VITROLIFE GROUP™

Vitrolife AB (publ)

Nordea Equities Healthcare Seminar 2025
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The sheer magnitude of the global infertility healthcare issue

1 in 20

Adults >20 years old
Coronary artery disease

1 in 10

Adults >20 living
with Diabetes

1 in 6

Adults affected
by infertility

Source: CDC International Diabetes Foundation, ESHRE, SART

Significant market opportunity in reproductive health

1 in 6

people globally is
affected by infertility*

134 M

babies born annually**
< 1% via IVF

Successful
treatment
outcomes
~33% ***

Access and
affordability
constraining
growth

~5%

estimated cycle
growth in coming years

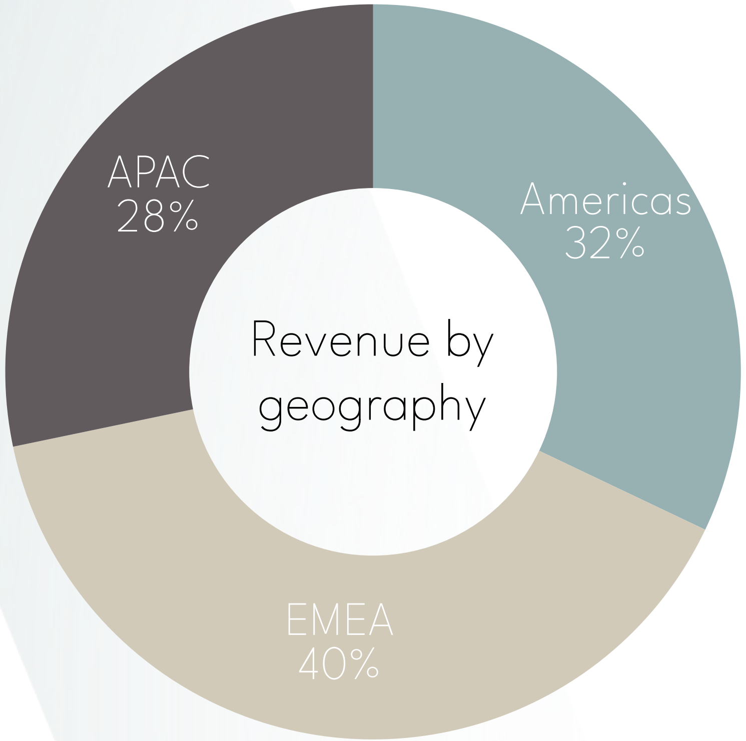
*Source: World Health Organization **Source: United Nations ***ESHRE European mean pregnancy rate in 2019

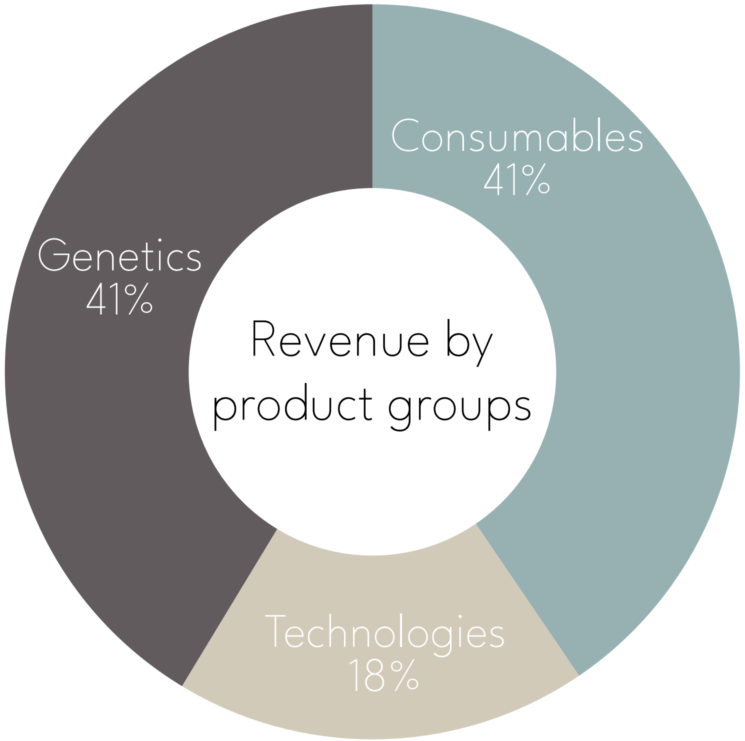
5 Strategic Pillars focusing on Innovation, Growth and Operational Excellence

INNOVATION		GROWTH		OPERATIONS
1 Own the platform connecting products and services	2 Innovate to expand leadership	3 Accelerate growth in key markets	4 Optimise go-to-market model	5 Drive operational excellence
• Drive embryo evaluation innovation • Develop workflow improvement • Enhance portfolio	• Enhance R&D capabilities • Capture targeted M&A • Expand market access capabilities	• Increase share in the US • Bolster position in China • Continue growth in key countries	• Leverage breadth of portfolio • Differentiate with value-added services • Improve digital customer experience	• Implement scalable operating model • Optimise processes to realise synergies • Leverage digitalisation to drive productivity

Ensure sustainability in everything we do

Revenue per segment and product group Q1 2025





- Good geographic balance has proved critical in the changing macroeconomic environment.
- EMEA performing strongly despite higher level of penetration.
- Americas now the 2nd largest region driven by acceleration in North America.

- Well balanced from a product group perspective.
- Capital sales in Technologies is fluctuating to a greater extent due to larger purchases by clinic chains.

Focus for 2025

Growth

1. Continue to drive share gain in key markets leveraging the full breadth of the portfolio.
2. Accelerate penetration of our combined EmbryoScope and lab control solutions.
3. Deliver best in class quality and customer service to further differentiate from competitors.

Innovation

1. Prioritise R & D programs that deliver solutions to help clinics to automate, scale and improve outcomes for patients.
2. Strengthen market access capabilities to bring new products to market faster

Operational excellence

1. Invest in digitalisation in manufacturing and laboratory services to increase capacity and drive efficiencies.
2. Automate manufacturing to increase capacity of key growth drivers

Macroeconomic environment

1. Monitor the evolving situation with tariffs and sanctions and take proactive timely measures to mitigate impact.
2. We will not be able to fully absorb tariffs costs and will have to pass them on in the form of price increases.

Tariff update as per May 6th

Current status:

- **US:** Imposed 145% tariffs on Chinese and 20% on EU (currently a 90 days pause -10% applies) medical devices to promote domestic manufacturing.
- **EU:** Planning retaliatory tariffs up to 25% on U.S. goods, possibly including medical devices, unless a trade deal is reached.
- **China:** Responding through retaliatory tariffs and stricter non-tariff barriers, especially in public procurement Services (like performing Genetics testing) is currently still excluded

Impact:

- Vitrolife Group has a global supplier and production network, supplying our products across the different continents

Actions to be taken by Vitrolife Group:

- Short term:
    - Price increase to customers to cover part of the cost
    - Internal cost reduction measures
- Long term:
    - Reshape inbound and outbound supply chain.

Reasons to invest in Vitrolife AB (publ)

- Underlying resilient market growth.
- High quality brands linked with outstanding service and support.
- Proven track record of profitable growth.
- Innovation and technology leader within fertility.
- Ambitious strategy and long-term objectives.

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Disclaimer

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