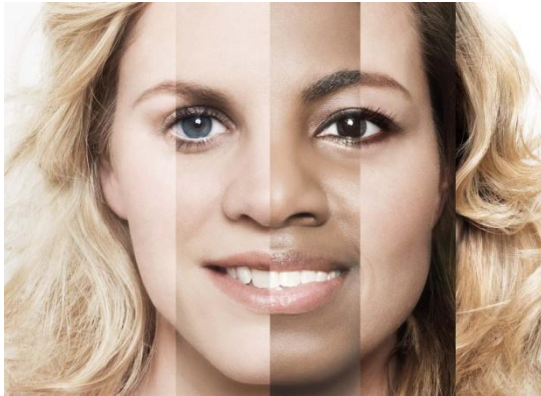


Introducing the Eurocept Group



BECAUSE
EVERYONE IS
UNIQUE



eurocept
pharmaceuticals



eurocept
homecare



eurocept
international

“Traditional pharmaceutical marketing tactics in a rapidly changing market.....”



Organisation 2010 Eurocept Group 'Economy of scale'



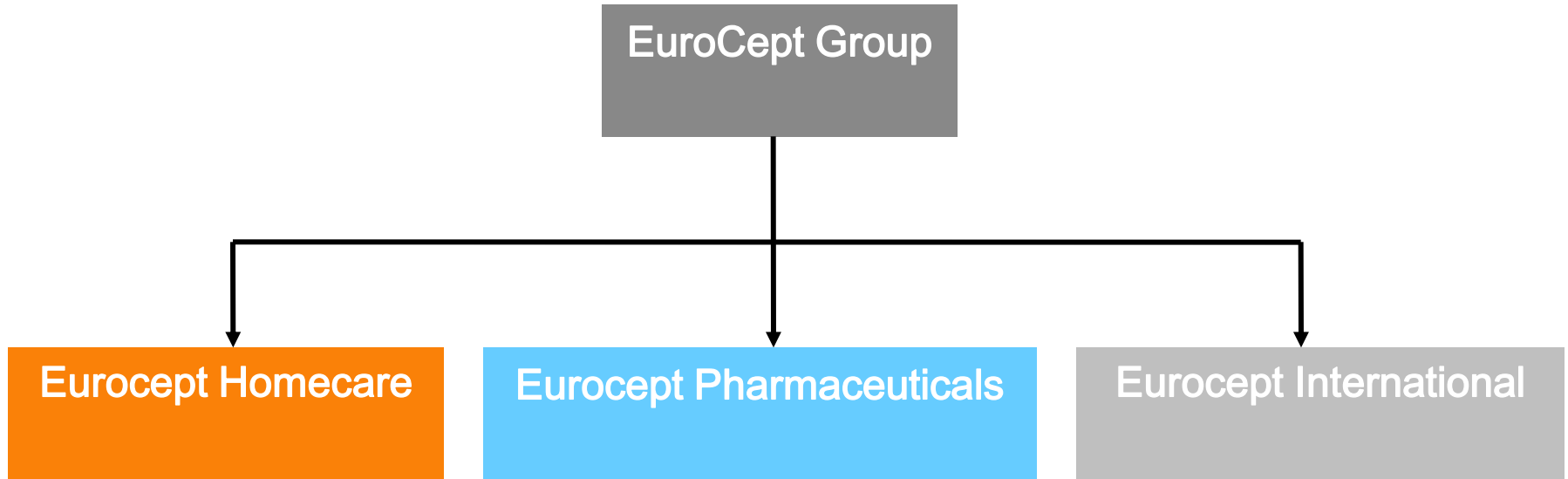
Sales & distribution
BeNeLux

Medical technology
& nursing

Sales & distribution
Europe, ROW

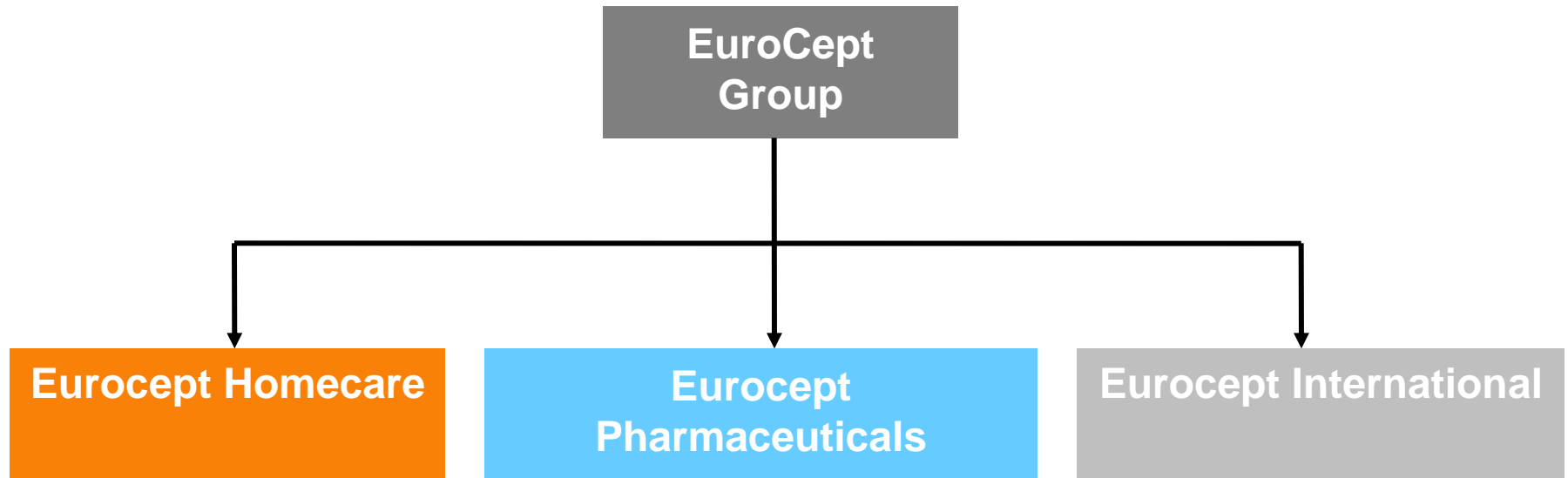
Extranet
Quality

Eurocept Group



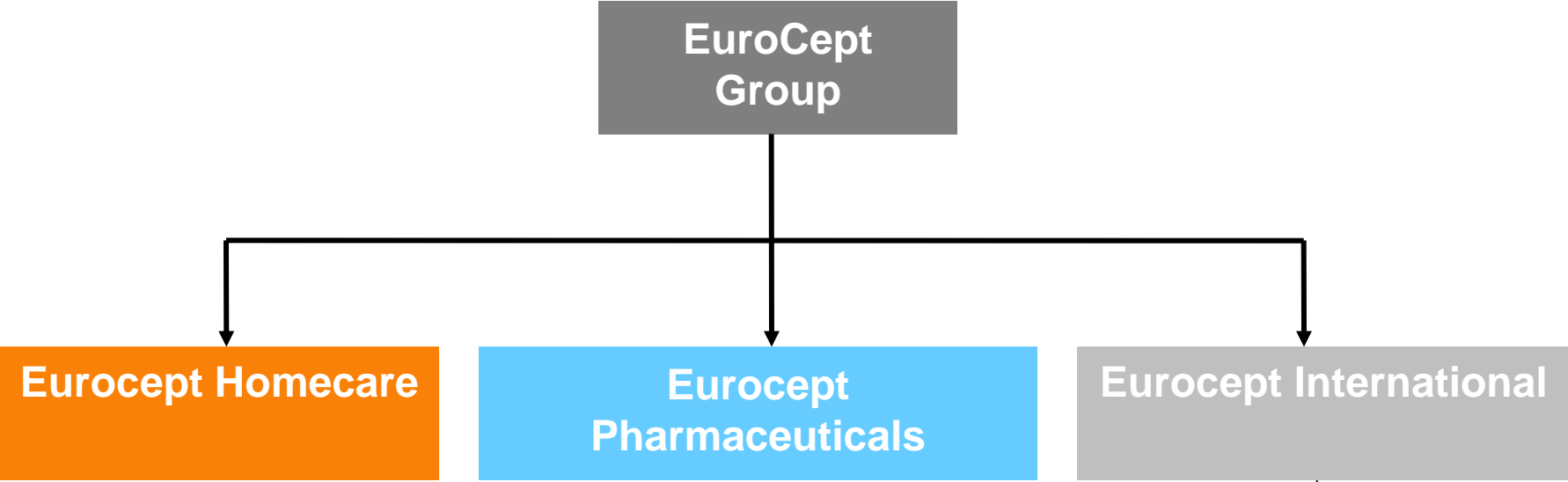
Pharmaceutical Home Care Services.
Nationwide, own team of nurses (NL) SC, IM, IV &
PO Drug Administration and Therapy Coaching On-
Site

Eurocept Group



Own sales organisation in BeNeLux.
Main therapeutic groups: Anesthesia, Oncology, Pediatrics, Psychiatry,
Immunology, ADHD and Urology
Value added wholesale services, GDP warehousing

Eurocept Group



Aiming to become a pharmaceutical and homecare company outside of the BeNeLux region by own sales organizations (Nordics) and partnering

Group History

2001: Founding of EuroCept BV

- Specialized wholesaler for hospital medicines
- Development of marketing & sales activities
- Purchase of product files, in-licensing and distribution agreements

2002:

- Take-over of Klinerva (founded 1988) by EuroCept
- Infusion technology (total parenteral nutrition, medication nebulisation) for homecare

2003:

- Pre-wholesaling and start of pharmaceutical homecare services

2004:

- Constitution of Pharma-Care B.V.
- Registered nurses, national coverage
- Infusion, Injection and instruction of medicines as homecare company

2007: 60 employees BeNeLux

2008:

- Governmental accreditation of homecare company (AWBZ)
- Expansion Eurocept Homecare to Belgium

2009

- Acquisition of the European and Asian rights for Rapydan™ (plaster for topical anesthesia) in pharmaceutical division. [www. Rapydan.com](http://www.Rapydan.com)

2010

- 100 million euros turnover
- 120 employees



Mission

The Eurocept group is committed to simplify the therapeutic relationship between physicians and patients,

by offering products and services that answer to pharmaceutical, technology and nursing needs in medical care



Eurocept



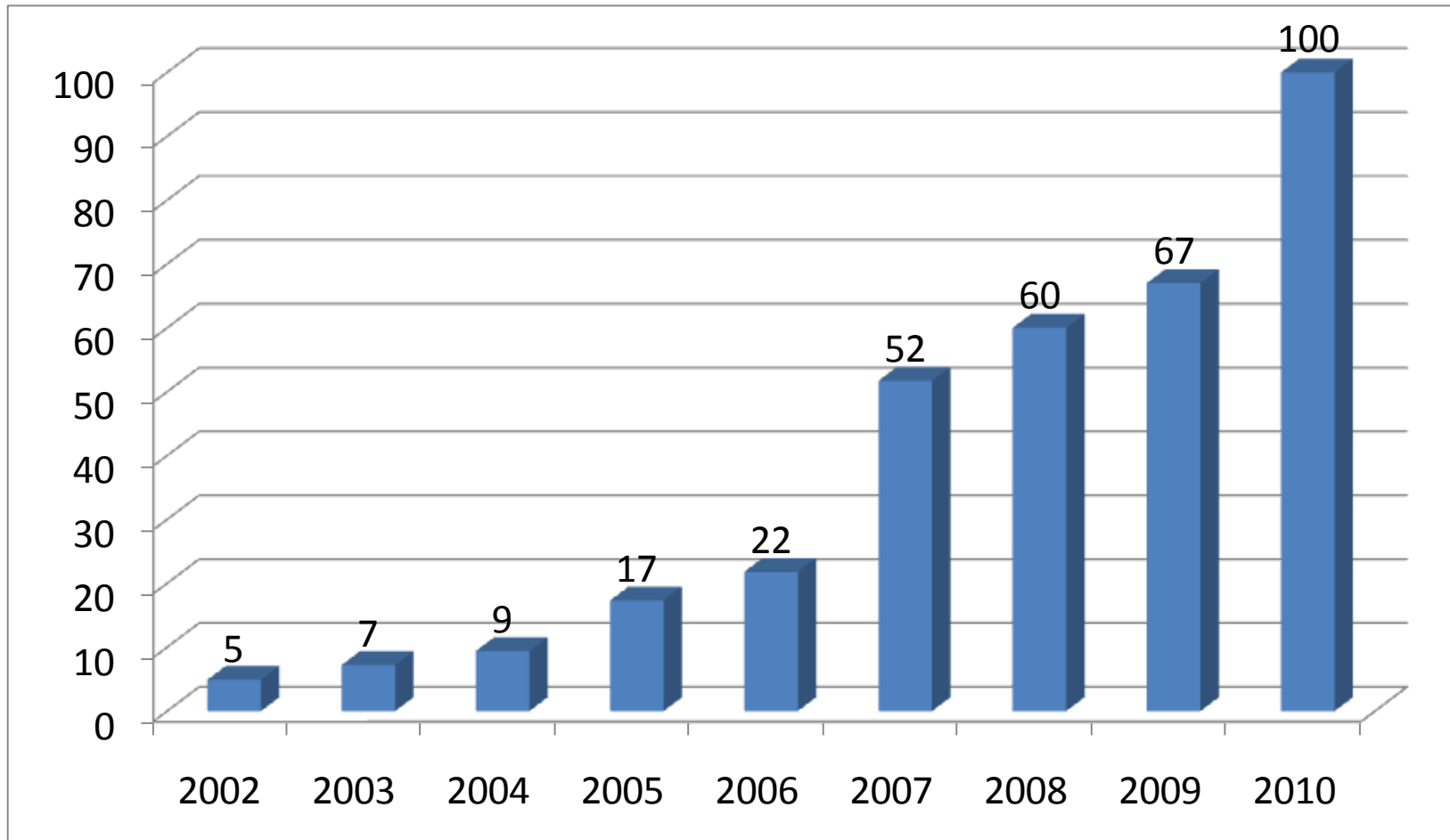
**Eurocept
own sales & marketing
organisation**

**Eurocept partnering
vacancies
Rapydan™ / Sufentanil**

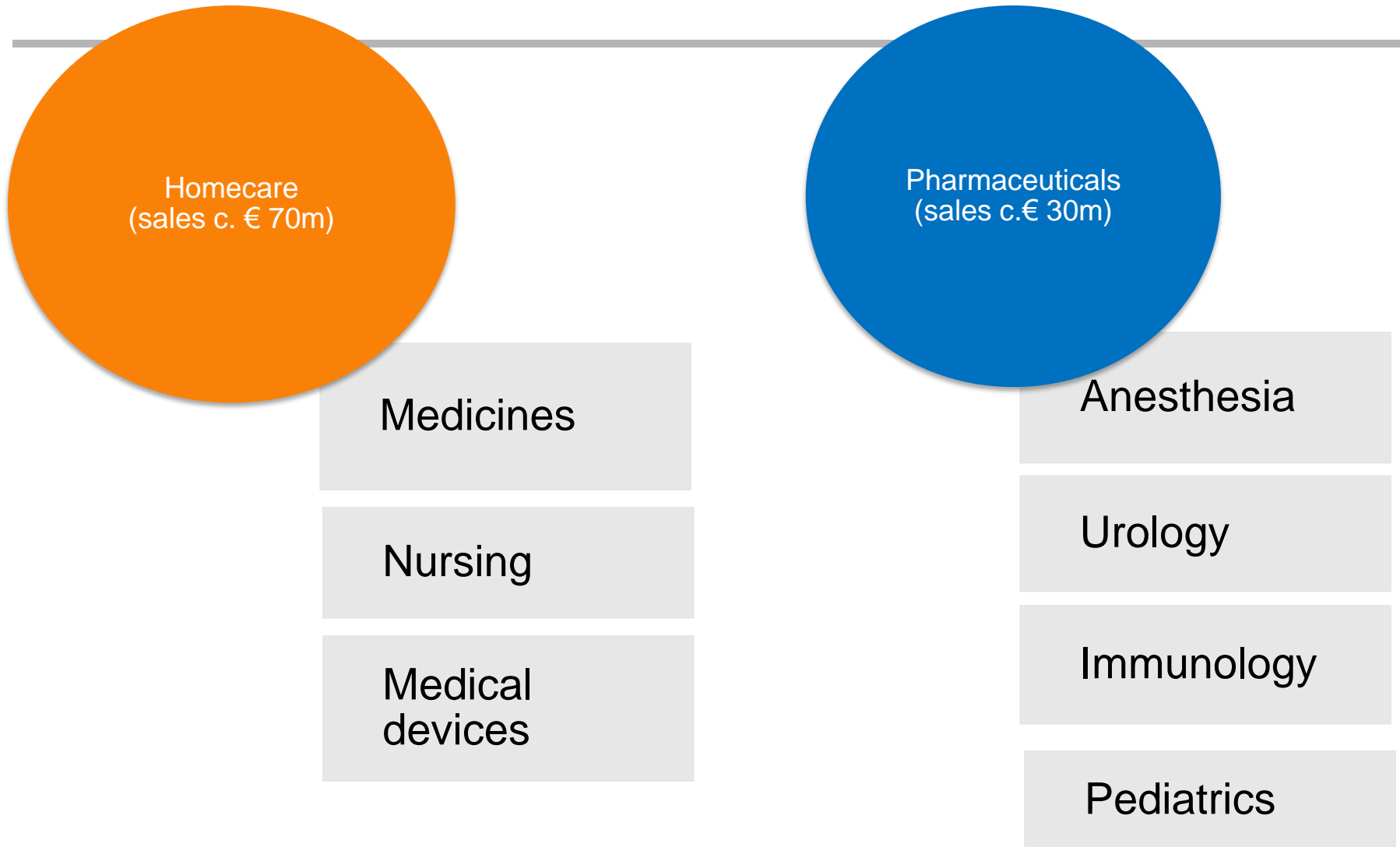
**Eurocept
partnering**



Turnover Eurocept Group (Million €)



Breakdown sales 2010



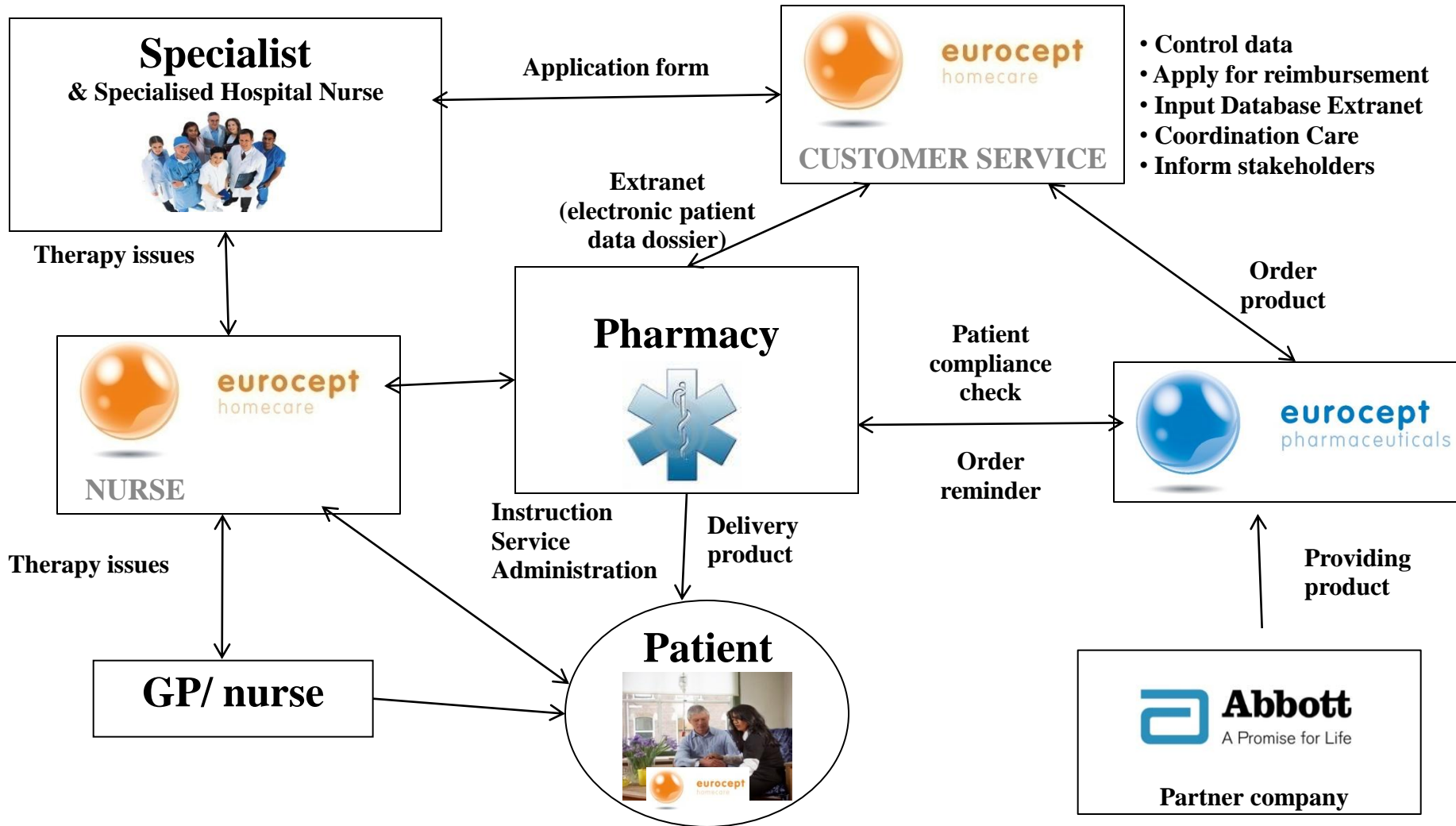
Eurocept a top 50 pharmaceutical company in the Netherlands (Bron: Farminform)

top-50 firma's exclusief toegewezen parallelimport

op basis van MAT december 2010 in AIP

ranking		ranking	09	firma	omzet	+/-%		aandeel	10	09
26	▼	20		NYCOMED	59.385.706	- 29,8%		1,22%	1,73%	
27	=	27		ACTAVIS	52.693.398	- 1,6%		1,08%	1,10%	
28	▲	29		BRISTOL-MYERS SQUIBB	50.514.052	+ 16,4%		1,04%	0,89%	
29	▼	28		ASTELLAS PHARMA	43.218.450	- 4,6%		0,89%	0,93%	
30	▲	35		BIOGEN-IDEC	38.411.697	+ 21,8%		0,79%	0,65%	
31	▲	32		MERCK SERONO	38.328.680	+ 9,0%		0,79%	0,72%	
32	▼	31		CENTRAFARM	35.179.936	- 14,6%		0,72%	0,84%	
33	=	33		FERRING	31.488.869	- 4,7%		0,65%	0,68%	
34	▲	47		PHAROS#	31.442.142	+ 143,2%		0,65%	0,27%	
35	▼	34		UCB PHARMA	31.157.528	- 2,0%		0,64%	0,65%	
36	▼	30		HOSPIRA BENELUX	28.659.152	- 32,9%		0,59%	0,88%	
37	▲	38		CELGENE	28.597.056	+ 37,4%		0,59%	0,43%	
38	▼	36		GUERBET	27.790.452	+ 16,4%		0,57%	0,49%	
39	▲	46		MUNDIPHARMA	21.812.921	+ 64,5%		0,45%	0,27%	
40	▼	37		GE HEALTHCARE	21.643.952	+ 1,6%		0,44%	0,44%	
41	▲	53		FRESENIUS KABI	21.528.825	+ 106,3%		0,44%	0,21%	
42	▼	41		MEDA PHARMA	21.021.687	+ 22,4%		0,43%	0,35%	
43	▲	57		EURECO-PHARMA	18.836.030	+ 131,7%		0,39%	0,17%	
44	▲	45		LUNDBECK	17.643.188	+ 22,8%		0,36%	0,29%	
45	▼	43		EUROCEPT	17.337.419	+ 12,3%		0,36%	0,32%	
46	▼	42		LEO	16.656.981	+ 1,8%		0,34%	0,34%	
47	▼	39		NORGINE	14.378.646	- 26,3%		0,30%	0,40%	
48	▲	50		Broal-CON Inform	12.383.771	- 2,6%		0,25%	0,26%	
49	▲	54		THERABEL PHARMA	12.330.253	+ 29,1%		0,25%	0,20%	
50	▼	44		WARNER CHILCOTT	12.117.105	- 19,1%		0,25%	0,31%	

Eurocept Homecare: project process



Eurocept Homecare: distinctive model (1)

Neutral model

- All parties are communicating
- Pharmacist has central role → medication monitoring and safety
- No political model → We facilitate the care between all stakeholders
- No exclusion of professional disciplines



High quality

- Quality control with nursing protocols
- Nationwide organised care with certified nurses
- Pharmacovigilance/GDP/GMP
- Cold chain experience

Eurocept Homecare: distinctive model (2)

Transparency for all stakeholders (physician/pharmaceutical company/payer)

- Measurable planning and information via Extranet database: Reports, electronic submission

Management of the Eurocept Group

- Pharma marketing and sales skills
- 'We believe in pharmaceutical care'
- Management of Eurocept with broad experience in pharmaceutical companies and in different fields: Marketing/Sales/ Regulatory/ Medical/GDP/GMP/ Pharmacovigilance

Critical success factor: Extranet (electronic patient data dossier)



- Transparency for all stakeholders
- Measurable input and output
- Compliance with privacy legislation
- Compliance with pharmacovigilance regulations

Extranet: Transparency in management information

The screenshot shows the main dashboard of the 'Extranet EuroCept homecare / Demodienst 2'. At the top, there is a navigation bar with links for 'extra leveringen', 'KPI's', 'protocolmonitor', 'statistieken', 'uw gegevens', and 'uitlog'. Below this, a large heading reads 'Welkom op het extranet van EuroCept homecare!'. The main content area contains several interactive elements: a 'toon:' section with radio buttons for 'aanmeldingen patiënt', 'feitelijke leveringen' (which is selected), and 'telef. consults'; a 'selecteer svp een periode:' section with a dropdown menu set to 'laatste week'; a 'te tonen gegevens:' dropdown menu with options like 'type aanmelding', 'geb. datum', 'postcode', 'ziekenhuis', 'arts', 'datum gepland', and 'datum afgeleid'; and a 'postcodegebied' section with radio buttons for '1000-1119: Amsterdam' and '1120-1159: Volendam'. There is also a 'ziekenhuis' section with a '-- kies --' dropdown.

This screenshot shows the login page of the 'Extranet EuroCept homecare'. It features a yellow box with the text 'Vul s.v.p. uw inloggegevens in.' and two input fields for 'Inlognaam:' and 'Wachtwoord:'. Below the input fields, there is a small green checkmark icon. At the bottom of the page, there is a disclaimer in Dutch: 'Uw inloggegevens kunt u opvroegen bij EuroCept homecare, tel. 035 - 62 88 215 (tijdens kantooruren). Via dit extranet worden persoonsgegevens verwerkt. Deze verwerking is aangemeld bij het College bescherming persoonsgegevens, onder nummer 1218415.'



- Webbased softwaretool with patient database (available in English , French)
- Persistency
- Compliant with Dutch Act on the Protection of Personal Data (the "WBP")
- Secured system
- Legal compliance
- Key Performance Indicators
- Statistics: new patients per physician, per region/IRR, failure reasons
- Protocol Monitor : 24/7 insight in up-to-date care statistics
- Compliance monitor: ApoCheck → compliance control
- Electronic Patient Submission with digital signature

Physician can follow patient on-line: What does the physician see?

 [Extranet](#) [formulieren](#) [uw gegevens](#) [uitloggen](#)

Welkom op het extranet van EuroCept homecare!

U kunt nieuwe patiënten hier [online aanmelden](#).

Indien gewenst kunt u [hier](#) uw wachtwoord voor dit extranet aanpassen. Neemt u s.v.p. contact op met de afdeling [customer services](#) van EuroCept homecare om een groepsinlog aan te vragen: één account met de patiëntgegevens van een groep artsen.

Er bevinden zich op dit moment gegevens in onze database van 1 van uw patiënten.

Klik op een naam voor meer informatie over de patiënt.

service	naam patiënt	patiënt-ID	geboortedatum
Demodienst 1	Janssen, J	21105	30 mrt 1975

Patient data visible for physician 24/7

[Extranet](#) [formulieren](#) [uw gegevens](#) [uitloggen](#)

Patiëntgegevens Demodienst 1

Terug naar het [overzicht](#).

Gegevens van **Janssen, J**

zorgservice	Demodienst 1
patiënt-ID	21105
geboortedatum	30 mrt 1975
adres, woonplaats	Antonlaan 234, 3701vg ze
zorgverzekeraar	

opmerkingen:

(de datum en uw naam worden automatisch toegevoegd)

Recepten

geldig van	geldig tot	medicatie	receptscan
2009-06-24	2009-07-15		[toon (pdf-bestand)]

Machtigingen

Leveringen

geplande datum levering datum levering dosering

opmerkingen / verslag

Geef uw reactie:



eurocept

New ICT technology

Electronic Submission:

- Submission in 3 steps
- Digitilization increases possibilities
- Improved quality submission
- Interactive patient overview
- Digital signature

The screenshot shows a web browser window titled "TESTSERVER *** - Extranet Klinerva bv - patiënt aanmelden - Microsoft Internet Explorer". The address bar shows "http://test.klinerva.nl/extra/artsen/aanmeldingspatient.php". The page content is titled "Aanmelding nieuwe patiënt" and includes a "SynaCare" logo. The form is titled "Nadere gegevens patiënt" and contains the following fields:

- Indicatie, reden voor behandeling met Synagis:
- Eerste injectie vond/vindt plaats in het ziekenhuis: nee ja
- Kind ligt nog opgenomen: nee ja
- Gewicht bij ontslag uit ziekenhuis: gr
- Opmerkingen voor de verpleegkundige:

Navigation buttons include "Vorige stap" and "Volgende stap: receptgegevens." The status bar at the bottom indicates "Gereed" and "Internet".

55 Highly trained dedicated nurses in BeNeLux Region

Eurocept Homecare standards:

- Bachelor degree
- Certified in IV/SC/IM/TPN
- Dedicated
- Highly experienced



Business partners



Baxter



Bayer HealthCare
Bayer Schering Pharma

octapharma



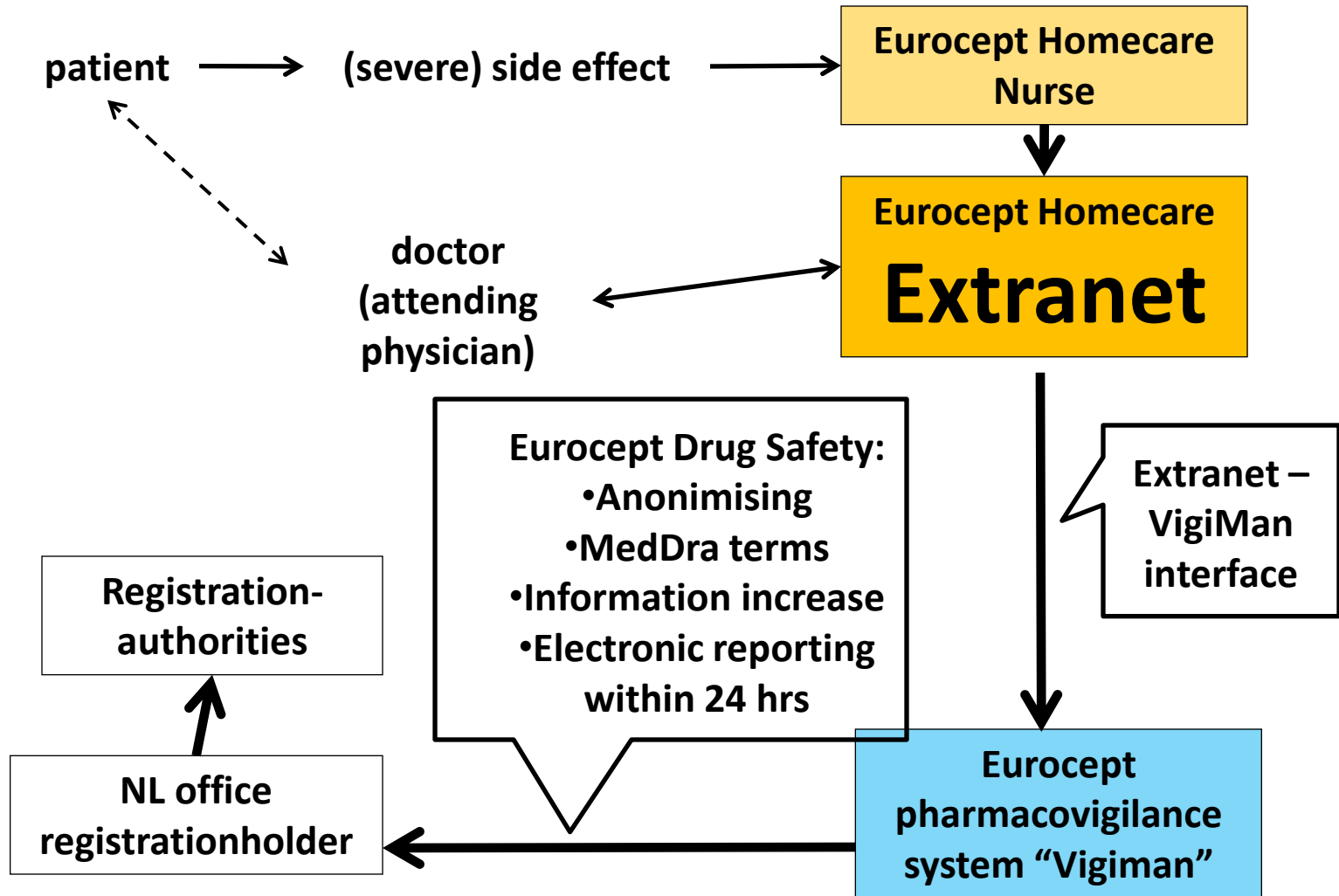
Moving forward in...

Innovation in medical technology

- Rythmic connect, GPRS, IP connect with SIM card
- New infuse pump technology to reduce mistakes
- Dual controls



Eurocept Homecare - pharmacovigilance



Care programmes

Infusion-Care (Aclasta) - internists – oncologists - endocrinologists

Duodopa InfusionCare (Duodopa) - neurologists

Eligard Injectionservice (Eligard) – oncologists - urologists

Gamma-Care (Gammagard) – neurologists – paediatricians – immunologists – reumatologists

Subcuvia Home – Subcuvia - neurologists

InfuusCare – infusioncareservices

Inject-Care - injectioncareservices

Pegassist (Pegasys) – internists (MDL)

SomaCare (Somatuline)- endocrinologists

Suprefact Home (Suprefact) – urologists/ oncologists

SynaCare (Synagis) – paediatricians/ neonatologists

Tens-Care

Pfizer Hemofilie Zorg op Maat : Refacto and other haemophilia products

Xyrem Care (Xyrem) - neurologists

Zometa Infusion-Care – Zometa urologists/ oncologists/ endocrinologists/ int

Octagam (Octagam) – immunologists – paediatricians – reumatologists – ne

Gammanorm (Gammanorm) – neurologists - paediatricians

Uracyst Home (Uracyst) – urologists

Abseamed Home (Abseamed) – nephrologists

Ilaris Home Administration – (Ilaris) immunologists



Moving forward in...

“We believe in partnership with hospitals”

➤ December 2009:

*Alliance with University Medical Centre Utrecht (UMCU) to take over transmural (infusion) care

➤ 2010:

*Alliance with University Medical Centre Groningen (UMCG) to take over transmural (infusion) care.

*Alliance with University Medical Centre Maastricht (UMCM) to take over transmural (infusion) care.



Universitair Medisch Centrum
Utrecht



Partner with Eurocept

- Facilitate & control care between all stakeholders
- Transparency, measurable and cost-effective model for all stakeholders
- Measurable input and output
- High quality standard of both pharmacovigilance and of certified/dedicated nurses
- Cold Chain experience

Partner with Eurocept (2)

- Management of Eurocept with broad experience in pharmaceutical companies and in different fields: Marketing/Sales/Regulatory/Medical/GDP/GMP/Pharmacovigilance
- We think along a pharmaceutical product, medical technology and nursing care integration point of view.

Thank you for your appreciated attention



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international