



Generics and Consumer Health

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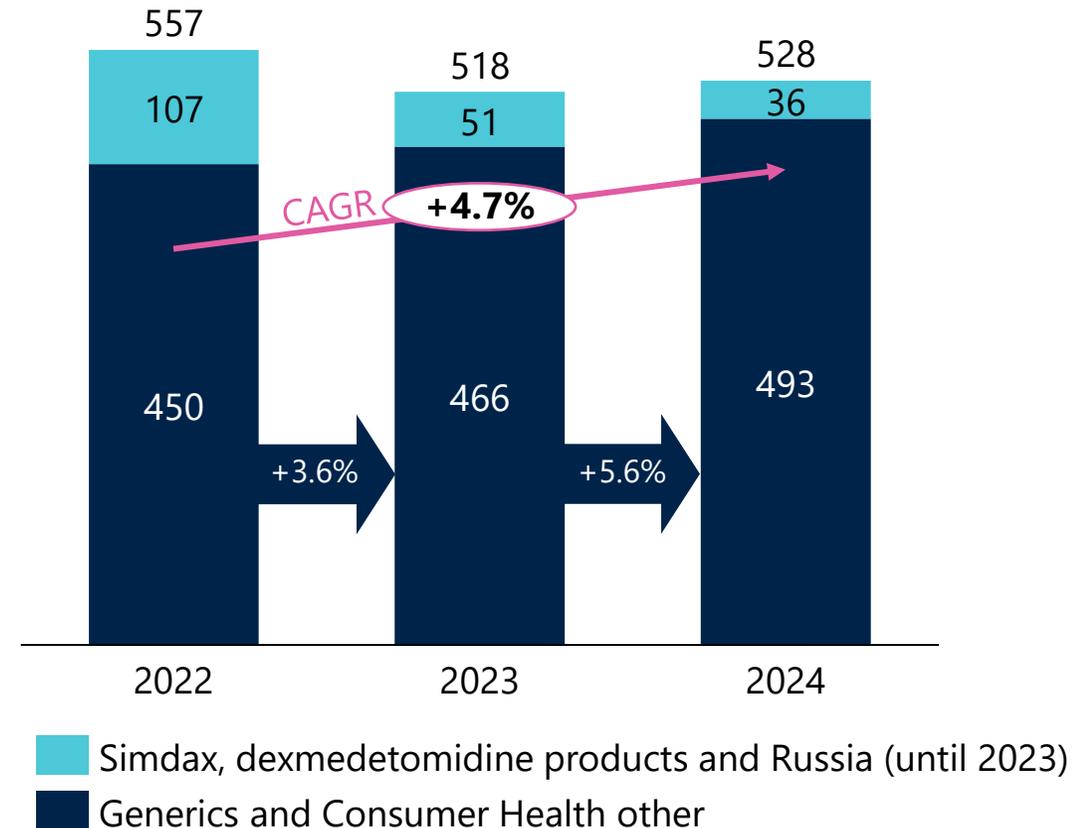
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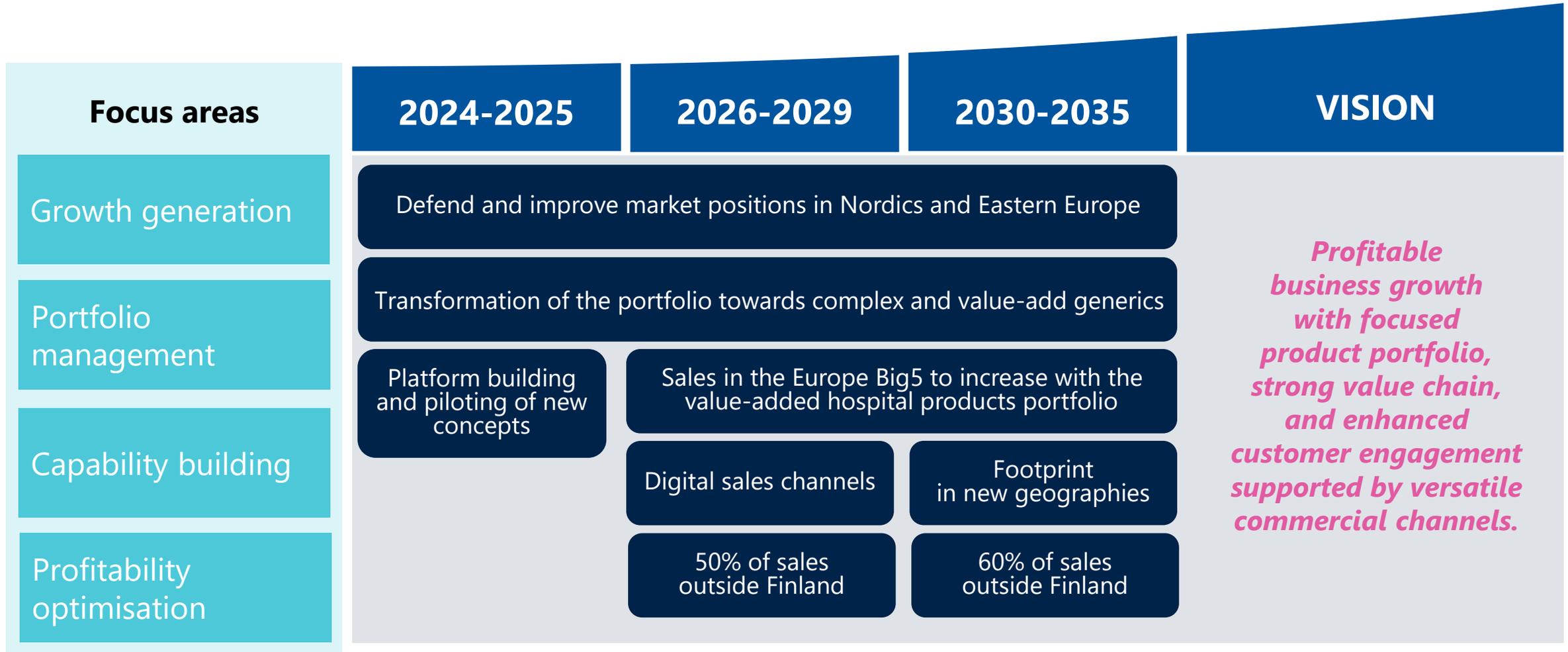
Dedicated effort and keen market insights have driven the expansion of the foundational portfolio



- Active in-licensing has always been in the core of Orion's activities
- Constant flow of new launches in Nordics and Eastern Europe enabled the growth
- Strong market insights from key Orion countries leading to successful pricing strategies



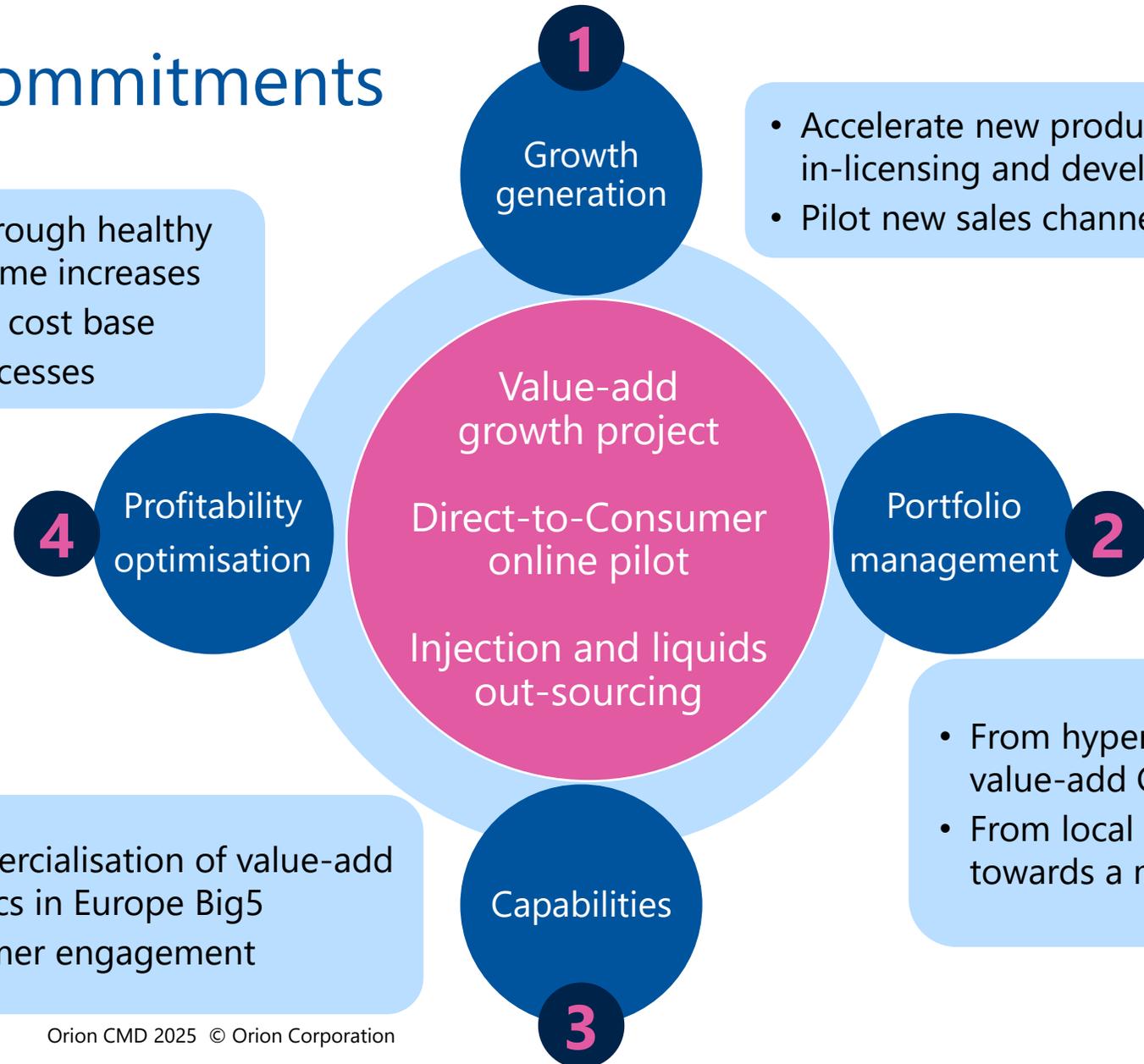
Strategic roadmap to realizing our vision



Our core commitments

- Drive profitability through healthy price levels and volume increases
- Actively manage the cost base
- Efficient internal processes

- Accelerate new product flow through in-licensing and development
- Pilot new sales channel in Consumer Health



- From hyper generics towards complex and value-add Gx and biosimilars portfolio
- From local Consumer Health portfolio towards a multi-country approach

- Commercialisation of value-add generics in Europe Big5
- Customer engagement

A value-add hospital generic provide additional benefits beyond the standard generic versions



The main objectives of the value-add growth project are to build a portfolio of value-adding hospital generics and create a required commercialization capabilities in the Europe Big 5 countries

Development
In-licensing
Partnerships

Investments

Portfolio of value-adding
hospital generics

Accelerating future growth with D2C pilot – our online store Well by Orion Pharma, launched in Sweden



- The pilot project **launched in Sweden** in May 2025
- **Direct-to-Consumer (D2C) online store aims to accelerate Consumer Health growth**, featuring expert-curated product bundles for mothers and babies, complemented with high quality educational content and guidance regarding skin care of mothers and children.
- The key aspect of our new store & sub-brand is to serve as a **credible source of information and expert guidance** for our customers.
- www.wellbyorionpharma.com



Capabilities and competitive edge



Leadership in Finland, Expansion in Scandinavia and Poland

- Market position in Finland **1st**. Total market share **11%**. Reference-priced products and self-care market share **~25%**.
- Market position in Scandinavian generics sector **5th**
- In Poland, Orion Pharma is recognized as one of the most rapidly expanding companies in the generics market.

Diverse Product Range and Complexity Management

- Over **300** brands/products.

Strong Partnerships with Pharmacies and Healthcare Professionals

Enhanced Digital Presence

- In Finland, Orion Pharma's consumer website, "itsehoitoapteekki.fi," attracts over **400,000** monthly visitors.
- In Sweden, Orion Pharma has launched a **Direct-to-Consumer** (D2C) platform.

How Generics and Consumer Health is building growth



Growth through innovation

- Transformation of the product portfolio towards complex and value-adding generics
- New sales channels



Growth through geographic expansion

- Expanding commercial footprint in Europe Big5 countries



Growth through portfolio expansion

- In-licensing
- Internal development
- Strategic partnerships



Other in-organic growth options

- Focus on organic growth
- Portfolio acquisitions in hospital segment interesting
- Local brand acquisitions in Consumer Health possible



Q&A