



Newsletter June 2007

Subject: Advantages for the National Distributor

Dear business partners and associates,

Curas secures the connection between the best product supplier (factory) available anywhere in the world, and the best distribution platform (distributor) available in any country.

The previous Newsletter (MAY 2007) described some of the many advantages that our supplier partners increasingly enjoy; this Newsletter focuses on what Curas offers our National Exclusive Distribution Partners.

The Brand: An umbrella-effect describes what you can consider several elements as one. This is exactly what distribution companies, who supply healthcare products, enjoy with the Curas brand. They are secured products (carefully chosen) from an increasing number of producers, who have a particular product in their area of expertise. - All this in one name; one identity sending one uniformed message to the market.

Quality Sourcing: Any distributor in any country is responsible for the development of the product range that they are offering the national market. Sourcing new products is a complicated, expensive and extremely time consuming affair. Curas takes care of this; and when we do it; we do it on behalf of every single one of our distributors; so we are not so concerned with the big amount of energy that we put into it; because the benefit will be felt by such a huge number of companies, customers and patients.

Risk Management: Distribution companies are increasingly concerned with the risks of the trade; the wide spread public and private tender systems often require a very accurate and fast supply. With increased costs of transportation, distributors are forced to buy large volumes (full containers) or pay sky-high air freight charges, particularly when it comes to new product areas or when demand fluctuates. The Curas central warehouse is a

welcoming service that significantly reduces the overall exposure, inventory level and fiscal risk.

Product Innovation: Many are more powerful than one. Curas is the ambassador between each distributor and each manufacturer. The voice of the entire band of Curas distributors represented in the brand; is a force to be reckoned with. Together we stand very powerfully and this enables us to take care of our customers & patients, because their clinical or financial needs are turned into tomorrow's new products and services.

We are looking forward to our continued partnership, and to welcome future partners to join Curas.



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