

We are Redcare Pharmacy.

# The one-stop pharmacy for Europe.

Presentation by Olaf Heinrich, CEO.

● Zurich, 24 OCTOBER 2023

 Redcare

# Over the years, we've built a **successful** business ...



**> 10.1 mio.**  
Active customers

Q2, August 2023



**> 150.000**  
Products &  
versatile Services



**€ 1.2 bn**  
Revenue

FY 2022



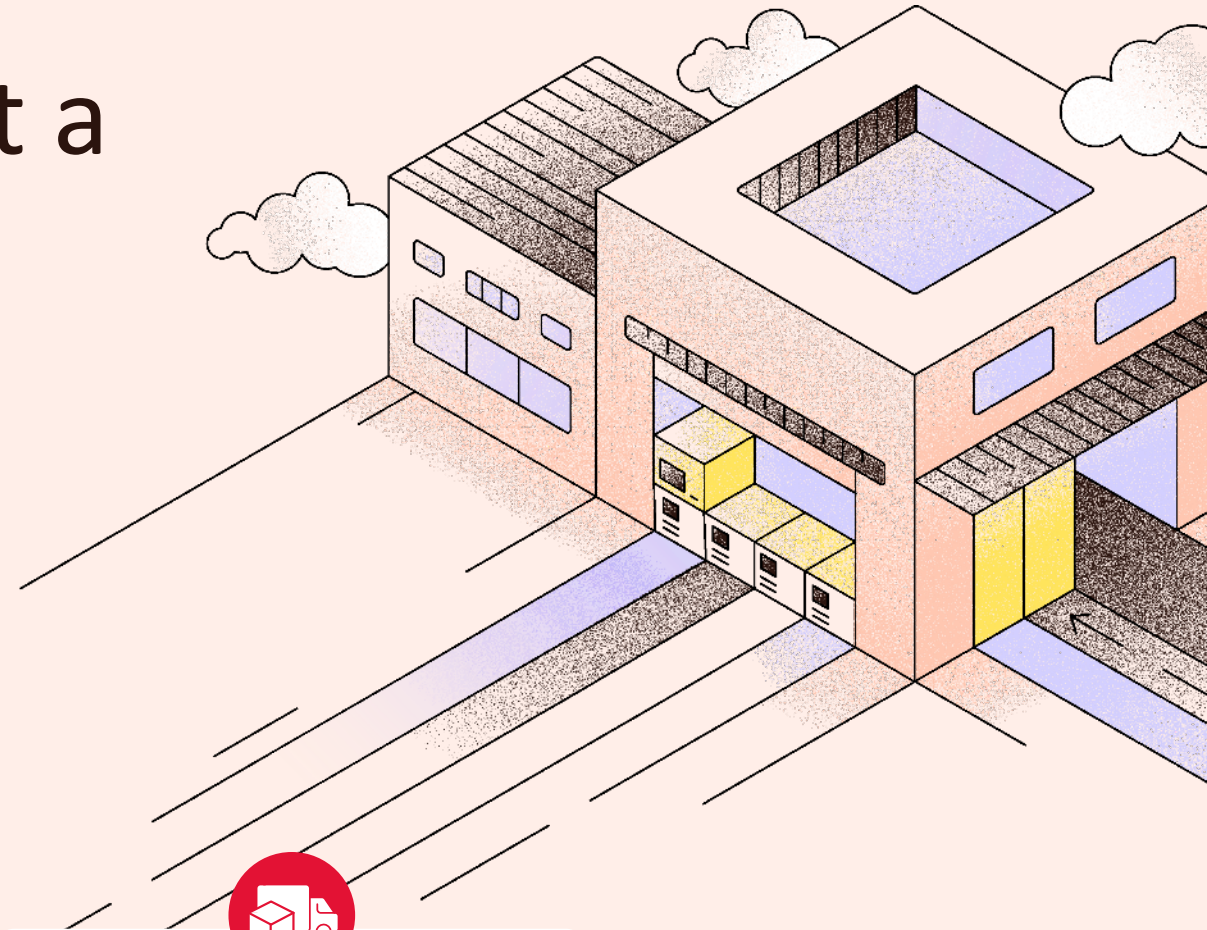
**> 2.000**  
Employees  
across Europe

FY 2022



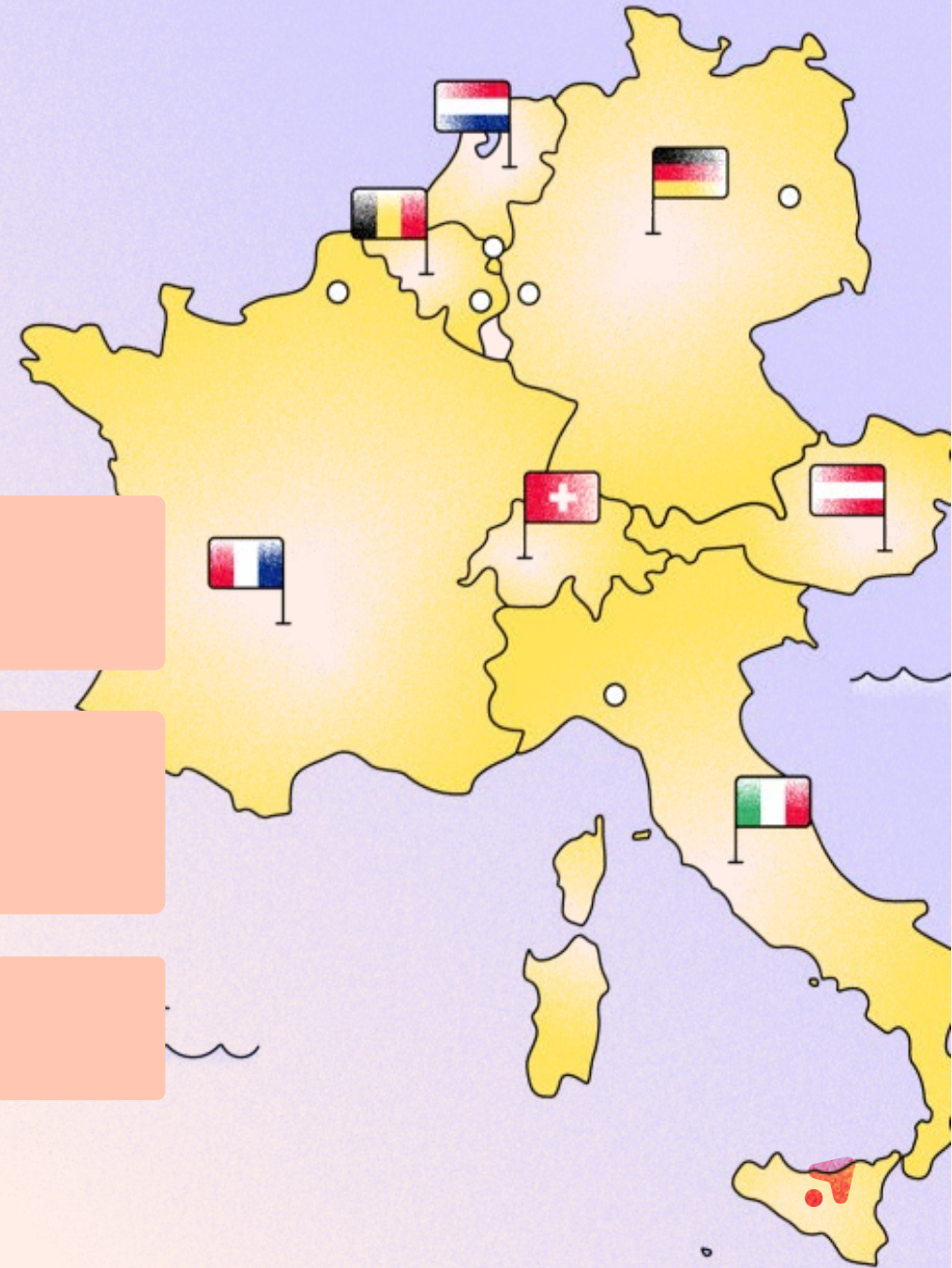
**> 80.000**  
Parcels sent  
per day

Q2, August 2023



# We scaled our business to several countries in **Continental Europe** ...

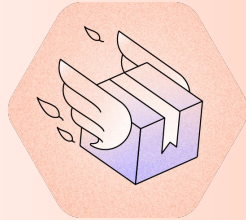
- ▶ 7 countries: leadership positions in Austria, Belgium and Germany.
- ▶ Logistics centre in the heart of Europe (Sevenum, NL); new distribution centre in Milan, Italy.
- ▶ Strategic partnership with Galenica to build the leading online pharmacy in Switzerland.



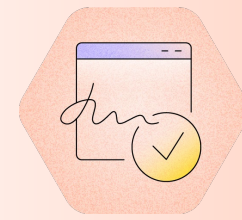
# Our services are made for **everyone.**



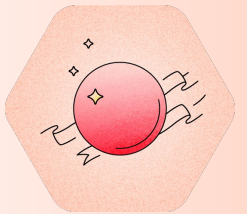
Marketplace



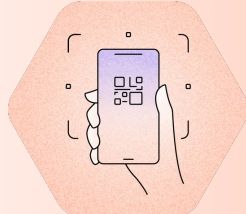
Same-day  
delivery



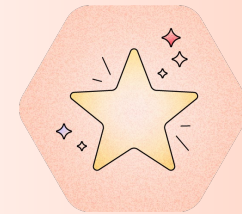
Medication  
Management



Customer loyalty  
programme



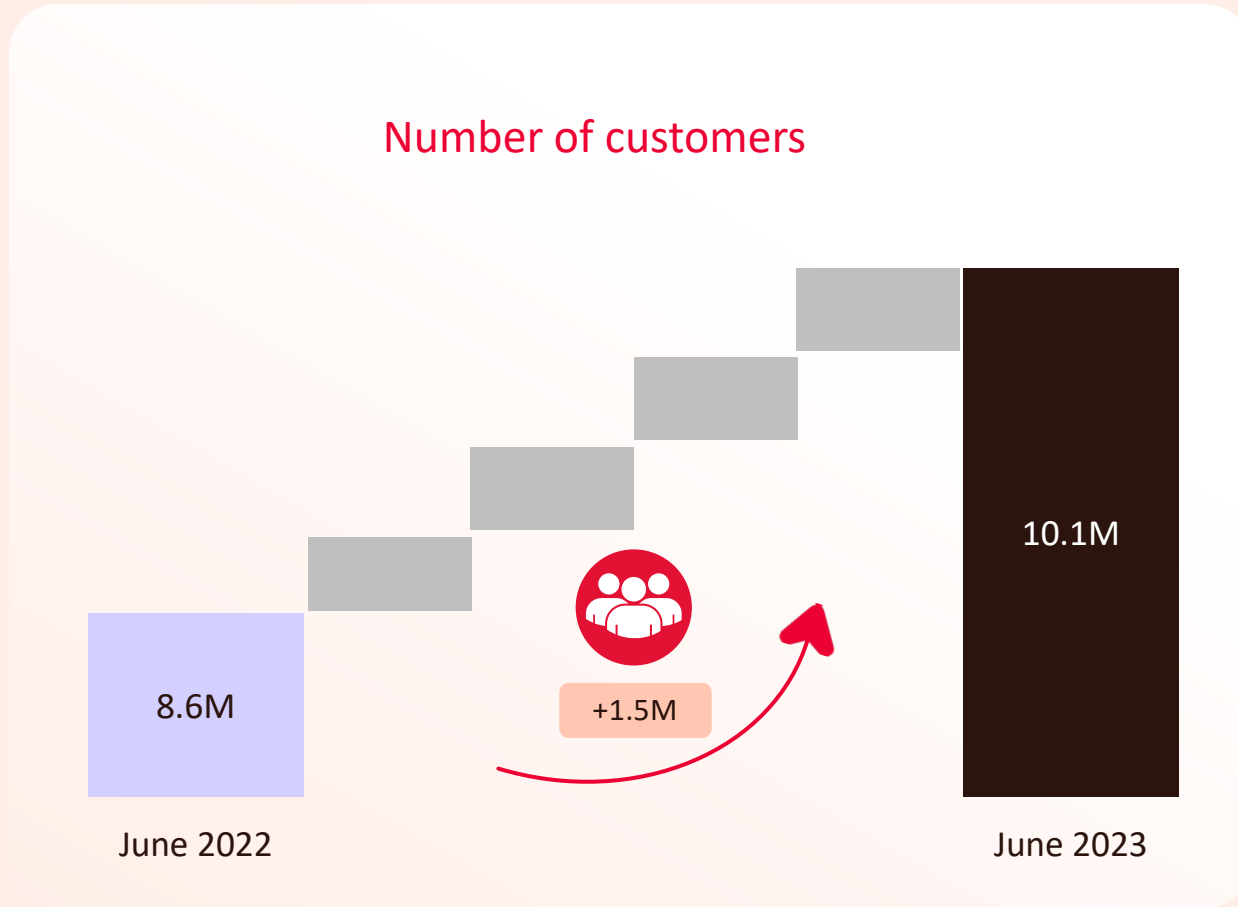
Apps



Own Brands



# Surpassing 10 million active customers.



**NPS** 71

Net Promoter Score  
Q2 2023 (2022: 74)

The NPS section features a red hexagon with "NPS" and a white box with "71". Below is the text "Net Promoter Score Q2 2023 (2022: 74)". To the right are three smartphone screens displaying customer testimonials with names and scores: KARL, 76; MILA, 43; and WALTER, 24. The testimonials include phrases like "Not just for you...", "For your kids...", and "And their kids too".

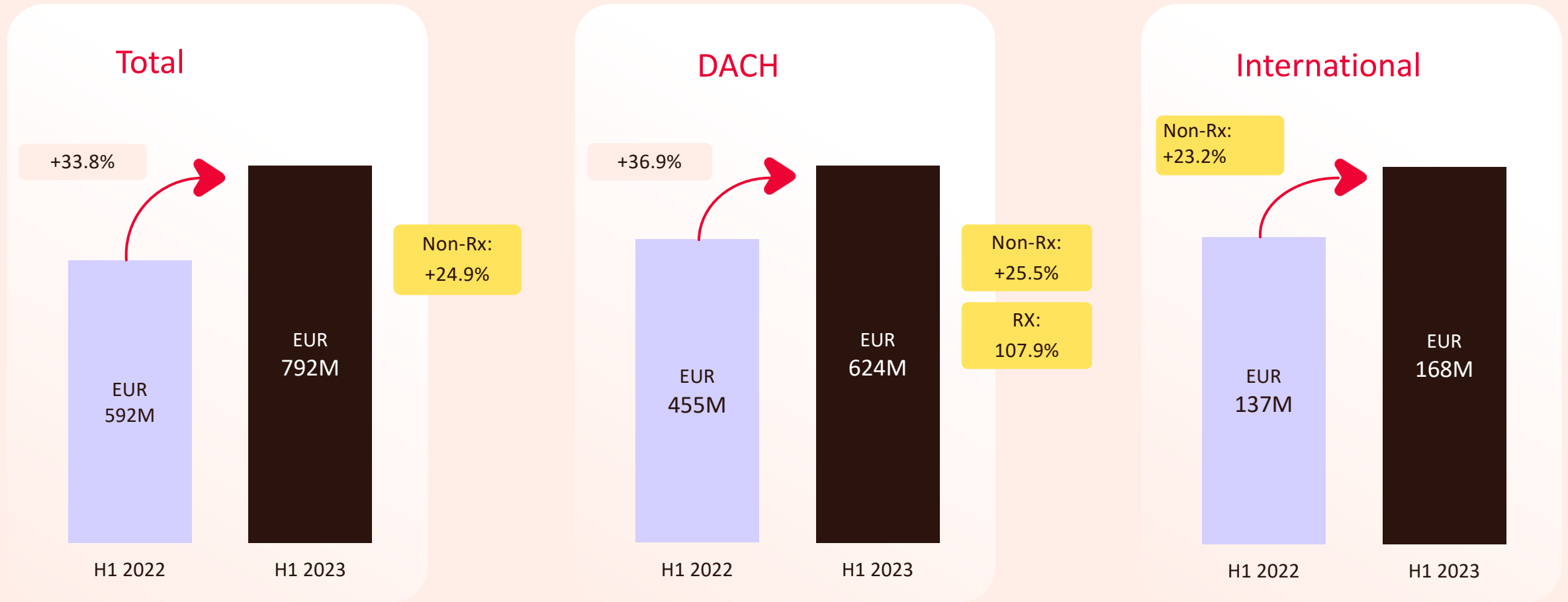
**€ 58.93**

Average Shopping Basket Value  
Q2 2023 (2022: 57.96)

The ASBV section features a red shopping cart icon and a white box with "€ 58.93". Below is the text "Average Shopping Basket Value Q2 2023 (2022: 57.96)". To the right is an image of the Hayfever Relief for Adults product packaging, including a spray bottle and a box.



# Double-digit sales growth continues.



# Full year 2023 guidance raised.

Excluding impact from a potential surge in e-prescriptions (e-Rx) in Germany.

- ▶ Non-Rx growth 20-30%  
(up from 10-20%).
- ▶ Total net sales EUR 1.7–1.8 billion.
- ▶ Adj. EBITDA margin 1.5-3%  
(up from 0.5-2.5%).
- ▶ Free cash flow: EUR -20M to 20M

Free Cash Flow defined as the most commonly used definition, i.e. cash flow from operating activities plus investing activities excluding one-off business acquisition and short-term cash investments.

Mid- to longer-term guidance of adjusted EBITDA margin  
in excess of 8% unchanged.

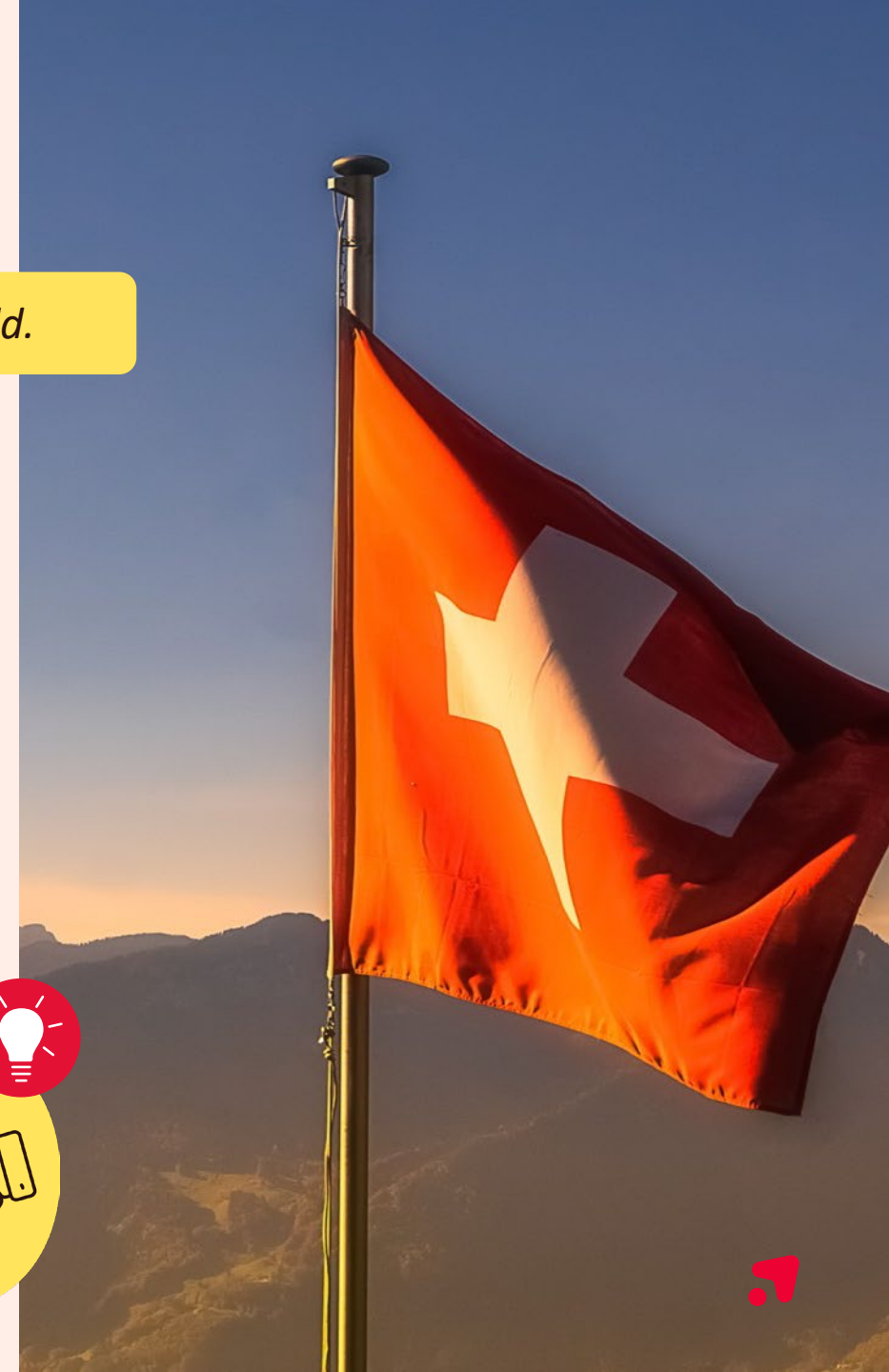


*Redcare Pharmacy & Galenica.*

*Strategic alliance of leaders in their field.*

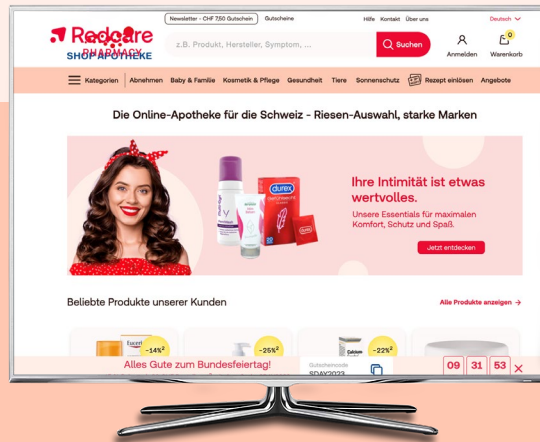
# Combining the best of both worlds.

- ▶ Mediservice as the leading specialist pharmacy in Switzerland with a **focus on mail order prescription medicines and complex diseases.**
- ▶ Redcare Pharmacy as the leading online pharmacy in Europe, operating shop-apotheke.ch, a **fast-growing healthcare platform in Switzerland.**
- ▶ A true **B2C powerhouse** to build the leading online pharmacy in Switzerland.





We give everything for the health of our customers!



## E-Commerce.

- ▶ Webshop for Health, Beauty and Care.



## Pharma Care.

- ▶ Mail-order and Pharma Services for medicines.



## Distance Care.

- ▶ Home Care and Home Health Services.

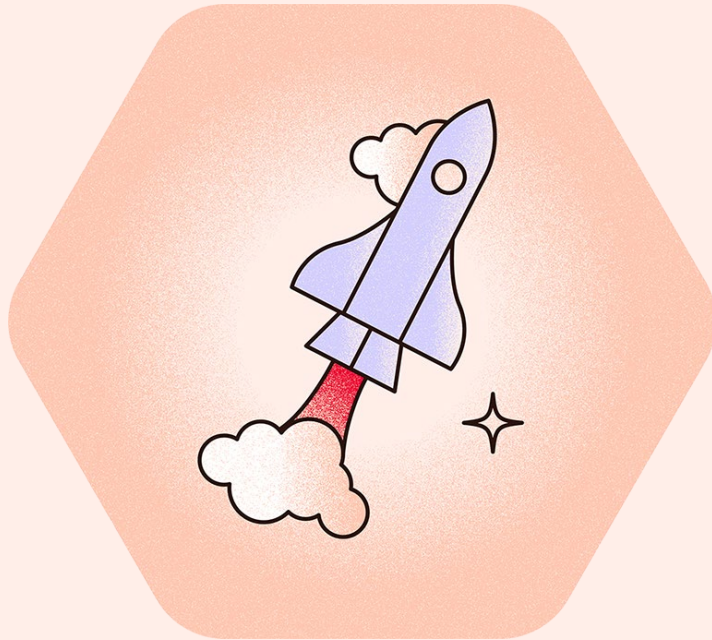


## The leading **Online-Pharmacy** in Switzerland.



- ▶ Unique customer promise: **prescription medicines** combined with the **most comprehensive product assortment for health, beauty and care.**
- ▶ Accelerating growth:
  - ▶ Increasing Share of Voice,
  - ▶ Expansion of the Swiss product assortment,
  - ▶ Cross-Selling Synergies RX ↔ BPC,
  - ▶ Improving the customer experience (NPS),
  - ▶ Opening up further growth potential.

## Creating the framework for further Growth.



Improve unique starting position for mail order business:

1. OTC-Liberalisation,
2. E-Prescription,
3. E-Medication Plan,
4. E-Health.