

PROFI**MED**®

Since 1997

The mission

Carefully selected for your health
Global health brands with local focus
The house of smart brands
Profimed is the brand builder

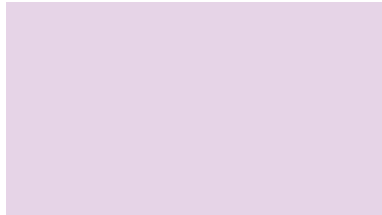
“However branding doesn’t happen overnight... or even in a few months”

The brands



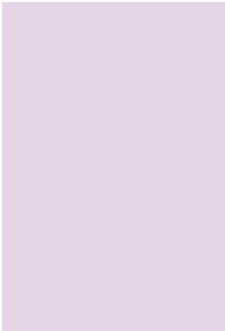
Key information

- **28 years** in the business
- Leader in the stable, growing professional supply channel
- Headquartered in Prague, Czechia
- 160 employees in 4 countries
- 18 stores
- Operations in Czechia, Slovakia, Poland and Hungary
- Product categories include dental care, health care, baby care
- Comprehensive product assortment more than 8 000 SKU's



Key information

- Representing over **10 global brands** in the Czech Republic, Slovakia, Hungary and Poland
- Has its own wholesale **distribution network** to pharmacies and doctor 's offices operated by team of PROFIMED sales representatives
- Operating its own **network of 18 specialised stores**
- Constant high investment to the development of modern e-shops **profimed.com, profimed.eu, profimed.cz, profimed.hu**



Key information

PROFIMED is the largest distributor of professional oral and health care products in Central Europe.

The Company operates its business through all channels:

- 18 PROFIMED retail stores with highly educated and experienced staff
- pharmacies and pharmacy wholesalers, hospitals, dental, gynecological, pediatric offices
- FMCG retailers
- Etail



Company milestones

1997 PROFIMED s.r.o./ Ltd has been established

PROFIMED opened its first small shop in Prague

1999 PROFIMED opened its first flagship store 60 m²

2001 PROFIMED opened its first shop in the shopping center Nový Smíchov in Prague

2003 PROFIMED has founded its subsidiary – PROFIMED International s.r.o. in Slovakia

2005 PROFIMED has started cosmetics distribution – Tweezerman, Lee Stafford and later KORRES

2006 PROFIMED revenues exceeded € 4,000,000 and PROFIMED number of employees reached 50

2011 PROFIMED has founded its subsidiary – PROFIMED Magyar in Hungary

2013 PROFIMED has founded its subsidiary – PROFIMED Sp. Z.o.o. in Warsaw

PROFIMED revenues exceeded € 8,000,000 and PROFIMED number of employees reached 100

2014 PROFIMED opened its first flagship store in Budapest – the Allee Shopping Mall

**2017 PROFIMED head office and central storage have been moved to the modern warehouse
in the BUSINESS PARK PRAGUE**

Company milestones

2019 PROFIMED has entered the pediatric channel with the new exclusive FRIDABABY brand in 4 countries

PROFIMED has opened its first PROFIMED BABY flagship store in the Westfield Shopping mall (Prague)

PROFIMED has started collecting “baby brands” for online and offline distribution: Babiators, Kikadu, etc.

PROFIMED revenues exceeded € 15,000,000 and PROFIMED number of employees reached 160, PROFIMED is operating 24 shops.

2021 PROFIMED rapidly adapted to Covid-19 situation and maintained the leadership position and annual turnover € 17,000,000

2022 PROFIMED, a leading provider of innovative healthcare solutions, embarked on a strategic expansion of its product portfolio by introducing the brand **SPERMIDINE** dedicated to longevity and **Dr. BÖHM** food supplements. This significant milestone marks PROFIMED's commitment to empowering individuals to achieve optimal health and well-being.

The launch of the longevity brand and food supplement further underscores PROFIMED's dedication to advancing the field of preventive healthcare and empowering individuals to live healthier and longer lives.

2024 PROFIMED revenues reached € 22,000,000

PROFIMED IS NONSTOP LOOKING FOR NEW OPPORTUNITIES

Our vision

- Constant **focus exclusively on quality products with a strong medical and scientific background**
- Constant specialising **in health care products** especially in the branch of medicine that involves food supplements, medical devices and tools for infants, children, pregnant and mothers.
- Constant specialising **in oral care products** (professional toothpastes, whitening toothpastes, toothbrushes, interdental brushes and sonic brushes)
- Constant building on success of our own chain of **retail stores**
- Constant HR investment to the people who will be able to maintain steady growth through the **innovations**



Key marketing activities

- Education – webinars, seminars, congresses
- Sales team – sampling, education, motivation
- Loyalty programs – B2B and B2C
- OOH activities
- Strong cooperation with influencers
- Regular advertising ATL and BTL
- Philanthropy



Retail concept

PROFIMED has launched its own retail in the Czech Republic in 1999.

- Shops are working on the unique mix of advertising, PR and recommendation from professionals
- Full service outlet providing service based on of highly educated staff with recommendations and adequate products for any health problem
- Procures products from all over the world, supported by the latest state of medical knowledge
- Shop ´s assortment covers every medically appropriate product in the business
- Shops retain loyal customers

VISA

CZECH TOP
SHOP 2022



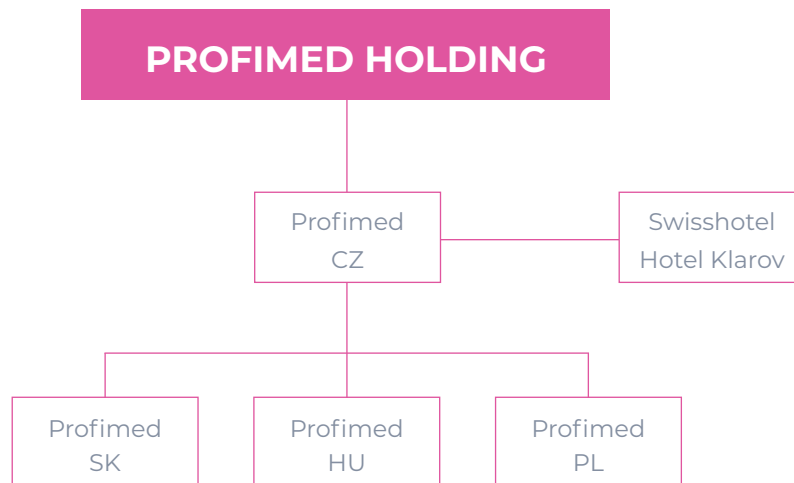
Important mix

Coherent mix of goods:

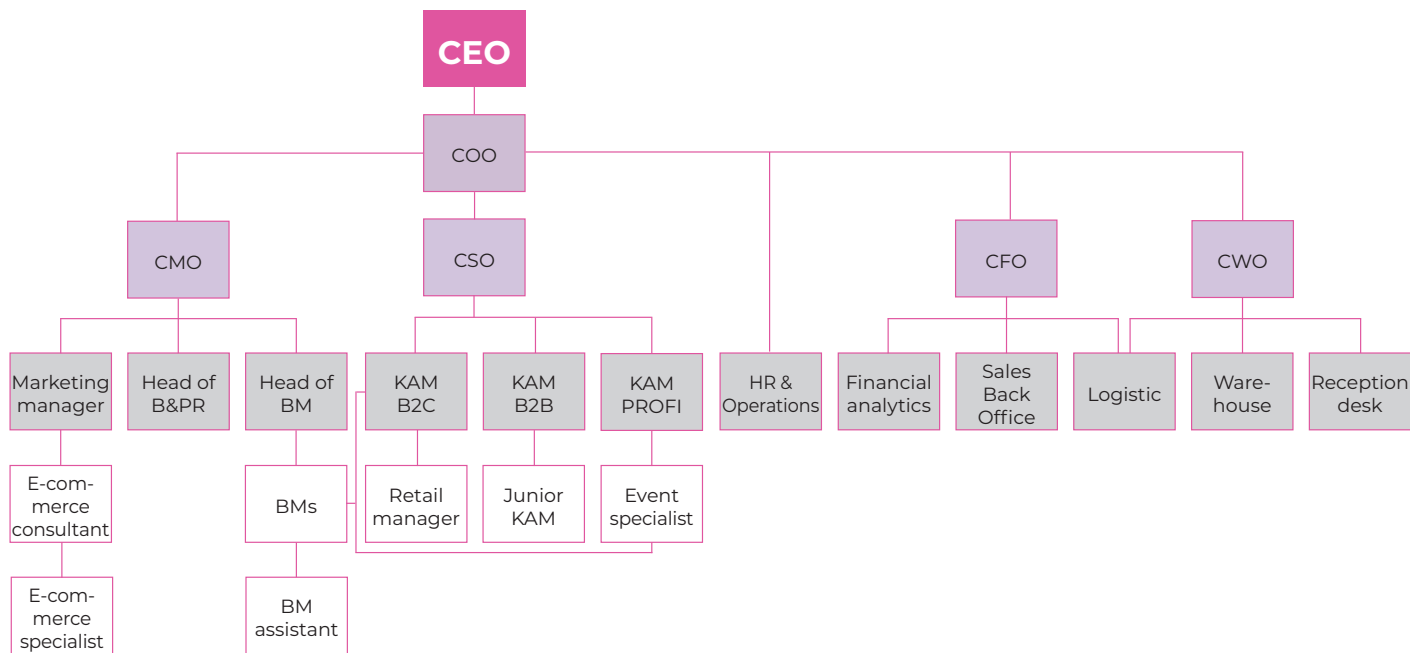
- **oral care:** Unbeatable selection of interdental brushes and flosses, unique toothpastes and mouth rinses, tooth whitening systems, oral water irrigators, power and sonic brushes, baby dental care, orthodontic care, implant care, dry mouth products.
- **health:** Food supplements, professional manicure and pedicure tools, hair care.
- **baby:** Fridababy as the flagship brand, baby monitors and innovative tools for easy parenting.



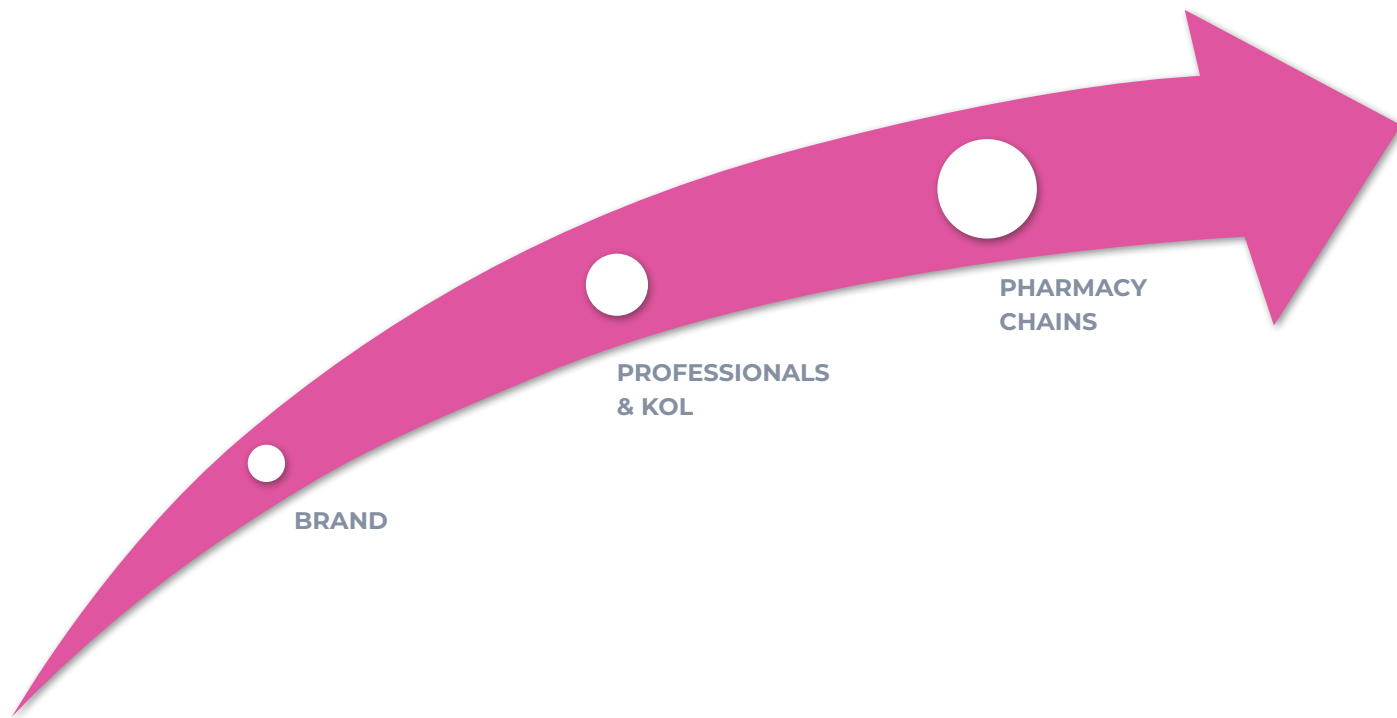
Our structure



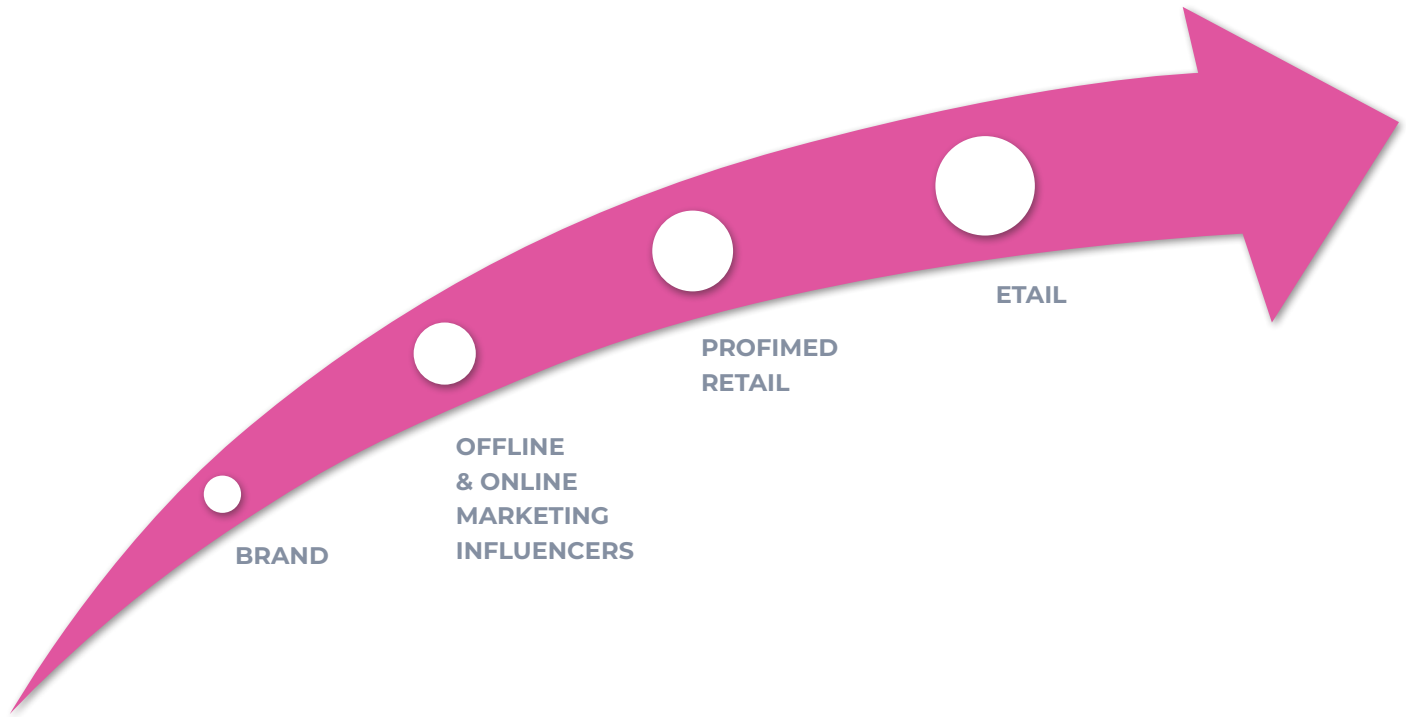
HQ



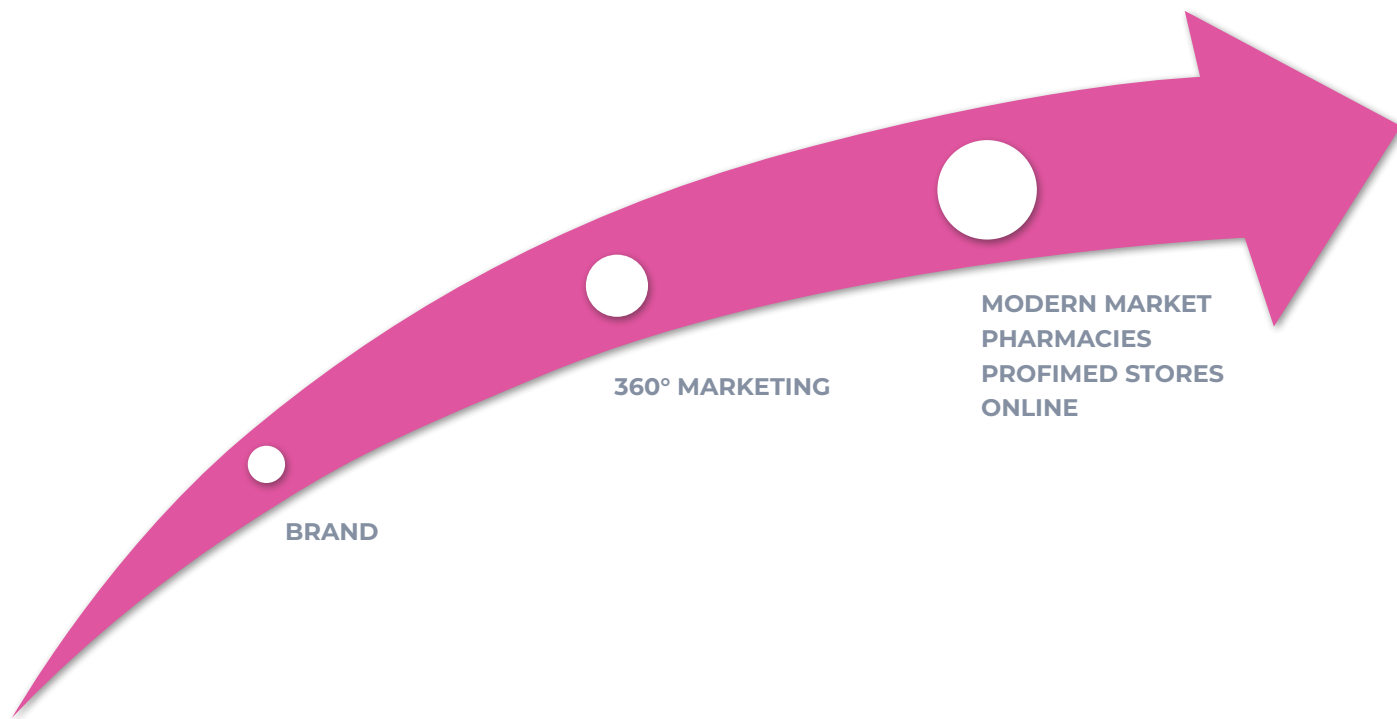
Flow in professional channel



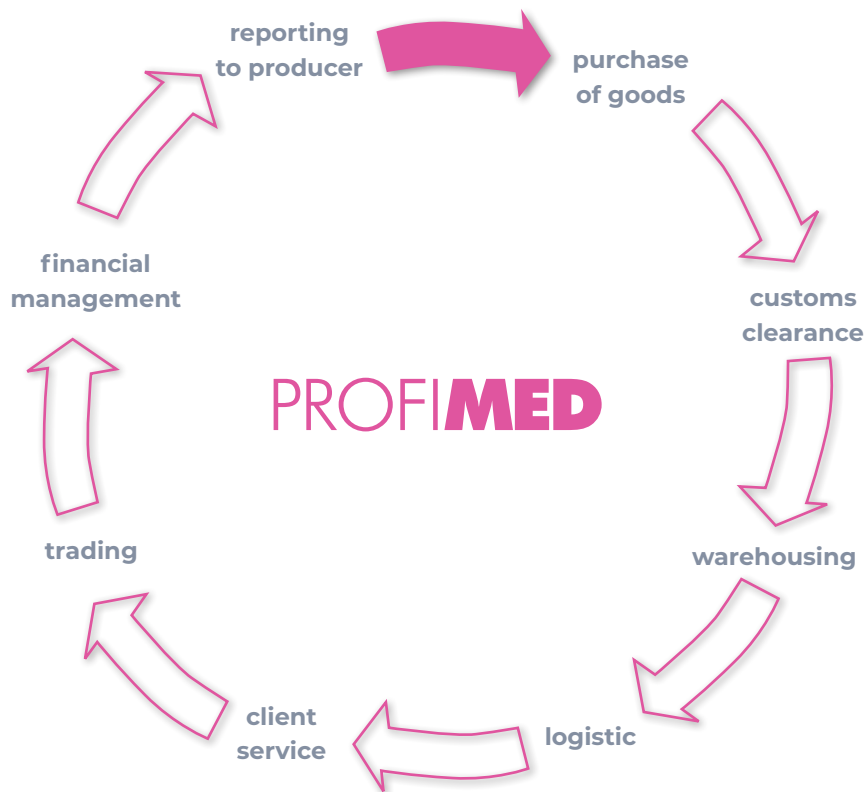
Full cycle of services



Marketing impact



Full cycle of services



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