



Fresh Approaches in
Medical Devices

ADI Medical UK Company Overview

- ❑ Consultancy and distributor partner based in UK
- ❑ 25+ Years experience in Medical Devices
- ❑ Established track record of sales, marketing and strategic initiatives
- ❑ Prolific abilities in a wide range of Device areas
- ❑ Knowledge, expertise and contacts in all European markets
- ❑ Professional and pleasurable to deal with



ADI Medical



Fresh Approaches in
Medical Devices

ADI Medical UK

Medical Device Focus

- Key Clinical Areas:
 - Gynaecology
 - Urology
 - General Surgery
 - Plastic Surgery
 - Patient Monitoring
 - Advanced Wound Care
 - Laparoscopy
 - Neonatal



ADI Medical



Fresh Approaches in
Medical Devices

ADI Medical UK Medical Device Focus

□ Key Markets:

- Germany
- UK & Ireland
- France
- Italy
- Scandinavia (Sweden, Denmark, Norway, Finland)
- Benelux (Belgium, Holland)
- Switzerland
- Austria



ADI Medical

ADI Medical UK Medical Device Focus

- ❑ Secondary Markets Analysed:
 - Spain
 - Central / Eastern Europe (Poland, Czech, Slovakia, Hungary, Bulgaria, Romania)
 - Baltic States (Latvia, Estonia, Lithuania)
 - Iceland
 - Greece / Cyprus / Malta



Fresh Approaches in
Medical Devices

ADI Medical UK Case Study Examples

*Europe wide marketing for US company supplying
Urology Products*



ADI Medical

ADI Medical UK Case Study Examples

Europe wide marketing for US company supplying Urology Products

- ❑ Regulatory submissions & CE approvals
- ❑ Market research & opportunity analysis
- ❑ Distributor search & selection
- ❑ Appointment, concentrating on key markets:
Germany, UK, France, Italy, Scandinavia, Benelux



Fresh Approaches in
Medical Devices

ADI Medical UK Case Study Examples

*Development and launch throughout Europe of product
for management of large & difficult wounds*



ADI Medical

ADI Medical UK Case Study Examples

*Development and launch throughout Europe of product
for management of large & difficult wounds*

- ❑ Underserved, niche market area
- ❑ Researched and potential identified
- ❑ Product developed with manufacturing partner
- ❑ Sales & Marketing plan developed and instigated
- ❑ Major countries in Europe targeted
- ❑ Profitable sales in UK continue through ADI



Fresh Approaches in
Medical Devices

ADI Medical UK Case Study Examples

*UK Sales and Marketing for Asian company in the
area of soft tissue implants and reconstruction*



Figure 1 - Porous and Perforated graft.



ADI Medical

ADI Medical UK Case Study Examples

UK Sales and Marketing for Asian company in the area of soft tissue implants and reconstruction

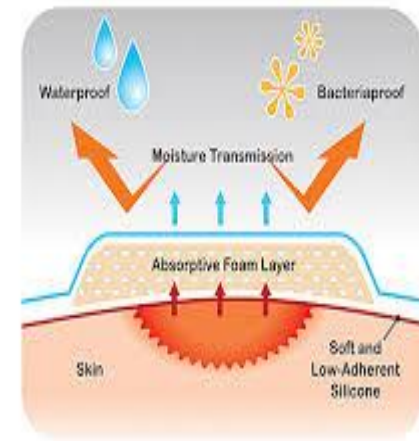
- ❑ Develop Sales & Marketing plan, based on segmentation
- ❑ Sought and implemented strategy through Key Opinion Leader input
- ❑ Result in identification of most profitable sector opportunities
- ❑ Concentration on Plastic & Reconstruction, Urogynaecology & General Surgery



Fresh Approaches in
Medical Devices

ADI Medical UK Case Study Examples

European Market Access and Distribution for Wound Care Dressings



ADI Medical

ADI Medical UK Case Study Examples

European Market Access and Distribution for Wound Care Dressings

- ❑ Distribution and Marketing plan for new product in competitive market
- ❑ Search, assimilation and selection of appropriate distributors in key markets of Germany, France, Italy & UK
- ❑ Review, follow-up and performance monitoring with appointed companies, in market

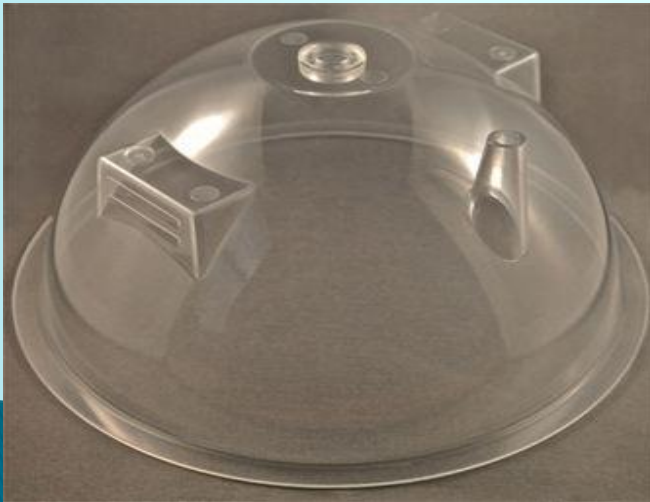


Fresh Approaches in
Medical Devices

ADI Medical UK

Case Study Examples

*Global Market Research and Distributor selection for
US MedTech start-up*



ADI Medical

ADI Medical UK

Case Study Examples

Global Market Research and Distributor selection for US MedTech start-up

- ❑ Detailed global market research analysis to ascertain opportunity
- ❑ Key Opinion leader assessment and contact to establish clinical input and initial sales
- ❑ Distributor assessment, search and appointment in key European markets, expanding on global basis
- ❑ Input to key meetings and promotional materials



Fresh Approaches in
Medical Devices

ADI Medical UK Product Distribution

OTC Pharmacy Product Distribution

Whitening
Toothpastes



Honey for Healing
Wounds



Available for
Online Purchase



ADI Medical



Fresh Approaches in
Medical Devices

ADI Medical UK Market Research

High Quality, low cost research for global markets

- ❑ Use of experience, abilities and knowledge to provide Market Research reports in specialist Device areas
- ❑ Extensive network of European contacts ensure up to date and accurate information
- ❑ Cost effective for clients, typically \$100's rather than \$1,000's



ADI Medical



Fresh Approaches in
Medical Devices

ADI Medical UK Market Research

High Quality, low cost research for global markets

Current Reports cover:

- ❑ European Healthcare Systems & Reimbursement
- ❑ Device Areas: Gynaecology, General Surgery, Woundcare, Urology, Patient Monitoring
 - Market sizes, Player Analysis, Growth / Decline forecasts, Future Developments
- ❑ Surgical Procedure Numbers
 - Detailed analysis for selected procedures by country



ADI Medical



Fresh Approaches in
Medical Devices

ADI Medical UK Summary

- ❑ We know Medical Devices
- ❑ We know the market, how big it is and where it's going
- ❑ We know the players, where they sit and what they're doing
- ❑ We know the customers, their structures, processes, requirements and constraints
- ❑ We know the outlets, how to get products to the market and with whom
- ❑ We are professional, yet fun to work with and we're very happy to work with you!



ADI Medical