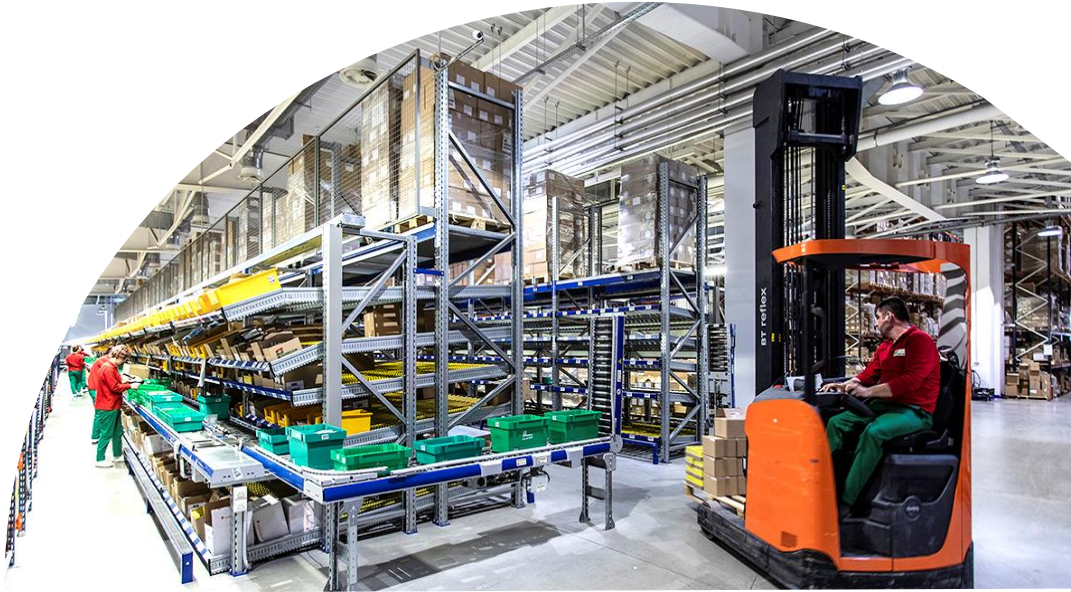


Our solutions for your challenges



Farmexim and Help Net leading wholesaler and retailer, healthcare logistics and service providers in Romania

Farmexim is the first import and distribution company of pharmaceutical products in Romania. For 30 years, Farmexim has been providing pharmaceutical products to over 4,100 pharmacies, drugstores, health stores, drug warehouses and hospital pharmacies, through 10 distribution centers nationwide.

Currently, Farmexim is one of the largest distributors of pharmaceutical products in Romania; in 2019, the turnover was of over 487 mil. Eur.

Benefica is our pharmacy cooperation programme with more than 260 independent pharmacies (point of sales) as partners, and our plans for 2020 are focusing on extending our programme and increasing Benefica's visibility.

On the retail sector our pharmacy chain Help Net has been present for the past 21 years. Help Net's development is a continuous priority for the group, becoming the 3rd largest pharmacy chain on the Romanian pharmaceutical market, with over 350 nationwide locations, over 2,000 employees providing high quality services to 3.5 million patients, and a turnover of 165 mil. Eur in 2019.

Since 2018, both Farmexim and Help Net have been part of PHOENIX group, Europe's biggest healthcare provider.



Solutions along the entire value chain

Our vision: To be the best integrated healthcare provider - we target to offer every client the best products and services in Romania. We can achieve this thanks to the close cooperation between wholesale and retail, acting together like a link between the pharmaceutical industry and patients.

Talk to us, let us know what you need - we are happy to hear from you!

Pharma Services Team
pharmaservices@farmexim.ro

Strong European Network

We deliver health. Each and every day. Across Europe.

Farmexim and Help Net is supported by a strong European network, PHOENIX group, one of the leading healthcare providers in Europe.

Active in 27 countries, the company offers unique geographical coverage throughout Europe, making a vital contribution to comprehensive healthcare with more than 37,000 employees. The group has a network of 164 distribution centers, more than 2,700 self-owned pharmacies in 15 European countries and a turnover of 26 billion Euros (2018/19).

Based on our unique coverage, we have acquired profound expert knowledge in many areas, ranging from Market Access, Patient Care Programs, Representation Services, Healthcare Logistics, Clinical Trial Supply Services, and finally to Commercial Partnerships.

Since 2016, our European service brand “PHOENIX All-in-One” combines all the services we offer to our industry partners.

For further information, please visit www.phoenix-all-in-one.eu.



Services along the entire value chain

Modular solutions for your individual challenges

Each company is facing various challenges. As a healthcare provider with a long tradition in Romania, we know the market and can offer you versatile solutions.

The market and the requirements are complex, and therefore, we do not sell “One-size-fits-all” solutions but provide you with individual modular services solutions and packages that perfectly fit your needs. On the following pages, you will read more about our services.

1

Healthcare Logistics

Supply Chain Optimisation,
Optimisation of Processes, Lower costs



2

Market Access

Representation Services, Business
Intelligence, Launch Support Services



3

Clinical Trial Supply Services

Medical Samples Logistics
Planning, Procurement of Comparators,
Storage and Logistics



4

B2B: Access to Pharmacies

Educational Services, Telesales Support,
Promotion, Online, Business Intelligence



5

B2C: Access to Patients

Marketing Services, Print, Online,
Health Programs



1

Healthcare Logistics Supply Chain Optimization, Optimization of Processes, Lower costs



January 2014 marked the big opening of the new headquarters and logistics centre in Balotești (IF), one of the most modernly equipped in Romania. We have a total space of around 14,500 sqm.

We provide services of highest quality therefore we invested in our logistic centres to be equipped in accordance to Good Distribution Standards and the highest European principles in terms of pharmaceutical distribution.

ISO 9001:2015 certification confirms once again that our concern for the quality of our services is important, real and continuous.

FMD services

- Risk-based / itemised serial number verification
- Secure FMD compliant customer returns
- Decommissioning of damaged goods and samples
- Decommissioning in case of customers regulated in the Art.23
- Reporting according to the FMD regulations

Warehousing

- Product master data management
- Storage of all types of medicines (incoming goods inspection, warehousing, order picking, packing, etc.)
- Reversed logistics - FMD compliant

Orders management & deliveries

- Reception of orders from Customer
- Handling, picking and packing of the orders
- Preparation of shipping documents as per legal requirements
- Complaints management

Inventory management & reporting

- Accurate inventory management
- FEFO rule governance in stock management process
- Weekly reporting of orders, sales, stock, accounts receivable
- Unsaleable stock management (damaged, expired stock etc)

Transportation

- Transportation management
- Temperature controlled transportation (2-8C, 15-25C)
- Emergency deliveries
- POD (Proof of Delivery)

Different type of distribution models

- Buy & sell model
- Consignment warehouse
- 3PL (Third party Logistic model)



2

Market Access Representation Services, Business Intelligence, Launch Support Services



As an established company with 30 years of experience in the Romanian market, we offer support in positioning your product - based on our strong network and a deep knowledge of the market.

Representation Services

Regulatory affairs & Pharmacovigilance

- Local representation for product registration
- Local representation for pharmacovigilance
- Consultancy support for product registration and pharmacovigilance
- Safety data Management, Processing and Reporting

Market access & Tender management support

- Pricing and Reimbursement
- Tender management including preparation, submission of bids and negotiation

Business Intelligence

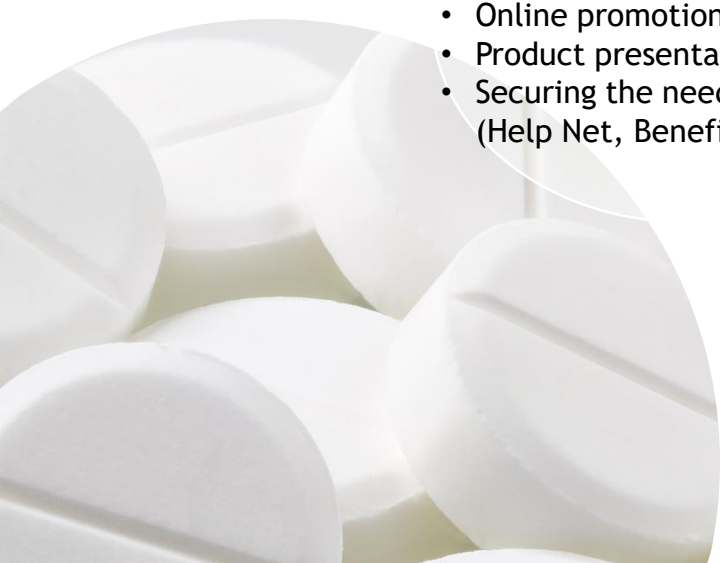
Our Business Intelligence services provides insights to take better business decisions with real-time real-world data helping to address key business issues like:

- Optimisation of product portfolio, positioning, market access and promotional resources
- Supply chain management ensuring product availability
- Monitoring of product performance in real-time

Product Launch Support

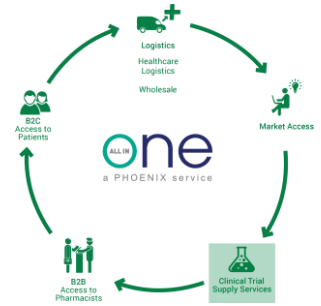
We provide services like:

- Support your launch with telesales
- Marketing material distribution
- Online promotion
- Product presentations and seminars for pharmacies
- Securing the needed launch quantities at pharmacies (Help Net, Benefica & others)



3

Clinical Trial Supply Services Medical Samples Logistics Planning, Procurement of comparators, Storage and Logistics



CLINICAL TRIAL SUPPLY SERVICES

We create optimal individualised solutions by adjusting and combining our services according to the specific needs of our clients. Our highly flexible solutions range from clinical trial supply planning and optimisation, global distribution and return, and destruction. The aim is to ensure the most effective logistics setup and optimal clinical trial supply management for local and global clinical trials.

- Storage for ambient and cold chain products and quarantine zone
- Distribution process from order to delivery with full traceability
- Return and destruction of investigational materials

MEDICAL SAMPLES

Our objective is to build trust-based, value-creating strategic partnerships to grow and develop together an excellent business and high standard services for storage & delivery of medical samples in the best condition.

- Temperature controlled storage and transport from 15°C to 25°C and cold chain from 2°C to 8°C
- Support to obtain the necessary licenses and authorisations from the National Authorities
- Destruction of samples (including destruction certificates, reports) outsourced specialised company
- Benefit from our high-quality solutions with secure, controlled and audit proven processes
- IT solutions: EDI integration / development of special platforms for doctor's prescriptions

Market expertise

Full-line wholesaler

Reliability

Long-term partnerships with manufacturers

Direct access to medicines

Flexibility



4

B2B: Access to Pharmacies Educational Services, Telesales Support, Promotion, Online, Business Intelligence



Pharmacies are the direct link to the customers. Our strong retail brand Help Net is one of the top 3 pharmacy chains in Romania, with over 350 locations nationwide and more than 3.5 million patients.

More than 260 pharmacies (points of sale) have joined our Benefica loyalty program, a partnership dedicated to independent pharmacies.

- Educational services** E-learning in Help Net and Benefica partners about products or brands
Conferences and training programs for managers and pharmacists
- Sales team support** Launch support by sharing relevant information with the pharmacy teams
Perform sell-in for promotional volumes, collect orders, make reminder calls or direct e-mailing to pharmacies
- Category management** Category management in our Help Net pharmacies
- Medical promotion** Promoting through medical representatives to HCP's on a national level, the Help Net brand and services provided by Help Net pharmacies
- Online support** Farmexim Online - is an interactive service dedicated to our clients-pharmacies and points of sale:
 - Non-stop availability for taking the orders and access to special campaigns
 - Verification of stock, order history, invoices, payments;
 - Online promotion (banners and pop-ups) within application for the campaigns and products in focus.
- Loyalty program** Benefica is our loyalty programme, dedicated to all pharmacies willing to improve their business performance:
 - Patients services (awareness and prevention campaigns)
 - Dedicated commercial campaigns
 - Financial and operational consultancy and strategic recommendations for business development, training programs for managers and pharmacists
 - Access to up-to-date information regarding legal, regulatory and financial matters through our platform www.partenerbenefica.ro



5

B2C: Access to Patients Marketing Services, Print, Online, Health Programs



The customers want to be informed on a regular basis about the latest developments. Farmexim and Help Net offer full-service solutions for an ideal customer approach.

Marketing services

- Leaflets, magazine, promotion, TV-marketing
- On-line dedicated platform for the patients
- Facebook campaigns
- Outdoor advertisement, secondary placements
- Merchandising - special placement of products in pharmacies
- Product tasting and samplings for patients in pharmacies
- Category Management in Help Net pharmacies

Healthcare Education

- Awareness campaign, education & prevention
- Educational activities on how to use the medicines

Prescription Management

- Loyalty programs (card holders in Help Net pharmacies)
- On-line prescription management (www.reteta-ta.ro)

Educational Services

- Health screening program



a PHOENIX company



a PHOENIX Pharmacy Partnership member



PHOENIX All-in-One

Our solutions for your challenges



CORPORATE PHILOSOPHY

Sustainable growth for value creation
Committed employees for outstanding performance

VISION

Be the best
integrated healthcare
provider in Romania

MISSION

To help people
lead a healthier life

STRATEGY

Dedicated to our
customers' needs
Committed to excellence



VALUES

Respectful

Proactive

Reliable

Responsible

CORPORATE MISSION STATEMENT



We are happy to hear from you!

Pharma Services Team
pharmaservices@farmexim.ro

www.farmexim.ro

www.phoenixgroup.eu

www.helpnet.ro