

# Sales Summary 2016

## Overview Sales Report 30<sup>th</sup> June 2016 Steve Nixon

Overview of sales figures			
	2015	2016K	Change %
Actual total to date	£1,100,117	£1,149,213	4.46
Projected year total	£2,223,668	£2,314,289	4.07
UK actual to date	£650,144	£663,386	2.04
UK projected year total	£1,208,776	£1,329,430	<b>9.98</b>
EXP actual to date	£408,869	£471,032	15.20
EXP projected year total	£834,570	£943,959	<b>13.12</b>

Marketing report – Catrin supplied 01/07/16

UK report – Steve supplied 05/07/16

Export report – Ryan supplied 05/07/16

Figures are still holding up on last year's and we are expecting closure of some projects soon. This year's figures are without the usual sales to Saadat. UK Sales are now positive and projected to be increased by 10%, Export increase is projected to be circa 13%. The backlog of Microstim sales will start to be reduced the week of the 25<sup>th</sup>.

At the moment I am in the process of applying for a SBRI grant in conjunction with Medilink and Sheffield Teaching Hospitals. This is for a pulse oximetry project, which could provide cash injection and also allow us to gain valuable SMARTsat patient data. Results of the application will be known by November 2106, first stage is 6 months' project (100K), second stage is 12 months' project (1M budget). Unmatched funds are supplied up front and just require soft monitoring and reporting.

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OEM Projects	Comments
Teledyne	Awaiting update from Teledyne purchasing. I have chased Vasu again, he has said he will get back to me soon, once he has reviewed. Investigating whether Teledyne are offering an alternative.
SMARTsat	<p>We have some demo VM-2160 SMARTsat units and OEM III kits. Need to discuss with Ralf concerning the sensors, getting conflicting information and suspect we will have further delays.</p> <p>SAAT Medical are not a viable company for SMARTsat. They don't have a concrete idea of what they realistically want to achieve, they have been working with Nonin and I believe that their interest in SMARTsat is primarily to pursue SBRI grants, which conflicts with what we are doing.</p>
Oxygen sensors	Received the trial order from Saadat for R-48V sensors. These are at list prices, so processing as export sales.
VersaStream lines	Saadat are still trialling the samples.
VersaStream lines	Restructured marketing materials are being updated. See note below.
H&S lines	Restructured marketing materials are being updated. See note below.
Nomolines	Restructured marketing materials are being updated. See note below.
Nomo-adapter	Restructured marketing materials are being updated. See note below.
existing standard line	Restructured marketing materials are being updated. See note below.
	<p>*Sampling lines - we are preparing sample kits for the office staff and Derek is producing an on-line interactive section guide. We are also going to expand the cross reference and its functionality, which will also go live on-line. I am hoping that we can also integrate this with the selection guide. The office staff are going to be working on the sales and marketing of Standard, S &amp; H lines, as well as: VersaStream – Viamed (Bluepoint, Masimo, PhaseIn....), VersaStream – Luer Lock, VersaStream – Respironics (Philips) and explore low key marketing of VersaStream - Oridion.</p>

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Flow sensors	I have asked Derek to work towards adding the cross reference on-line.
Temperature probes	I have asked Derek to work towards adding the cross reference on-line.
Ultrasonic oxygen monitor	We are going to try an alternative cross reference, i.e. construct a database of oxygen concentrators, which then points to the Ultrasonic monitor as a compatible test device.
V1000	Again we are going to try an alternative cross reference, i.e. construct database of foetal heart monitors, which then points to the V1000 as a compatible test device.