



## Newsletter Oct 2006

### Subject: Product Strategy

Dear business partners and associates,

Thank you for the positive feed-back you have awarded our web page since the launch. It will be a valuable tool for all of us involved with Curas™ in the future, throughout the world; from the selected and dedicated manufacturers and suppliers - to the exclusively appointed national brand owners; our distribution partners.

More and more suppliers are recognizing the increasing number of national exclusive distribution partners now being ready & competent to sell the Curas™ branded items which they can manufacture; at the same time as more and more distributors acknowledge the advantages of the low-cost solutions to important aspects as **(i) sourcing, (ii) branding and (iii) logistics** making up the Curas business model.

We have decided to engage the market in a three step strategy, where we are not limiting ourselves to specific call-point, end-user and patient profiles. – Because we believe that we are universally applicable to healthcare products.

#### One:

Our first step of market activities are based upon the products that Curas Ltd. now represents in an international framework of an agreement. The international b2b sales of these products under **OEM and Private Label** conditions (i.e. not Curas™ branded) offer us the advantages of engagement with many companies and decision makers, cash flow and further knowledge about the competitors. A couple of new lines will be added during 4Q 2006 and 1Q 2007.

#### Two:

Our second step will be the very launch of the Curas™ branded sales. This Curas™ activity we call **Singular Products**:

- Products with very low range complexity (few REF)
- Products with a random / low branding status (potential umbrella / upgrade effect by Curas™)
- Product with cost & performance ratio being attractive to markets (competitive prices)
- Products with little strategic resistance (distributor flexibility to change to or include Curas™ products)

It is our overall target that Singular Products shall commence step-by-step from 1Q 2007, following extensive distributor evaluations. The majority of products are going to be known to the market, i.e. involving low to moderate level of training.

**Three:**

Our medium to long term objective for your Curas brand will be based on entire **Product Lines** where we aim, with your help & input, to become a significant market factor in carefully selected business areas. The product lines will include products of moderate to high level news, trend or uniqueness value. They will also require a substantial level of training and market strategy involvement to and between our national exclusive distribution partners.

It is our aim to introduce & launch internationally such 2-4 entire product ranges from mid 2007 to mid 2008. Before we do so; we will focus on strengthening our marketing support further; ensuring additional internet power and have logistical facilities ready for central warehousing and rapid deliveries to distribution partners world wide.



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