



Simply Health

Seeking partners from the UK
Pharmaceutical Industry

Simply Health

Simply Health was created by Simon Boyle, Blair Johnson and Catherine Armes who combine years of experience of over the counter pharmaceutical products, with over 10 years involvement in Category Management and retailing.

The company has been set up to import and distribute a range of Pharmaceutical products to the Pharmacy and FMCG sectors in the Australasian market. The principals have worked in senior positions in both the UK and NZ and see opportunities in the New Zealand and Australian markets that existed in the UK five to ten years ago particularly around a value offering to the customer. Simply Health has senior contacts in the largest Pharmacy and FMCG companies and will leverage these relationships to establish brands in the market and quickly expand volume.

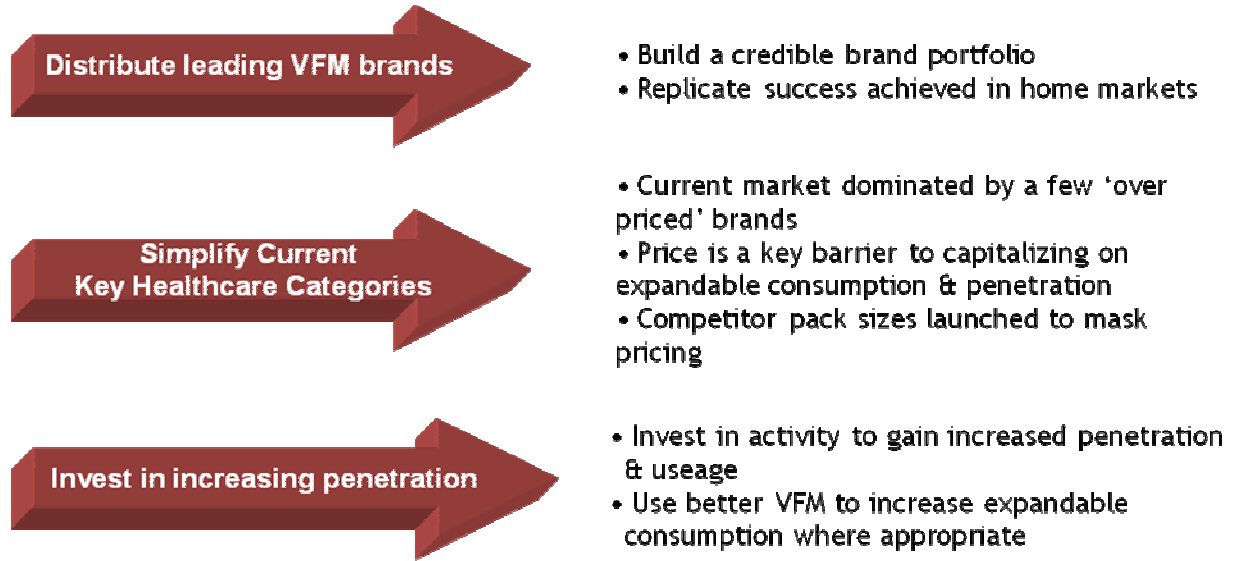
The Principals

Simon's background was at Pfizer UK as Grocery & Impulse business head & Sales Director designate, until he left to run a small UK company in the H & B sector and is now a business owner in New Zealand. Simon has senior contacts in all 3 of the largest retailers in New Zealand.

Blair is a qualified Chartered Accountant (CA - New Zealand) and Management Accountant (ACMA - UK) who has held senior banking roles in the UK, set up an Oil and Gas exploration business in New Zealand and been CFO for a healthcare provider operating in New Zealand, Australia and the US.

Catherine is a UK qualified Pharmacist with registration in the UK and NZ. She brings pharmaceutical expertise and experience of OTC and Prescription Medicines from both markets.

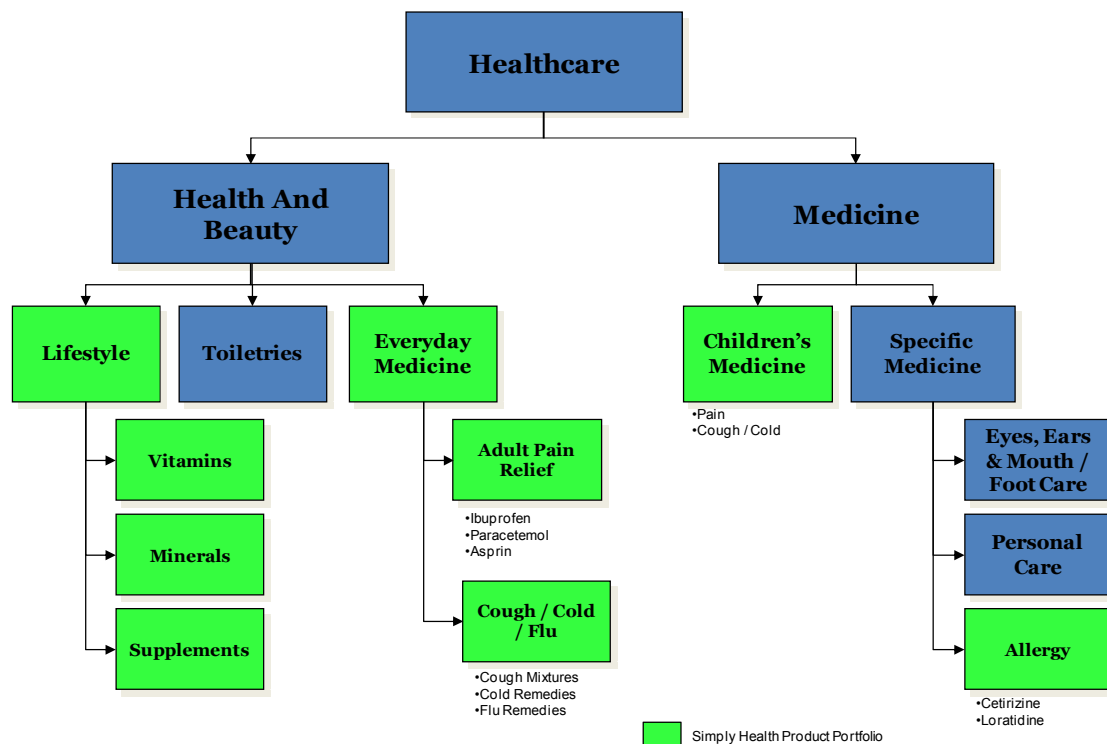
Strategic Imperatives of Simply Health: OTC



Simply Health Target Market

Simply Health delivers its strategic imperatives in the Health and Beauty and Medicine range through a portfolio of products that offers the consumer real value and translates into increased penetration and volume in the market

Simply Health is seeking to build a portfolio of products through distribution agreements in the Lifestyle, Everyday, Allergy and Children's Medicine ranges through a portfolio of products. The range offers the opportunity to drive volume through the market.



Strategic Imperatives of Simply Health: Prescription only Medicines

In New Zealand the Ministry of Health has a drug purchasing department, The Pharmaceutical Management Agency (Pharmac), who is charged with achieving the most efficient use of the countries drug budget. Pharmac decides which medicines are subsidised, and to what degree. This is achieved through a tender process.

Simply Health is seeking new generic prescription only medicines that could be put through Pharmac's tender process and distributed through its OTC distribution channels.

Opportunity

Simply Health has the experience and market contacts and understanding to drive sales growth in conjunction with our potential suppliers. Specifically we bring experience in:

1. launching new products to market and establishing a credible pharmaceutical brand
2. a deep understanding of the Australasian markets in terms of the regulatory environment and compliance
3. industry contacts in both the FMCG and Pharmacy chains to drive sales growth
4. the ability to service customers in terms of distribution and sales support by being located in the market
5. offering a translation from the UK to New Zealand business environments as all the Principals have operated in both markets.
6. an understanding of local importing rules and local taxation.

Simply Health is seeking expressions of interest from UK pharmaceutical manufacturers who are seeking to expand into the Australasian market.

Contacts

Blair Johnson

- + 64 21 535 874
- blaircjohnson@extra.co.nz

Simon Boyle

- + 64 21 025 383 00
- boyle_sp@yahoo.co.nz

Catherine Armes

- carmes@onetel.com