



Generics and Consumer Health

Satu Ahomäki, Executive Vice President



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This presentation contains forward-looking statements which involve risks and uncertainty factors. These statements are not based on historical facts but relate to the Company's future activities and performance. They include statements about future strategies and anticipated benefits of these strategies.

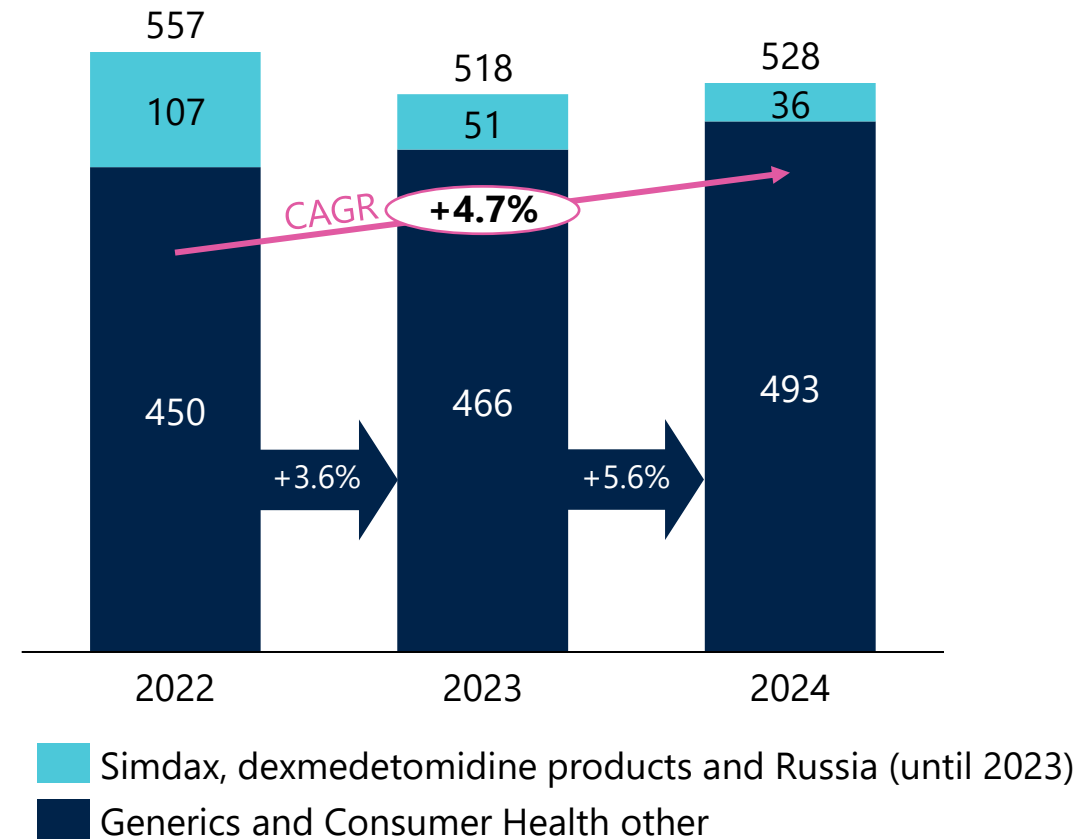
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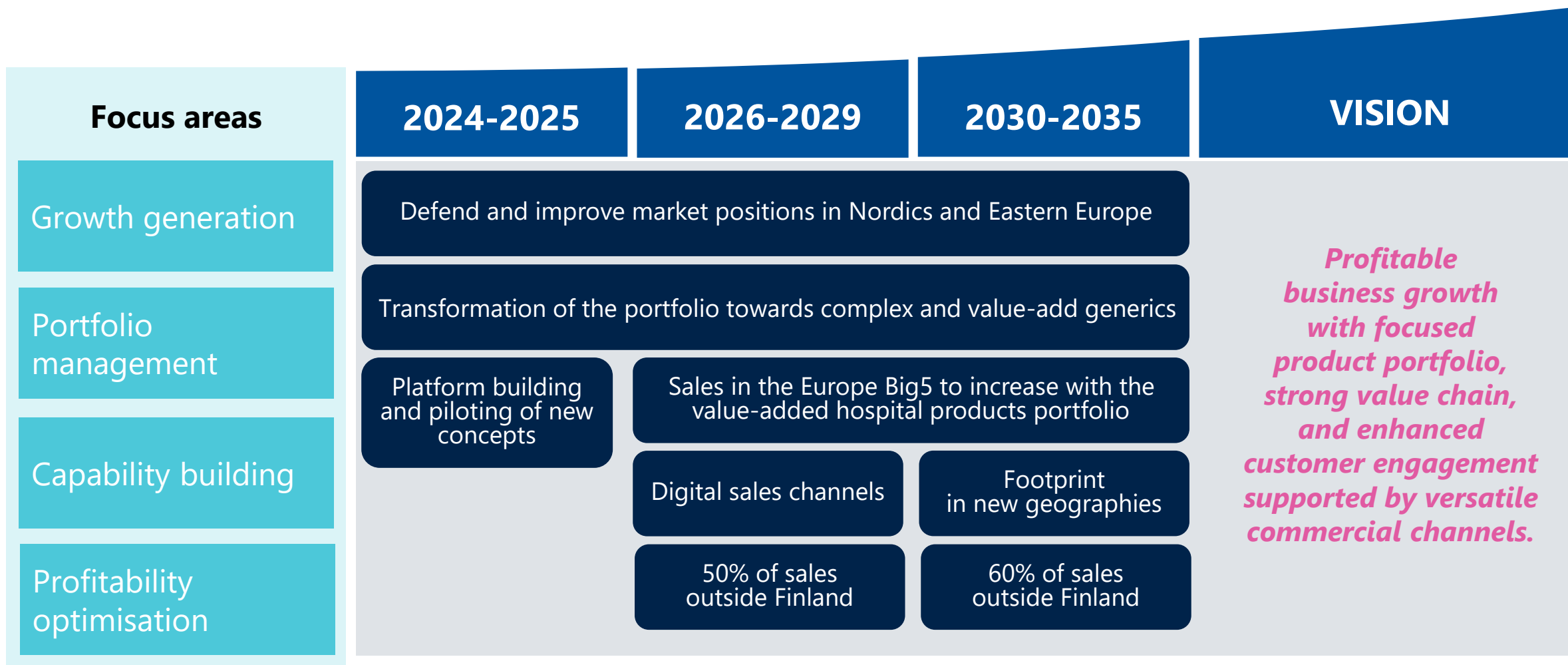
Dedicated effort and keen market insights have driven the expansion of the foundational portfolio



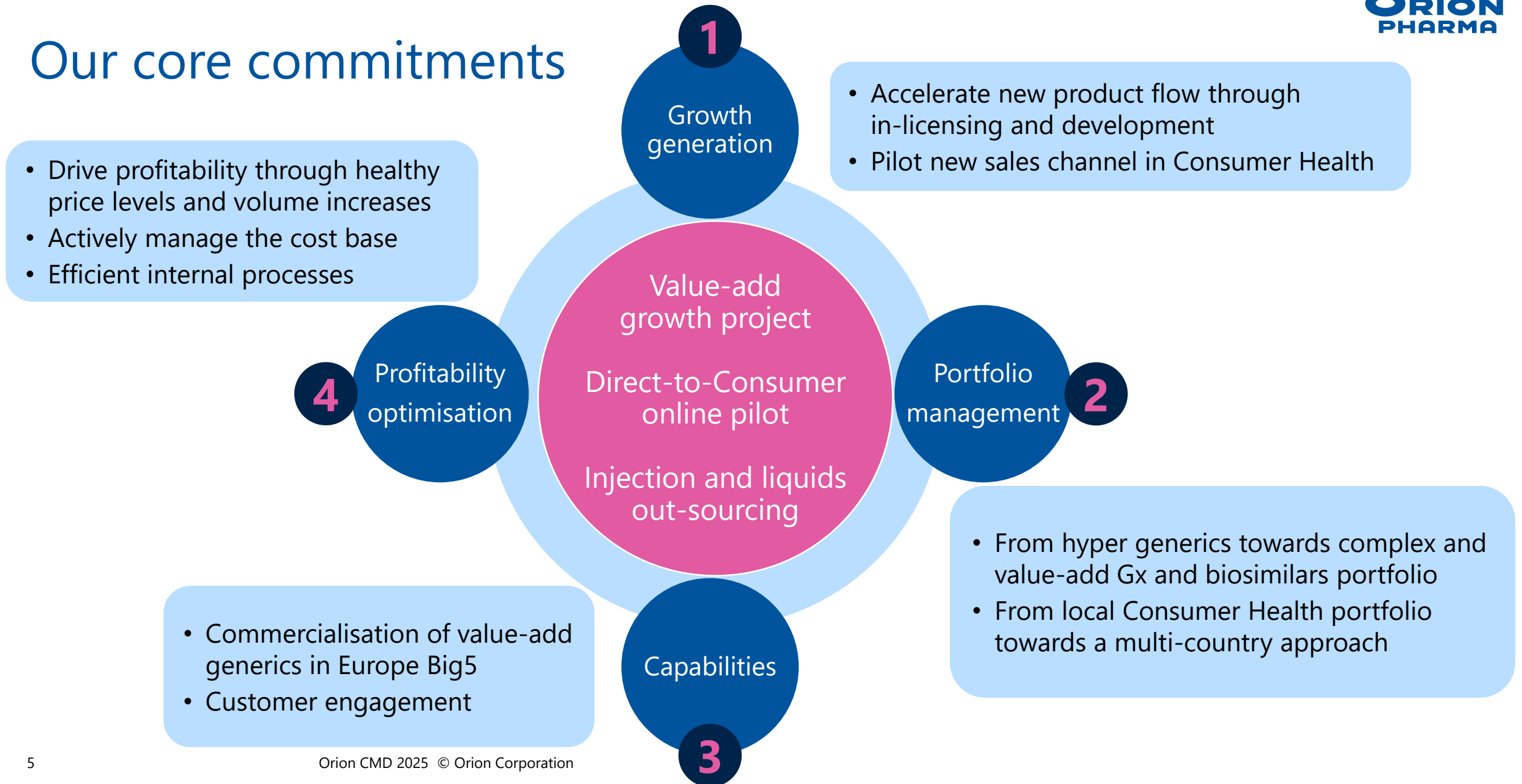
- Active in-licensing has always been in the core of Orion's activities
- Constant flow of new launches in Nordics and Eastern Europe enabled the growth
- Strong market insights from key Orion countries leading to successful pricing strategies



Strategic roadmap to realizing our vision



Our core commitments



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