VITROLIFE GROUP™

Vitrolife AB (publ)

Carnegie Healthcare Conference

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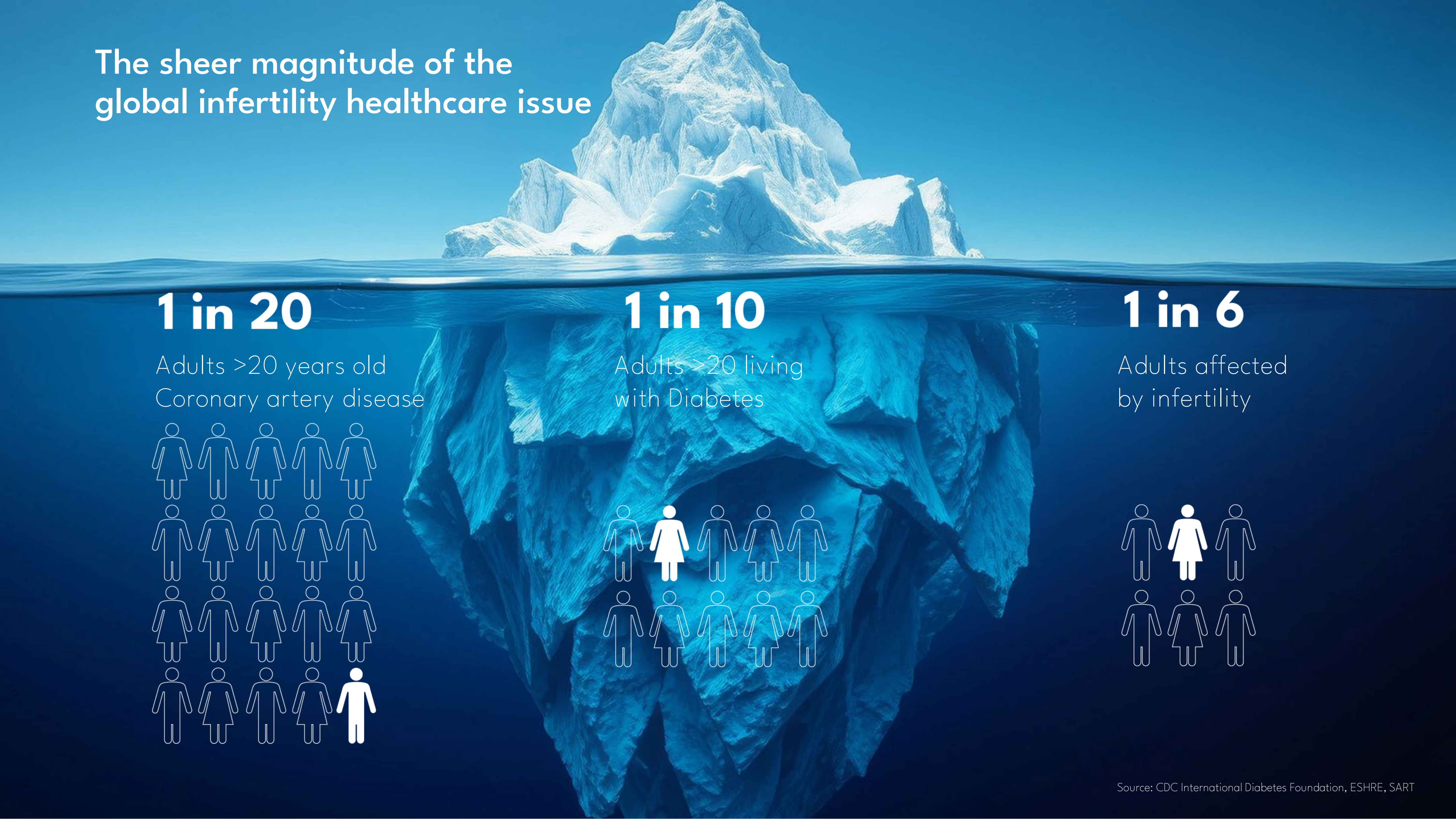
Bronwyn Brophy O'Connor, CEO
Helena Wennerström, Acting CFO



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

Corporate Strategy Vitrolife Group

Market megatrends

- Growth in demand
- Labour and skills shortage
- Consoli- dation
- Regionali- sation
- Patient Empowerment

Vision with a purpose

"Enable people to fulfil the dream of having a healthy baby"

Mission

"Be the leading global partner in reproductive health, striving for better treatment outcomes for patients"

Long-term growth and profit-targets (5 years)

Annual organic revenue growth (in local currencies)	EBITDA margin	Net debt/ EBITDA
>10%	>33%	<3

- Own the platform connecting products and services
- Innovate to expand leadership
- Accelerate growth in key markets
- Optimise go-to-market model
- Drive operational excellence

People and culture

Ensure sustainability in everything we do

Our values

- Integrity
- Quality
- Innovation
- Collaboration

Focus for 2025

Own the platform connecting products and services	Advance penetration of Embryoscope and eWitness to improve workflow, automation, and traceability in IVF clinics
Innovate to expand leadership	Continue to invest in our R&D pipeline to bring new solutions to market faster
Accelerate growth in key markets	Increase share and penetration in the US, China and other key focus markets
Optimise go-to-market model	Leverage the full strength, differentiation and quality of the Vitrolife Group portfolio
Drive operational excellence	Invest in digitalisation in manufacturing and laboratory services to increase capacity and drive efficiencies.

Ensure sustainability in everything we do: submitted to SBTi Co2 emissions reduction targets – implementation of decarbonization roadmap

Background on PGT-A: In a nutshell

What is PGT-A test?

PGT-A is a genetic study of the embryo produced during IVF treatment to identify numerical chromosome aneuploidies (imbalances).

This test identifies chromosomally normal embryos and can help improve your chances for a healthy ongoing pregnancy and baby.

➢ Is performed on the embryo before it is transferred.

➢ Significantly increases pregnancy rates per transfer.

What are the Steps Required for patients to be performed PGT-A during their IVF Process?

❑ First step is Patients visiting IVF Clinic/Physician.

❑ During the Second step, IVF Physician shall evaluate Patient's clinical record and decide, on a case-by-case basis and depending on many factors, when to perform PGT-A testing, including but not limited to:

- Advanced Maternal Age;
- Previous failed transfers or RIF;
- Previous reported aneuploidies;
- Previous miscarriages;
- Others.

❑ Only if IVF Physician deems appropriate to the Clinical Case at hand, PGT-A testing may be prescribed. Therefore, it is critical to highlight:

- There can't be a PGT-A without Physician's Test Requisition Form ("TRF").
- Each TRF is signed and prescribed by the IVF Physician.
- Consent Form ("CF") is read, accepted and signed by each patient individually.
- Therefore, there can't be a PGT-A without both TRF and CF.

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.

Contact: investors@vitrolife.com

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