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*Press release***Coloplast introduces new silicone wound dressings as part of growth ambition**

By launching a new series of silicone dressings that conform to the natural contours of the body, Coloplast takes another step towards the goal of doubling the size of its Wound Care business by the 2020/21 financial year. The new series of silicone dressings is scheduled to launch starting in December and will launch in all key markets during 2016/2017.

Coloplast is expanding its Biatain Silicone portfolio with eight new wound dressings referred to as Sizes & Shapes. Used for treating chronic wounds, the dressings are shaped to fit a heel, the hollow of the knee, the back of the neck or the shoulder; places where it can be difficult to apply a dressing properly.

According to Nicolai Buhl, SVP of Coloplast's Wound Care business, innovative products such as Sizes & Shapes form an important part of Coloplast's growth plans.

- Our new silicone wound dressings give the competition a run for its money, while giving the users what they want: wound dressings that conform to the body's natural shape. We're confident that our new wound dressings, developed by healthcare professionals and shaped by users, will strengthen our position in the global wound care market, because we now have a complete product offering for many different wound types, says Nicolai Buhl.

Coloplast's Wound Care business currently has a global market share of 5–10 percent. The company's ambition is to grow to 10–15 percent by the 2020/21 financial year.

Facts

- The global market for wound care products is estimated at DKK 16–17 billion, and market growth is estimated at 3–5 percent per year.
- Coloplast's Wound Care Business has a 5–10 percent global market share.
- The new Biatain Silicone Sizes & Shapes series builds on the existing Biatain Silicone portfolio.

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