



Branded Products

Hao Pan, Executive Vice President



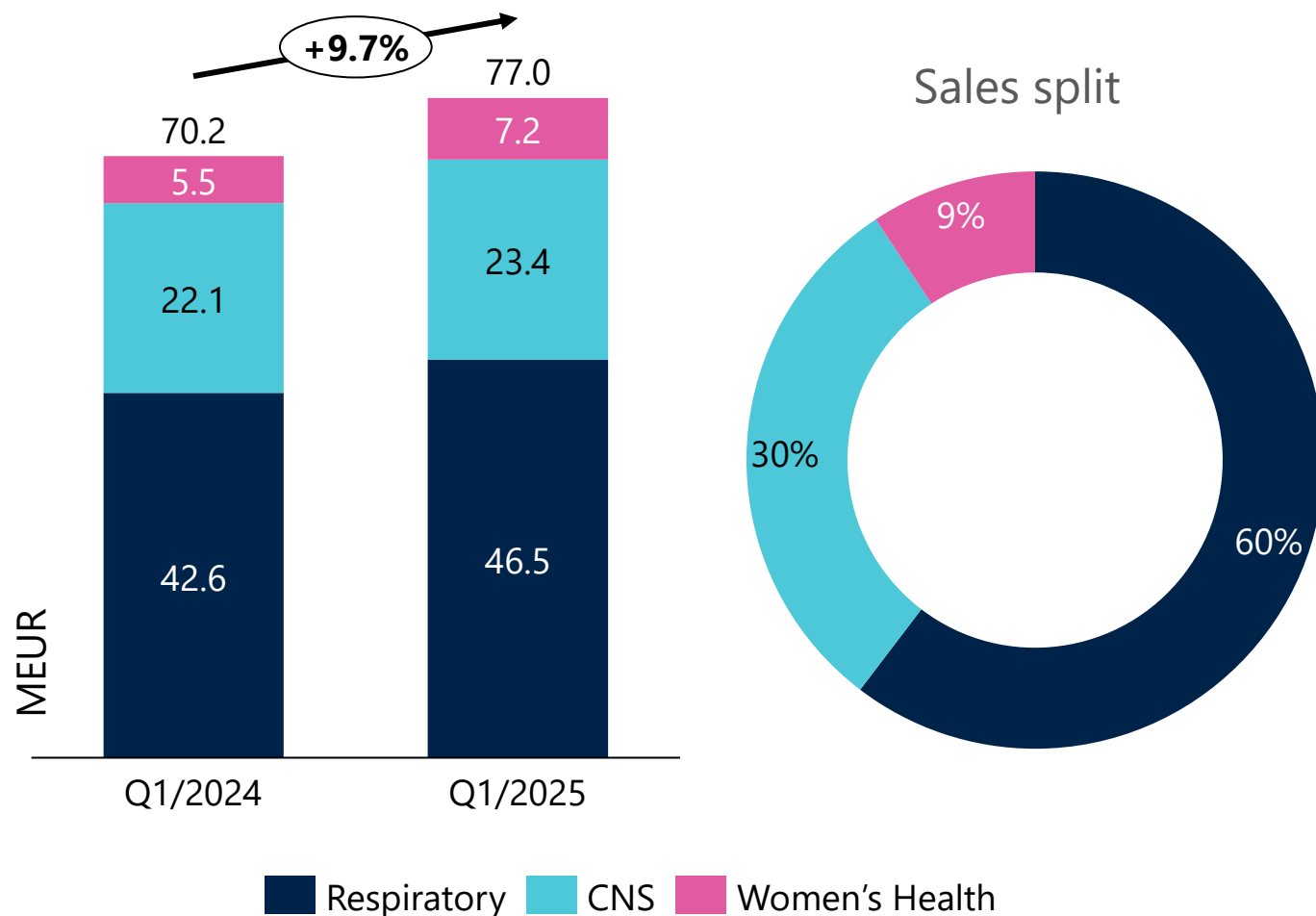
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All the figures in this presentation have been rounded, which is why the total sums of individual figures may differ from the total sums shown.

Overview of Branded Products Division



We are building portfolios around key products

RESPIRATORY



CNS



WOMEN'S HEALTH

Divina® series



Branded Products Divisional Strategy

Maximize value of Orion legacy brands and achieve profitable growth

Build a customer-driven portfolio:

- Easyhaler range products for Asthma & COPD
- In-licensed products for respiratory conditions
- Cost-effective products for different stages of Parkinson's Disease
- Value-adding CNS products for Migraine and Alzheimer's Disease
- Transdermal & oral hormone replacement treatment for menopausal symptoms

Expand to new geographies and strengthen global partnerships:

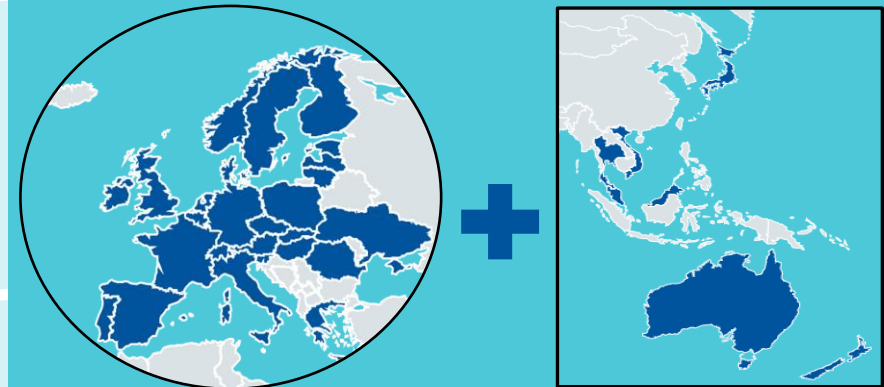
- Strengthen European market position for Respiratory and Parkinson's Disease
- Establish a successful operation in Japan
- Strengthen and expand APAC presence
- Strengthen partnerships in RoW

Develop growth enablers:

- Continued investment in Orion own API and manufacturing capacity
- Continuous improvement on sustainability
- European, Japan and APAC commercialization capabilities
- Omnichannel customer engagement competence enhancement

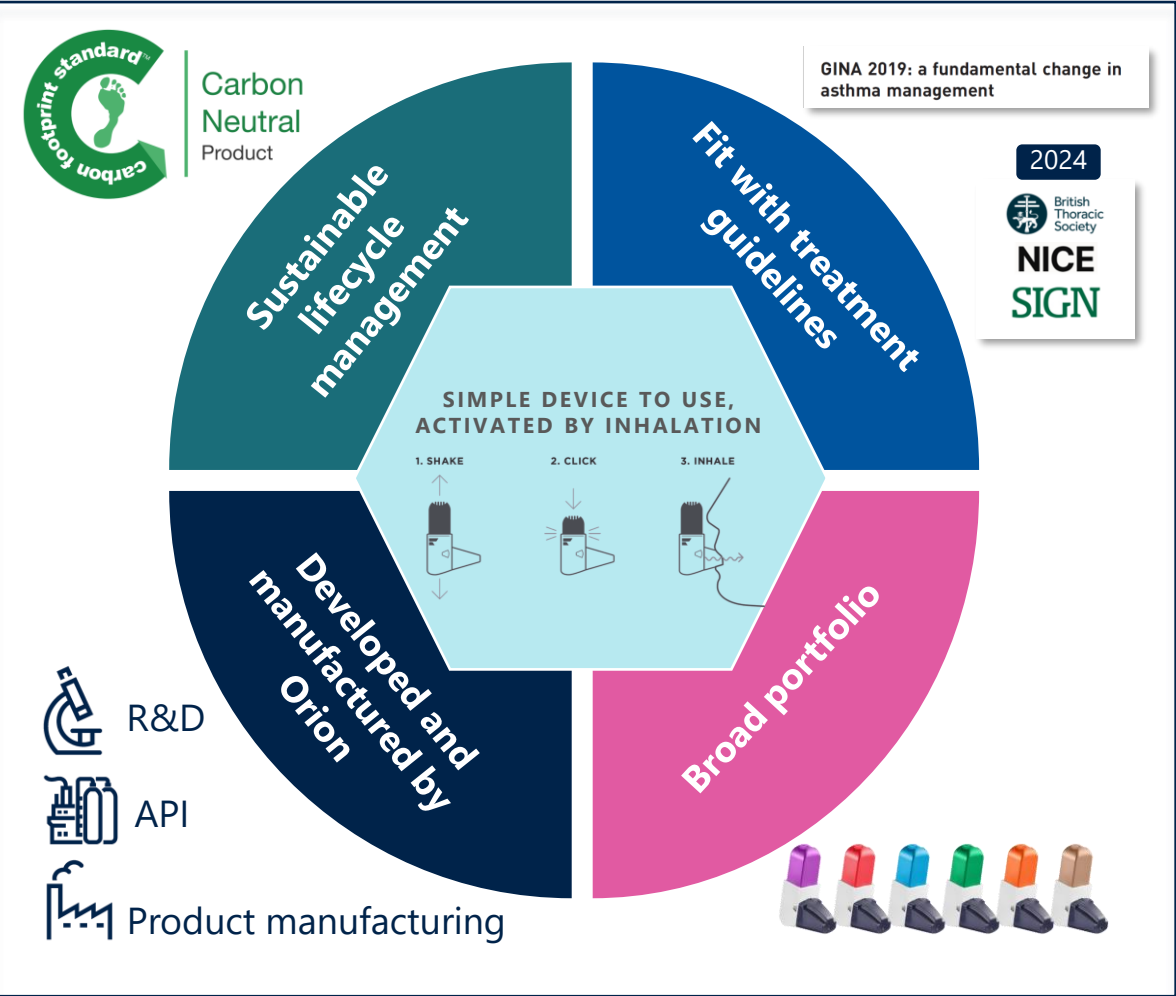
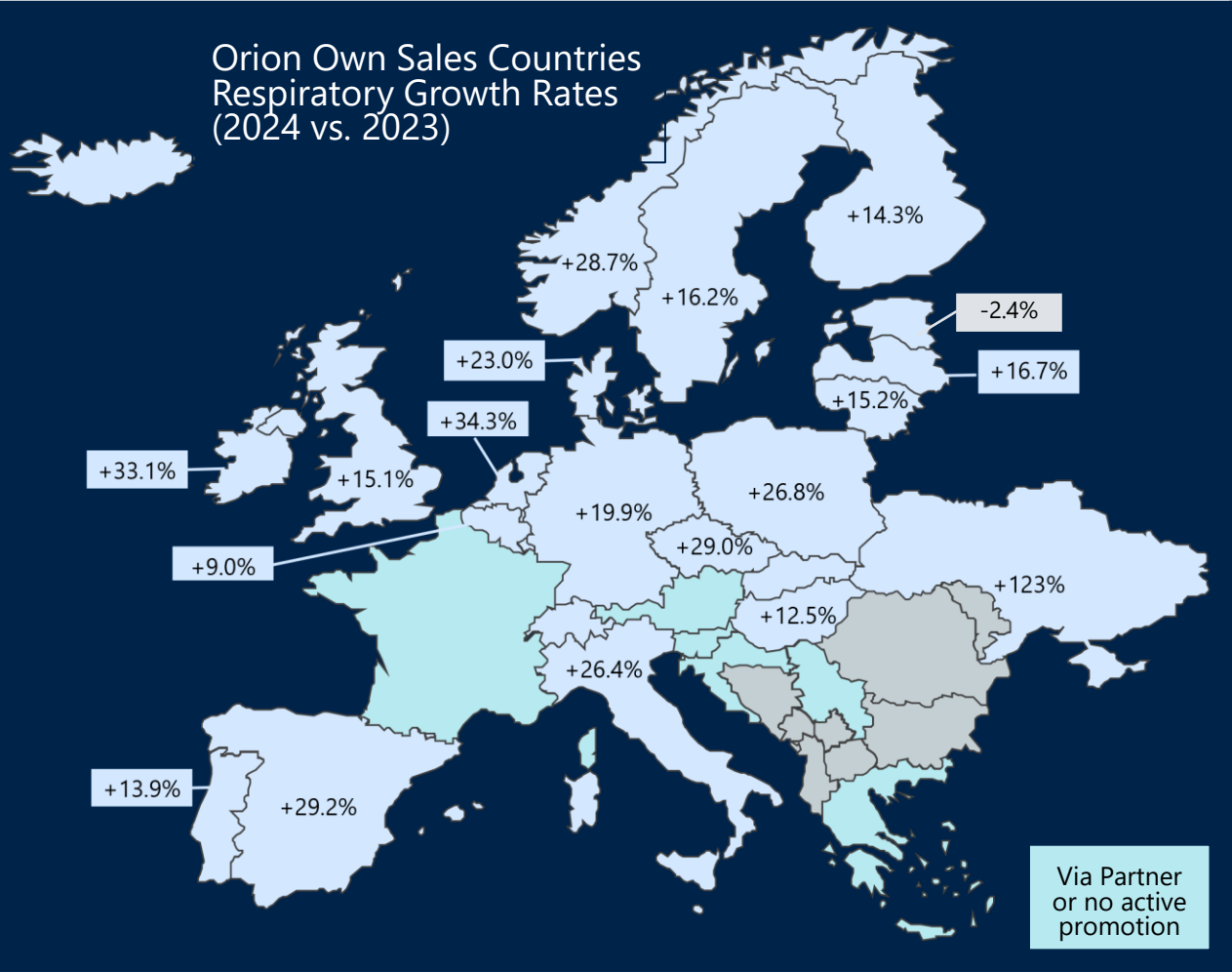
Branded Products Divisional Goals

- Easyhaler portfolio has **potential to exceed EUR 300 million** in annual sales
- Orion to provide cost-effective medicines for all stages of Parkinson's Disease



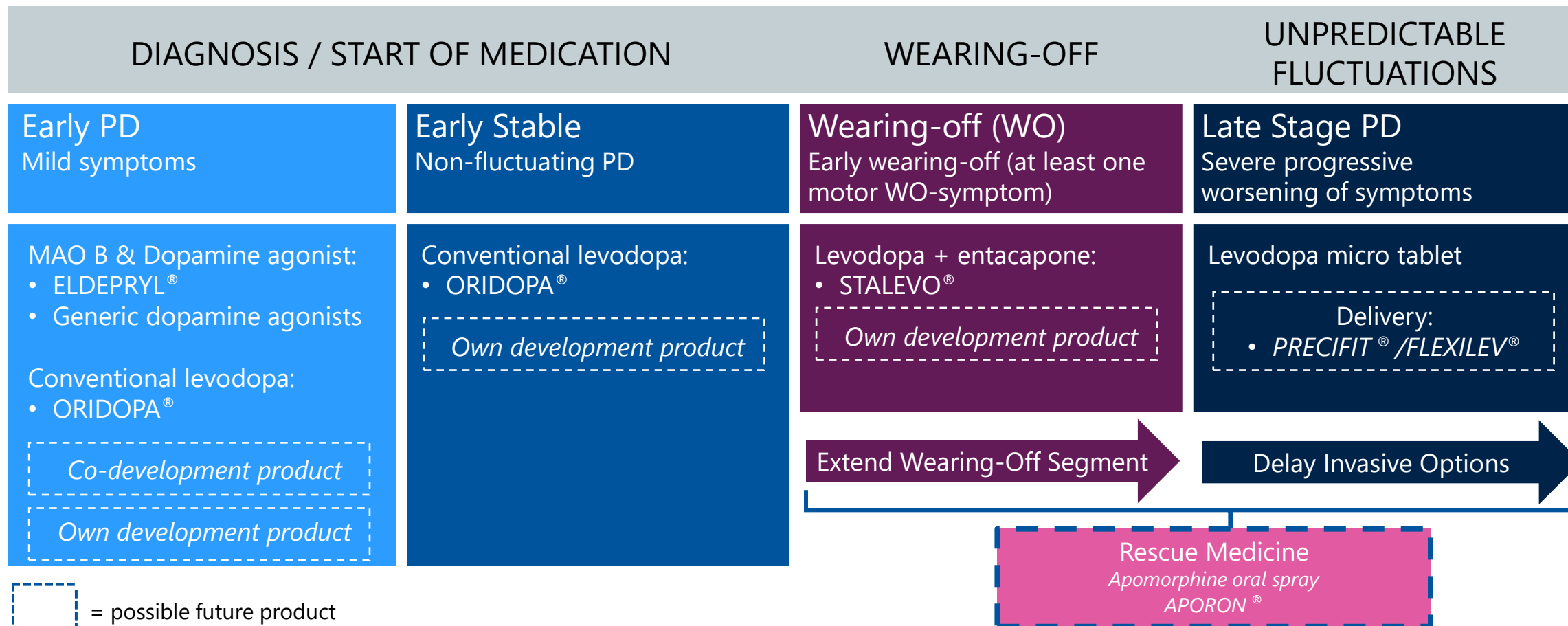
Omnichannel Customer Engagement

Easyhaler has the right credentials for continued growth



Expand offering to all stages of Parkinson's Disease

Orion Parkinson's Disease Current & Future Portfolio



Building on Sandrena®/Divigel® Success



TRANSDERMAL MENOPAUSE HRT MARKET IS THRIVING

TRANSDERMAL MENOPAUSE HRT MARKET IS EXPERIENCING STRONG GROWTH (vol. CARG 2022-2024)

- EUROPE 350M€, CAGR +30%
- US 650M€, CAGR +30%
- ASIA 100M€, CAGR +10%

GENERAL MARKET DRIVERS

- **MARKET RECOVERY:** Overcoming WHI study HRT stigma & big regions, like ASIA, still underdeveloped
- **SAFETY:** Newer transdermal treatment options and guidelines
- **ENPOWERMENT:** Women seeking relief for menopause symptoms
- **SOCIETAL RECOGNITION:** Treating menopause is essential for workforce productivity and economic growth
- **DEMOGRAPHICS :** Growing aging menopausal population (+100 million more menopausal-aged women globally by 2035 vs 2025)



WOMEN'S HEALTH STRATEGY

ACCELERATE SANDRENA®/DIVIGEL® GROWTH

- ❖ In recovering HRT markets

BROADENING OUR CURRENT OFFERING

- ❖ Range of dosing and presentations for all stages of menopause
- ❖ In house Menopause project feasibility on-going
- ❖ In-licensing systemic HRT or locally acting menopause treatments

INVEST IN PROMOTIONAL ACTIVITIES

- ❖ Re-launch
- ❖ Re-partner
- ❖ Expand into new countries

Leveraging competitive edge with/for our customers

Therapy area focus with deep knowledge and experience in

Parkinson's Disease

Easyhaler / Respiratory inhalation

HRT/Divigel

~30
years

~35
years

~35
years

European manufacturing and full value chain control

 **Fermion** API



Orion own R&D heritage



Finnish manufacturing



Own S&M operations in over
30 European and APAC countries

Branded Products Motto:
"Life begins at 30!"



Q&A



Break

Presentations will continue at 14.45 EEST (Finnish time)