







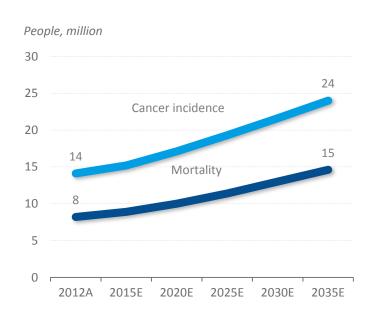
# J.P. Morgan - January 2016

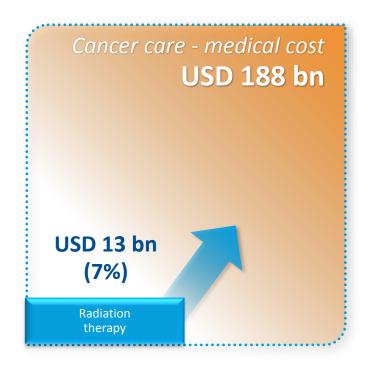
Håkan Bergström CFO



## Growing need for cost efficient cancer care

#### *Growth of cancer*







## Financial ambitions

# **Short-term** (2015/16)

- Growth in net sales to continue to be modest for FY 2015/16\*
- Improve EBITA margin
  - Cost reductions
  - Product mix and recurring revenue

#### Mid-term

(2016/17 - 2017/18)

- 3-5%\* net sales growth per year
- Improve EBITA margin with more than 6\*\* percentage points

#### Long-term

- >10%\* net sales growth per year
- Growth in EBITA to exceed sales growth in SEK
- ROCE >20%
- Net debt / equity < 0.5x</li>



<sup>\*</sup> In local currency

<sup>\*\*</sup> Base year 2014/15, excluding currency effects

## Mid to long term growth drivers

#### Macro

- Improving world economy and political stability
- Cancer incidence growth and retreatments
- Increased utilization of radiotherapy
- Closing the gap in emerging markets

#### Elekta

- Driving aftermarket revenues
- Higher technology content
- Launch of Atlantic

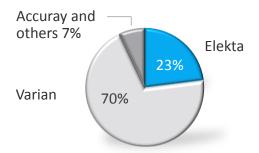




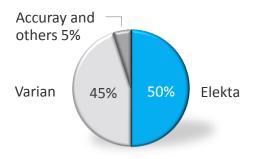
## Elekta – Market leader in 2 of 3 regions

Market share- Linac units

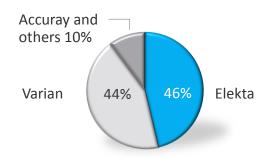
#### North America



#### **EMEA**

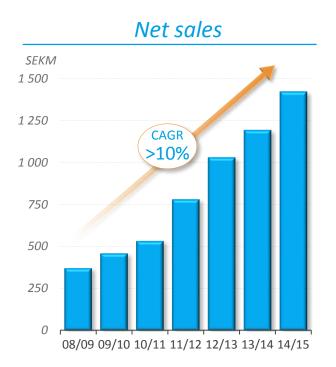


#### Asia Pacific





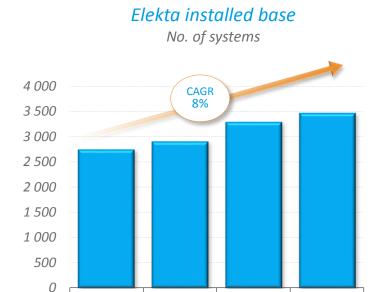
## Growth in China will continue



- Health care reform sets clear direction
- Target of 2-3 linac per million from 1.4
- Expansion of private sector
  - 20% target
  - Acquisition of hospitals



## Capture upside in installed base



FY12/13

FY13/14

FY14/15

FY11/12

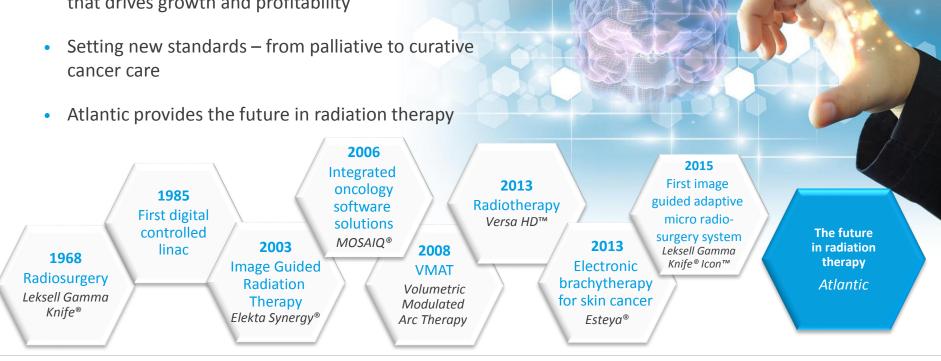
#### Capitalize on customer base

- Service contract penetration
- Upsell software
- Upgrade hardware
- Opportunity from recent products
  - Agility<sup>™</sup>/FFF, Monaco<sup>®</sup> 5, MOSAIQ<sup>®</sup> 2.6
  - Leksell Gamma Knife® Icon™
    - 200 potential upgrades
    - Expansion in radiation oncology



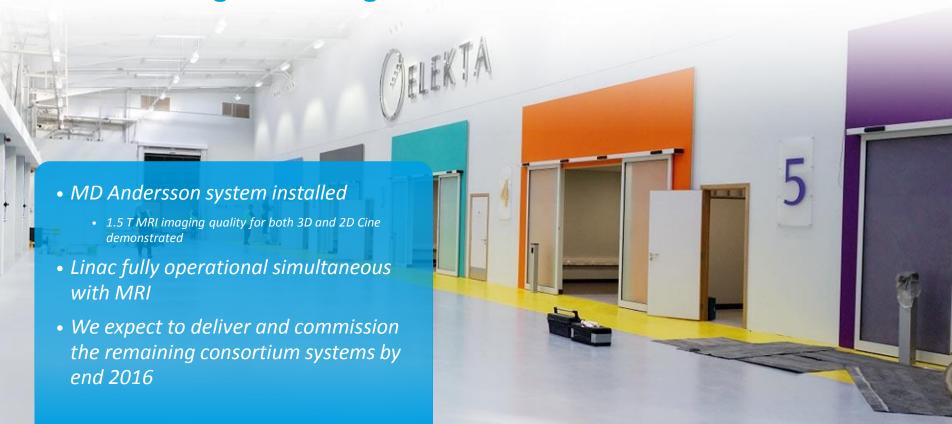
## Innovation Leadership

 Ground breaking innovations – higher clinical value that drives growth and profitability





## Atlantic – a game changer





### The future of cancer care

#### **Today:**

IGRT with VMAT is standard of care

## Atlantic

Better knowledge of the patient and disease

Increased accuracy and precision

Real-time adaption (motion, shape, biology)

#### **Tomorrow:**

- Better outcomes
- Lower costs
- Potential for new indications



### Demonstrate clinical value

- Planning and imaging studies
  - Validate clinical hypotheses
- Feasibility studies
  - Optimize work flow and confirm dosimetric benefit
- Single arm studies
  - Estimate clinical outcome effect sizes
- Comparative studies
  - Compare Atlantic-based treatment with most relevant alternative.



## Tumor site groups established

- Each tumor site group is formed from clinical experts from each of the 7 consortium members
- Planning and imaging studies defined; many have begun
- Detailed timelines for pre-clinical and clinical studies being developed
- Data management approach and infrastructure being developed





## Atlantic – on track for launch

Planning	Ambition
Delivery of all consortium systems	During 2016
Regulatory approvals - CE Mark, 510(k)	During 2017
Launch and taking commercial orders	2017
Total orders during ramp up (until 2019)	75
Expected market price	USD 8-10 M





## Transformation program on track

- Continue to invest in strategic R&D
- Strengthen customer service network including customer training and education
- Reduce costs primarily in administration, supply chain and procurement
- Drive aftermarket growth and profitability

# **Mid-term** (2016/17 – 2017/18)

- 3-5%\* net sales growth per year
- Improve EBITA margin with more than 6\*\* percentage points

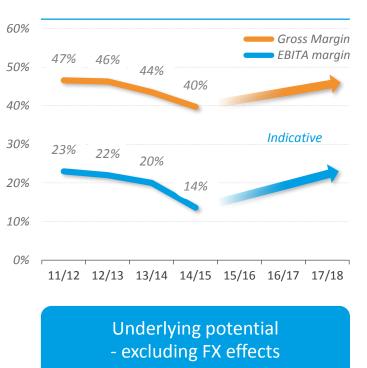


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## Transformation program to drive margin improvement

#### Margin development



Margin improvement ambition*  Mid-term (3-year perspective)	Effect on margin
Higher share of service revenues	~1.0%
Mix improvement in high margin products	~1.0%
COGS efficiency program	~1.5%
Leverage gross expenses	~0.5%
Operating expense improvements	~4.0%
Improve EBITA-margin*	>6%



## Transformation program drivers

#### **Prioritize roadmap**

Focus on growth drivers and high margin products

#### **Working capital efficiency**

Reduced project lead times and optimized inventory

#### **Consolidate functions**

Consolidate functions and shared services

#### **Process improvements**

Improved time to customer – flexibility and mobility

#### Centers of excellence

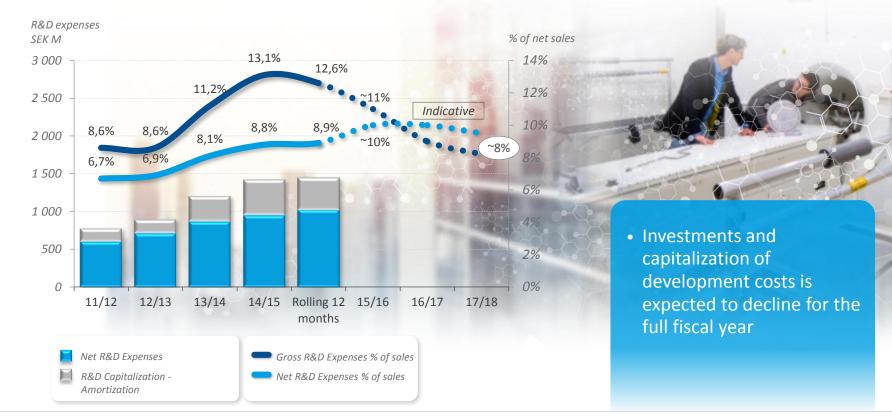
Site consolidation with focus an improved industrial base

#### **COGS**

Reduction of product cost and Design to Value



## R&D commitment for future growth





## Actions for improved DSO

New organization

Strengthened focus on order fulfillment

*Improved cash management* 

Payment terms and collections

*Incentives in place* 

Deliver cash flow performance

Centralized functions for

Contract administration - Credit assessments - Customer Financing

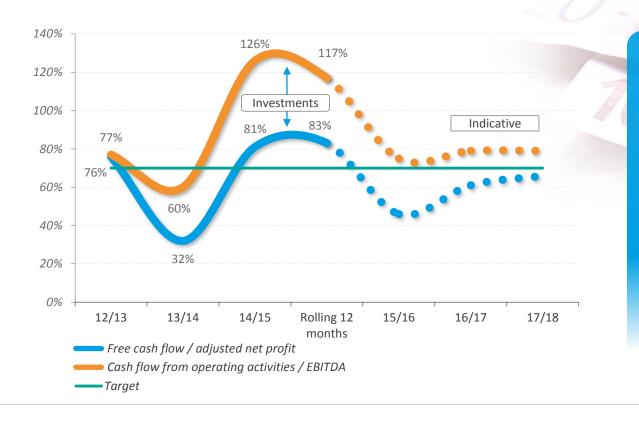


**DSO** target

 $70\,\mathrm{days}$ 



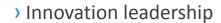
## Cash conversion ambition > 70%



- Cash conversion target in relation to EBITDA
- Lower levels of investment
- Working Capital<10% of sales</li>



## In summary - Strategic agenda & Priorities



- Commercial transformation
- > Lifecycle management
- > Expand addressable markets

Growth
Profitability
Cash flow





