

MEDICALMIX

PASIÓN POR LA OFTALMOLOGÍA

COMPANY PROFILE



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MedicalMix is a Spanish company focused on the commercialization of high quality ophthalmic and medical products to private clinics and public hospitals in Spain and Portugal.

PRESIDENT:

Mr. Vicente Durán

MANAGING DIRECTOR:

Mr. Mauricio Peralta

PHARMACEUTICAL TECHNICAL DIRECTOR:

Ms. Marta Guerrero

SALES MANAGER:

Mr. Manuel Prieto

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The research of innovative products and the high quality services given to our customers make the basis of the solid platform of our project.

Thanks to these, we have achieved a well structured growth during the last years at all company levels as much in terms of turnover, number of employees, geographical expansion and new product lines within the field of ophthalmic products for hospitals and pharmaceutical products for ocular health.

Our organization is focused on satisfying the needs of our customers, helping them to improve the visual quality of their patients. Our challenge for 2019 lies in reaffirming our leadership position that we have reached during the last five years as the best distributor in the field of ophthalmology both in Spain and Portugal.

Our personal motivation consists in offering the best solutions to our customers. As our slogan well reflects, what gives meaning to Medical Mix is our “Passion for Ophthalmology”.

Vicente Durán

Vicente Durán

01 100% OFTALMOLOGY

Currently MedicalMix is positioned in the market, as a **100% Ophthalmic company**.

This is a company that over the time has managed to focus on its expert field, **offering comprehensive solutions in the day-to-day of the Spanish and Portuguese ophthalmological operating rooms**, in pro of the care of the ocular health of the patients, thanks to its well defined expertise.

MedicalMix offers both diagnosis equipments and ophthalmic products to provide solutions and service in doctor's offices and operating rooms.

MedicalMix establishes itself as a completely independent company of single ownership and capital, without any shareholder of multinational companies. This they achieved with agility and their operating capacity of taking decisions, without attending to third parties or global interests. Direct, flexible, close and having its unique style, its social and medical credibility is high esteemed and is 100% involved in each and every one of the projects. **MedicalMix is synonymous of prestige and trust**. We select the best brands and products of each specialty. Only one brand, the best, by specialty and by product.



The history of Medical Mix is the history of its founder and owner Vicente Durán who has been linked to the Ophthalmic sector in Spain for more than 40 years.



PROXIMITY

One of the strengths of Medicalmix is the direct relationship with the ophthalmologist and the large groups. This proximity allows us to offer them solutions and recognize important market niches.

In the same way, MedicalMix is a good partner for manufacturers, developing complete product ranges, anticipating customer needs and offering true business opportunities and great added value.

REAL DELIVERY TIMES

MedicalMix makes order confirmations with real delivery times. If that deadline is not going to be fulfilled, the system immediately sends a notification in advance and customer service offers solutions and alternatives before stopping an operating room or generating a problem:

Automatic confirmation of received orders /
Follow-up of monthly delivery KPI / Electronic invoice / EDI.

SOCIAL & MEDICAL CREDIBILITY

Our suppliers see MedicalMix as the best ambassador to represent their brand in Spain and Portugal. As a distributor, we work hand in hand with the manufacturer to reinforce its brand image in Spain, to improve its marketing actions and increase sales to the benefit of both companies.

PERSONALIZED SERVICE

At MedicalMix we have a Customer Service Area that treats the needs of our clients in a personalized way. In addition, our Technical Assistance Service ensures the correct maintenance of the Ophthalmology equipment and guarantees the perfect use of the equipment acquired at all times.

WARRANTY

MedicalMix is synonymous with prestige and trust. We select the best brands and products of each specialty. Only one brand per product type. Neither our suppliers nor our brands compete with each other.

EXCLUSIVENESS

We work with exclusive brands such as Alchimia (Italy), Beaver Visitec (USA), Katena (USA), MedOne (USA), PhysIOL (Belgium), SciCan (Canada), UFSK (Germany), Mediphacos (Brazil).

Commitment
Innovation
Quality
Flexibility
Training
Agility
Operativity
Excellence of service
Respect for the environment

02 COMMERCIAL STRUCTURE

MedicalMix Sales Reps. sell directly in the ophthalmic operating rooms. The training and knowledge of the commercial team is premium, becoming product specialists. The doctors themselves test the material that distributes and markets MedicalMix, in their operating room with our commercial consultants, “in situ”.

Our Sales Team, in addition to an initial training of 6 months, have continuous training courses, attend symposiums and talks every 4 months, also attend international congresses and are subjected to continuous examinations in Ophthalmology.

25 highly qualified professional people cover the whole national market divided into 12 areas and 4 customer service areas.

PROJECT MANAGERS

It is important to highlight the figure of the “Project Manager” for each one of the brands that we represent. The Project manager performs a daily communication exercise between the client, the brand in distribution and MedicalMix, in a way of responsibility and quality, as well as the design of business plans for the launch of new products, market research, potential sales, profitability analysis, action tracking and goal achievement.





We offer demos and trainings with our products in our customers operating rooms that are carried out by our highly qualified professional people.



In all the domestic Ophthalmic congresses, MedicalMix stands out for its wide presence and its availability to specialists in visual health.





03 PARTNERS

MedicalMix is synonymous with prestige and trust. We select the best brands and products of each specialty. **ONLY** one brand, the best one, by specialty and by product.

The companies we represent have their headquarters in Italy, the United States, Switzerland, Belgium, Canada, Germany and France among other countries.

The quality policy in the selection of the brands is Premium and obeys to restrictive selection standards, in terms of quality and innovation. Only the best of each specialty. Our partners must comply with a strict set of values and requirements to gain access to an active part of MedicalMix's portfolio of services and products. They also gain the access to our extensive commercial network in Spain and Portugal, ranging from the highest quality in materials to ensure the excellence in results with patient and doctor.

MedicalMix has more than 35 years of experience in the field of ophthalmology, offering the most complete range of products from the best brands.





Regenerative medicine: clot rich in growth factors, autologous fibrin membrane and regenerative eye drops for post-surgical treatment.



Liquids for transport / storage of corneas for Eyes Banks, gas for intraocular tamponade, vitreous replacement products, membranes staining liquids for anterior and posterior segments, etc.



Disposable knives and cannulas, punctum plugs, surgical material, viscoelastic solutions, BSS, customized surgical packs, etc.



Phaco-vitreous equipment. A complete surgical platform for a state-of-the-art ophthalmic surgery.



Laser equipment for ophthalmic treatment. Diagnosis/measuring ultrasonic equipment.



High resolution surgical microscope with excellent depth of field and stable bright red reflex.



Surgical instruments, punches and trephines. Disposable surgical and diagnosis lenses.



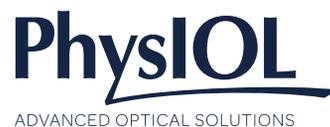
Disposable extendable cannulas, back-flush cannulas, multi-port dual bore cannulas, etc. for retina surgery.



Disposable instruments for vitreoretinal surgery, laser probes, illuminated and multidirectional probes, etc.



Surgical and surgeons chairs for ophthalmic surgery.



Trifocal lens FINEVISION with excellent intermediate vision and high performance in near and far vision, hydrophobic glistening free lenses, pre-charged hydrophilic lenses, toric lenses, etc.



Keraring and Kearing AS corneal rings.

04 LOGISTICS

The logistics department of MedicalMix performs an integral management of the supply chain, with the mission of providing the necessary means to ensure a perfect process of purchase and delivery, in a timely manner to our customers. For this, our company has a system of planning and forecast of monthly purchase needs, which contributes to the perfect coordination with the manufacturers.

Our organisation guarantees our service to the clients for the benefit of the doctor and the patient.

MedicalMix manages and processes more than 180 orders daily, thanks to the integral digitization in the processing of the orders. Our efficiency in terms and delivery service ranges from 24 to 48 hours.



05 TECHNICAL SERVICE

With the objective of walking towards excellence and maintaining our competitive position and market leadership, in MedicalMix we seek efficiency in each of the business processes, strategic processes and support processes that define our activity.

For this reason, at both strategic and operational levels, efficiency is our fundamental purpose in all the processes that define our value chain.

We have 5 highly qualified technicians in the management and maintenance of the medical equipment of our clients.

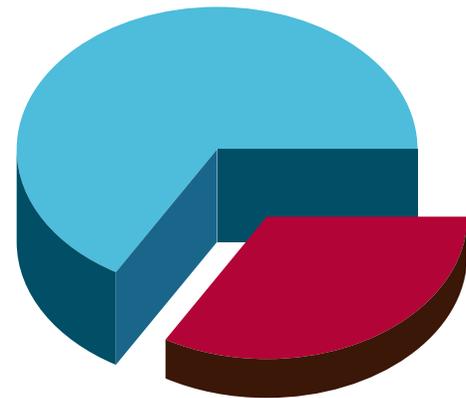
- Short technical support response
- Preventive maintenance of equipment.
- Courtesy equipment provided during reparation if necessary.



06 MEDICALMIX IN DATA

The growth of our company is a fact. Our management and sales data, in the last five years, have revalued our company in the current market, consolidating it as the most important distributor of Ophthalmology in Spain and Portugal.

Operability, independence and agility in the day-to-day, allows MedicalMix to differentiate itself in its sector, thanks to its business model.



■ 55% Private clinics
■ 45% Public hospitals





1.400
*active customers
in one year*

2.500
*customers in
total history*

1.200
*instaled equipment,
of which 500 have a
regular maintenance
service.*

*180 orders per day
+ 4.000 per month 100%
digitalized 98% attended
in 24 hours.*

2018
*+ turnover of 25 million
euros (Consolidated as the
most important distribu-
tor of ophthalmology in
Spain and Portugal).*

**18% average
annual growth**
*in the last five years. Total:
90% growth company in
the last five years.*

07 LIVE SURGERY

Every year, we participate in live surgeries that take place during the main Spanish congresses (FacoElche, SEO, SECOIR) hand in hand with the most prestigious and influential Ophthalmologists.



08 QUALITY

MedicalMix has the quality accreditation certified ISO 9001:2015 and numerous international awards as Best Dealer & Partner by many brands: PhysIOL, Beaver Visitec, Synergetics, Katena, among others.

MedicalMix has the organizational structure, responsibilities, procedures, processes and resources to implement the Quality Management System. These measures are known to all personnel involved in activities and are provided in accordance with customer requirements and applicable legal regulations.



We like to establish close relationships with our clients in order to satisfy their needs through high quality services.



PhysIOL Award. Best Distributor 2015-2018



BVI BEAVER VISITEC AWARD
Best Leader & Partner 2014



Instituto Barraquer DIPLOMA
to Medicalmix in 2011
as Cooperator of Merit



Katena AWARD
25 Years of Excellence



Katena AWARD
30 Years of Excellence
1975-2005



SYNERGETICS AWARD
Quota Achievement 2008-2009



Instituto Barraquer DIPLOMA
to Vicente Durán in 1982 VIII
International Course
of Ophthalmology



TOP DISTRIBUTOR AWARD
2018 KATENA

09 MARKETING & COMMUNICATION

MedicalMix has a Department of Communication and Strategic Marketing, responsible for the planning of actions in congresses, organization of events and symposiums, management of Social Networks, production of audiovisual, web 3.0, e-mailing, Company Profile, editorial office and press releases, interviews in media, press conferences, graphic design, booths, retransmissions of all type of BTL (below the line) that reinforce the value of our company.

“MedicalMix has an annual media impact in more than 30 media, online and offline”

“In social media is the undisputed leader in followers and generation of contents in Spain and Portugal “





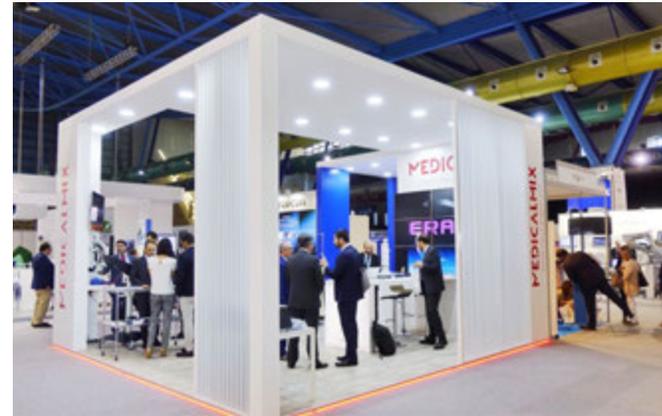
10 FUTURE

The future of MedicalMix consists in offering integral solutions of medical and pharmaceutical products for the care of the Visual Health in **Spain and Portugal**.

Our guarantee is wide and varying: team, commitment, corporate responsibility, technological innovation, transparency, business strength and experience. MedicalMix is “**Passion for Ophthalmology**”.

MEDICALMIX
PAIXÃO PELA OFTALMOLOGIA

 **Farmamix**
VISIÓN





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