



neOMEDICAL CC SUSTAINABLE SOLUTIONS

P.O.Box 51909
The V&A Waterfront
8002
Western Cape Province
Republic of South Africa

Tel: ++27-(0)21-447-0881
Fax:++27-(0)21-447-0816
Mobile: ++27-(0)82-887-1562
Email:solutions@neomedical.co.za
Web : www.neomedical.co.za

COMPANY PROFILE – Executive Summary

REGISTERED NAME: neOMEDICAL : SUSTAINABLE SOLUTIONS CC

COMPANY REGISTRATION NO: 2002/024884/07

VAT REGISTRATION NO: 459 020 3800

DATE OF INCORPORATION: 04/10/2002

TRADING NAME: neOMEDICAL : SUSTAINABLE SOLUTIONS CC

PHYSICAL ADDRESS: Unit D07 Ground Floor
Collingwood House
Black River Park
2 Fir Road
Observatory
7925
Province of the Western Cape
Republic of South Africa

POSTAL ADDRESS: P. O. Box 51909
The V&A Waterfront
8002
Province of the Western Cape

Republic of South Africa

TELEPHONE: ++27-(0)21-447-0881
FAX: ++27-(0)21-447-0816
MOBILE: ++27-(0)82-887-1562 (Graham J. B. Balman)
E-MAIL: solutions@neomedical.co.za
clinical@neomedical.co.za
WEB: www.neomedical.co.za

BANKERS: Standard Bank of South Africa
Thibault Square
Cape Town
Western Cape

BANK ACCOUNT NUMBER: 070873054
BANK BRANCH CODE: 020909

LEGAL COUNCIL: Bowman Gilfillan Findlay & Tait
SA Reserve Bank Building
60 St George's mall
Cape Town
8001

AUDITORS: MC Accountants
W Godfrey
Professional Accountant
SAIPA Member 7768

PUBLIC OFFICER: R. Shulman

OFFICE MANAGER: R. Shulman

MANAGING MEMBERS: Mr. G. J. B. Balman (Clinical), , Mr. R. Shulman
(Administration).

LEGAL STATUS: A private company owned by shareholders with paid up
equity, limited liability.

NATIONAL BRANCHES: All national business activities are coordinated through the
Head Office in Cape Town. National representation is
facilitated by our Cape Town office.

BRANCHES: Johannesburg, Durban, Pretoria, Freestate NC, Cape Town
Head Office Republic of South Africa

DISTRIBUTION: Regional distribution centers are established in all major cities in South Africa. These are contracted positions, service orientated and performance based. Out lying regions are serviced directly by representation from Head Office with distribution facilitated by contracted courier.

BUSINESS PROFILE: Marketer, reseller, manufacturer and distributor of sophisticated, high quality and cost effective surgical technology representing Principals in the United States Europe and South Africa

Conduct

neOMEDICAL, It's owners and employees will uphold and comply with all applicable laws and regulations that effect companies and individuals, and that allow **neOMEDICAL** to participate competitively in any business opportunity. All **neOMEDICAL** owners, Directors and employees are responsible for conducting business in compliance with all applicable laws of South Africa.

As **neOMEDICAL** expects the individuals that make up the company to be and remain in good standing with the laws of the country so too does the Company consider itself obligated with out condition to be an outstanding corporate citizen.

With respect to direct payments and payments of any other nature, **neOMEDICAL** will not participate in bribes, kickbacks or other forms of payment and illegal reward to aid and benefit procurement of business.

Certain discounts, rebates, demonstration products/equipment and warranty benefit awards allowed in the normal course of business may be considered on a case-for-case basis. These award benefits will be made according to the compliance policy as held by **neOMEDICAL**, and in accordance with best accounting code of conduct.

The giving of gifts, donations, business courtesies, sponsorships, financial compensations for services and other payments will be evaluated on the merits of each circumstance and awarded only if to serve genuine education value, is an accepted custom of the trade and always related to legitimate business service.

Any giving of the former above will be done in such a manner as to not embarrass **neOMEDICAL** or any way render the Company, it's Directors or its Customers obligated in any way.

neOMEDICAL maintains updated records of accounts in accordance to the ACCEPTED CODE OF ACCOUNTING CONDUCT. These records of business are held with our auditors and legal council. Any record of account with respect to trading pedigree with our Customers will be disclosed in private and remain confidential, and considered per Customer on routine request only.

The business of **neOMEDICAL** concerns an environment and products that are highly regulated by government, government policy, health officials, the respective protocol of private hospital groups and medical practitioners. **neOMEDICAL** and its employees are responsible for acknowledging and adhering to these regulations and protocol requirement when conducting business with its products, in those environments dealing with the sensitive subject matter of human health care.

neOMEDICAL while conducting it's business will not entertain any form of discrimination on any basis what so ever, including discrimination and prejudice based on race, religion, gender, sexual preference, marital status, disability, and ethnic or national origin.

neOMEDICAL strives to create a work environment that is tolerant of cultural diversity, free from harassment of any form and that all employees are treated with dignity and respect.

Our mission

“We must be the change we wish to see in the world.” MAHATMA GANDHI

To contribute toward the improved healthcare of patients by making available to our healthcare community high quality cost effective surgical and medical solutions. That the use of this technology in the skilled hands of all relevant health care professionals may improve the quality of life, through restored health to patients.

With out inhibition **neOMEDICAL** will strive to represent only technology of unquestionable quality manufactured by companies in which we recognize a similar corporate responsibility and value system as our own. We aim to represent honesty, integrity and absolute dedication when serving and servicing the needs of our customers, who in turn we respect are doing the same for the well being of their patients.

NEOMEDICAL is driven to service excellence and welcomes any reflection on our conduction that will help us improve our service delivery system, and generally contribute positively to doing business with us, and us with you.

In order for NEOMEDICAL to achieve and sustain it's objectives we will make a fair profit that reflects a moving toward building sustainable business by acknowledging reasonable reward is necessary in order to remain responsibly sustainable into the future.

What we do

Our world at NEOMEDICAL is the support of surgery, servicing a broad spectrum of surgical interventions and limited product development and manufacture.

George Gilder in *Fast Company* (1988) wrote “...the smaller the space, the larger the rooms...” NEOMEDICAL is a compact team capable of sourcing, marketing and selling creative high quality cost effective surgical technology solutions for specific surgical needs.

As representatives and distributors for our revered Principals we act as brand ambassadors for high quality cost effective state of the art surgical technology. Involved in all aspects of marketing and sales that include;

- Sponsor and exhibit at Surgical and allied Academic Congresses,
- Sponsor surgical technology training workshops and programs, contributing to local CME,
- Live Surgical product and equipment demonstrations,
- Product and equipment technical teaching tutorials at regional public and private sector surgical Journal Clubs,
- Continual company and product portfolio representation to hospital group management and procurement departments, in Public and Private Health Sector,
- In situ product and inventory support to customers on all surgical stock management,
- Publishing of promotional media marketing material,
- Surgical Trade Expos,
- Social and recreational events for internal team development, and external client liaison.
- Internal product development and ISO rated manufacture.

With knowledge and technology being dateable, we move fast to create markets while providing dedicated service and support to ensure the stability and longevity of sales relationships in our territory.
