

We Connect, Drive and Implement Your Export Sales in MEA



MEDICAL DEVICE EXPERTS - MEA

DISTRIBUTION

SERVICES

OUTSOURCING

MEA Business Development

Product Market Research

Product Registration

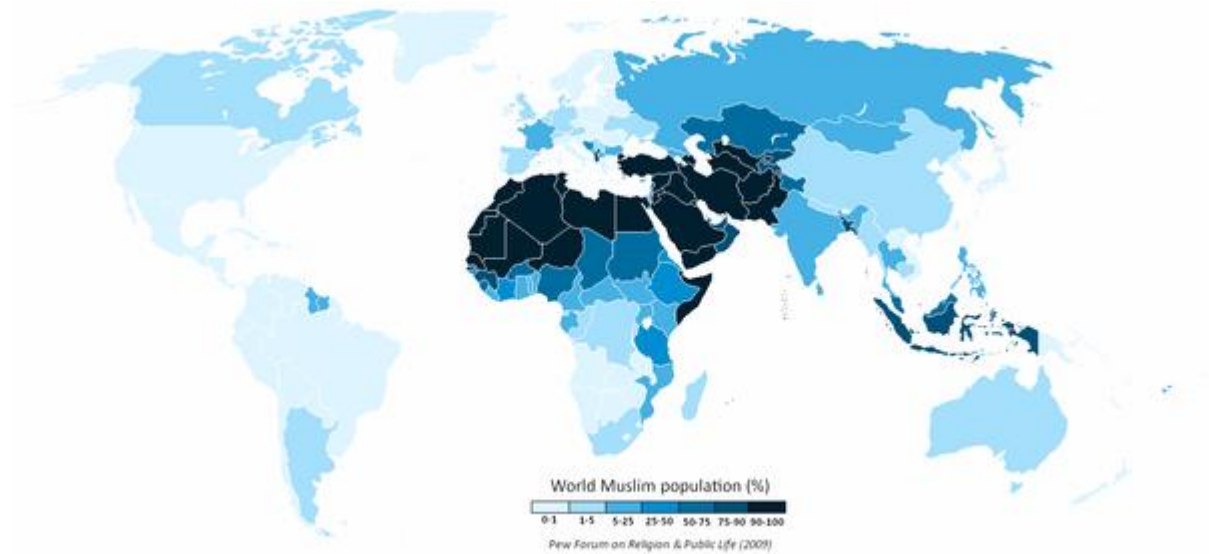
Distributor Search & Selection

Contract Facilitating & Negotiating

Sales Development Strategies

Sales Coaching & Implementation

Cross-Cultural Training



Markets We Serve:



EGYPT



KUWAIT



OMAN



IRAN



SAUDI ARABIA



BAHRAIN



LIBYA



SYRIA



UAE



QATAR



IRAQ



LEBANON



ALGERIA



MOROCCO



ISRAEL



NIGERIA



TUNISIA



AUSTRALIA



NEW ZEALAND



JORDAN



SUDAN



PALESTINE



NIGERIA



GHANA



SENEGAL



IVORY COAST



Company Profile

Capitalize on our Expertise

Whether your company wants to expand your activities in a defined territory or to enter a new market, **TBMedex** is your partner of choice in the development of your medical products in the MEA and ANZ Regions.

TBMedex is an energetic organization which assists Medical companies in the planning and implementation of regionally adapted, value added and creative international sales and marketing strategies.

In addition, we provide Outsourcing Export Sales and Regional Distribution options/ facilities.

- **Regional Expertise:**

TBMedex has over 20 years experience assisting Medical device manufacturers in the development of their Sales Marketing channels in the MEA and ANZ Regions.

- **Medical Expertise:**

TBMedex has proven expertise of a wide range of Medical devices, Capital Equipments and Pharmaceuticals.

- **Cultural Expertise:**

TBMedex Experts are regional nationals.

80% of our Clients are small and medium medical companies

We take pride in servicing small to medium worldwide manufacturers. We assist companies in more than 20 markets. We enjoy being an integral part of helping start-up companies to enter or expand into new industry segments or markets.

Our Mission

We assist Small to Medium-Sized Medical companies in expanding in the MEA region.

We offer our Clients an extensive variety of international sales development solutions.

We guide our Clients to navigate through the complicated entry barriers and cross-cultural challenges.

Our Vision

To be the "straight forward" partner of choice for the medical manufacturers who wish to expand their business activities in the MEA region.

Why Work With Us ?

Our Strengths:

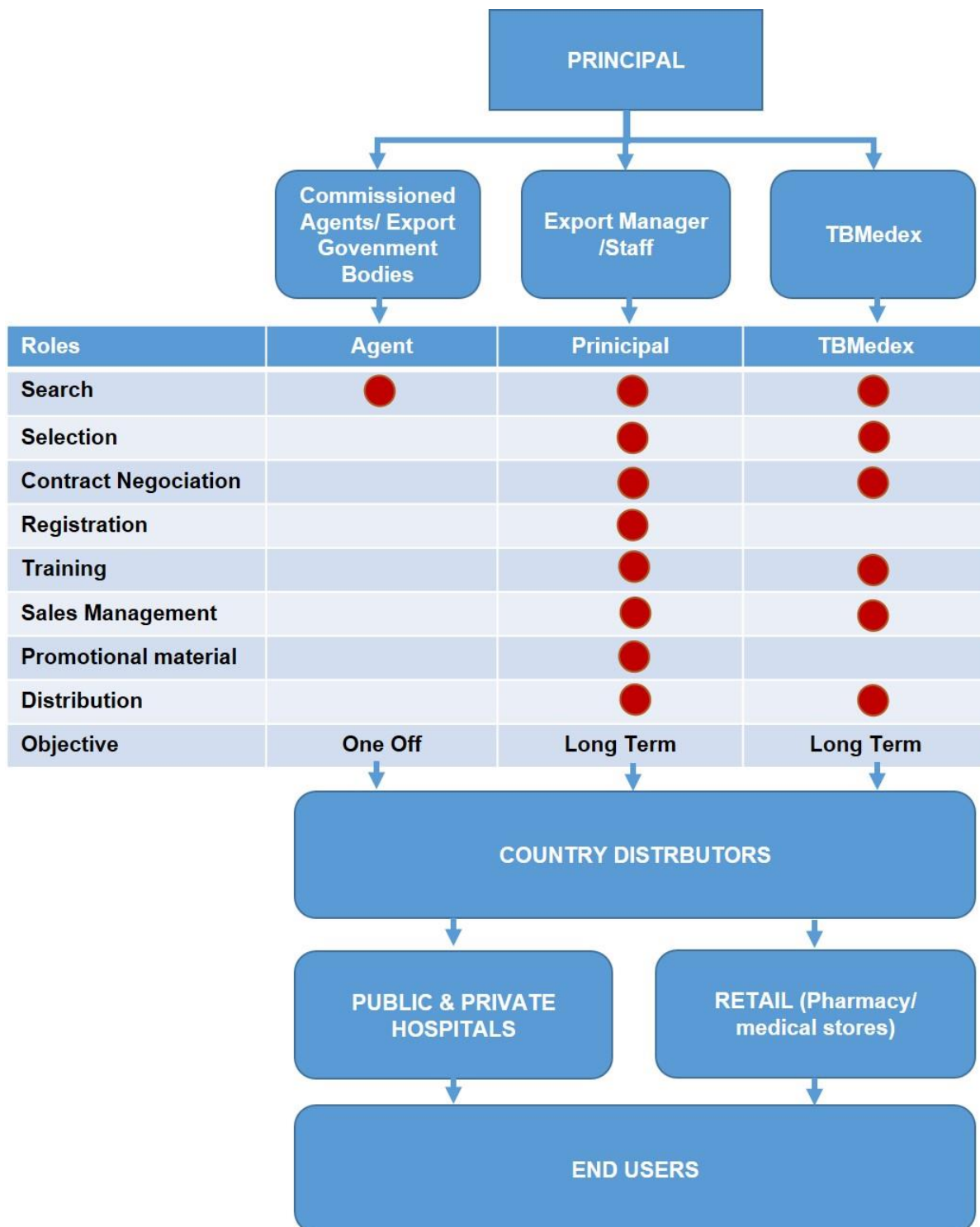
- **20 years of medical sales and marketing** “hands on” experience in the MEA region have allowed us to develop an efficient Methodology. Our International MBA qualified Consultants can assist you in how best to enter and develop your Business in those regions.
- **Cross-Cultural Literacy:** Our Consultants have a thorough understanding of medical industry practices and Cultural challenges in the MEA region. We have knowledge of local Business and of Religion Customs which usually define the red line between Success and Failure in international Business.
- **Multilingual:** We speak fluently the local languages of your future partners. This is crucial to facilitate Business communications and avoid conflicts or misunderstandings mainly caused by Language barriers.
- **Medical Literacy:** We support manufacturers of a wide range of Medical devices, Capital Equipments and Pharmaceuticals. This gives us the edge when delivering our high quality service with speed and precision to Clients. Among others, we have proven expertise in :

○ Medical Consumables	Ophthalmic	Hospital Hardware	OTC
○ Surgical Devices	Wound Care	Cryotherapy	Urology
○ Health IT	Artificial Skin	Air Purification Devices	Optical
○ Dermatology	Aesthetics	Radiology	General Hospital
- **Extensive and viable regional distributor Network:** Our experienced consultants have local market intelligence and established industry contacts of over 1000 dealers known for their financial credibility and expertise in all medical therapeutics in the region.
- **High Quality Service for Fair Pricing:** We understand the cost and risk challenges of growing manufacturers: Budgets, costs...that's why, in most cases, we work on assignments based and charge a fixed flat fee for our services. We appreciate the trust companies place in our expertise.
- **Continuous and practical support in implementing customized strategic plans:** Our expertise goes beyond medical market access services. There is no need for you to entrust your strategic activities to multiple consulting firms. Our Professional Consultants will assist you in compiling targeted sales coaching and local implementation and most importantly, coordinating with Distributors to create local demand (Push & Pull Strategy).
- **Time & Costs savings:** We have the know-how to motivate your distributors in order to keep them focused on your Brand. We also can handle all distributor management issues on a regular basis amid time differences and logistics challenges, saving you time and reducing employment costs.



COMPETITIVE ADVANTAGE

Sales Channels in MEA



COMPETITIVE ADVANTAGE

Sales Channels in MEA





REGIONAL DISTRIBUTION

Regional Distribution of Medical Devices in MEA



TBMedex is your Regional Distributor for MEA.

Our team has over 20 years of cumulative experience in marketing, sales and distribution across different leading multinational organizations in the healthcare experience.

Our mission is to deliver top quality products to our customers and provide superior service to our principals that always exceed partners' expectations.

TBMedex is fully armed with business resources including but not limited to financial and human capabilities.

Our experienced executives have the business know-how and broad networks to best represent Principals' interests in the MEA region. On top of that we are committed to operate and conduct business through corporate values and behaviors as well as business ethics.

Added Value

Small and Medium sized Medical Device companies have significant challenges setting up an efficient distribution network in MEA on a regional and/or individual country basis. These challenges are: different local entry barriers such as finding the right local distributor, regulations, business practices, competition, medical industry structure, etc...

You often ignore, to your peril, the time and money necessary to search for and manage good distributors in such a vast region.

TBMedex can act as your friendly and reliable Exclusive Regional distributor.

Here are our top 3 advantages:

Cost savings

Having a single distributor means you benefit from cost savings. Fewer distributors means less work interruptions and charges. Cost savings are related to:

- ☐ Finding and Managing suitable Local Distributors
- ☐ Liaising with local official government bodies to register your products
- ☐ Local sales development and coaching
- ☐ Local marketing implementation
- ☐ Access to KOLs and local patients
- ☐ Making transactions routine. Exchange relationships can be standardized in terms of lot size, frequency of delivery and payment, and communications

Reducing Risk

As the medical export industry becomes ever more complex and competitive, you need an experienced regional distributor you can trust and help you navigate through these ever evolving business environments.

REGIONAL DISTRIBUTION

Regional Distribution of Medical Devices in MEA

Improved efficiency

Your time is valuable our time is valuable!

- ☐ An experienced regional distributor gives greater access and speed to MEA markets
- ☐ One Contract (Principal – **TBMedex**) facilitates communication and professionalism
- ☐ Standard working practices can be developed to ensure time and cost efficiencies.
- ☐ Free up time to concentrate on technical and training of local distributors
- ☐ Externalize to the local day to day management to competent professionals who are local nationals
- ☐ Reduce Administration and Employment costs



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MEA Business Development



The decision to expand operations internationally is not taken lightly. Markets, economics, local politics, religion, cultures ...are only a few of the complex, often contradictory, factors and risks that can impact strongly on the economic success of your International Business Development Program.

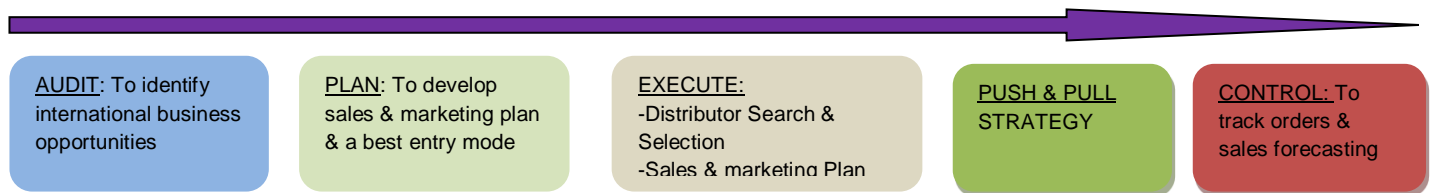
TBMedex has a sound intellectual capital and a long international experience skill set in the MEA region.

We develop innovative, yet structured, and practical solutions to accommodate even the most complex International Business Development challenges.

We pride ourselves on our pragmatic and practical approach to assisting companies on how to best develop their products/services in the MEA region.

We offer a wide range of A to Z services from identifying new market opportunities, assessing product adaptability, regulatory consulting and other market access services, assisting your organisation in designing marketable products/services, local sales coaching and implementation

Methodology



Our unique methodology is based on: (example based indirect sales channel)

- **Audit:** To Analyze In-depth International Business Opportunities.
- **Plan:** To Develop Commercialization Plans in cooperation with your managers
- **Execute:**
 - To implement Sales & Marketing Plan
 - To identify, screen and select qualified dealers – Joint ventures/Strategic Partnerships
 - To facilitate the Manufacturer / Distributor negotiations and contract signature
 - To follow up product registration with the local Distributor
 - To train and coach local distributor's sales teams
 - To manage, motivate and improve dealer's product loyalty
 - To create local demand (KOLs and Top Clients)
- **Control:**
 - To track orders, sales forecasting, positioning and product prices.
 - To supervise the execution of the agreements
 - To identify corrective actions



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Product / Market Evaluation Study



Before entering a new market or developing existing markets, it is recommended to do a thorough evaluation study concerning the market viability and potential of your product / services.

The Medical market in the MEA region is rapidly growing. With such a diverse range of local cultures, taboos and specificities products / services which are successful in Western Cultures may not work / be appropriate in local markets.

TBMedex provides an initial market viability evaluation service for your products / services.

The study will provide you with the visibility to help you in your early decision making, saving you time and money.

Methodology:

- Define and sign off the study scope with the Client
- Perform a specific Desk research
- Gather info from KOL's, Potential Distributors and End-Users if applicable.



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Product Registration in MEA

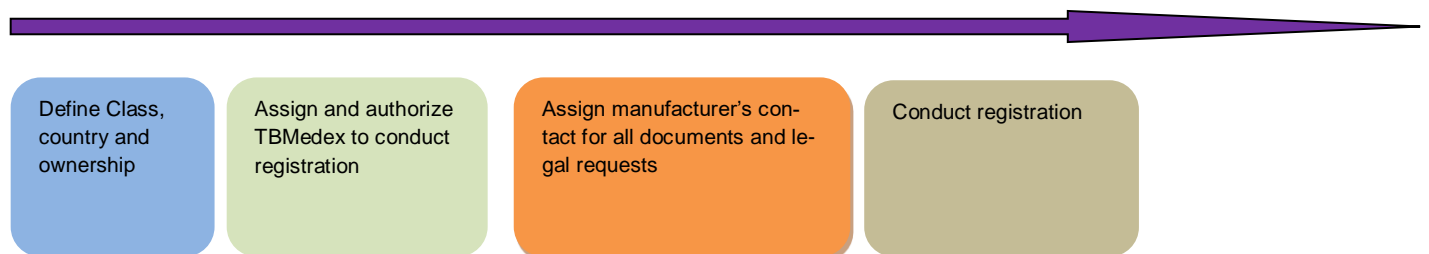


Before any commercial activities, foreign companies must register their Medical Devices with local official bodies.

The time and fees vary considerable across the region and are dependent of the medical device class.

We act as your legal Key Representative to conduct the registration on your behalf.

Methodology



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Distributor Search & Selection



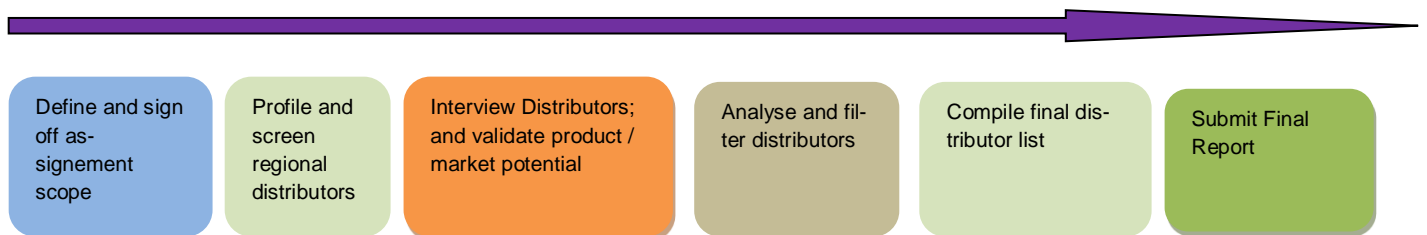
Proper qualification of distributors goes well beyond chance meetings at trade shows or online searches. Companies often rush into a new market after obtaining regulatory approval only to discover later that they wished they had done more due diligence before selecting their medical device distributors.

Our mission is to assist companies in making informed decisions when selecting distribution partners in medical device markets in the assigned countries.

Choosing the wrong distributors can lead to poor sales results, damaging the reputation of your company and its brands.

Our approach focuses on identifying and evaluating distributors with applicable expertise and proven sales records. We achieve this by first assisting foreign manufacturers to define their ideal distribution partner profile and then use a systematic approach to identify, analyze and pre-qualify distributors in different geographical territories.

Methodology



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Contract Facilitating & Negotiating

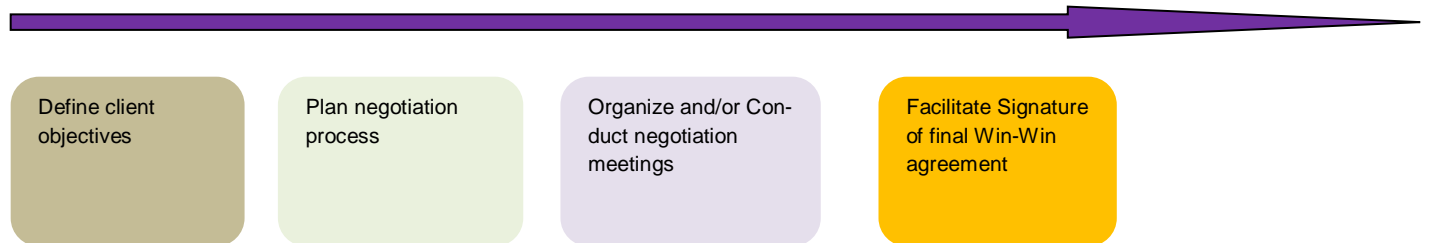


Negotiating a distribution contracts in the MEA region is a very complicated task, where there is a melting pot of cultural, technical, market and legal differences.

We understand well how to deal with local commercial entities. By engaging **TBMedex**, you will have a credible partner who represents your in-country interests and assists you in avoiding the pitfalls.

Our objective is to support our clients in obtaining the best Win-Win agreement.

Methodology



We can assist you in Contract Negotiating & Facilitating via conference calls and/or on-site visits

- Schedule contacts between Manufacturer and selected Distributors
- Be present if possible in the meetings
- Checking References and Financial Due Diligence
- Evaluation of Distributor's sales & marketing strategy
- Facilitate contract negotiations and signature



SERVICES

Sales Development Strategy



Once your country distributor has been selected the challenge of ensuring the effective implementation of a sales development strategy commences.

If the Sales strategy is incorrectly adapted to the local business culture then significant time, energy and cost is incurred with poor sales performance.

It is very important to customize the Sales strategy to obtain the best results from your partners This customization ensures that the most appropriate management, animation and marketing support tools are provided to optimize the sales development.

Methodology

To recommend /
develop a robust
commercialization
plan

To advise on
Distributor's
motivation and
management
programs

To provide an
insight of culture
and local business
practices



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Sales Coaching & Implementation



Sales development strategy implementation in the MEA region often appears a daunting task due to the misunderstandings of the local culture and business practices.

This service is designed to help navigate the right path, rapidly grow revenue stream and install a sound, long term business.

This will require frequent trips, with your regional Sales staff to create local demand with Key Accounts, Key Opinion leaders and motivate business partners.

Methodology

We assist you in implementing the Push and Pull strategy through:

- Execute the commercialization plan
- Implement sales coaching training in situ
- Support, in situ, your Sales team to manage and motivate Distributors
- Coordinate with the distributor to create local demand
- Implement, in situ, with your Sales team the sales and marketing initiatives to drive incremental performance: develop KOL network, raise awareness, coordinate clinical studies, and implement marketing campaigns, communications and events (including congress, tradeshow...).



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Cross-Cultural Training



As it may sound, being insensitive to culture is an obvious error. Our cross cultural awareness training will break down barriers, enhance communication, build strong relationships and ensure business success. It is aimed at equipping you with know-how and confidence to communicate effectively in the Arab world.

Middle-Eastern Culture has many aspects; cultural, communication, business practices, religion, local customs.....

These programs focus on providing an initial awareness training of the **Do's** and **Don'ts** essential to conducting business in the region.

Methodology

- The courses are designed to provide cultural awareness "tool box" to conducting business in the region.
- These have been compiled and taught by Top Executives who regional nationals.

Programs

- Arab Cultural Awareness: The MEA, Religion & Customs.
- Doing Business in the MEA: Arab Business Settings.
- Relocating & Living in the MEA.



OUTSOURCING

Outsourcing Export Sales in MEA



How do you manage the export sales in a region, with a business culture and language that are so different to your own? You want to develop export sales quickly in MEA ... Do you have the right qualified personnel to achieve your goals?

TBMedex provides their customers with an Outsourced MEA Export Sales Service

Our Experts, all local nationals, with over 20 years' experience of Medical Device sales in the MEA, will provide, focused, direct access to the markets.

This service enables you to get the best results/ cost ratio.

A variable cost, giving you the time to evaluate and plan your long term human resources strategy for MEA ...and at the same time making sales! An intelligent cost efficient strategy.

Added Value

Skilled resources

- ☐ No need to recruit a MEA dedicated Export Team
- ☐ Capitalize on **TBMedex**' MEA medical device expertise
- ☐ Have a variable employment cost
- ☐ Reduce Administration costs

Improved focus

- ☐ Free you up to focus on your core activities
- ☐ Improved resource allocation

Increased Efficiency

- ☐ Create / experiment with "tailor made" product/market strategies
- ☐ Greater access and speed to MEA markets
- ☐ Outsource the "day to day" management



How can we work TOGETHER? What are your objectives?

Establish a long-term, sound and recurrent export business in MEA?

One Off Opportunistic business in MEA?



Do your products have CE or FDA medical approvals or KOLs acceptance?

NO

Too early to consider the MEA markets

Do you already have a presence in any MEA countries?

NO

We can help !

YES

Do you want to expand, restructure or are you not happy with the current performance?

Do you have a clear budgeted objective for the MEA region?

NO

We can help you create one.

YES

We can help !

Distribution



Services



Outsourcing



We Connect, Drive and Implement Your Export Sales in MEA

SERVICES



- **Regional Expertise:** TBMedex has over 20 years experience assisting Medical device manufacturers in the development of their Sales & Marketing channels in the MEA and ANZ
- **Medical Expertise:** TBMedex has proven expertise of a wide range of Medical devices, Capital Equipments and Pharmaceuticals.
- **Cultural Expertise:** TBMedex Consultants are regional nationals



We Connect, Drive and Implement Your Export Sales in MEA

Case Studies

A Leading Ophthalmology Company requiring international Support

Client: US Company

Project Background:

- The US based company required a thorough Analysis of its international channels structure and full international development support in 4 countries in the MEA.

Critical Challenge:

- To evaluate current distributors and sales forces
- To dismiss underperforming distributors and appoint right distributors and local Sales forces
- To Challenge and motivate distributors, accelerating their performance
- To identify the most effective Business Development Framework and strategies pertinent to the region

Why TBMedex:

- TBMedex has an extensive network of credible Distributors in the MEA
- TBMedex has a proven expertise in dealers management and motivation in the region
- Ability to customize in conjunction with Principals sales strategies that ensure relevant customer targeting through data and modelling functions, leading to immediate results
- Focus on Client needs with preparedness to offer strategic support when required.

Solution:

- Investigation of the market Opportunities
- Distributors search and selection
- Strategic sales and marketing planning
- TBMedex senior management assists in continual development of strategies in support of Client objectives.

The Outcome:

- Appointed 4 new distributors in 2-3 months
- Increased general sales by 14M\$ Year 1, 18M\$ Year 2 and 28M\$ Year 3.
- Positioned the brand as market leader within two years
- Delivered 16% - 20% cumulative year on year sales growth

Case Studies

A Growing Dermatology Company in Saudi Arabia with a strong presence internationally.

Client: French based Company

Project Background:

- The company has existing limited share exposure through a sales force calling on public and private Hospitals and Pharmacies in Saudi Arabia
- Local market dominated by one brand with 75%+ market share
- New evidence for their pain relieving product provided a strong base for active Dermatologists recommendation and Hospitals purchasing
- Aggressive sales targets had been delivered

Critical Challenges:

- To take advantage of this opportunity and work with the client to allocate adequate resources.
- To provide a quick turn-around in the use and response to materials and strategies for product
- To determine where and how the pilot should take place in order to achieve results
- To coach local sales teams and implementation of strategies
- To determine key measurement criteria

Why TBMedex:

- TBMedex senior management has direct experience in all facets of medical sales and marketing in Saudi Arabia.
- TBMedex has a proven expertise in piloting strategies and materials within deadlines
- Ability to oversee all key elements of the pilot implementation
- Ability to report meaningful data on time is all part of the service.

Solution:

- 6 Local sales team trained and provided with necessary materials
- Sales teams coached by TBMedex in 3 major cities (Riyadh, Jeddah and Dammam) with interfaces with the Client
- Pilot duration of minimum 6 months to allow sales implementation and feedback.

The Outcome:

- Strategies and Materials slightly adjusted through feedback
- 26% increase in sales had been reported after 12 months vs. previous year nationally
- The capital Riyadh recorded an increase in sales of 42% vs. the previous year.

Case Studies

A Growing Company required support in launching an innovative new product in the GCC by facilitating a new paradigm shift in surgical practices.

Client: US based Company

Project Background:

- The company required international Audit and development and decided to penetrate the GCC market for a new concept in the treatment of abdominal hernia, breast cancer and wound care.

Critical Challenge:

- To evaluate existing partners in the region
- To identify KOL's in Breast reconstruction, hernia and wound repair.
- To introduce the concept and the product into the public sector
- To assist in sale and marketing operations in both public and private in the region

Why TBMedex:

- TBMedex has proven expertise in new medical product/market evaluation
- TBMedex has extensive experience in screening existing distributors and identifying new ones.
- TBMedex has a strong knowledge of the local public sector procedures for medical products.
- TBMedex has proven expertise in customizing and implementing sales and marketing strategies.

Solution:

- conducted product/market evaluation
- Coordinated activities aimed at changing surgical practices of local Surgeons
- Assisted Client in appointing a regional sales manager for the region to lead sales in the public and private sectors
- Coached the regional sales manager

The Outcome:

- Successfully introduced the product concept in the markets to be recognized as a reference in surgical procedures - - initially in Breast Reconstruction and Challenging Hernia Repair.
- Won public tenders of \$1MM total for the GCC region after 12 months.

