



GALDERMA

EST. 1981

The pure-play dermatology  
category leader

# Exploring New Frontiers of Innovation: Digital Marketing in the AI Era

# Disclaimer

This presentation contains forward-looking statements which reflect Management's current views and estimates. The forward-looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward-looking statements.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

The Group operates in certain geographical regions whose governmental finances, local currencies or inflation rates could be affected by the COVID-19 pandemic, which could in turn erode the local competitiveness of the Group's products relative to competitors operating in local currency, and/or could be detrimental to the Group's margins in those regions where the Group's products are billed in local currencies.

All of the above risks could affect the Group's future ability to achieve its financial targets, which were set assuming reasonable macroeconomic conditions based on the information available today.



# Dodie Itaoui

Global Head of Digital Marketing &  
Brand Engagement

NICE TO MEET YOU

SOCIAL

MEDIA

ADVOCACY

CONTENT

Building



Iconic brands

# Galderma's purpose

Premium, cutting-edge brands,  
developed through scientific innovation

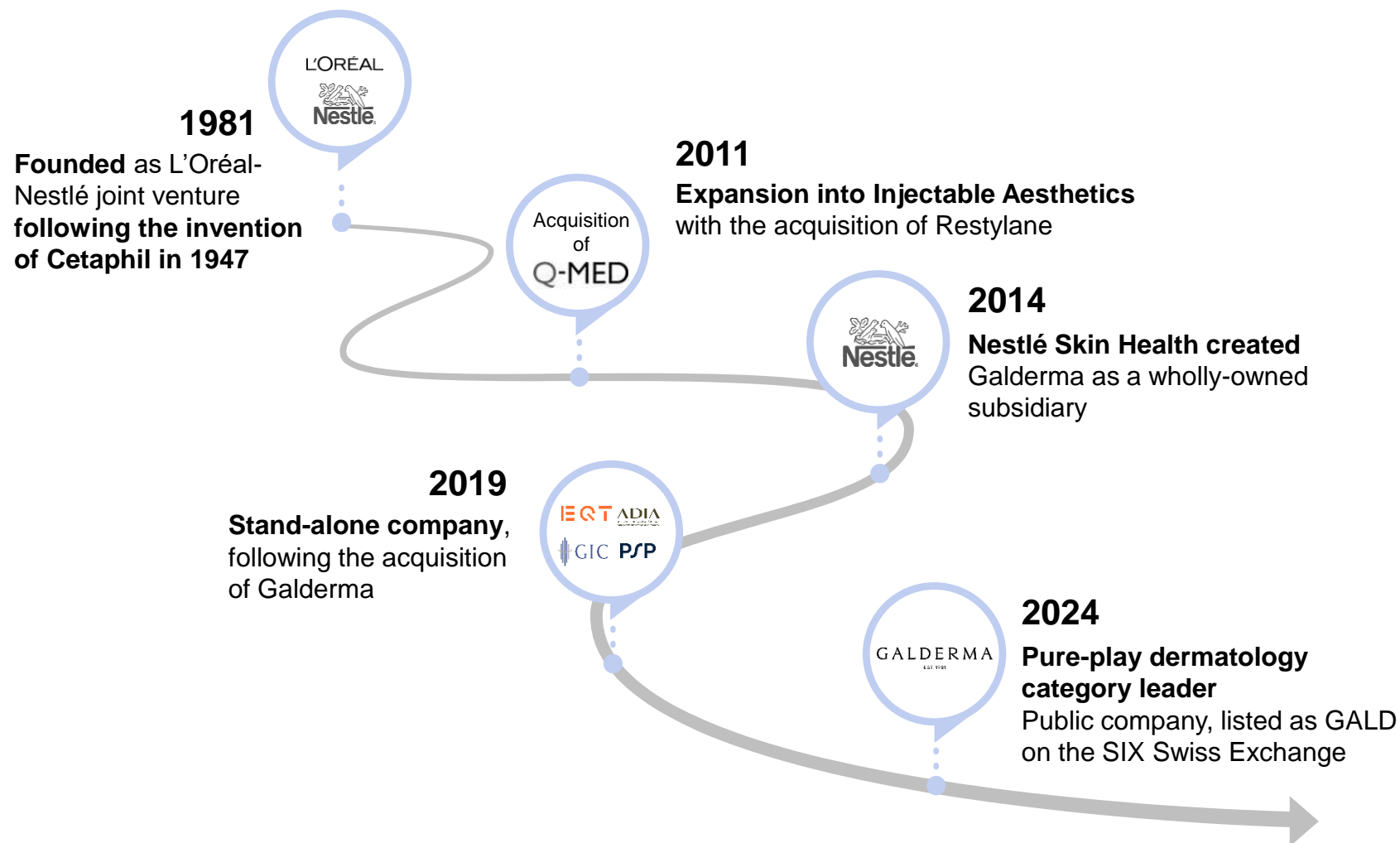
Focus and passion for our body's largest organ  
- the skin - with a heritage dating back to 1981

Advancing dermatology  
for every skin story

Comprehensive portfolio across  
Injectable Aesthetics, Dermatological  
Skincare and Therapeutic Dermatology

Meeting individual consumer and patient needs  
with superior outcomes in partnership with  
healthcare professionals

# We have a strong consumer heritage in dermatology with deep science foundation



GALDERMA

# Galderma at a glance

Maintained strong growth momentum  
throughout 2023

**4.082**  
**Billion USD**

net sales

**+8.5%**

net sales growth, on a constant currency basis

Building the broadest portfolio in dermatology

## Injectable Aesthetics

Alluzience<sup>®</sup>

Azzalure<sup>®</sup>

Dysport<sup>®</sup>  
aesthetic<sup>™</sup>

SCULPTRA<sup>®</sup>

Restylane

## Dermatological Skincare

Cetaphil<sup>®</sup>

GALASTIN<sup>®</sup>  
SKINCARE

## Therapeutic Dermatology

BENZAC<sup>®</sup>

LOCERYL<sup>®</sup>

ORACEA<sup>®</sup>

metyx<sup>®</sup>

EPSOLAY<sup>®</sup>  
(benzoyl peroxide) cream, 5%

DIFFERIN<sup>®</sup>

EPIDUO<sup>®</sup> FORTE  
(adapalene and benzoyl peroxide) GEL/15%/3%

AKLIEF<sup>®</sup>

ONCE-DAILY  
soolantra<sup>®</sup>  
(IVERMECTIN) 10 mg/g CREAM

Tetralysal<sup>®</sup>

TWYNEO<sup>®</sup>  
(tretinoin and  
benzoyl peroxide)  
cream, 0.1%/3%

# Our global footprint

Our unique portfolio of premium flagship brands is available in more than 90 countries

**+6,500**

employees across the world

>55% women

**1,900**

salesforce professionals


**15**

affiliates certified as 'Great Place to Work®'



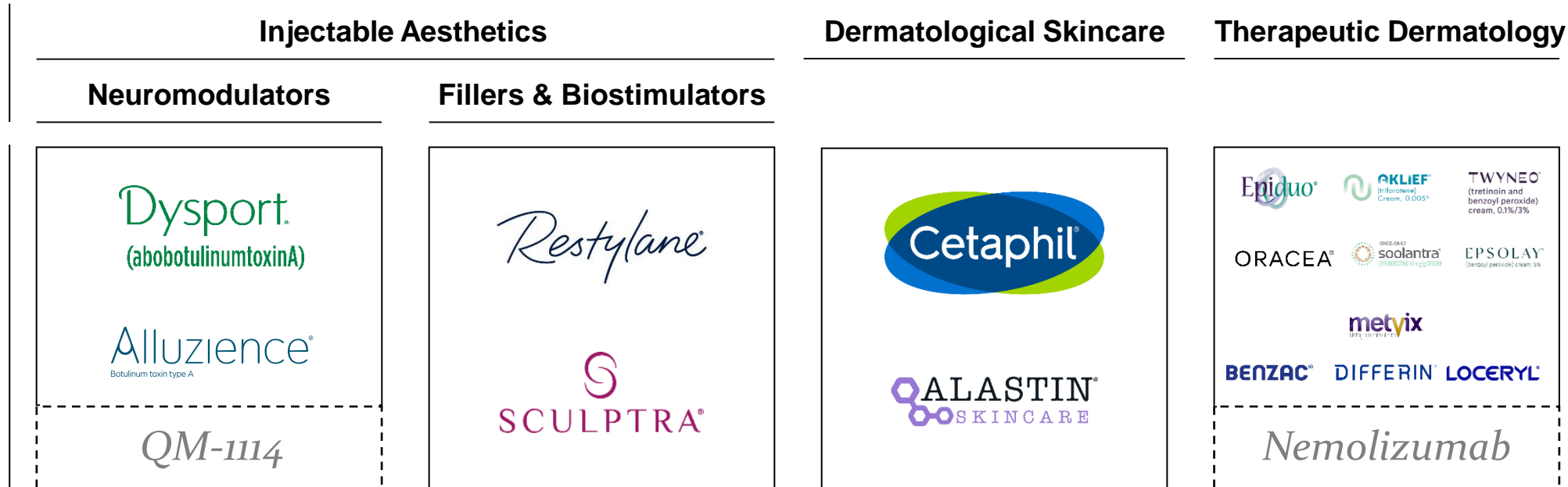
- Global headquarters
- Affiliates
- Research & development centers
- Manufacturing sites

# A dermatology 'self-care' leadership profile, built since 2019 via an integrated strategy scaling blockbuster platforms

 Key pipeline in registration phase

Markets we compete in

Blockbuster platforms





# Our manufacturing keeps pace with global demand

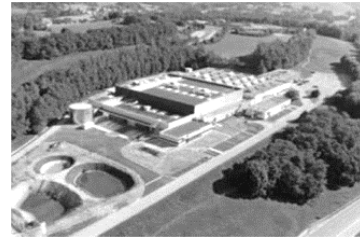
To enable innovation at scale, our operations embrace the most advanced manufacturing technologies available


**+1,600**  
employees in manufacturing sites

**70%**  
sold units produced in-house

**330**  
million units produced a year

**4**  
manufacturing sites



 **France**  
Alby-sur-Chéran



 **Sweden**  
Uppsala



 **Canada**  
Baie-D'Urfé



 **Brazil**  
Hortolândia



We are currently expanding our manufacturing capabilities with the construction of a **new factory building in Uppsala, Sweden**. Scheduled for completion by the end of 2025.

**Get**

# How to leverage AI in the skincare industry FOOH



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**MySkin** by Cetaphil®

Cetaphil.

# AI TOOLS

## AI For Facial Recognition

AI tools are software applications powered by artificial intelligence (AI) to automate tasks, enhance decision-making, and improve efficiency, this is done through: machine learning, natural language processing (NLP), computer vision, and other AI techniques

### FACIAL RECOGNITION

AI tools have several fields of applications, however Galderma have been interested since the beginning and have explored further the area around facial recognition

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Cetaphil.

# MySkin by Cetaphil

## AI Tool for Sensitive Skin

In January 2023 Cetaphil launched its first **AI Skin Analysis Tool**, an advanced artificial intelligence (AI) technology based on machine learning technology

- Enhance users' shopping experience taking it to a whole new level, with unique and **personalised recommendations** - **enhancing satisfactions and loyalty**
- Place Galderma and Cetaphil at the forefront of innovative solutions, launching this tool ahead of our main competitors



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Cetaphil.

# MySkin by Cetaphil Competitive Edge

- The AI tool Powered by a customized state-of-the-art algorithm, a deep-learning skin technology
- Results have a 95% test-retest reliability rate;
- Products are linked to ChannelSight for an easy purchase
- Through our CRM we are collecting data with validated users

MySkin by Cetaphil is the **most advanced and utilised AI tool at Galderma**



**MySkin** by Cetaphil.

Cetaphil

# Live Demo



# Test it Yourself



Cetaphil®

# AI Personalization

## Brand example – FACE by Galderma

Facial Assessment Consultation Experience ‘to see the *after* before’

### Addressing both key consumers’ and practices’ growth barriers

-  Visualize aesthetic treatments ➤ Establishes confidence by showing patients potential treatment results
-  Conduct a Face Assessment ➤ Helps address patients’ needs and increase cross-selling
-  Plan out treatments ➤ Fully integrated systems which streamline the conversion process
-  Capture treatment Before & After’s ➤ Captures and shares results, driving loyalty & retention

Registration Growth

Up 74% Since Jan 1st  
2201 unique HCPs – across 10 markets

Congress / Event Activations

Presence at IMCAS, AMWC, GAIN Canada, GAIN Argentina  
Upcoming: GAIN Korea

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# AI Search

## Key facts

AI is transforming how **search engines** work by focusing on **user intent** rather than just keywords

**Machine learning** helps search engines better understand user queries

Branding impact: More opportunities to be seen by the **right audience**, targeting gets almost personalized

\*Source: Hubspot, 2023

\*\* \*BrightEdge, 2023

Brands using AI for SEO

see up to a **40%**

increase in organic search traffic within six months.\*

**52%** of marketers say

AI helps them achieve higher rankings faster\*\*



# AI Evolving Trends Under Observation

AI GENERATED AVATARS

AI SEARCH AND VISIBILITY

HOW AI IS PUSHING PERSONALISATION

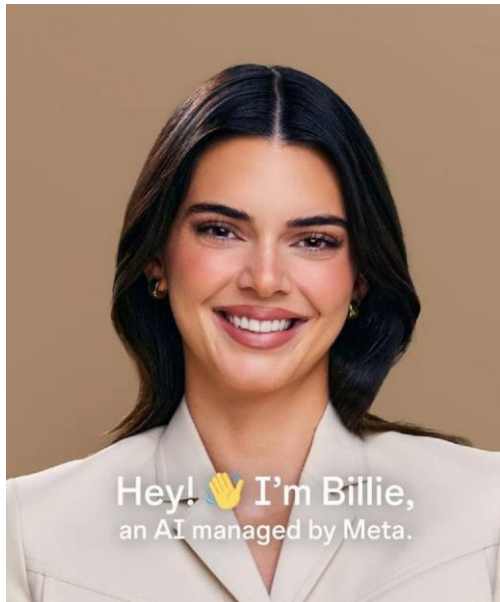
Cetaphil

# AI Evolving Trends

## Emerging Trends

### 01 Celebs Clones

Digital clones of celebrities to create content with less effort



### 02 Deep-faking for Video Editing

Deep-faking is booming in China for live streamers, helping to maximise content

At the same time, it's becoming more popular for video-editing reasons



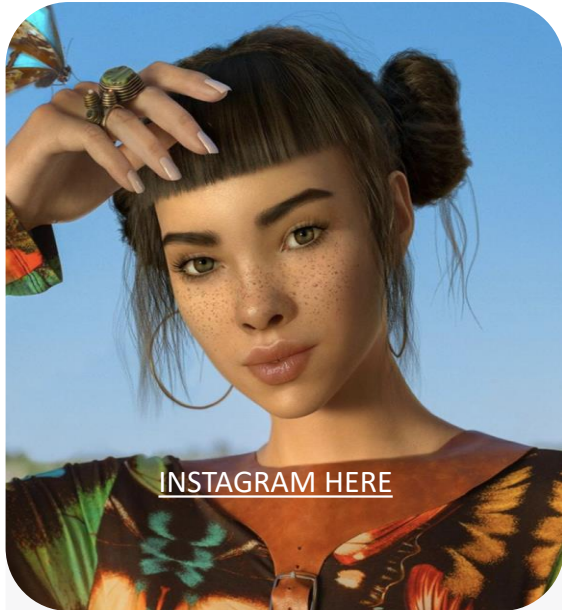
### 03 AI Avatars

AI Can be used to also bring to life products, brand elements or even brand-new personas



# AI Evolving Trends

## What Top Virtual Influencers Look Like



[INSTAGRAM HERE](#)

**miquela**

2,5M followers

Top brands she partners with

TIME **SAMSUNG**  
GIVENCHY



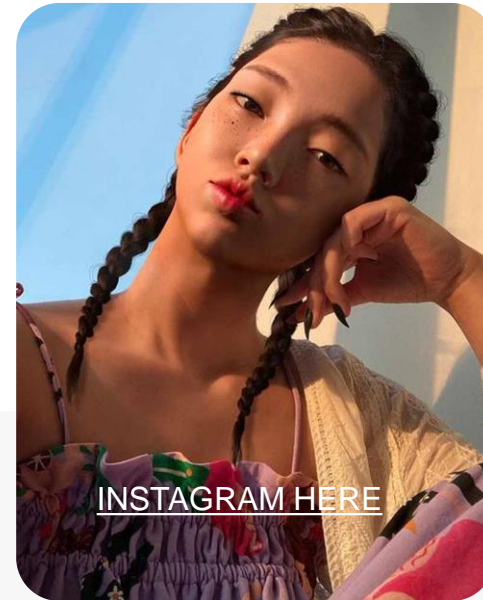
[INSTAGRAM HERE](#)

**imma**

390K followers

Top brands she partners with

MAGNUM  
CELINE Dior



[INSTAGRAM HERE](#)

**Rozy**

175K followers

Top brands she partners with

HERMÈS PARIS *Richard Quinn*  
Calvin Klein



[INSTAGRAM HERE](#)

**Lucy**

133K followers

Top brands she partners with

BALLY xiaomi NIKE

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Thank You!

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