

> **Press release / 12 February 2019**

Coloplast continues to expand its SenSura® Mio ostomy range with the new, innovative, first-of-its-kind SenSura® Mio Convex Flip ostomy product.

Designed specifically for the outward body shapes – and the first of its kind in the ostomy market – the new SenSura® Mio Convex Flip is now available in the United States.

All bodies are different, and it is a challenge to create products to fit individual bodies. The SenSura Mio ostomy care portfolio is intended to meet the differing needs of ostomates through its BodyFit Technology®. Flat and convex barriers are common, which the SenSura Mio offers a solution for.

SenSura Mio Convex Flip is a new solution for people with an outward body profile and is the first ostomy appliance designed specifically for those that are overweight, obese, or have parastomal bulges or hernias.

“With the addition of SenSura® Mio Convex Flip, we continue to build out our ostomy SenSura® Mio portfolio to meet more people’s needs. It is difficult to make a great fit for people with outward body profiles, but the curved, star-shaped barrier can do just that. We are confident that this will make a big difference to our users and give Coloplast a strong competitive edge,” says CEO Kristian Villumsen, Coloplast.

Committed to improving outcomes via quality products and life-long patient support

Ostomy care is the 2nd leading cause of 30-day readmission rates in the United States. Coloplast® Care, a comprehensive patient support program, provides patients with individualized support, education, and tools via a patient-focused advisor. The program has been shown to reduce 30-day readmission rates by 30 percent and ER visits by 45 percent.

“SenSura® Mio Convex Flip provides a new option for those living with an ostomy. By offering a new innovative product that supports the needs of more users, combined with the Coloplast Care program, we not only impact the quality of life for people living with a stoma – we also make a positive effect on health outcomes,” says Senior Vice President Manu Varma, Chronic Care in North America.

Coloplast is the global market leader in ostomy care products, holding 35-40% of the market. Ostomy care products experienced 8% organic growth in 2018, with double-digit growth coming from the United States.

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Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Working closely with the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare. Our business includes ostomy care, continence care, wound and skin care and urology care. We operate globally and employ around 12,000 employees.

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