

Colombian and Ecuadorian Market

Date: 22-10-2021

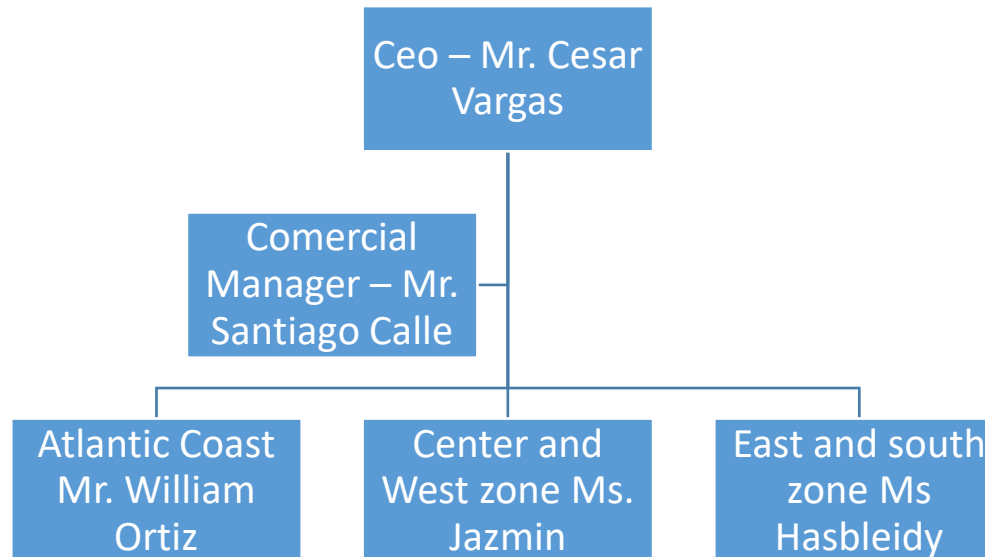
Autor: David Gutierrez Sanchez

Distributor Colombia

ART CORPORATION

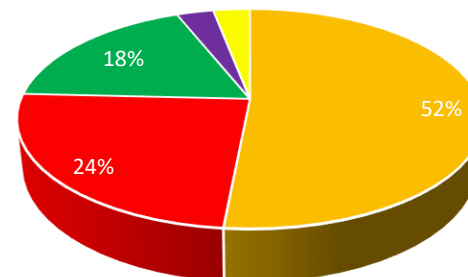
Direct representation for all Colombian territory

Sales force :



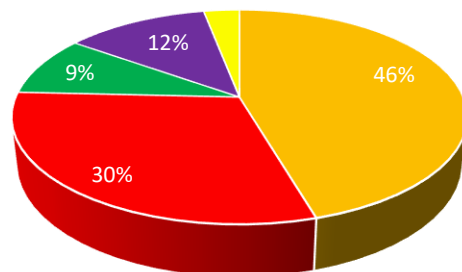
MARKET CT – COL 2017 - 2021

AÑO 2017



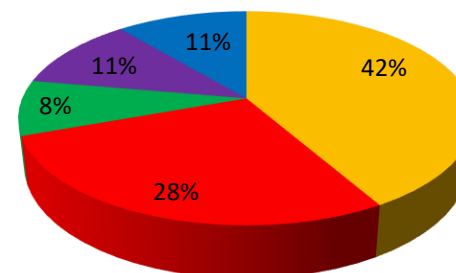
- SIEMENS HEALTHCARE GMBH
- GE HEALTHCARE GENERAL ELECTRIC COMPANY
- TOSHIBA - CANNON MEDICAL SYSTEM
- PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

AÑO 2018



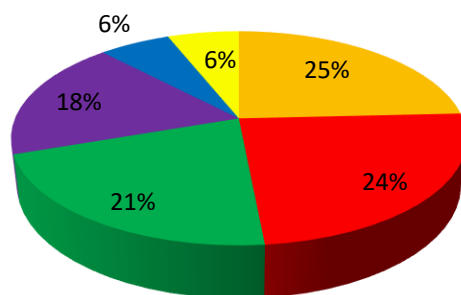
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AÑO 2019



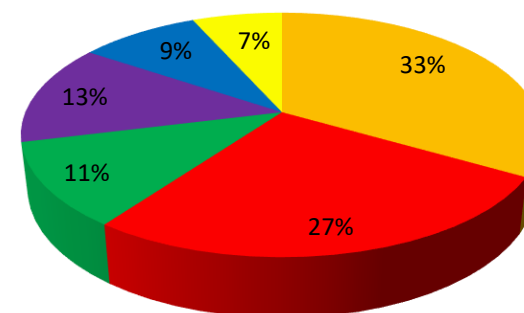
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AÑO 2020



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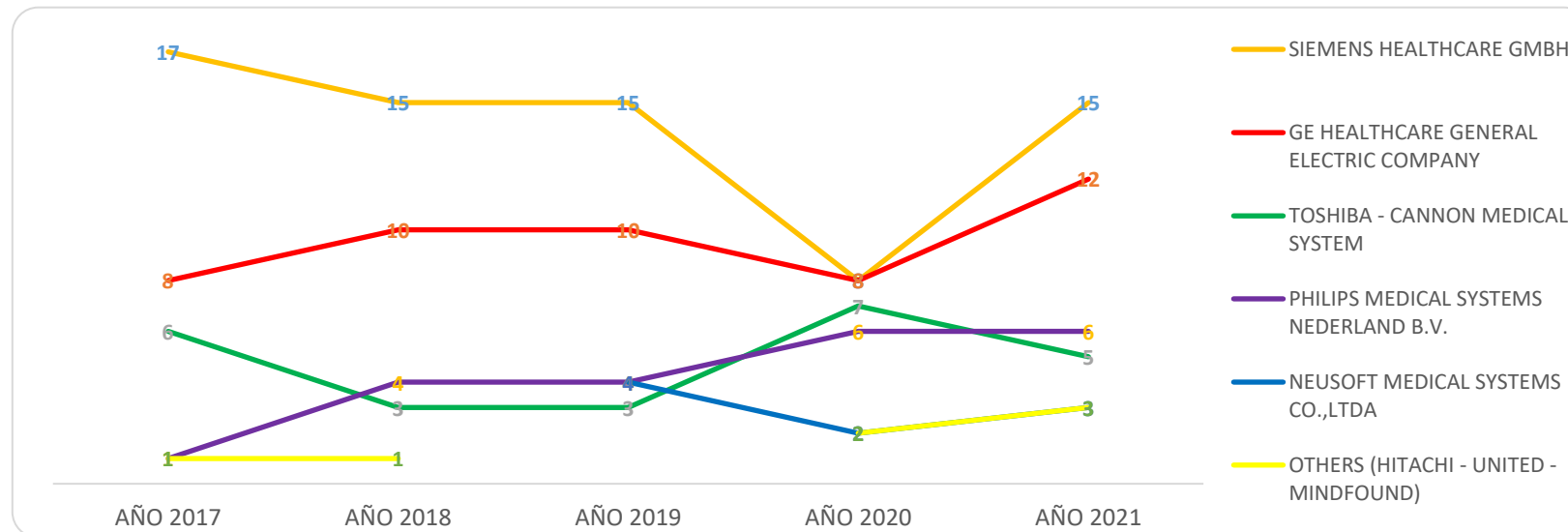
AÑO 2021



- SIEMENS HEALTHCARE GMBH
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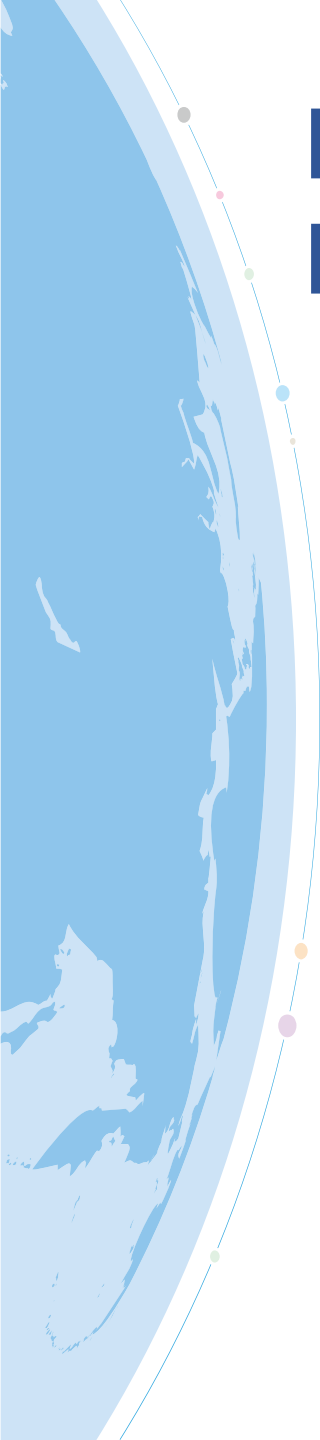
MARKET CT - COL

MARCA - PROVEEDOR	AÑO 2017	AÑO 2018	AÑO 2019	AÑO 2020	AÑO 2021
SIEMENS HEALTHCARE GMBH	17	15	15	8	15
GE HEALTHCARE GENERAL ELECTRIC COMPANY	8	10	10	8	12
TOSHIBA - CANNON MEDICAL SYSTEM	6	3	3	7	5
PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.	1	4	4	6	6
NEUSOFT MEDICAL SYSTEMS CO.,LTDA			4	2	3
OTHERS (HITACHI - UNITED - MINDFOUND)	1	1		2	3
TOTAL MERCADO POR AÑO	33	33	36	33	44



Data based on the installation of Tomography equipment for the last 5 years

Autor: David Gutierrez Sanchez



PLAN MARKET CT / NEUSOFT COL

By 2023, have a market share between 12 and 15%

The natural competitor to attack will be Siemens and General Electric.

The Colombian market will enter a phase of equipment renewal by replacement cycle.

United Medical is very aggressive with prices and is a competitor that will not allow us to grow in this segment, unless we have competitive costs.

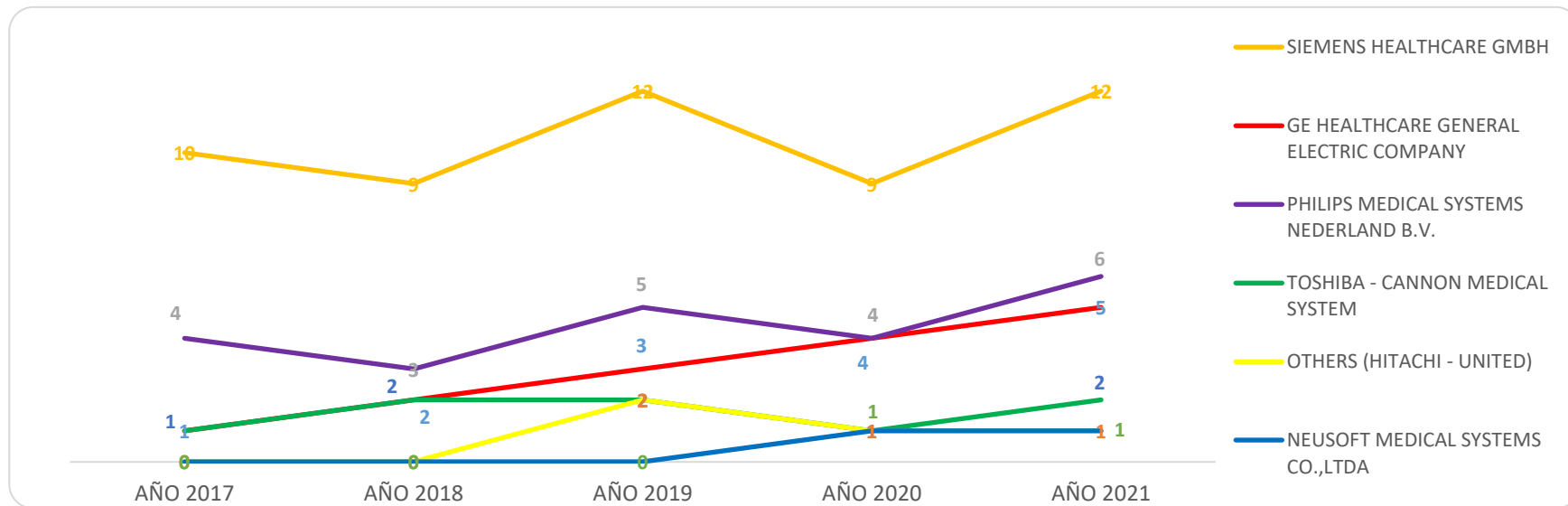
MARKET CT / NEUSOFT INSTALLATIONS COL

Country	Ciudad	End User	Modality	Equipment	Year Installation
Colombia	Bucaramanga	PARAMEDICOS - SIMAG S.A.	CT	NeuViz Dual(LN)	2012
Colombia	Cartagena	PARAMEDICOS - IDIMAG - HOSPITAL INFANTIL CASA DEL NIÑO	CT	NeuViz Dual(LN)	2012
Colombia	Monteria	COLUMBIA MONTERIA HOSPITAL	CT	CT-C3000Dual	2013
Colombia	Bucaramanga	PARAMEDICOS - SIMAG S.A.	CT	NeuViz Dual(H)	2013
Colombia	Cartagena	PARAMEDICOS - IDIMAG - ARMENIA BODEGA	CT	NeuViz Dual(L)	2013
Colombia	Armenia	PARAMEDICOS - QUINDIMAG	CT	NeuViz Dual(L)	2014
Colombia	Cartagena	PARAMEDICOS - IDIMAG - PARA REPUESTOS	CT	NeuViz Dual(LN)	2014
Colombia	Cartagena	PARAMEDICOS - IDIMAG	CT	Neuviz Classic 16	2019
Colombia	Cali	HOSPITAL ISAIAS DUARTE CANCINO CALI	CT	Neuviz Classic 16	2019
Colombia	Medellin	IMECO FULLDIAGNOSTICOS MEDELLIN	CT	Neuviz Classic 16	2019
Colombia	Barranquilla	CLINICA SAN IGNACION BARRANQUILLA	CT	Neuviz Classic 16	2019
Colombia	Bogota	IMEXHS - CLINICA DE LA POLICIA BOOTA	CT	Neuviz 128 PRO	2020
Colombia	Bogota	OIC DR. MARIO LARA	CT	Neuviz Classic 16	2020
Colombia	Bogota	IMEXHS - CC SANTA FE	CT	Neuviz Classic 16	2021
Colombia	Barrancabermeja	IMEXHS - CLINICA REINA LUCIA BARRANCA	CT	Neuviz Ace 16	2021
Colombia	Armenia	PARAMEDICOS - QUINDIMAG	CT	Neuviz Ace 16	2021

- In the last 5 years a total of 9 units installed and sold, more than in all previous years from 2012 to 2018

MARKET MR - COL

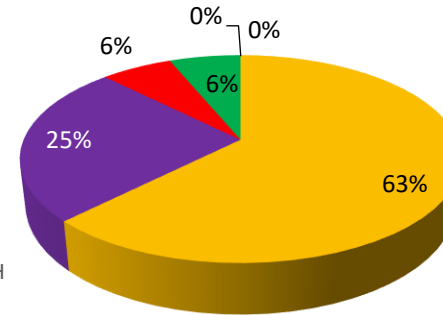
MARCA - PROVEEDOR	AÑO 2017	AÑO 2018	AÑO 2019	AÑO 2020	AÑO 2021
SIEMENS HEALTHCARE GMBH	10	9	12	9	12
PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.	4	3	5	4	6
GE HEALTHCARE GENERAL ELECTRIC COMPANY	1	2	3	4	5
TOSHIBA - CANNON MEDICAL SYSTEM	1	2	2	1	2
OTHERS (HITACHI - UNITED)	0	1	2	1	1
NEUSOFT MEDICAL SYSTEMS CO.,LTDA	0	0	0	1	1
TOTAL MERCADO POR AÑO	16	16	24	20	27



Data based on the installation of Resonance Magnetic equipment for the last 5 years

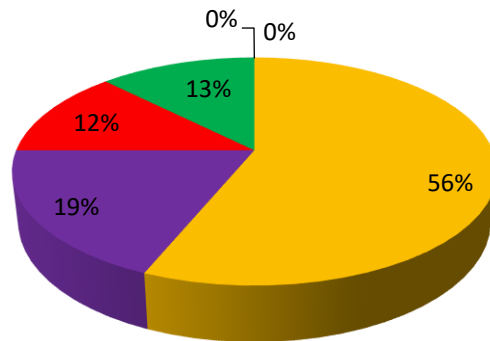
MARKET MR – COL 2017 - 2021

AÑO 2017



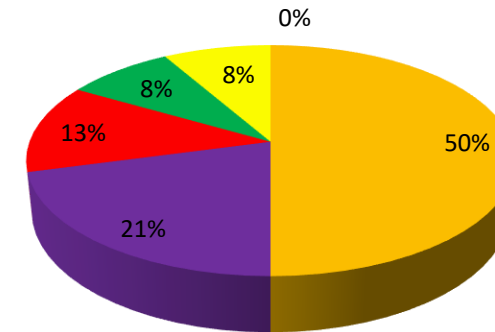
- SIEMENS HEALTHCARE GMBH
- PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.
- GE HEALTHCARE GENERAL ELECTRIC COMPANY
- TOSHIBA - CANNON MEDICAL SYSTEM
- OTHERS (HITACHI - UNITED)
- NEUSOFT MEDICAL SYSTEMS CO.,LTDA

AÑO 2018



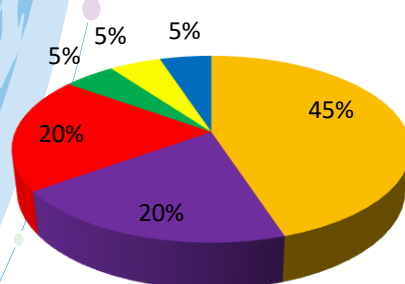
- SIEMENS HEALTHCARE GMBH
- PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.
- GE HEALTHCARE GENERAL ELECTRIC COMPANY
- TOSHIBA - CANNON MEDICAL SYSTEM
- OTHERS (HITACHI - UNITED)
- NEUSOFT MEDICAL SYSTEMS CO.,LTDA

AÑO 2019



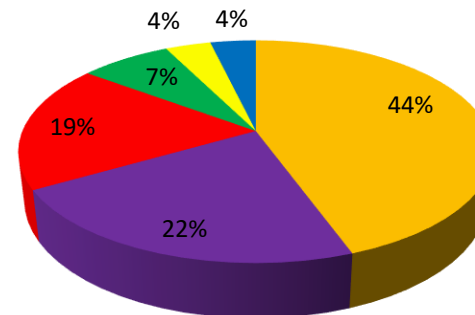
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AÑO 2020

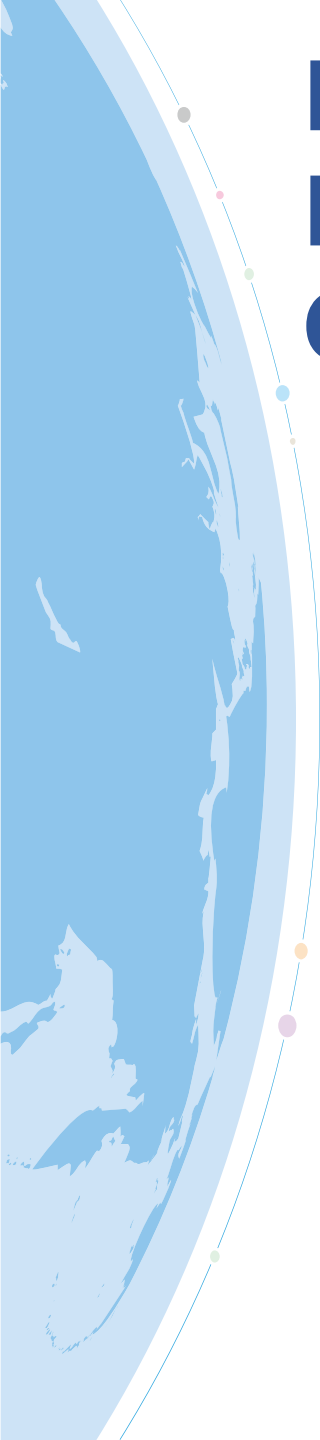


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- PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.
- GE HEALTHCARE GENERAL ELECTRIC COMPANY
- TOSHIBA - CANNON MEDICAL SYSTEM
- OTHERS (HITACHI - UNITED)
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AÑO 2021



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PLAN MARKET MR / NEUSOFT COL

By 2023, have a market share between 8 and 10%

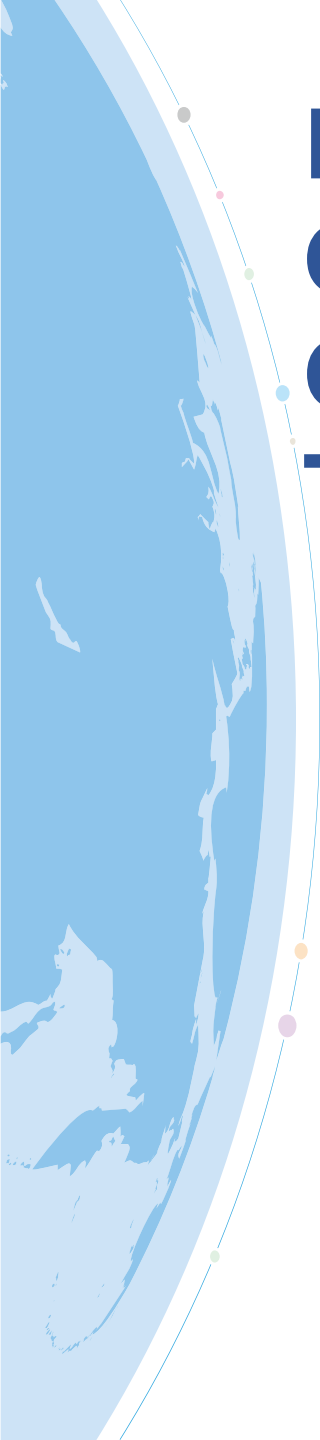
The natural competitor to attack will be Siemens, Philips and General Electric.

The Colombian market will enter a phase of equipment renewal by replacement cycle.

United in Resonance has prices of 550,000 USD

MARKET MR / NEUSOFT INSTALLATIONS COL

Country	Ciudad	End User	Modality	Equipment	Year Installation
Colombia	Bucaramanga	PARAMEDICOS - SIMAG S.A.	MRI	HQ-035	2005
Colombia	Cartagena	PARAMEDICOS - IDIMAG	MRI	NSM-P035	2007
Colombia	Armenia	PARAMEDICOS - QUINDIMAG	MRI	HQ-023	2010
Colombia	Bogota	IMEXHS - CC SANTA FE	MRI	NEUMR 1,5 T	2021
Colombia	Bucaramanga	SIMAG – (IN PROCES DELIVERY FROM HQ)	MRI	NEUMR 1,5 T	2022



MARKET TOTAL COLOMBIA OPPORTUNITIES FOR THE NEXT 24 MONTHS

Etiquetas de fila	Suma de Negocio - Valor	
ANGIO	\$	1.350.000,00
CT	\$	6.595.000,00
MAMMO	\$	580.000,00
MR	\$	20.750.000,00
ULTRASONIDO	\$	59.000,00
XRAY	\$	289.000,00
PET-CT	\$	7.810.000,00
Total general	\$	37.433.000,00

Neusoft® Medical Systems

Sales force :

- [illegible]

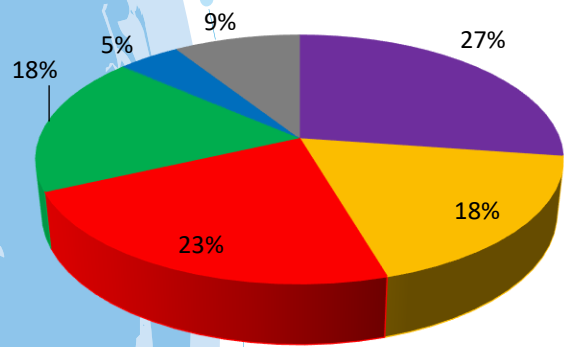
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MARKET EC – COL

2017 - 2021

Neusoft Medical Systems

AÑO 2018



PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

SIEMENS HEALTHCARE GMBH

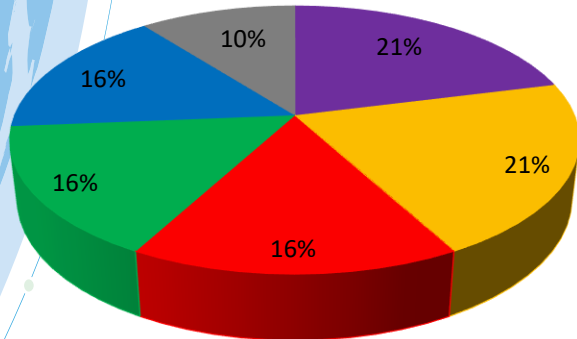
GE HEALTHCARE

TOSHIBA - CANNON MEDICAL SYSTEMS CORPORATION

NEUSOFT MEDICAL SYSTEMS CO., LTD

HITACHI

AÑO 2019



PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

SIEMENS HEALTHCARE GMBH

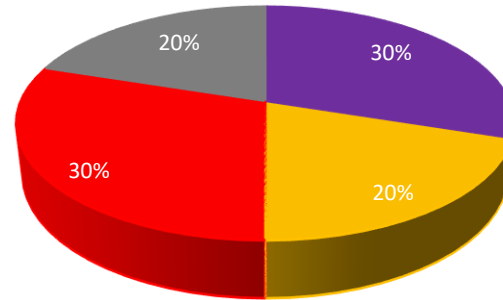
GE HEALTHCARE

TOSHIBA - CANNON MEDICAL SYSTEMS CORPORATION

NEUSOFT MEDICAL SYSTEMS CO., LTD

HITACHI

AÑO 2017



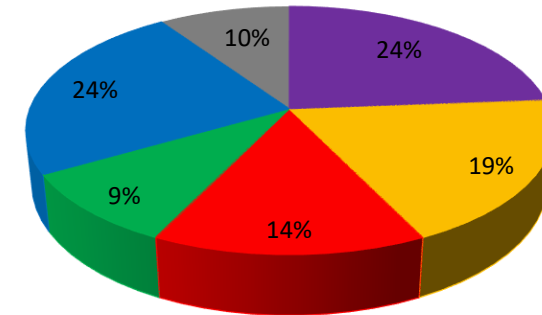
PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

SIEMENS HEALTHCARE GMBH

GE HEALTHCARE

HITACHI

AÑO 2020



PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

SIEMENS HEALTHCARE GMBH

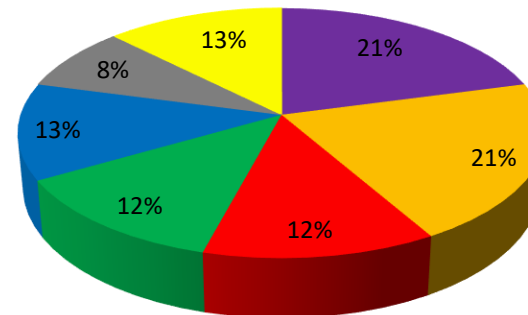
GE HEALTHCARE

TOSHIBA - CANNON MEDICAL SYSTEMS CORPORATION

NEUSOFT MEDICAL SYSTEMS CO., LTD

HITACHI

AÑO 2021



PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.

SIEMENS HEALTHCARE GMBH

GE HEALTHCARE

TOSHIBA - CANNON MEDICAL SYSTEMS CORPORATION

NEUSOFT MEDICAL SYSTEMS CO., LTD

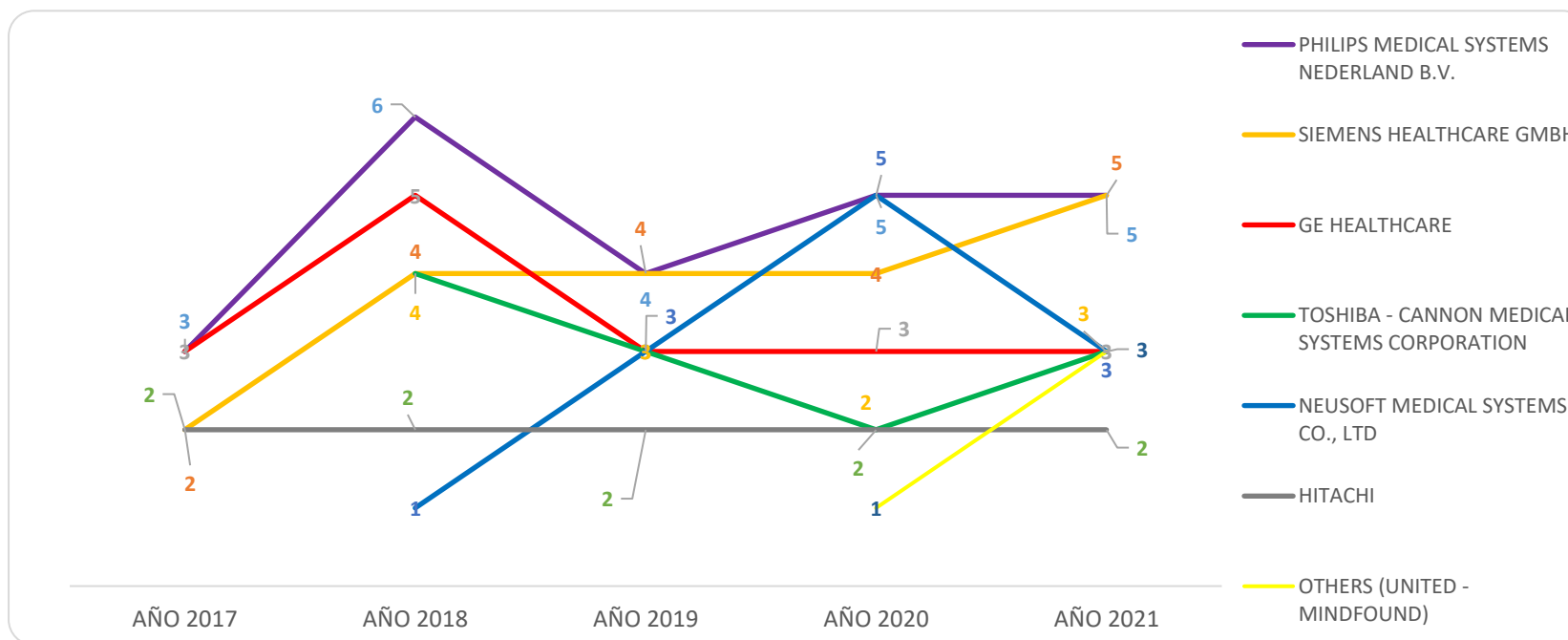
HITACHI

OTHERS (UNITED - MINDFOUND)

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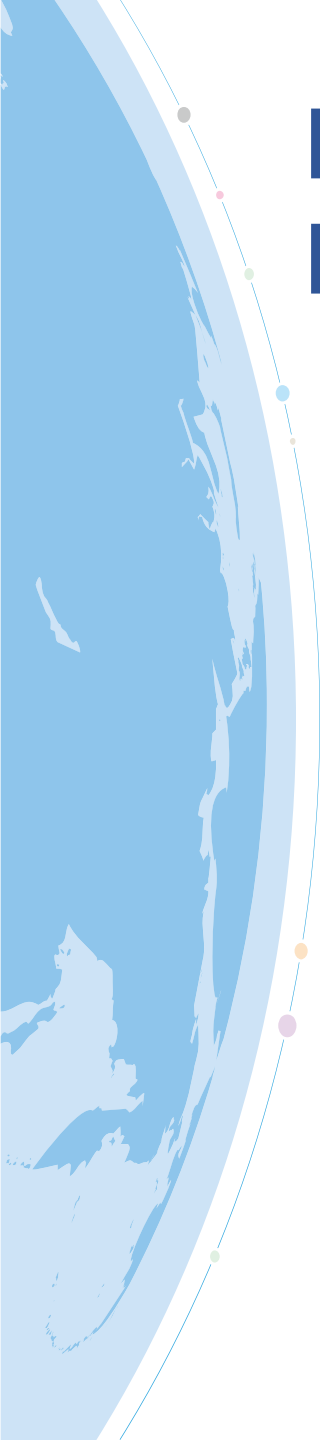
MARKET CT - ECU

MARCA - PROVEEDOR	AÑO 2017	AÑO 2018	AÑO 2019	AÑO 2020	AÑO 2021
PHILIPS MEDICAL SYSTEMS NEDERLAND B.V.	3	6	4	5	5
SIEMENS HEALTHCARE GMBH	2	4	4	4	5
GE HEALTHCARE	3	5	3	3	3
TOSHIBA - CANNON MEDICAL SYSTEMS CORPORATION		4	3	2	3
NEUSOFT MEDICAL SYSTEMS CO., LTD		1	3	5	3
HITACHI	2	2	2	2	2
OTHERS (UNITED - MINDFOUND)				1	3
TOTAL MERCADO POR AÑO	10	22	19	22	24



Data based on the installation of Tomography equipment for the last 5 years

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PLAN MARKET CT / NEUSOFT EC

Position the market share in CT at 20% by 2023

Develop new business models directly (leasing is optional or renting)

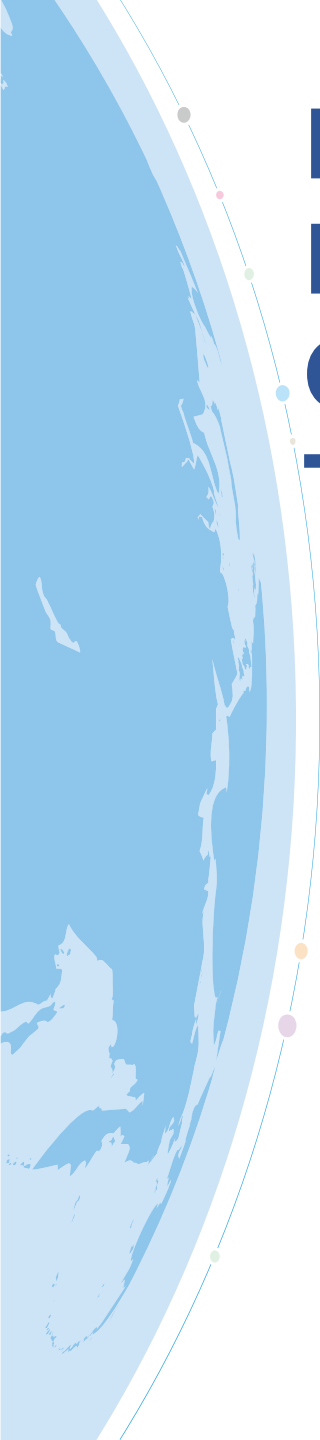
HQ local service engineer development

It is necessary to improve costs because MindFound and Siemens are aggressive in prices

MARKET CT / NEUSOFT INSTALLATIONS ECU

Country	Ciudad	End User	Modality	Equipment	Year Installation
Ecuador	Quito	UNIDAD MOVIL DE RAYOS X	CT	CT-C3000	2008
Ecuador	Quito	HOSPITAL PADRE CAROLO "UN CANTO A LA VIDA"/QUITO	CT	NeuViz Dual(H)	2008
Ecuador	Quito	SAN RAFAEL QUITO/AV GENERAL ENRIQUEZ E ISLA SANTIAGO	CT	NeuViz Dual(H)	2008
Ecuador	Ibarra	CLINICA CONOCOTO	CT	NeuViz Dual(H)	2009
Ecuador	Quevedo	CENTRO DE DIAGNOSTICO CASTELLVI	CT	NeuViz Dual(H)	2009
Ecuador	Ambato	CIMA/AMBATO	CT	NeuViz 16	2012
Ecuador	Ibarra	HOSPITAL CLINICA METROPOLITANA/IBARRA	CT	NeuViz 16	2013
Ecuador	Quito	DEXAMED/QUITO	CT	NeuViz Dual(H)	2013
Ecuador	Ambato	3D/4D IMÁGENES DR. HECTOR CAMINO/AMBATO	CT	NeuViz 16	2014
Ecuador	Quito	HOSPITAL PABLO ARTURO SUAREZ/GUITO	CT	Neuviz 64 In Pro	2014
Ecuador	Guayaquil	GALO CALERO ZEA S.A. CALZEA/GUAYAQUIL VERIS	CT	NeuViz 16	2016
Ecuador	Quito	HOSPITAL IESS CENTRAL QUITO	CT	NeuViz 16	2016
Ecuador	Quito	HOSPITAL IESS COLON/JOSE MARIA URBINA	CT	NeuViz 16	2016
Ecuador	Quito	HOSPITAL DE ESPECIALIDADES FUERZAS ARMADAS NO.1/QUITO	CT	NeuViz 16	2017
Ecuador	Manta	CLINICA LOS ESTEROS DE MANTA	CT	Neuviz 64 EN Pro	2018
Ecuador	Guayaquil	HOSPITAL TEODORO MALDONADO CARBO	CT	Neuviz 128 PRIME	2019
Ecuador	Quito	VERIS QUITO MEGA Y	CT	NeuViz 16 Classic	2020
Ecuador	Manta	HOSPITAL RODRIGUEZ ZAMBRANO MANTA	CT	NEUTHOR / Neuviz 64 Basic	2020
Ecuador	Riobamba	HOSPITAL GENERAL DOCENTE RIOBAMBA	CT	NEUTHOR / Neuviz 64 Basic	2020
Ecuador	Portoviejo	HOSPITAL GENERAL DE ESPECIALIDADES DE PORTOVIEJO	CT	NEUTHOR / Neuviz 64 Basic	2020
Ecuador	Milagro	HOSPITAL LEON BECERRA DE MILAGRO	CT	NEUTHOR / Neuviz 64 Basic	2020
Ecuador	Guayaquil	HOSPITAL BICENTENARIO DE GUAYAQUIL	CT	NeuViz 16 Classic	2020
Ecuador	Guayaquil	CIMA - ORELLANA	CT	NeuViz 16 Classic	2020
Ecuador	Pelileo	NN ADV MEDICAL	CT	Neuviz Essence	2020
Ecuador	Conocoto	CLINICA CONOCOTO IN PROCESS INSTALLATION	CT	Neuviz Ace 16	2021
Ecuador	Guayaquil	CERID	CT	Neuviz 64 In Pro	2021

- In the last 5 years a total of 13 units installed and sold, more than in all previous years from 2008 to 2017



MARKET TOTAL ECUADOR OPPORTUNITIES FOR THE NEXT 24 MONTHS

Etiquetas de fila	Suma de Negocio - Valor	
ANGIO	\$	450.000,00
CT	\$	9.603.000,00
MAMMO	\$	285.000,00
MR	\$	8.460.000,00
ULTRASONIDO	\$	140.000,00
XRAY	\$	692.000,00
Total general	\$	19.630.000,00

WHAT DO WE NEED TO CONTINUE GROWING? COLOMBIA AND ECUADOR.....

Improve pricing of 16 slices systems - competition such as Siemens or GE are offering equipment at 165 and 175 K

Establish more collaboration in marketing, material and support of information of other modalities such as:

ULTRASOUND - Price of DEMO

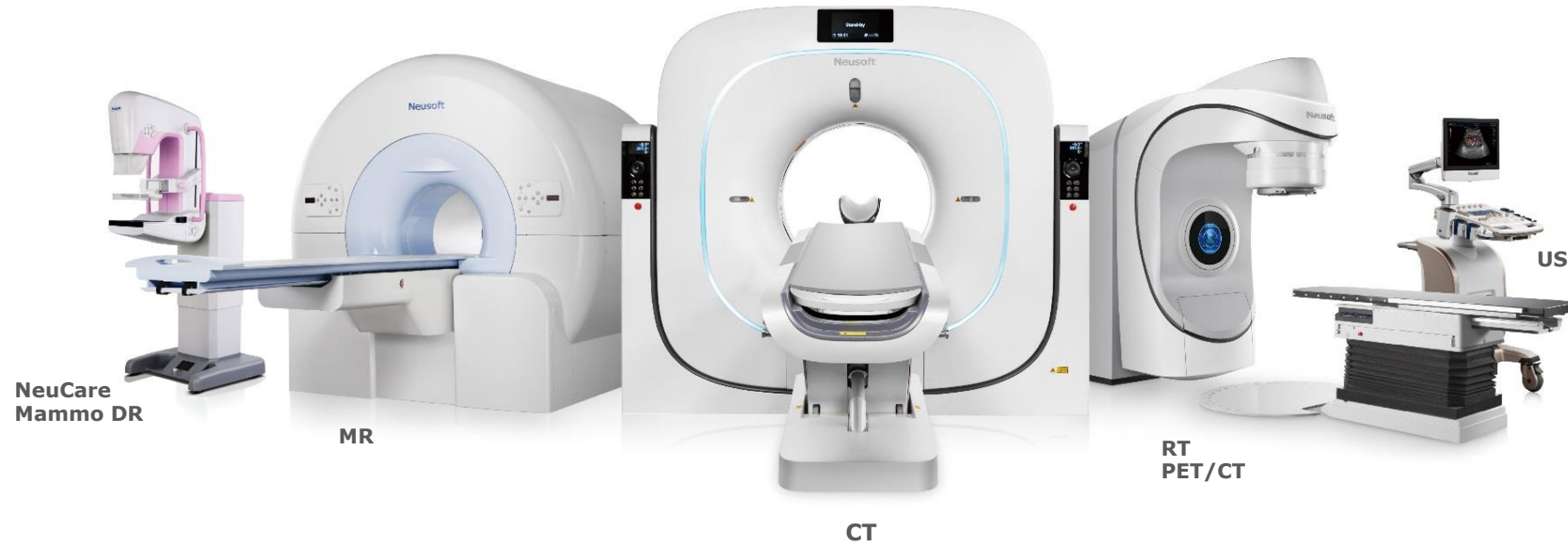
X-rays - Improve patient table configuration conditions

Mammography - Improve Transfer Price to distributor

Xray notebook - Improve Transfer Price to dealer price

Need Better Conditions Credit 36 month or Leasing

We believe that Ultrasound and X-ray are modalities that we can exploit to expand the brand in Ecuadorian territory.



GRACIAS