

Sales Summary 2016

Marketing Report Catrin

| Product | Product Area | Region | Nos | Type of Mailing | Completed Date |
|-----------------------------------|-------------------------------------|--------|------------|-----------------|----------------|
| Mailshots sent | | | | | |
| Automotive | Intrastats – Potential Distributors | | 36 | Postal | 11/02/16 |
| Flocap | Theatres | | 56 | Email | 11/02/16 |
| Flocap | ICU | | 122 | Postal | 11/02/16 |
| Posey Products | SCBU Paediatrics | | 371 229 | Postal | 11/02/16 |
| Mailshots planned | | | | | |
| Product | Product Area | Region | Nos | Type of Mailing | Completed Date |
| Infant Resuscitation Catalogue A5 | Maternity Delivery Labour | UK | 327 | Postal | January 2016 |
| Oxygen Monitoring Catalogue A5 | EBME | UK | 448 | Postal | January 2016 |
| Hb Monitor | Blood Donation Centres | UK | 70 | Postal | January 2016 |
| Automotive | Intrastats – Potential Distributors | UK | 36 | Postal | January 2016 |
| Flocap | Theatres | UK | 56 | Postal | February 2016 |
| Flocap | ICU | UK | 122 | Postal | February 2016 |
| Posey Products | SCBU | UK | 371 | | February 2016 |
| Posey Products | Paediatrics | UK | 229 | Postal | February 2016 |
| Capnograph | Resuscitation | UK | 327 | Postal | |
| Catalogue | Respiratory | | | | |
| Flowsensors | ICU | UK | 26 | Email | |
| Flocap | Theatres | UK | 56 | Postal | |
| Flowsensors | ICU | UK | 26 | Postal | |

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|---------|--------------|--------|-----|-----------------|----------------|
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What is the logic behind mailshots. e.g How many are sent / how are they are sent?

To determine which mailshots we will send when, we look at a period of 12 months and initially look at the previous trends and seasons. For example, we know that from September onwards that we have an increase in oxygen hood sales so we plan to mailshot these July/August. We also

know that Infant Resuscitation Cabinet enquiries start a couple of months before the beginning of the financial year so we mailshot these December/January.

Other factors which determine the mailshots are which literature is available, if we know we are working on a new catalogue for a sector we look at the best time to target that area.

The majority of mailshots are sent via Royal Mail post for the UK and email for Export but we are becoming more of a technological age we are going to start asking customers and potential customers to sign up for an electronic mailing list which we can do much cheaper.

Total sales for February 2016: £64 Consisted of: Website The new website has been completed and is now up and running including the facility for Live Chat with customers. The website is split into industry/product area i.e. Medical, Emergency Services, Veterinary, OEM etc.

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| Feedback | |
|------------------------------|---|
| West Suffolk Hospital | Samples sent (not exclusively because of this marketing) |
| FLOCAP x 2 Jacomedic | Samples sent (not exclusively because of this marketing) |
| FLOCAP x 2 | Samples sent (not exclusively because of this marketing) |
| Royal Sussex County Hospital | Samples sent (not exclusively because of this marketing) |
| FLOCAP x 1 | Increase in price requests: 0% - New product launched therefore no sales generated yet. |

Sales Summary 2016

| | |
|------------------------------------|-----------------------------------|
| Total sales Ebay Sales | |
| January 2016: | £621 |
| February 2016: | £336 |
| March 2016 | |
| Total Amazon Sales | |
| January 2016 | £139 |
| Feb 2016 | |
| March 2016 | |
| Leaflets /Documents updated | |
| VM-2400 Hb Monitor | updated March |
| Maxtec Flocap | Remove quote from NAP4 guidelines |
| V1000 Foetal Heart Monitor | patent removed, updated leaflet |
| Marketing activities | |
| Internal Staff Training | |
| Goods In Introduction | |
| Goods Out Introduction | |
| Pulse Oximeters Introduction | |
| VST Introduction | |
| VST Customer Service | |

Sales Summary 2016

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|---|--|
| Capnograph Introduction | |
| Email PDF Invoices | |
| Infant Resuscitation Cabinet Introduction | |
| Repair Processing | |
| AlcoTrue Introduction | |
| FloCap Clinical Introduction | |
| | |

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|---------------------------|--|
| Amazon Sales Total | This line is a mistake as it has become read only? |
|---------------------------|--|

UK Sales Steve Hardaker

| Current Projects Customer/Distributor | Expected sale date | Value | Product(s) | % | Progress | completed |
|---------------------------------------|--------------------|-------|-----------------------------------|-----|---|-----------|
| TAG Medical | | 10K | 17x V1000 | 100 | payment now received in advance against proforma. UK based company who test and service foetal heart monitoring equipment. Sale agreed, just waiting on production of stock, which is in hand. | |
| Hull Royal Infirmary . | March | 2K | Blenders and suction controllers; | | Expecting to get the order in March. | |

Sales Summary 2016

| Current Projects Customer/Distributor | Expected sale date | Value | Product(s) | % | Progress | completed |
|--|--------------------|-------|--|---|--|-----------|
| | | | upgrades for 2 resus cabinets | | | |
| Emergency Medical Retrieval & Transfer Service Wales | | 19k | | | Welsh Government funded programme attached to Wales Air Ambulance. Looking for sidestream capnography, discussed 10 units and am arranging to visit them and begin a trial. Cannot make any prediction of success until they trial the unit. | |
| Morriston Hospital Resuscitation Service | March | 2K | 1x VM-2500-S with box of sampling lines | | | |
| Royal Preston Hospital | March | 4K | Service of 14 resuscitation cabinets with blenders | | expect completion of services in March | |
| Sunderland Royal Hospital | March | 5K | Service of 48 Tom Thumbs | | complete services before end of March. | |
| Leighton Hospital | 2016/17 | | 1x resus cabinet with blender | | Ongoing since Nov 14 but funding has been agreed for 16-17 budget. | |
| <u>Diana Princess of Wales</u> | | 27K | 21 blenders and | | Ongoing since Feb 2011, they try to obtain funding year on year and will try again for 16-17. | |

Sales Summary 2016

| Current Projects Customer/Distributor | Expected sale date | Value | Product(s) | % | Progress | completed |
|--|--------------------|-------|--|---|---|-----------|
| Hospital | | | accessories for on-site upgrade of 21 resus cabinets | | | |
| Wells Offshore | | 1.5K | 1x VM-2500-S | | Supplier to the offshore oil industry, looking to distribute the VM-2500. I am expecting a sale for a VM-2500-S with further business to develop | |
| Saat Medical | | | SMARTsat | | UK based medical start-up company developing an apnoea monitor and wants to integrate SpO2. Interested in SMARTsat OEM boards. Passing over to Steve N once they are ready to progress. | |
| St Thomas's Hospital | | 3.2K | 10x MX300 | | This has been ongoing since Dec 15: they are trying to get approval. | |
| Musgrove Park Hospital | | | 3x Resus cabinets with blenders | | Ongoing since Dec 15: they are trying to get approval and have bid for them in their 2016-17 budget. | |
| Royal Liverpool University Hospital | | 26k | 20x high-flow blenders with MAXO2-AE analysers. | | Slow moving project, first discussed in Oct 15. No funding available at the moment so waiting on the new budgets. Had a project meeting in Feb, they are trying to get it approved for charity funding. | |
| Tunbridge Wells Hospital | | 15k | <u>Tunbridge</u> <u>Wells</u> <u>Hospital</u> | | This has been active for 12 months with no movement, it is waiting on League Of Friends Funding but they are still hopeful that they will get it. | |
| Wansbeck | | 10K | 6x blenders | | Been ongoing since mid 2015. Still has some potential but not feeling | |

Sales Summary 2016

| Current Projects Customer/Distributor | Expected sale date | Value | Product(s) | % | Progress | completed |
|---------------------------------------|--------------------|-------|---|---|--|-----------|
| General Hospital | | | and Tom Thumbs to upgrade some old Drager 8004 resuscitaires. | | very likely as this is their contingency plan, not their preferred solution of replacing the resuscitaires when then 2016-17 budgets are released in Q2 2016 | |
| Royal Derby Hospital | | 4.8K | 1x Resus cabinet with blender | | Ongoing since March 15, they were unsuccessful in obtaining funding for 15-16, are looking again at 16-17 | |
| Bedford Hospital | | 19k | 4x Resus cabinets with blenders. | | Ongoing since March 15, failed to get funding, they are bidding for 16-17. | |
| Lincoln County Hospital | | 26k | 5x Resus cabinets with blenders | | Ongoing since Feb 15, they submitted it for funding approval for 15-16 but failed, submitting again for 16-17. | |
| Royal Bolton Hospital | | 2K | 1x Mobile radiant warmer. | | Submitted for funding for 16-17. | |
| Darlington Memorial Hospital | | 5K | 5x blenders | | Ongoing since Dec 14, funding was declined due to cutbacks in the budget. Followed up this week and it has been re-submitted for 16-17 but he advises that the outlook is looking bleak for now but still ongoing. | |
| CSI BASICS | | 2K | 1x VM-2500-S | | Previously had 3x VM-2500-S, looking another one, and ongoing one at | |

Sales Summary 2016

| Current Projects Customer/Distributor | Expected sale date | Value | Product(s) | % | Progress | completed |
|---------------------------------------|--------------------|-------|---|---|--|-----------|
| | | | + accessories | | a time as charity funding is raised. | |
| South Tyneside District Hospital | | 20K | 18x blenders and Tom Thumb conversions. | | Quoted for both supply-only and for Viamed to fit on-site. Value: £20,670 / £26,529 Ongoing since 2014. They have submitted bids year on year and been declined. Followed up this week and they are submitting again but advised that the Trust is in severe financial difficulty. | |
| Wantage Maternity Unit | | 3.7K | 1x Resus cabinet | | Ongoing since early 2014, bid submitted for each budget but declined each time, re-submitted for 16-17. | |
| Russells Hall Hospital | | 26k | 18x blender and Tom Thumbs for NICU patient bays. | | Ongoing since May 14, bids submitted year on year but declined due to lack of funding. Bid again for 16-17. | |
| <u>Russells Hall Hospital</u> | | 12.7K | 18x blender and Tom Thumbs for NICU patient bays. | | Already upgraded 20 cabinets, looking to complete the rest in lower risk areas when funding is approved. As with above, ongoing since May 14, bids submitted year on year but declined. Bid again for 16-17. | |
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| New Customers /Distributors | Comments |
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Sales Summary 2016

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| Hickley's Ltd. Automotive distributor. | Bought 25x R-17A-LV Bosch sensors and will be re-ordering. Also looking to expand their range with our other sensors. They acquired fully an existing customer of ours, Globeaid, in Dec 15 and continued with their supplier database. |
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| Sales visits planned | |
| Wales Air ambulance | VM-2500-S |
| | |

| Exhibitions for Year | Comments |
|----------------------------------|----------|
| Exhibitions since Jan 1st | |
| | |
| Future | |
| None Planned | |
| | |
| | |

Comments

Sales Summary 2016

What happened to the capnograph orders in London

What is happening in Scotland

Will you just vist the Air Ambulance

Export Sales Ryan Swaine

| Current Projects Customer/Distribut or | Expected sale date | Value | Product(s) | % chance | Progress |
|---|-------------------------------|--------------|-----------------------|-----------------|--|
| Norway | March/June | 30K | new sampling S line | | Tender For 4 years. Equates to €24,000 / year. We are hoping the results will be published in the 1st quarter-2nd quarter. |
| Greek Ambulance | March | | 23 pieces of VM-2160, | | 3rd shipment of order |
| Kuwait | June | | Capnograph | | 30+ expected |
| Saudi | June | | Capnograph | | ?? |
| Greek Ambulance | | | 21 pieces of VM-2160, | | 4th shipment of order |

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|--------|--|--|--------------------|--|--|
| Cyprus | | | Neonatal Eye Masks | | 175 packs per year (tender for 2 years with possible extension to 3 years) |
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| New Customers /Distributors | Comments |
|-----------------------------|--|
| Belarus | Distributor for SLE in Belarus interested in registering Capnograph - Still exploring some possibilities from Medica and AH |
| | Some strong leads for the VM-2400, but placed on hold until further progress with product development |
| | New Tom Thumb distributor established for Italy – Lead from Medica |
| | Ladies in the office have found some new potential distributors for Medical in Switzerland and these are to follow up within the next 1-2 weeks - Potential OEM for O2 sensors for a ventilator company |
| Sales visits planned | |
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Sales Summary 2016

| Exhibitions for Year | Comments |
|---------------------------|---|
| Exhibitions since Jan 1st | |
| Future | |
| Saudi Health – 16-18th | we are exhibiting. I aim to combine this trip with sales visits to Saudi and other GCC countries. |
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Overview Sales Report March 2016 Steve Nixon

| Overview of sales figures | | | |
|---------------------------|--------|--------|---------|
| | 2015K | 2016K | Change% |
| Actual total to date | 392K | 402K | 2.48 |
| Projected year total | 2,224K | 2,236K | 0.55 |
| UK actual to date | 219K | 206K | -5.87 |
| UK projected year total | 1,209K | 1,241K | 2.67 |
| EXP actual to date | 124K | 145K | 16.82 |
| EXP projected year total | 834K | 940 | 12.64 |

Sales Summary 2016

| OEM Projects | Comments |
|-------------------|--|
| Saadat Malaysia | Smiths products look as though they have effectively finished, but the door has been left open to resume if necessary. |
| Masimo Sweden | Sales to 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. |
| Teledyne | Sales to 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. |
| SMARTsat | <p>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.:</p> <ul style="list-style-type: none"> 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. <p>Also confirming pricing strategy in conjunction with Bluepoint.</p> |
| oxygen sensors | I note from Ryan's report that he has an OEM enquiry for, so this will be discussed at the next sales meeting. |
| VersaStream lines | I am in the process of following up the trials by Saadat. |
| VersaStream lines | being restructured |
| H&S lines | being restructured |
| Nomolines | being restructured |

Sales Summary 2016

| OEM Projects | Comments |
|------------------------|---|
| Nomo-adapter | being restructured |
| existing standard line | being restructured |
| oxygen sensors | 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 |
| Bluepoint | 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. |
| HumanMed | 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 |
| Envitec | I anticipate a visit |
| I.T. Gambert | I anticipate a visit |