

## Sales Report March 2016

Attached please see the following reports:

Marketing – Catrin Hollings

Export Sales – Ryan Swaine

UK Sales – Steve Hardaker

### Overview of sales figures

	2015	2016	2015/2016 differential	2015 % of total	2016 % of total
Actual total to date	£392,444	£402,185	2.48%		
Projected year total	£2,224,321	£2,236,549	0.55%		
UK actual to date Jan & Feb	£219,065	£206,065	-5.87%	63.74%	58.60%
UK projected year total	£1,209,429	£1,241,720	2.67%	59.17%	56.89%
EXP actual to date Jan & Feb	£124,614	£145,577	16.82%	36.26%	41.40%
EXP projected year total	£834,570	£940,044	12.64%	40.83%	43.11%

Compared to last year, the current overall total is up (just) by 2.48%.

UK only sales are down by 5.87%

Export only sales are up by 16.82%

OEM sales - These were supposed to include Saadat - Malaysia, Masimo - Sweden & Teledyne. However, effectively just Saadat Malaysia sales have been tagged as such. The others have been included in with export sales.

Sales to Saadat Malaysia of Smiths products look as though they have effectively finished, but the door has been left open to resume if necessary.

Sales to Masimo Sweden of IRMA/ISA clamps are being dealt with direct by Saadat/Trionara in light of recent issues of: a) Barclays and b) ongoing supply delays and poor product quality by Saadat.

Sales to Teledyne of cables are still ongoing, so far this year we have supplied to the value of \$7,500.00 and have another order schedule in May \$7,500.00. Next month I will ask for the next set of orders, our stock levels are adequate to cover.

We are in the final stages of organizing initial stock of SMARTsat OEM boards and cables, therefore can start pursuing initial sales prospects. Just need to finalize the following, but I am awaiting updates from Bluepoint Medical.:

- a) Purchase pricing of some of the sensors, I will then place initial stock orders. NOTE: these sensors are backwards compatible with standard VM2160s.
- b) CE Certification and Declaration of Compatibility.
- c) Integration platform for OEM III, may have to initially exchange our OEM I platform. Will try and obtain 2 of OEM II & OEM III.
- d) Finalize integration manuals.

I am in the process of following up the trials of VersaStream lines by Saadat. Also confirming pricing strategy in conjunction with Bluepoint.

I note from Ryan's report that he has an OEM enquiry for oxygen sensors, so this will be discussed at the next sales meeting.

Standard VersaStream range is also being restructured to sit alongside H&S lines, as well as Nomolines, Nomo-adapter and the existing standard lines.

In March/April I am planning a trip to Bluepoint to review all the products groups and hope to focus attention on the OEM boards and VersaStream lines, as well H & S sampling lines.

A visit to HumanMed together with Derek is also planned before the end of the month in order to finalize the MOU and agree monthly administration fees.

In with the above I anticipate a visit to both Envitec and I.T. Gambert offices.