



Newsletter May 2007

Subject: Services to Our Manufacturers

Dear business partners and associates,

This month's Newsletter presents the most important benefits to Curas' growing number of exclusive manufacturing partners; for whom the important is how & what Curas offers in relation to the international healthcare industry.

Background: All over the world; Curas is speaking to producers who are interested in long-term partnership with Curas. The manufacturers have – each and one of them – particular products where their specific competences are at a peak: That includes cost-price, product quality, financial strength and product innovation capacity - to mention a few, but key factors for Curas.

– Before we enter into an agreement i.e. selects our product exclusive partner (supplier) for each product area.

Current Situation: When a manufacturer joins Curas' partnership model; they do so because they recognize the challenges in utilizing their market potential and skills. Many manufacturers are struggling with the aspects of international trading; too many different private labels, unclear payment situations, per-customer shipping issues, lack of product innovation & market adjustments, CE representation, distributor account management etc. Those factors are not easily overcome.

Curas Model: Together we can, however, overcome the many challenges.

First, our products will be used in important and often life critical situations; the well-being of patients and healthcare workers world wide is at stake. Therefore we have to ensure that the Curas products can be trusted – we say; First Comes Trust™.

Believing that trust can develop further as a function of time; we have to work in a way that includes time as a key aspect. Curas engages companies – our manufacturing partners – in long-term relationship because we know we together deliver most value to customers as a result of continued efforts and determination.

Partnership Deliverables: At Curas we have validated – very detailed – the different aspects where we service our manufacturing partners, in order to strengthen our joint business outlook. Those key areas are:

- Curas guides and develops profitable product development strategies for each product.
- Curas secures a unique and 1st class one-brand market access through our committed national distribution partners.
- Curas supply chain and logistical set-up offers customers low-risk product availability.

We are looking forward to welcoming new manufacturers in our brand, partnership model and market place. Curas will always be ready to serve our partners.



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