

# Our solutions for your challenges



## Tamro Baltics, a PHOENIX company

### Leading wholesaler and healthcare logistics service provider

Tamro - the quality-oriented healthcare logistics service provider and pharmaceutical wholesaler - is a reliable partner for our industry partners. With more than 25 years of market expertise, Tamro Baltics has developed extensive know-how in the area of logistic services.

Our strong **retail brands** cover all Baltic markets with around 250 own BENU pharmacies and around 200 cooperation pharmacies.

#### Solutions along the entire value chain

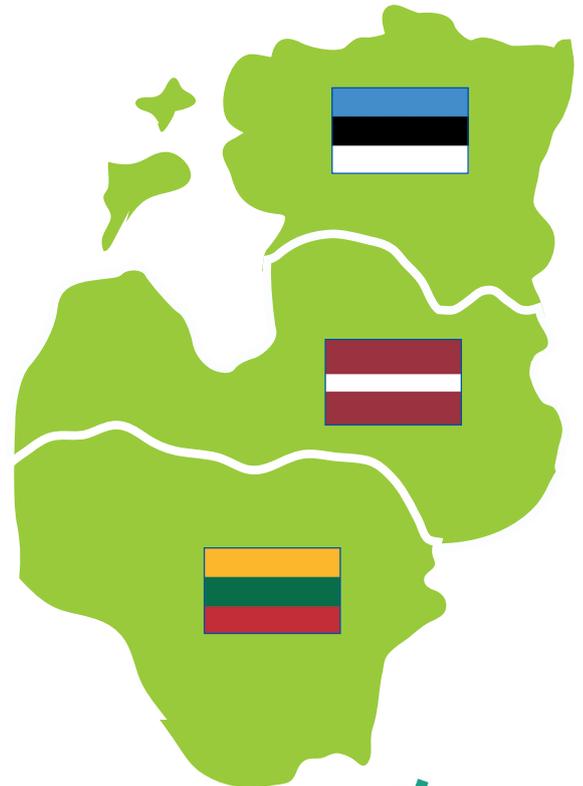
Tamro is the **only integrated healthcare provider** in the Baltics and the **only Pan-European company** offering services in the pharmaceutical sector. We offer single-source solutions and support in finding **individual service package** for the business success of our partners in Lithuania, Latvia and Estonia – and in Europe.

Based on our corporate philosophy – “building business value through sustainable growth” – we offer you, our industry partners, flexible solutions along the entire value chain ensuring your success – ranging from our clinical trials support, to market launch packages and process optimisation services, and finally to pharmacy campaigns and access to pharmacies, healthcare professionals, hospitals and patients.

Talk to us – we are happy to hear from you!

**Lauri Betlem**, Estonia  
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# PHOENIX group

## Strong European Network

Tamro Baltics is supported by a strong European network, PHOENIX group, one of the leading healthcare providers in Europe. Today, with its presence in 27 European countries, the company offers a singular Europe-wide coverage and makes a comprehensive contribution to the healthcare industry with more than 37,000 employees.

With more than 2,700 own pharmacies and more than 13,500 cooperation pharmacies, we are the largest pharmacy operator in Europe and perfectly familiar with the pharmacy market and its challenges. More than 150 distribution centres throughout Europe make our vision come true: "We provide healthcare, on a daily basis, Europe-wide".

Based on our unique coverage, we have acquired profound expert knowledge in many areas, ranging from Market Access/Entry, Patient Care Programs, Representation Services, Healthcare Logistics, Clinical Trial Supply Services, and finally to Commercial Partnerships.

Since 2016, our European service brand "PHOENIX All-in-One" combines all the services we offer to our industry partners.

For further information, please visit [www.phoenix-all-in-one.eu](http://www.phoenix-all-in-one.eu).



BUSINESS  
GROWTH



LOWER  
COSTS



OPTIMISED  
PROCESSES



SIMPLICITY



## Services along the entire value chain

### Modular solutions for your individual challenges

Your company is facing various challenges. As a healthcare provider with a long tradition in all Baltic markets, we know the market and offer you versatile solutions.

The market and the requirements are complex, and therefore, we do not sell “one-size-fits-all” solutions, but provide you with individual modular service solutions and packages that perfectly fit your needs. On the following pages, you will read more about our services.

1

#### Clinical Trial Supply Services

Planning, Procurement of comparators,  
Storage and Logistics



2

#### Market Access

Business Intelligence, Unlicensed Medicines,  
Launch Support, Representation Services



3

#### Healthcare Logistics

Supply Chain Optimisation, Optimisation  
of Processes, Lower costs



4

#### B2B: Access to Pharmacies and HCPs\*

Campaigns, Telesales, Seminars, Events,  
Representation Services



5

#### B2C: Access to Patients

Home Delivery, Campaigns, Adherence  
Programmes, Seminars, App, Loyalty Card



# 1

## Clinical Trial Supply Services

Planing, Procurement of comparators, Storage and Logistics



With more than 25 years of experience, we offer you flexible support to ensure an optimal implementation of your clinical trials and help you manage your trial successfully with our services.

For many years, we have been collaborating closely with different companies throughout Europe, both with smaller biotech companies and with larger pharmaceutical companies and clinical research industry providers. Our PHOENIX All-in-One Clinical Trial Supply Services offer you support during the entire process:

- Provision of reference products for your clinical trial in the Baltic countries or in Europe
- Professional and discrete management of the entire supply chain based on individual, flexible and efficient solutions
- Worldwide supply of reference products
- Temperature control of your products (2° to 8°C and 15° to 25°C)
- Utilisation of qualified warehouses and validated processes and IT systems



Market expertise

Full-line wholesaler and healthcare logistics

Pan-European know-how

Long-term partnerships with manufacturers

Direct access to medicines

Flexibility

18 Clinical Trial depots in Europe



# 2

## Market Access Business Intelligence, Unlicensed Medicines, Launch Support, Representation Services



For many people, the market is "unknown entity". As an established company with 25 years of experience in the Baltic market, Tamro Baltics offers support in positioning your product – based on our strong European network, of course also beyond the Baltics.

The market launch is of central importance. The "Return of Investment" ("ROI") has a major significance. As a result, it is crucial to successfully establish your product on the market. Tamro Baltics offers a series of full-service packages that will contribute to your successful market entry.

### Business Intelligence

Our Business Intelligence service provides insights to make better business decisions with real-time real-world data helping to address key business issues like:

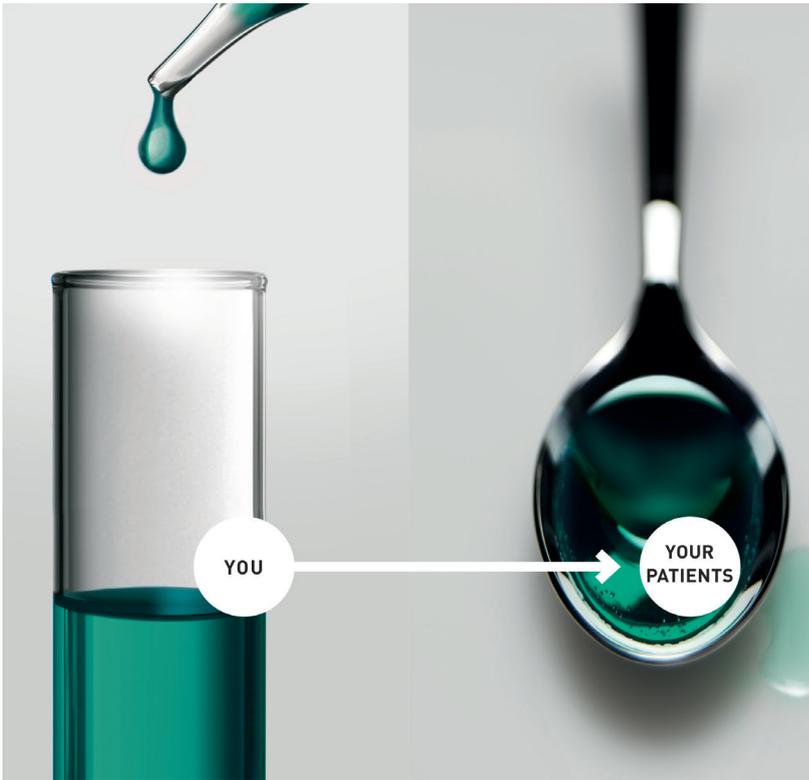
- Optimisation of product portfolio, positioning and market access
- Supply chain management ensuring product availability
- Optimisation of promotional resources
- Monitoring of product performance in real-time

### Wholesale

Based on our excellent expertise as pharmaceutical wholesaler, we offer you our support and give you our advice on listing your products for the wholesale trade and guarantee a **nationwide availability** of your products in all Baltic countries.

### Unlicensed Medicines

- Supply of unlicensed medicines to hospitals and pharmacies
- Increase awareness of unlicensed medicines in the market
- Help to create an initial demand
- Speed up the market entry



20,000 sqm logistics area

Nationwide availability in all pharmacies

Target group approach

High customer satisfaction

Successful patient contacts at the Point of Sales (PoS)

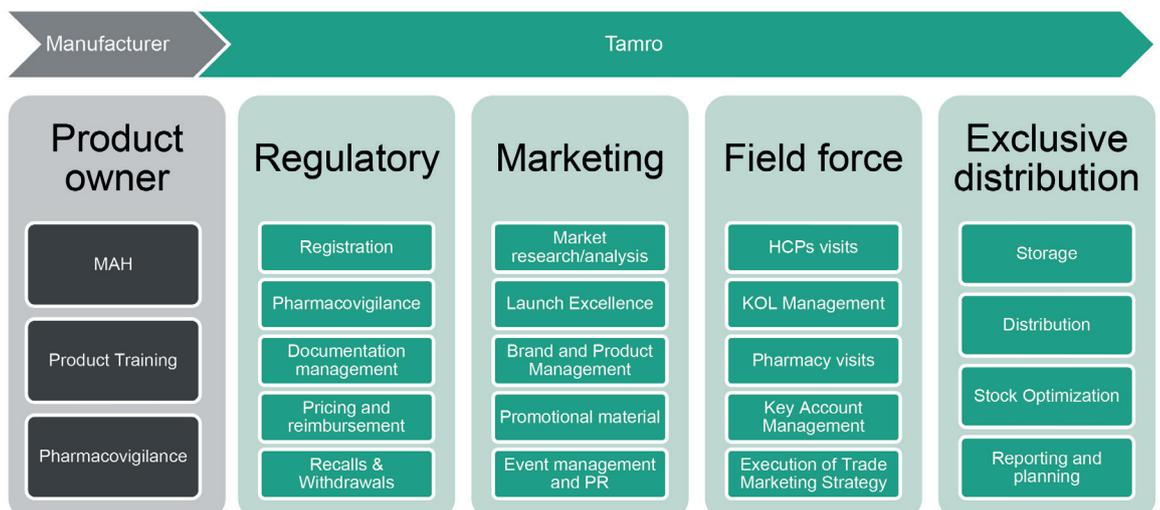


Product Launch Support

Our Product Launch supports your product launch with services like

- Telesales support
- Marketing material distribution
- Product presentations and seminars for pharmacies
- Active product promotion in B2B webshops as a marketing channel
- Securing the needed launch quantities at pharmacies (like BENU, Aptieka1, others)
- Organising product launch events with pharmacy teams.

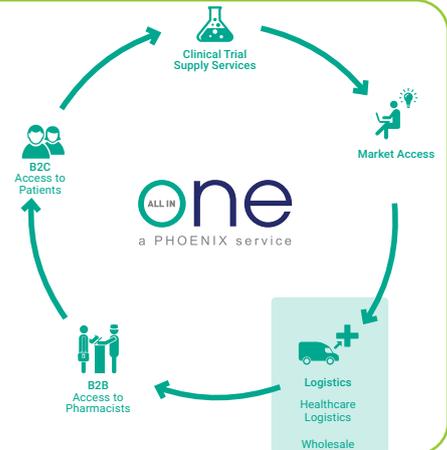
Representation Services



# 3

## Logistics

Supply Chain Optimisation,  
Optimisation of Processes,  
Lower costs



Experience, specialised know-how and the intention to obtain the best performance have characterised our company for many years. Our three distribution centers in Baltic countries (Kaunas, Riga, Tallinn) have a total space of around 20,000sqm. We offer dedicated storage areas for all kind of required storage conditions for pharmaceutical products and are GDP, GMP, ISO9001, ISO50001 and ISO27001 licenced. Our temperature controlled transportation network within the three Baltic countries grants full access to all customer groups: pharmacies, hospitals, private clinics and vaccination cabinets.



Rely on an **innovative and flexible partner** for your logistical matters.

### Order Management

- Customer data management
- Sample dispatch
- Collection of orders
- Customer service

### Warehousing

- Product data management
- Storage of all types of medicines (incoming goods inspection, warehousing, order picking, packing, etc.)
- Returns logistics

### Transportation

- Transportation management
- Track and trace
- POD (Proof of Delivery)
- Temperature controlled transportation (2-8 C°, 15-25 C°)
- Emergency deliveries

### Financial Services

- Invoicing
- Debt Risk Management
- Management of account receivables
- Individual payment and delivery terms

### Reporting

- Inventory
- Incoming goods and outgoing goods



# 4

## B2B: Access to Pharmacists and HCPs\*

Campaigns, Telesales, Seminars, Events, Representation Services



Pharmacies are the direct link to the customers. Our strong **retail brands** cover all Baltic markets with around 250 own BENU pharmacies and around 200 cooperation pharmacies. Tamro Baltics offers **full-service packages** for an optimal access to pharmacists and the pharmacy teams.



### Educational

**Educational videos** for your products in BENU and cooperation pharmacies:

- Pharmacist shares advice about the health condition the products is meant for, then the product is recommended

**Guided pharmacists education:**

- Educational seminars for product presentations and product familiarisation for pharmacy teams

### Events

- Our events offer you a platform to present yourself and to **get in contact with the pharmacy teams**
- BENU and Aptieka1 management events like steering committees for pharmacy managers to impart management relevant information
- Trainings for pharmacy teams

### Telesales Support

- Strengthen the competence of pharmacies by communicating the product specifics via telesales
- Perform sell-in for promotional volumes, collect orders, make reminder calls or direct emailing to pharmacies

### Hospital and Tender Services

- **Preferred partnership** in tenders: As preferred partners we will always work for maximising your business and provide documentation
- **Hospital data analysis:** Provide hospital data analysis, including prices and sales data monitoring
- **Pricing strategy:** Tender prices data maintenance, price benchmarking, price recommendations



\* HCPs = Healthcare Professionals like Hospitals, Doctors, ...

# 5

## B2C: Access to Patients

Home Delivery,  
Campaigns, Adherence  
programmes, Seminars,  
App, Loyalty Card



The customer is always right. However, the customer wants to be informed on a regular basis about the latest developments, too. Tamro Baltics offers **full-service solutions** for an ideal customer centric approach.



### Marketing Services

- **Leaflets:** Distribution of indication based leaflets to targeted customers
- **Welcome Box:** Distribution of a welcome box containing related information materials and complementing product samples
- **Product tasting** and samplings for patients in the pharmacies
- **Newsletter:** Indication based newsletter to targeted customers informing about related topics, products and promotions
- **Targeted customer survey:** Survey carried out by the pharmacy team to collect data about the patients characteristics and habits
- **Loyalty Card:** Customer targeted offers based on a customer data analysis
- **Mobile App:** Customer tailored instant location based offers
- **Digital screens:** video marketing for products in pharmacies
- **Merchandising:** special placement of products in pharmacies

### Educational Services

- **Target customer education:** Educational seminars for product presentations and familiarisation for selected patient groups
- **Screening activities:** Testing of face skin, blood pressure monitoring, body composition, head skin and hair testing

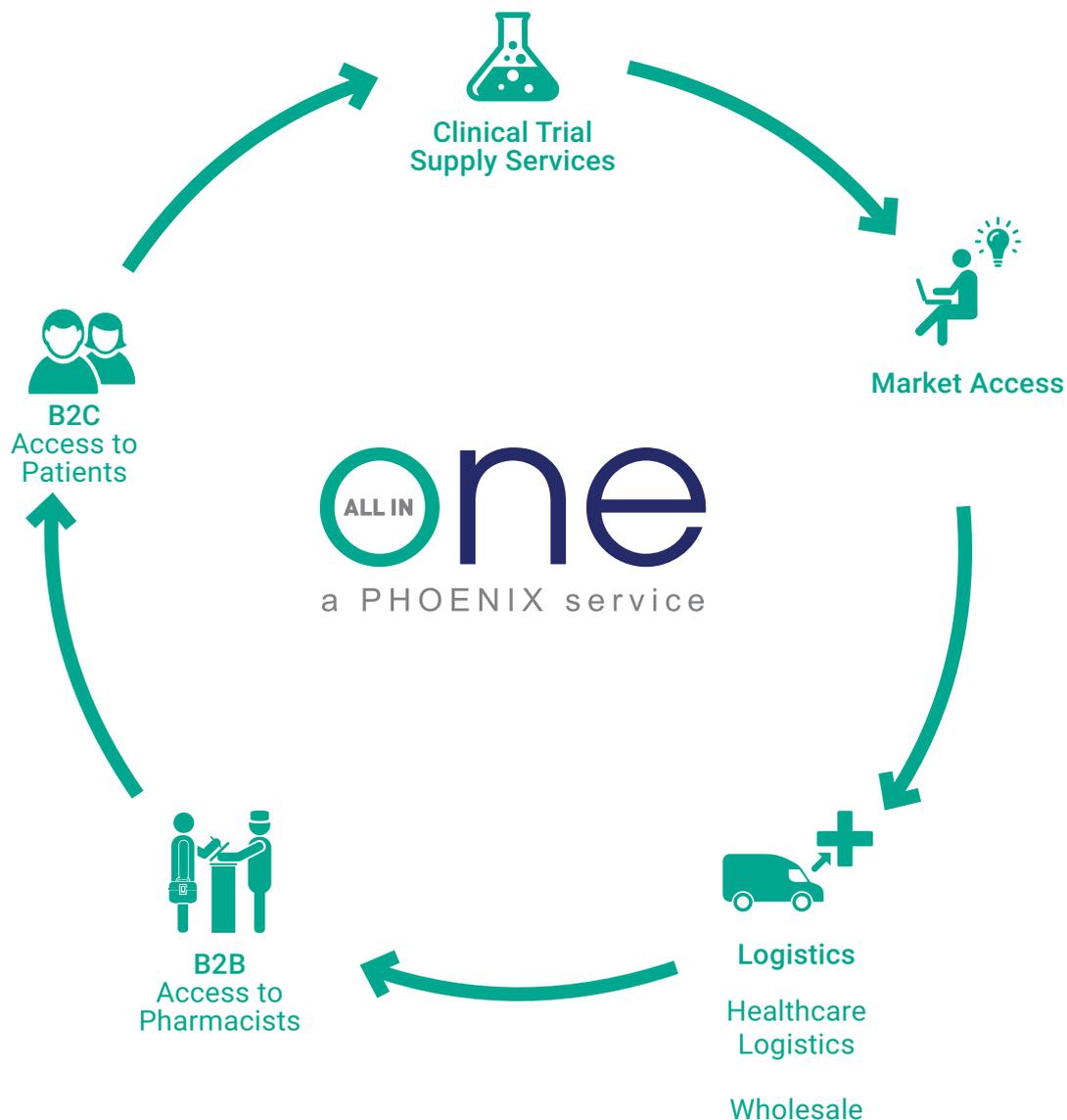
### Adherence programmes

- **Reminder calls:** Calls before the prescription expires to increase adherence and persistence
- **Home delivery:** Delivery of Rx products to the patients home by healthcare specialist (cold chain possible), advising and coaching the patient
- **Disease management:** Nationwide volume of products is delivered to selected central pharmacies. Healthcare specialists deliver the product to the patients home, administers medicine, trains patient and follows up their adherence



# Tamro Baltics PHOENIX All-in-One

## Our solutions for your challenges



## CORPORATE PHILOSOPHY

Sustainable growth for value creation  
Committed employees for outstanding performance

### VISION

Be the best integrated  
healthcare provider –  
wherever we are

### MISSION

We deliver health  
across Europe

### STRATEGY

Dedicated to our  
customers' needs  
Committed to  
excellence



### VALUES

Reliable

Proactive

Respectful

We are happy to hear from you:  
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