

**Stock Exchange Announcement no. 4/2007**  
**21 February 2007**

## **Coloplast is re-organising for future growth**

**Coloplast supports its long-term growth ambitions through a new organisational structure, which will strengthen innovation, sales and marketing activities.**

Coloplast's strategy towards 2012, "Investment in growth", was announced in November 2005 and Coloplast has taken several initiatives to increase the company's profitability and hence free resources for growth initiatives.

Our competitive strength and growth opportunities rely not only on the company's profitability, but equally on innovative skills and the strength of our customer relations. We have therefore performed an analysis of our activities in the areas of innovation, sales and marketing, which now leads to the implementation of a new organisational structure with the aim to accelerate growth. The new organisation will:

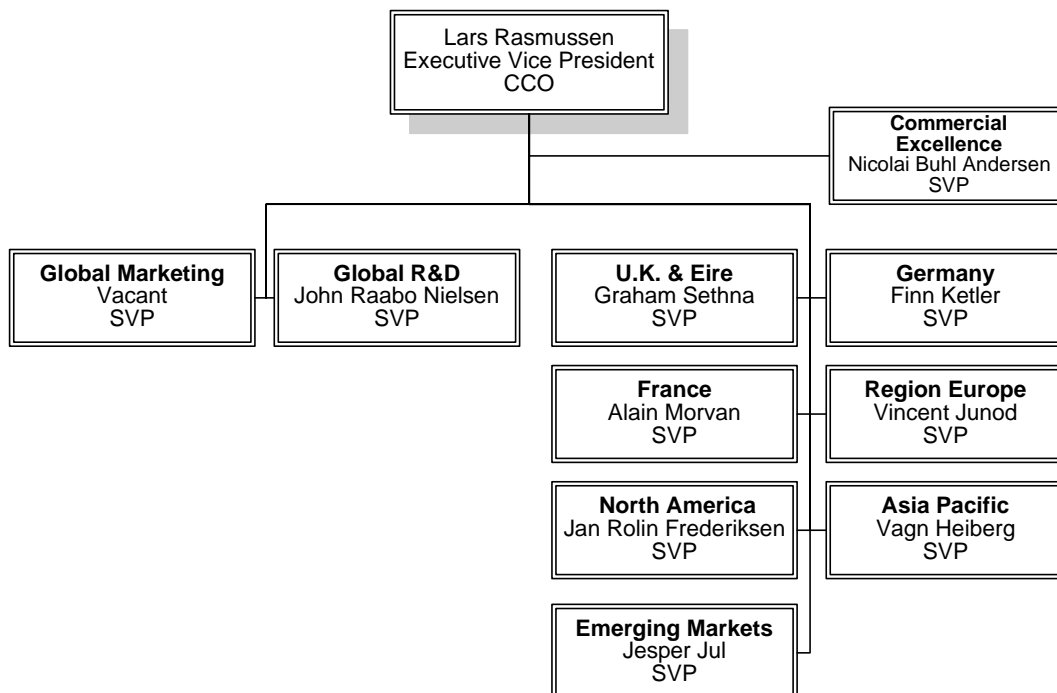
- Strengthen the link between customer understanding, market insight and product development
- Efficiently channel resources into growth initiatives
- Accelerate time-to-market, and free up resources to spend more time with customers
- Allow competence centre functions to obtain scale efficiencies, share skills and prevent duplication

A new global organisation along functional lines will replace the three product divisions and the six regional sales organisations will be replaced with four regional and three large country sales organisations.

The key changes are:

- Three new global units reporting to Executive Vice President and CCO Lars Rasmussen: 'Global Marketing, Global R&D and Commercial Excellence' will replace the three product divisions
- United Kingdom, Germany and France will report directly to the CCO, giving greater freedom and flexibility in these significant markets
- All other European countries will report to a new Region Europe creating greater opportunities to share learning's and best practice
- Region North America replaces Region Americas giving greater focus on the US and Canada
- A new Region for 'Emerging Markets' has been established, to concentrate on countries with high growth potential
- Region Asia-Pacific remains unchanged.

The new organisation and key positions are shown in the chart below.



The new organisation will be operational from 30 March 2007. As of 1 April 2007 Anne Mette Olesen, SVP of the Urology and Continence Care Division, will take over responsibility for Corporate HR from Bente Laursen, who will continue to work with Corporate HR tasks on a part-time basis.

The changes support Coloplast in achieving its long-term targets, but they do not affect our expectations for 2006/07. The current segmentation in the financial reporting will be maintained.

In connection with the implementation of the new organisation Coloplast has decided to postpone the establishment of regional shared service centres and the costs related to the implementation of the new organisation are therefore included in the existing allocation to restructurings in 2006/07.

Potential redundancies, e.g. in connection with staffing of the Global R&D and Global Marketing competence centre functions will to a large extent be offset by new positions in other functions. Net savings related to the restructuring are therefore negligible

Sten Scheibye  
 President, CEO

**Further information****Investors and financial analysts**

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**Press and the media**

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