



## About Curas

Curas was established in 2005. This year was no different; it showed continued consolidation within the international medical device industry thus some big companies becoming even bigger players. Their objective is market control.

In some markets; the result of the players' strategies; focusing on short-term profit maximization as well as the desire to control the product from factory door to hospital bed, have left some distribution channels weakened. We, on the other hand, believe that it is in the interest of the market that the national distribution companies continue to offer new, independent and cost-effective solutions to hospitals.

It is Curas' objective to strengthen the independent (national) distribution channels.

Curas add strength to our exclusive national distribution partners by means of:

- Successful sourcing of products world wide; based on multi-market demand through international sales volume.
- Deliver all aspects of national marketing support and international branding efforts.
- Provide attractive logistical platform where we seek to have products ready and on demand, at low operating costs.

Curas believes that the independent national distributors are the best companies to serve the end-users. Why? you may ask. Let us give you our answers:

- They care for and they know their local customers' needs.
- They always make sure that their product lines are not any bigger than they can safely be promoted by the individual representative.
- They provide health care buyers with an alternative where some drive entire segments towards de facto reduced competition.

Curas too believes in the small to medium size manufacturer. Here we find the necessary customer orientation; the innovation here is breathtaking in commitment, impressive in speed and driven by real knowledge and entrepreneurship; tomorrows leaders in single-use or single-patient Medical Devices will come from those small to medium size manufacturers. We are searching for new suppliers every day, -and in more countries than you can imagine.

Our suppliers are all dedicated to serve the Curas distribution and end-user customers with the best product price & performance in the market. They build the Curas brand and we are proud to bring their products to market world wide.

### Integrity:

Let us end this information section by stating again; at Curas we place an extraordinary big emphasis on Integrity. You will see this play the biggest role when appointing our staff, distributors and suppliers. We measure our own Integrity by others' willingness to discuss their most confidential market and product considerations with us, and as we say; First Comes Trust™.