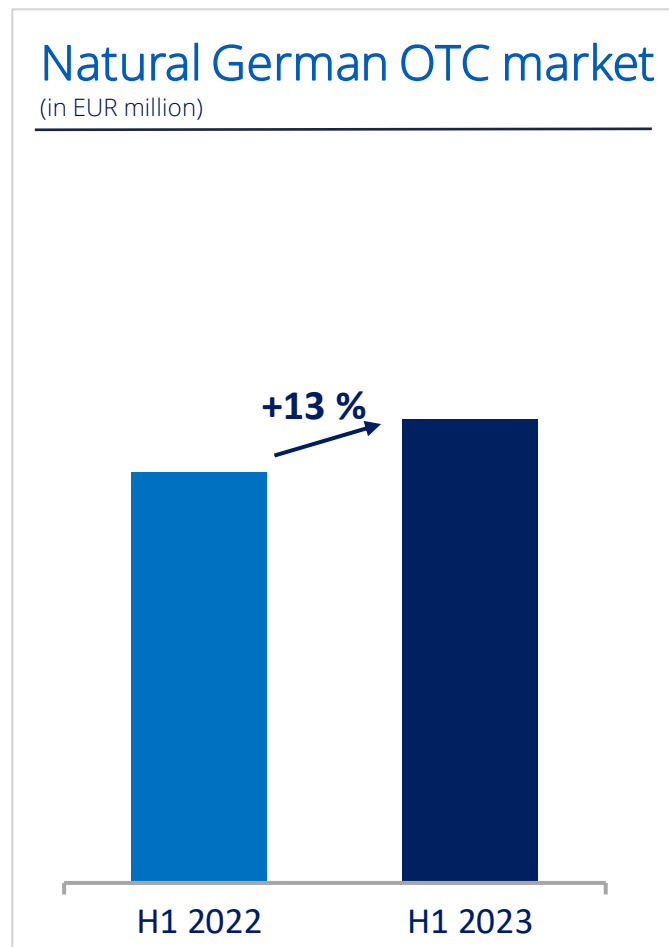
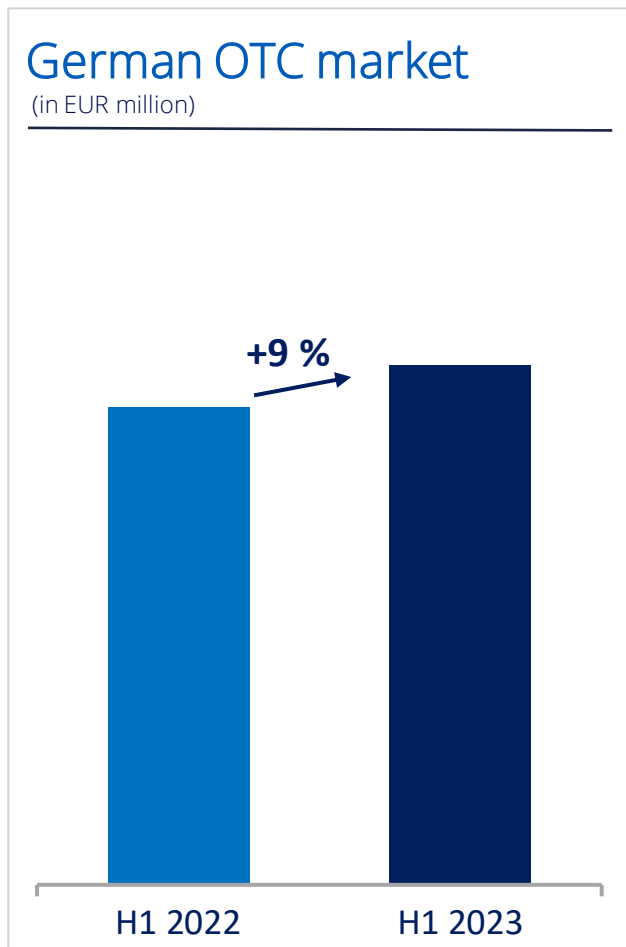
adjusted EBITDA



**New syndicated
financing**

Financial flexibility created for
M&A

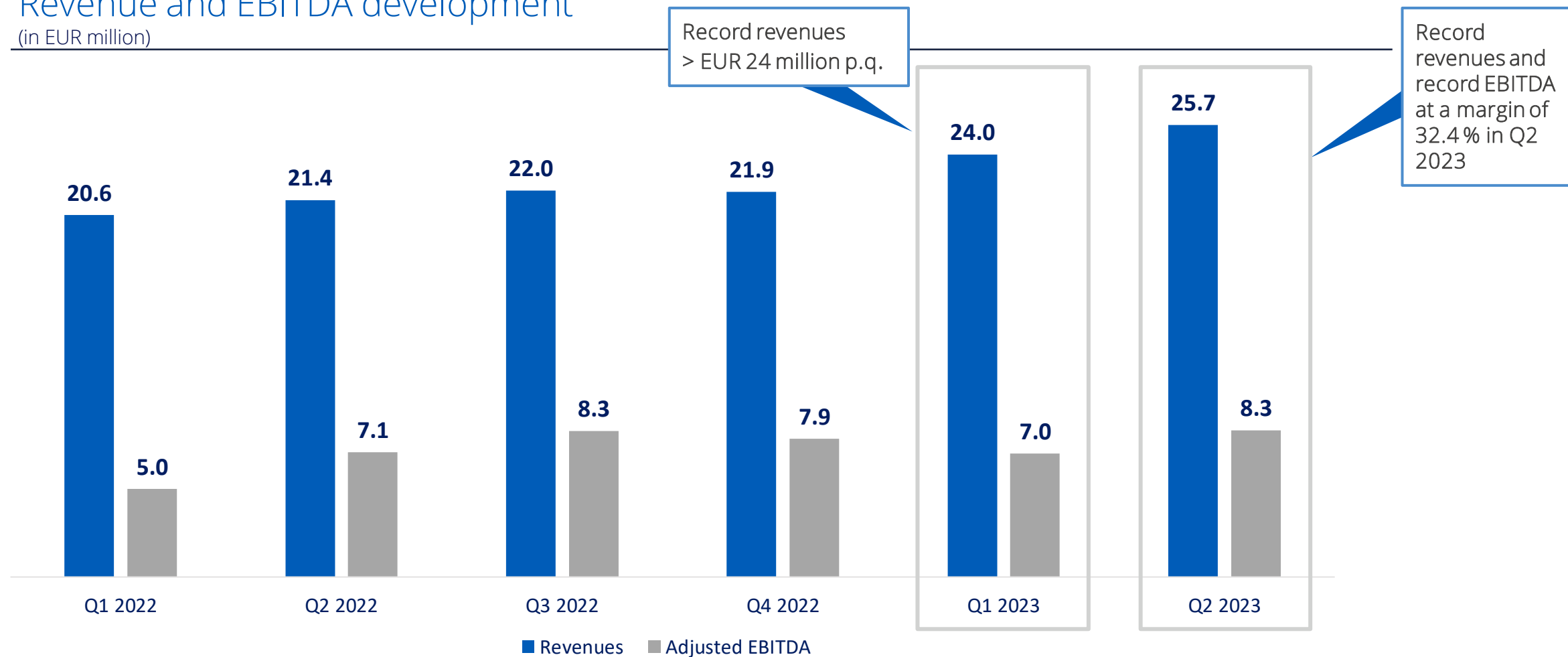
We outperformed the market in H1 2023



Record revenues and EBITDA – in Q1 and Q2 2023

Revenue and EBITDA development

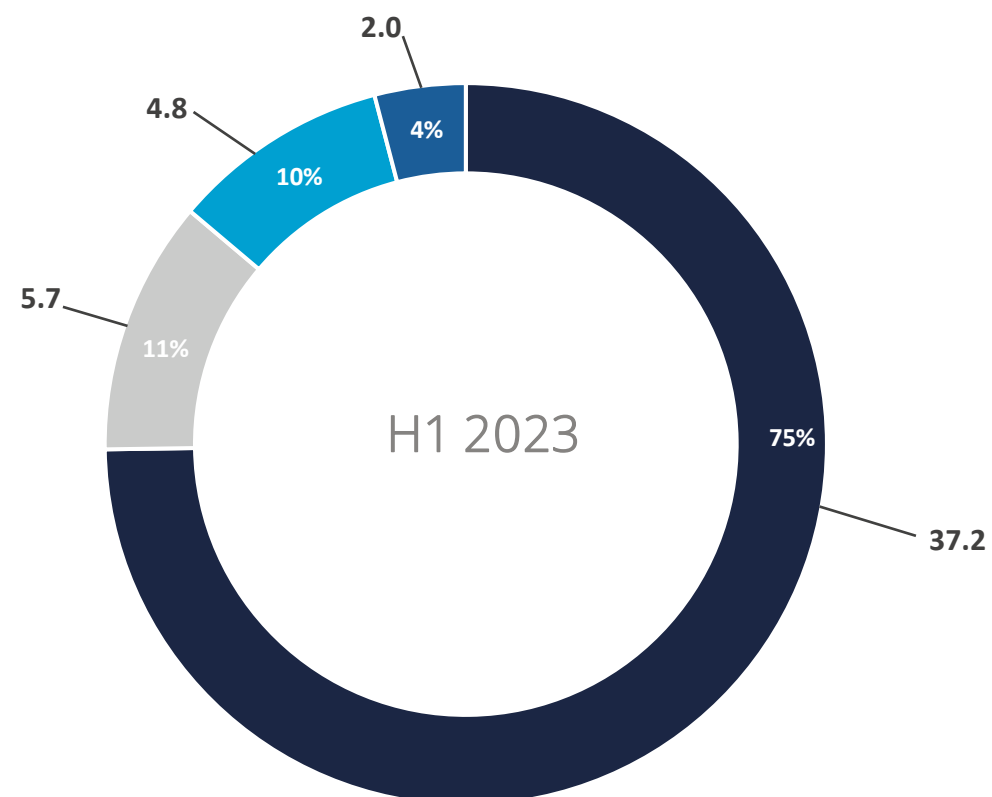
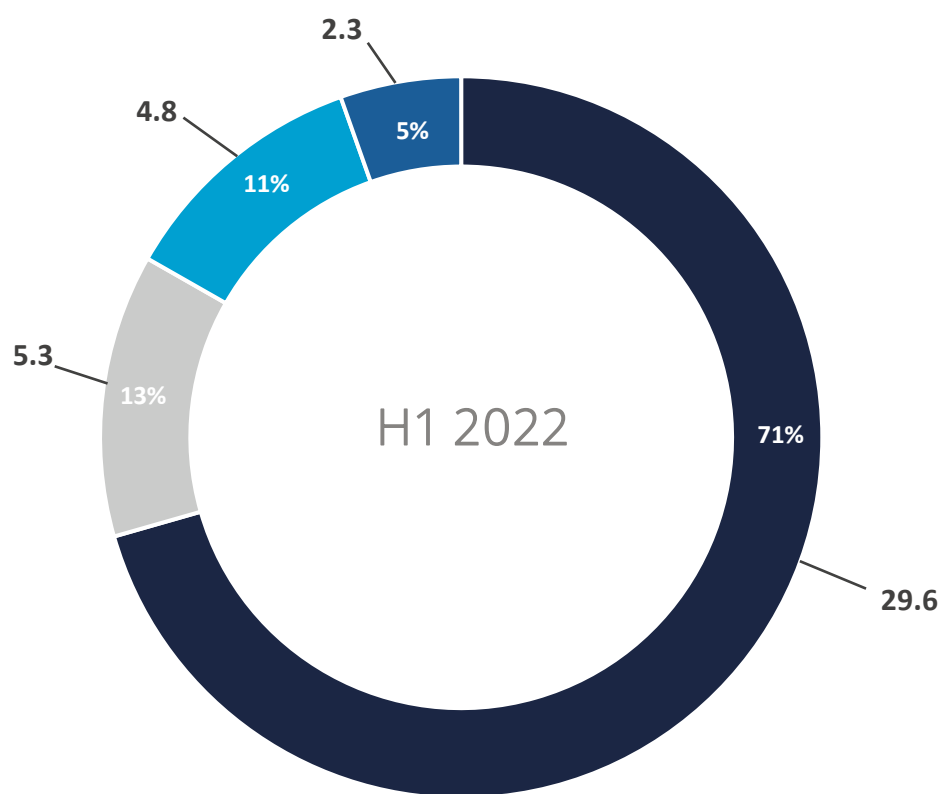
(in EUR million)



Further internationalization, Germany remains main market

Revenues by region

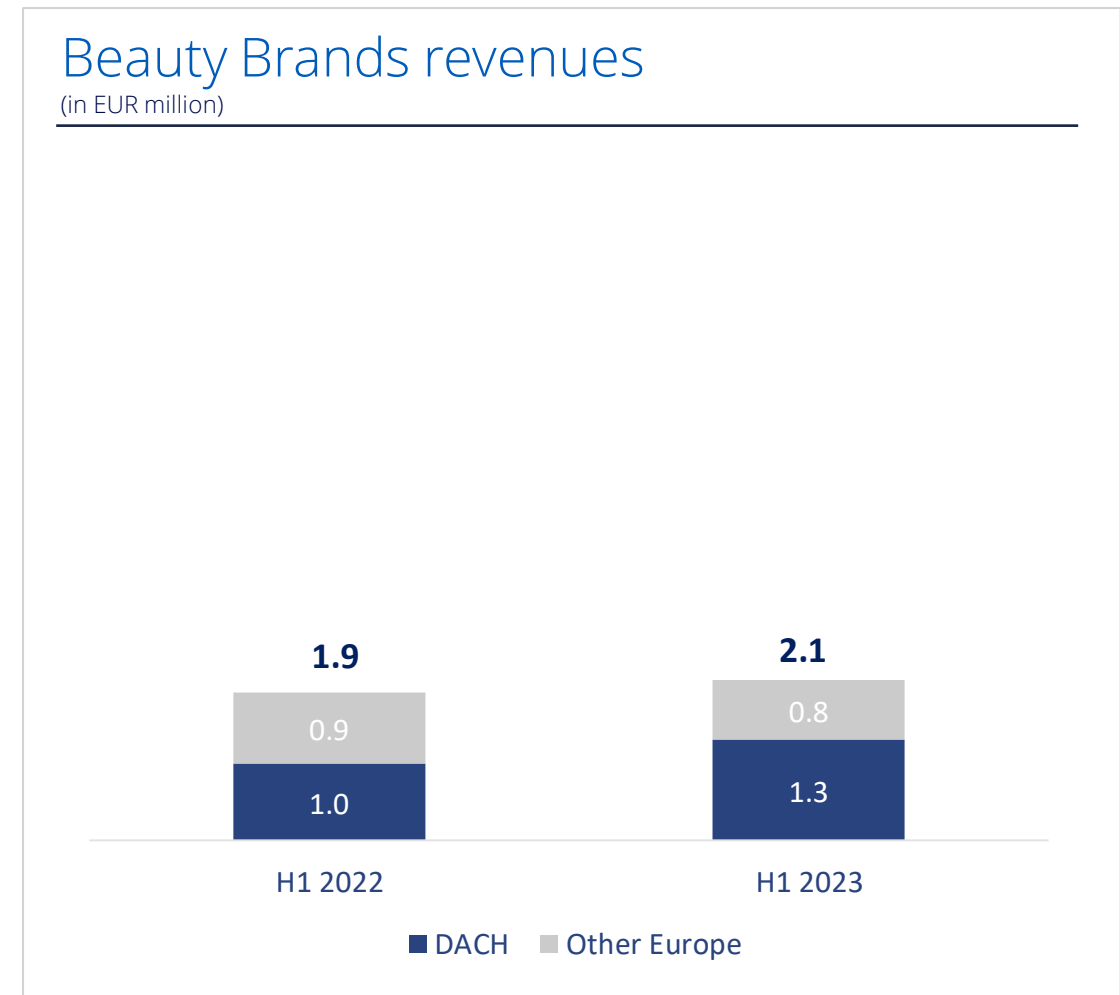
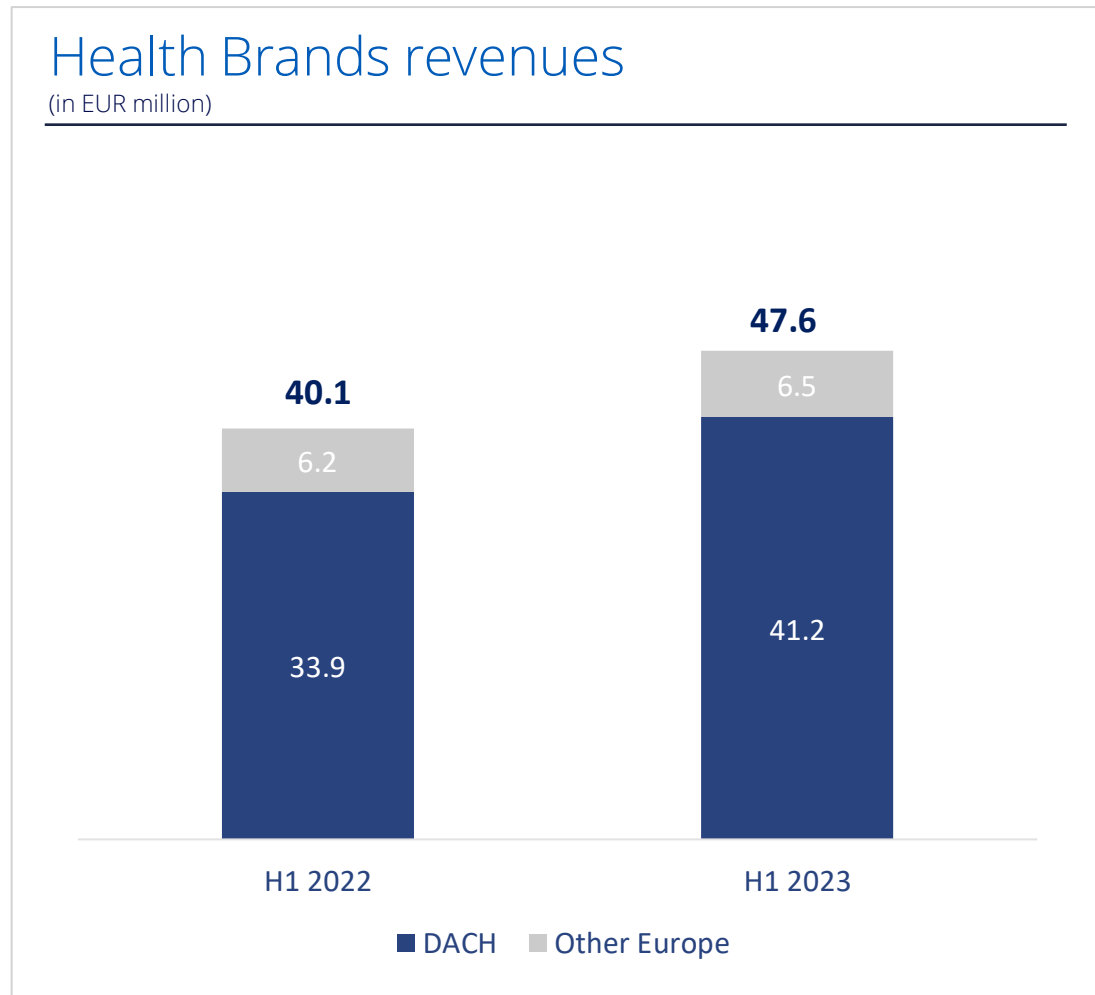
(in EUR million & %)



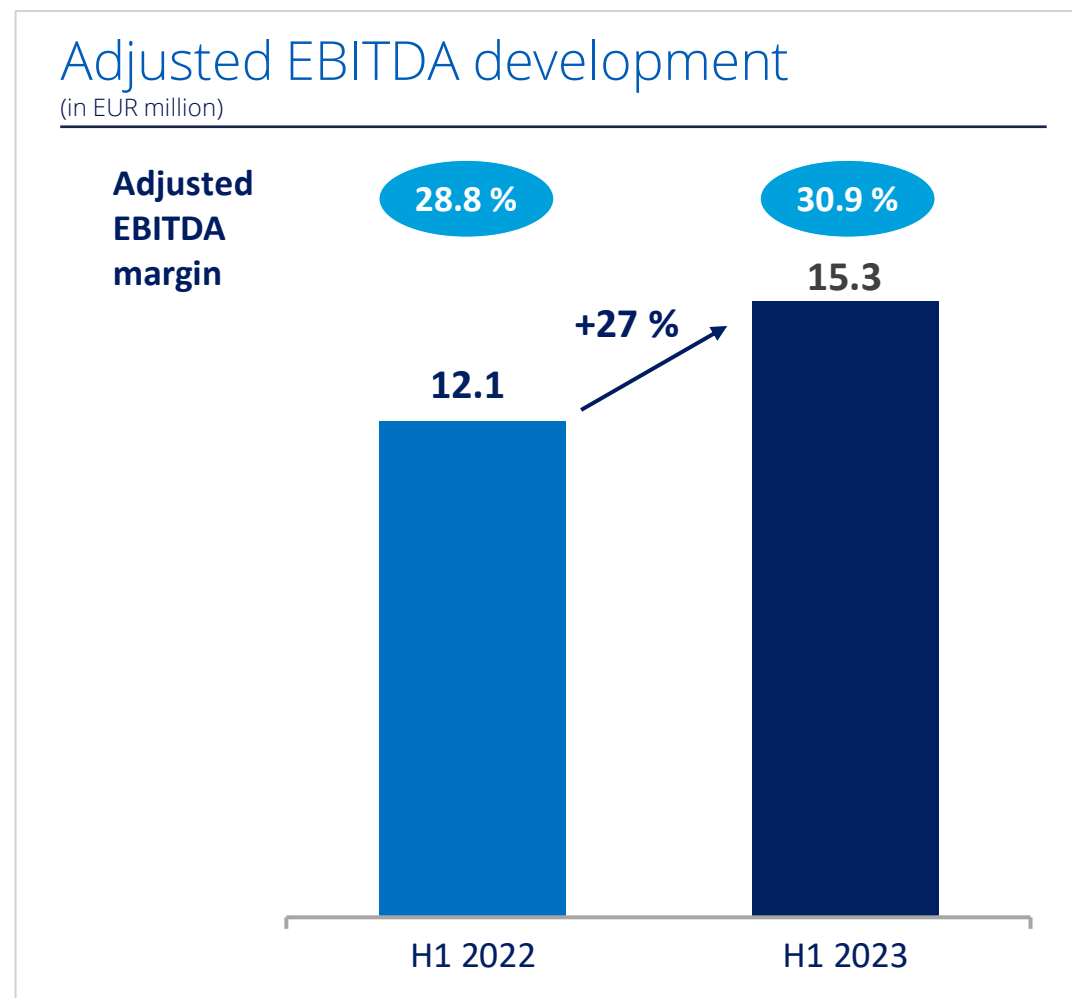
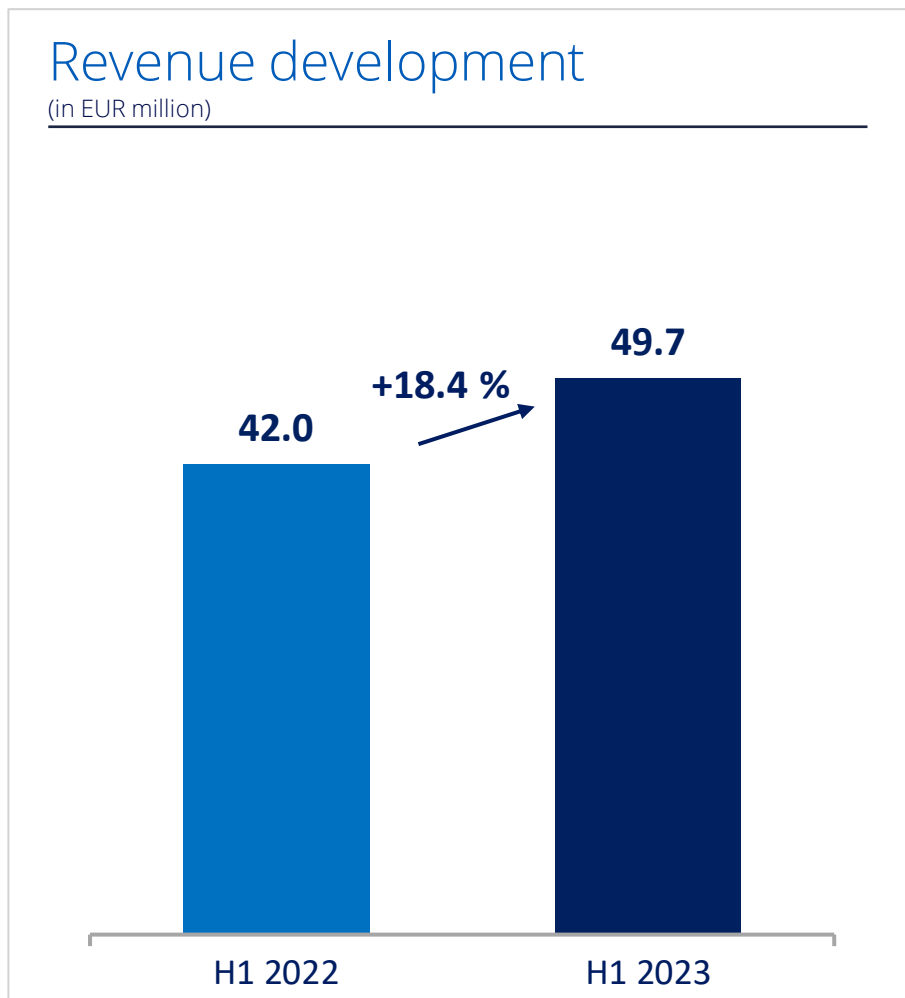
■ Germany ■ Italy ■ Austria ■ Other Europe

■ Germany ■ Italy ■ Austria ■ Other Europe

Strong performance driven by Health Brands



Profitability increase in line with revenue growth in H1 2023



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 2023

Integration



Successful integration
in production, marketing
and sales



Raising the sales potential of our brands



**Tapping previously
untapped sales
potential** through D2C
marketing strategy



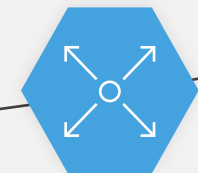
Continuous exploration
of **brand expansion
opportunities**



International potentials



**Expansion into new
markets** driven forward



International expansion
opens up further growth
potential

Outlook 2023

Expected results:

- > Total revenues in a range between EUR 91 million and EUR 96 million
- > Increase in adjusted EBITDA to 30 million euros to 34 million euros

Assumptions:

- > Possible further acquisitions are not included in the forecast
- > No significant negative impact on our target markets due to the changed geopolitical situation in Eastern Europe and persistently high inflation





Thank you!

