

## Viamed Ltd Publicly Facing Corporate Strategy

**Strategic Vision and Mission:** Viamed Ltd is committed to being a leading SME in the medical equipment resale market, servicing the NHS, local, national and international clientele. Our mission is to distribute high-quality, regulated medical products, including CE-marked equipment, while fostering sustainable growth and adhering to the highest standards of compliance and ethics. Using our ISO 13485 audited systems. We aim to expand our market presence both locally and internationally, focusing on medical products and gas monitoring and analysis equipment.

**Corporate Strategy Overview:** Our strategy is built upon a foundation of operational excellence, financial health, and a commitment to quality and compliance. We maintain a flexible agenda to adapt to emerging needs and continuously review our objectives to ensure alignment with our overarching goals.

**Financial Performance:** We have consistently achieved and surpassed sales targets, demonstrating a strong market presence and effective sales strategies. Our financial management practices ensure healthy cash flow and careful debt management.

**Operational Excellence:** Our high order fulfilment rates reflect efficient logistics operations and strong supplier relationships, ensuring timely payments and up-to-date certifications. This operational efficiency supports our strategic initiatives aimed at increased turnover and profitability.

**Customer Satisfaction:** We prioritise customer service, swiftly resolving complaints with no significant issues in product recalls, indicative of the high level of product quality we distribute.

**Personnel and Training:** Investing in comprehensive training programs ensures our personnel are well-equipped for their roles. We optimise staffing levels to meet operational demands, focusing on safety and efficiency.

**Quality and Compliance:** Through rigorous internal and ISO 13485 external audits, we maintain compliance with quality standards and regulatory requirements. We are proactive in addressing any non-conformances to uphold a high level of quality control.

**Strategic Initiatives:** Our focus is on maintaining operational efficiency and exploring opportunities for growth and improvement. This includes expanding our product offerings and entering new markets.

**Innovation and Market Development:** We leverage customer and product feedback to guide continuous improvement and innovation. Our goal is to increase our footprint in local, national, and international markets, emphasising medical equipment, and gas monitoring and analysis equipment.

**Infrastructure and Resource Management:** Investments in modern technology and infrastructure support our operational needs and environmental sustainability goals. We ensure resources are allocated efficiently to support business objectives.

**Governance and Compliance:** Our commitment to compliance with GDPR, ISO standards, and other regulatory requirements is unwavering. Continuous review of management systems and supplier performance ensures operational excellence.

**Technology and Innovation Plan:** We will continue integrating modern technology to improve the efficiency of our operations and reduce the environmental impact. This includes adopting energy-efficient practices and exploring sustainable product lines.

**Risk Management:** Annual reviews of all processes and objectives are undertaken to identify and eliminate risks before they present themselves. This proactive approach ensures resilience and sustainability in our operations.

**Market and Competitive Analysis:** To achieve sustainable growth, we will deepen our understanding of market trends and competitive dynamics. This will inform our strategy to increase market share in the medical equipment sector, focusing on innovation and customer satisfaction.

**Conclusion:** Viamed Ltd's forward-facing corporate strategy is designed to navigate the complexities of the global medical equipment resale market. By focusing on operational excellence, market expansion, and sustainable practices, we aim to achieve long-term growth and continue to provide exceptional value to our customers and stakeholders.

**Viamed Ltd's UN Sustainable Development Goals (SDGs):** As a dedicated member of the global community and a responsible small business, Viamed Ltd actively aligns its corporate strategy with the principles and objectives of the UN Sustainable Development Goals (SDGs). While we may not have a parent company to bolster such initiatives on a larger scale, our commitment to sustainability, social value, and ethical business practices is deeply ingrained in our operations, culture, and strategic planning.

Our efforts to contribute to the SDGs are reflected through various aspects of our business operations and community engagement programs. Key areas of focus include:

- 1. Good Health and Well-being (SDG 3):** Our initiatives to support employee health, including mental and physical wellness programs, directly contribute to promoting well-being at the workplace.
- 2. Quality Education (SDG 4):** We invest in the continuous learning and development of our employees, supporting their professional growth and enhancing their skill sets.

3. **Gender Equality (SDG 5):** Viamed Ltd is committed to fostering a diverse and inclusive work environment where everyone has equal opportunities for employment, advancement, and expression.
4. **Decent Work and Economic Growth (SDG 8):** By ensuring fair wages and supporting local suppliers, we contribute to economic growth and decent employment opportunities within our community.
5. **Industry, Innovation, and Infrastructure (SDG 9):** We prioritise innovation in our services and operations, continually seeking efficient and sustainable solutions to meet our clients' needs.
6. **Reduced Inequalities (SDG 10):** Our equitable hiring practices and community engagement initiatives aim to reduce inequalities and ensure that everyone can benefit from economic growth.
7. **Sustainable Cities and Communities (SDG 11):** Through our open-garden initiative and efforts to minimise our environmental footprint, we contribute to creating sustainable and resilient communities.
8. **Responsible Consumption and Production (SDG 12):** By implementing recycling programs and reducing waste, we promote responsible consumption patterns and sustainable production practices.
9. **Climate Action (SDG 13):** Our strategies to reduce emissions, enhance energy efficiency, and support sustainable commuting practices underscore our commitment to taking urgent action to combat climate change.

### **Corporate Strategy and Sustainable Development Goals**

Our alignment with the UN SDGs is not incidental but a core component of our corporate strategy. We are committed to:

- Ensuring **good health and well-being** for our employees.
- Investing in **quality education** and development for our team.
- Promoting **gender equality** and fostering a diverse and inclusive workplace.
- Contributing to **economic growth** through fair wages and local employment.
- Prioritising **innovation** in our services and operations to support sustainable cities and communities.
- Implementing **responsible consumption and production** practices.
- Taking **urgent action** to combat climate change and its impacts.

Viamed Ltd is dedicated to making tangible contributions to these global goals, recognising that even as a small business, our efforts play a crucial role in achieving a sustainable future. Our ongoing initiatives and the measurable outcomes we have achieved underscore our unwavering dedication to integrating the UN SDGs into our corporate strategy, highlighting our role as a catalyst for positive change in the global sustainability agenda.