VITROLIFE GROUP™

Vitrolife AB (publ)

Nordic Small & Mid Cap Seminar | Handelsbanken
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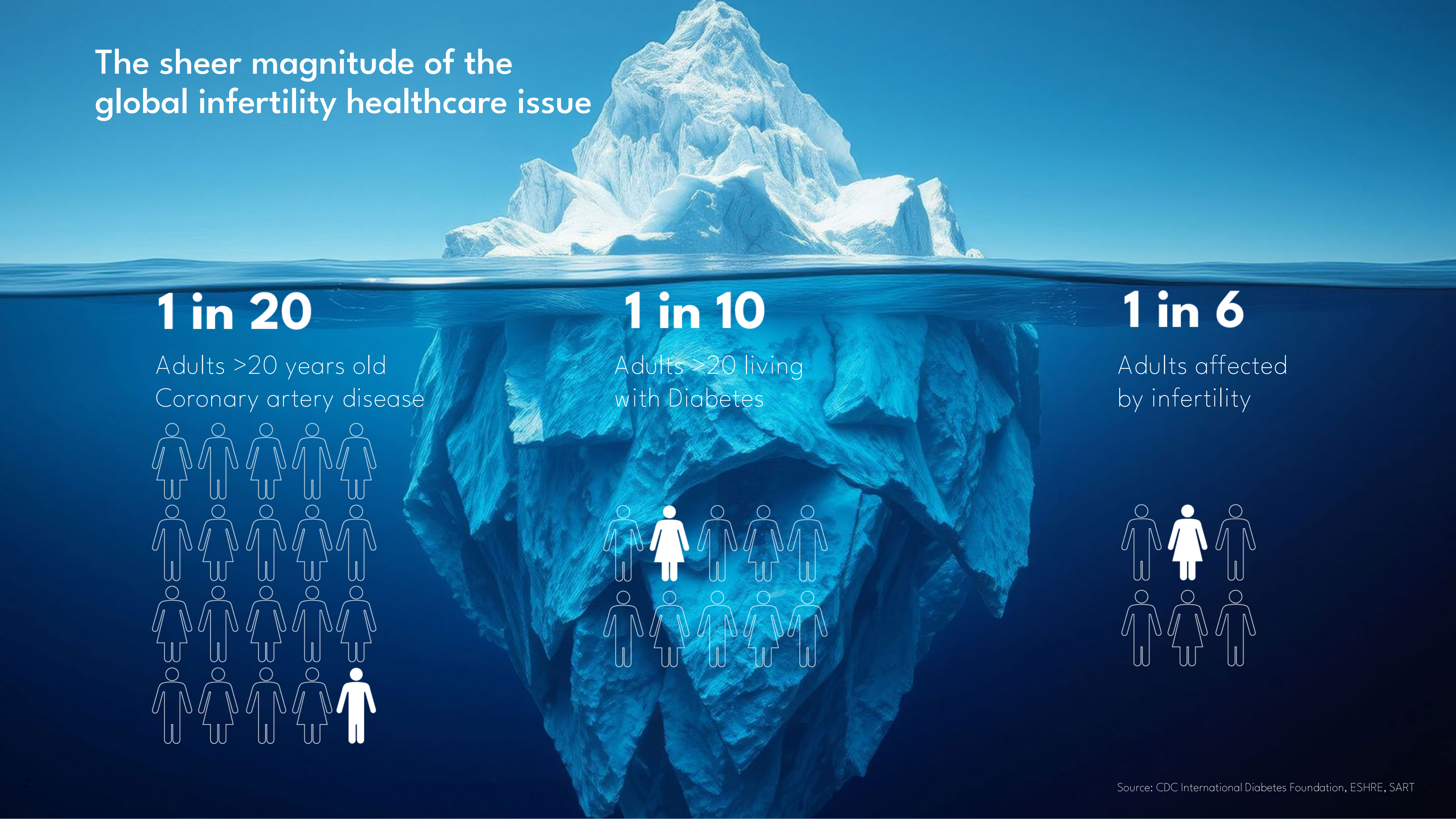

The sheer magnitude of the global infertility healthcare issue
1 in 20
Adults >20 years old Coronary artery disease
1 in 10
Adults >20 living with Diabetes
1 in 6
Adults affected by infertility
Source: CDC International Diabetes Foundation, ESHRE, SART

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

Key IVF market dynamics

Growth in demand	Need to increase IVF capacity & accessibility
Clinics labor and skills shortage	Automation & digitalization required
Consolidation of clinics	Standardization and scalability is a must
Regionalisation of standards of care	Diverse portfolio to address differences in standards of care
Patient empowerment	Communication and education

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

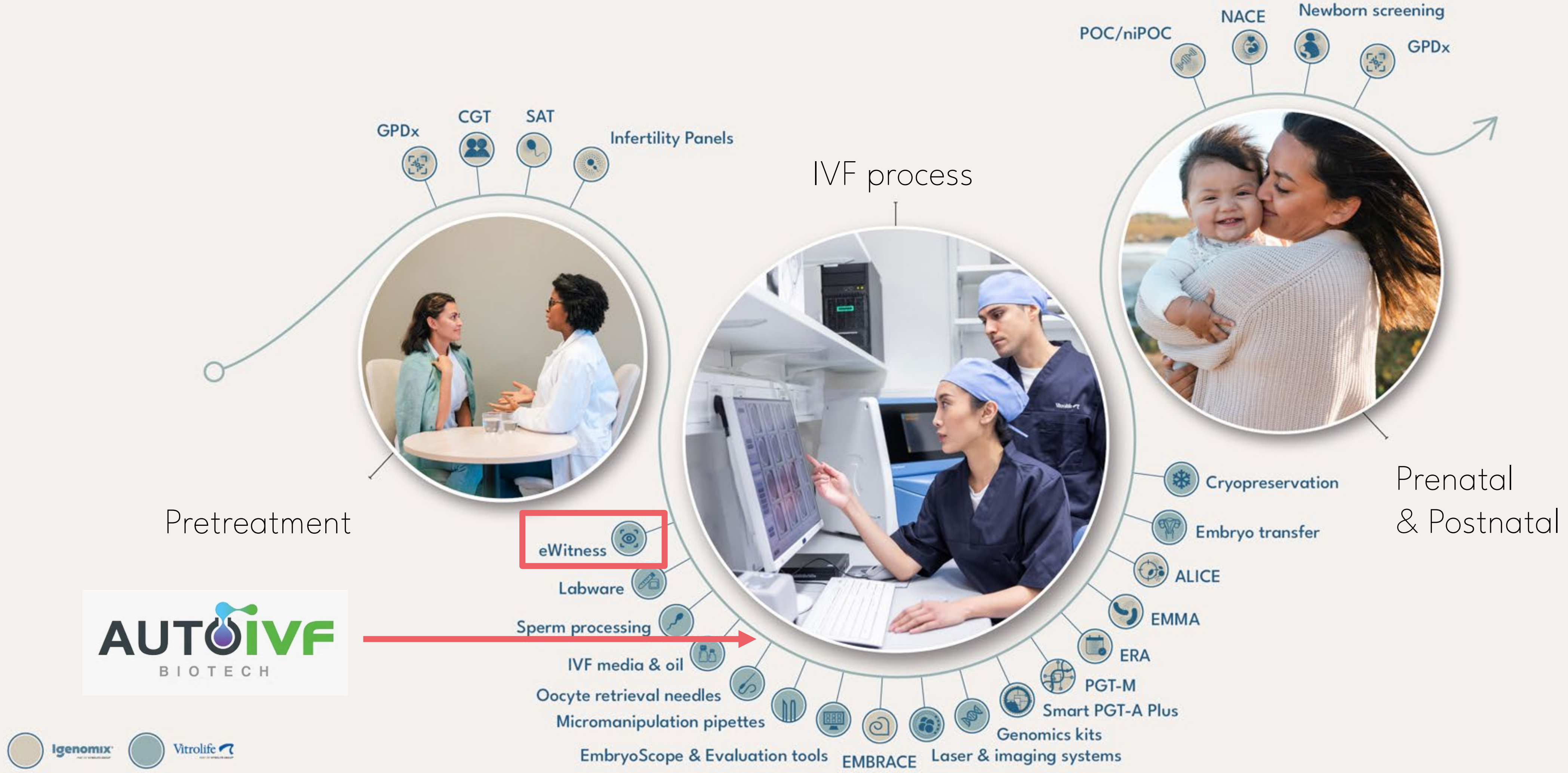
- Integrity
- Quality
- Innovation
- Collaboration

5 Strategic Pillars focusing on Innovation, Growth and Operational Excellence

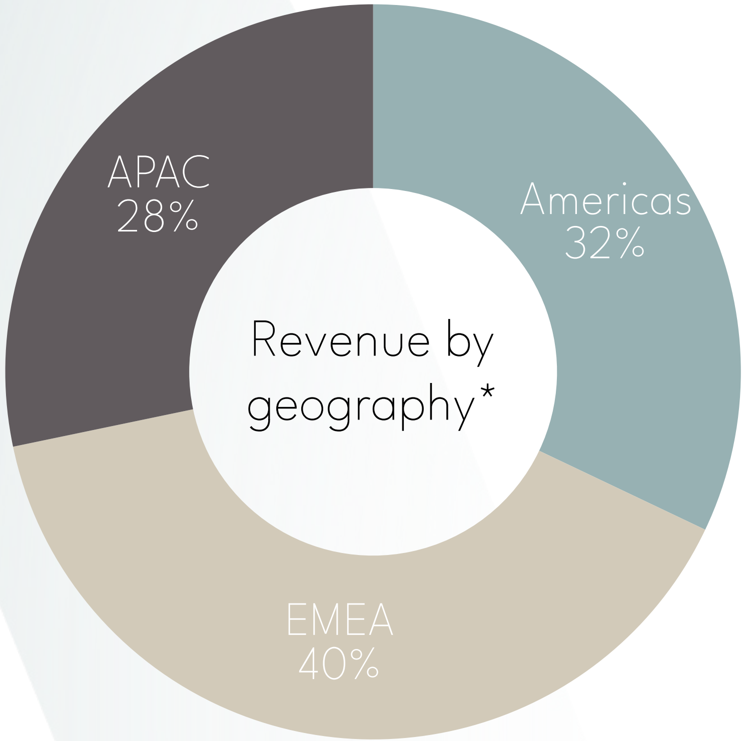
INNOVATION		GROWTH		OPERATIONS
1 Own the platform connecting products and services	2 Innovate to expand leadership	3 Accelerate growth in key markets	4 Optimise go-to-market model	5 Drive operational excellence
• Drive embryo evaluation innovation • Develop workflow improvement • Enhance portfolio	• 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

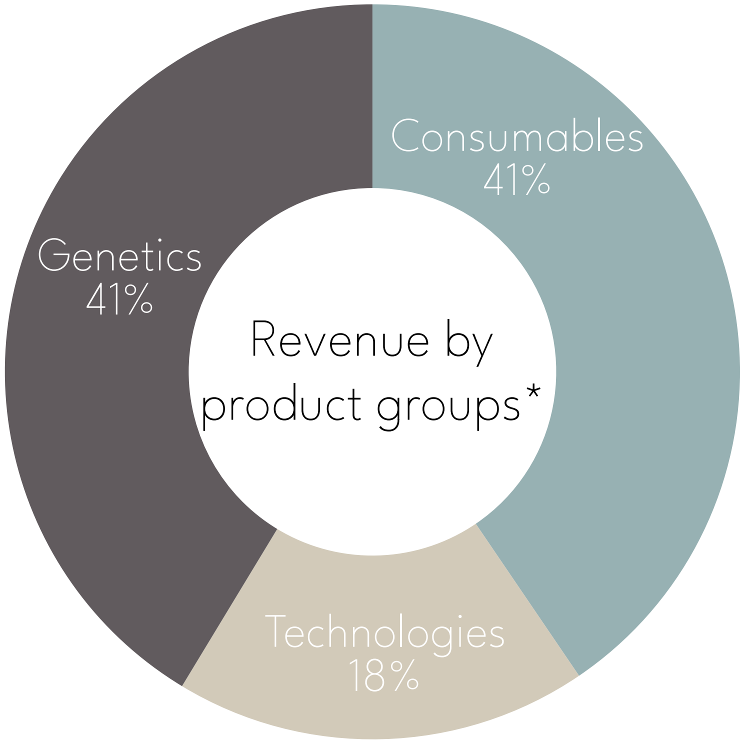
Ensure sustainability in everything we do

Progress on platform strategy



Well balanced from a portfolio and geographic standpoint





- ➢ Good geographic balance has proved critical in the changing macroeconomic environment.
- ➢ North America is number one focus market for the company.

- ➢ Capital sales in Technologies is fluctuating to a greater extent due to larger purchases by clinic chains.

*Q1 2025

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.

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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