

Omni-Channel programme

Putting our customers' needs first

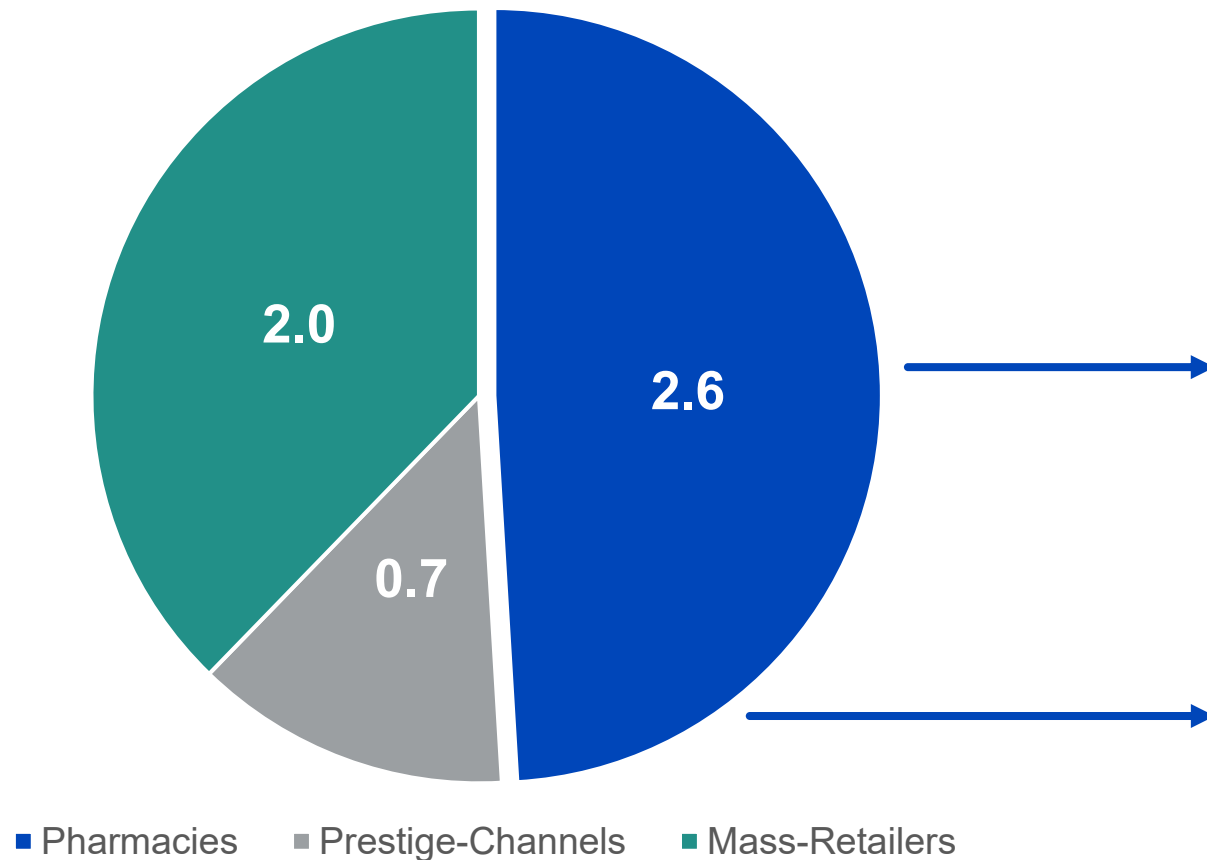
Thomas Szuran, Chief Products & Marketing Officer

Investor Day, 14 October 2021, Interlaken

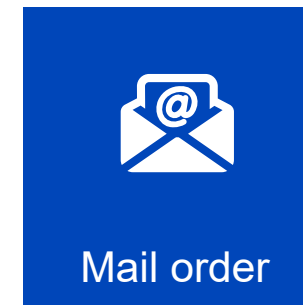
Galenica – Health and wellbeing are at the heart of what we do.

From pharmacies to mail order

Total CHC Market 2020: CHF 5.3 billion
in billion CHF at Streetprice



Online activation and convenience predicted to move ~ CHF 500 million of CHC market from pharmacies to mail order.



From 3-4% today
up to 20-25% within
the next 5-10 years

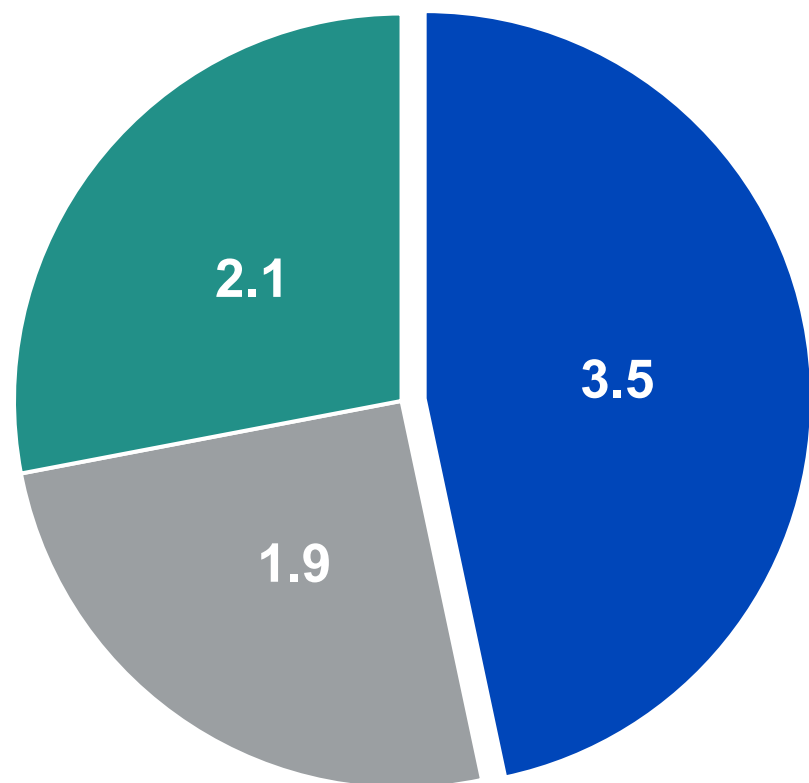


From 96-97% today
down to 75-80% within
the next 5-10 years

Sources: 2020 Figures base on IQVIA & Nielsen

e-Prescription will change Rx market dynamics

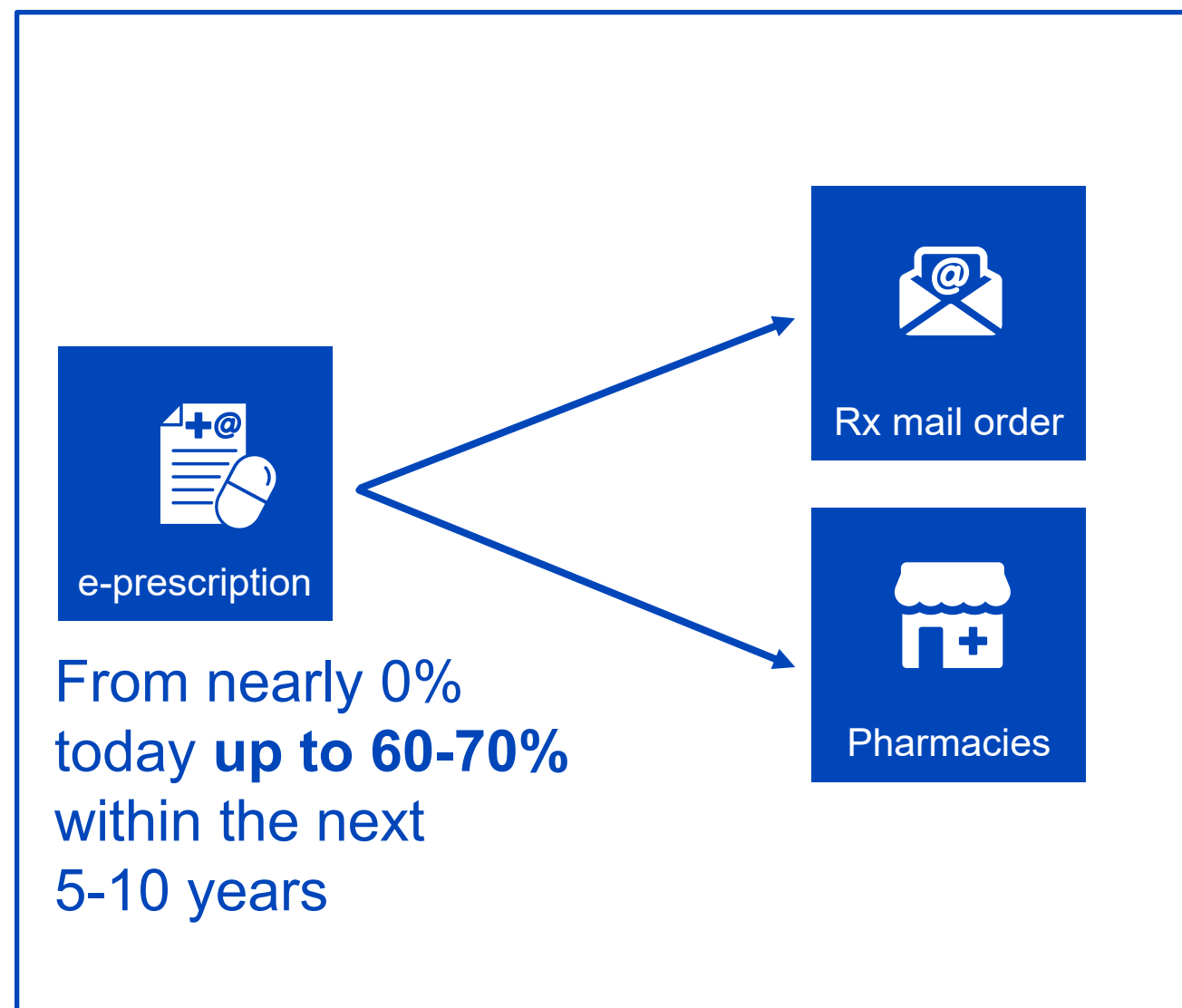
Total Rx Market 2020: CHF 7.5 billion
in billion CHF at Streetprice



■ Pharmacies ■ Hospitals ■ Self dispensing Doctors

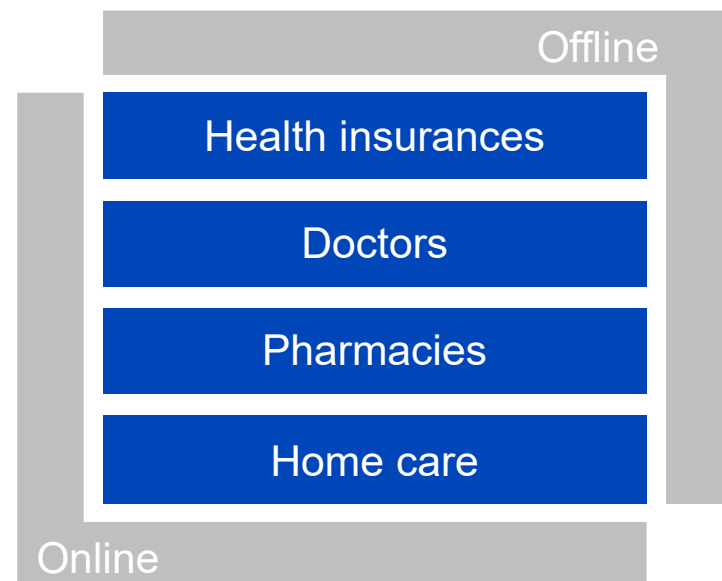
Sources: 2020 Figures base on IQVIA

Investor Day, 14 October 2021



We will get Omni-Channel

To address these trends we will touch base with customers wherever and whenever they wish... and connect all our services & products.



Loyalty programme with personalised 360° services



Why is Omni-Channel key to Galenica?

Market Dynamics:

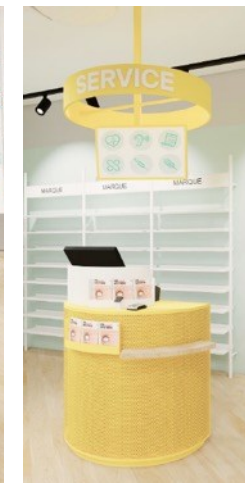
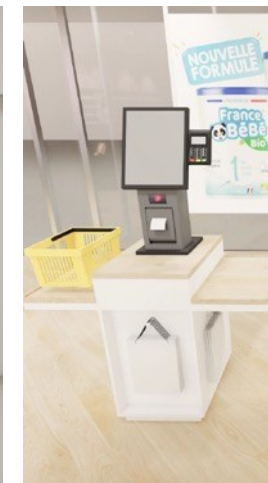
- Customer access to products & services anywhere, anytime
- Customer gets all products & services in one “place”
- Online induced customer journey generates growth
- E-prescription will change the customer journey

Our Ambition:

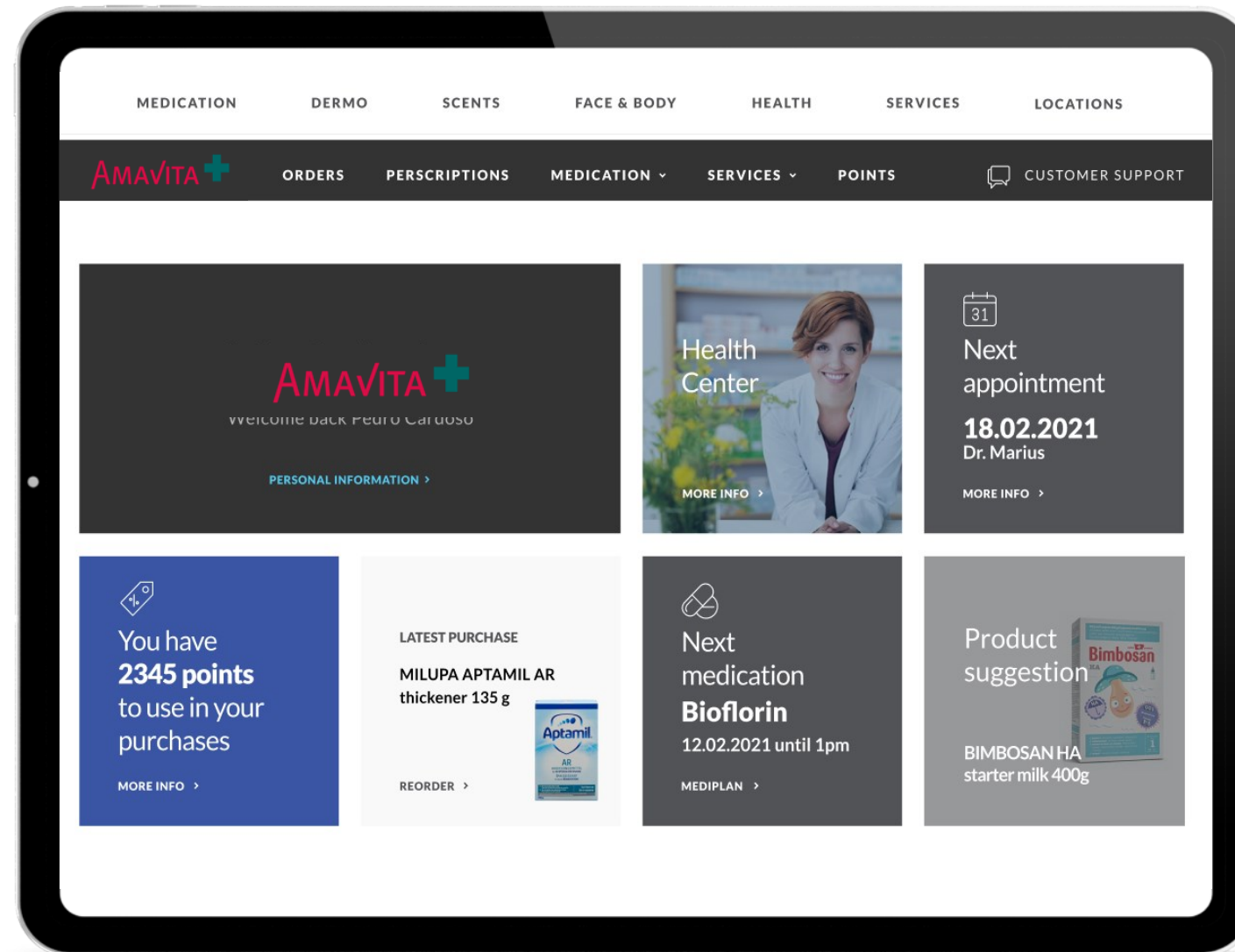
- Increase market share of the Rx market
- Drive market growth and increase market share of the CHC market



The pharmacy of tomorrow: new store concept Sun Store



From a simple Web-Shop to a full service Customer-Dashboard



Create value on the go ...

Appointments

121'102

via One-Doc

Covid tests

167'181

in pharmacies



Covid vaccinations

62'433

In pharmacies

Monthly subscription
for self-tests

44'214

at peak

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