

The presented company manufactures endoprostheses and is particularly dedicated to revision implants. This neglected market promises a large increase and profit due to the increasing life expectancy. The company has recognized the possibilities at an early stage and can already demonstrate many years of experience in the field of revision and individual implants. A merger will now extend the effective radius. For this purpose, the latest, patented technology and alloying methods are used and further developed.

1. *The current situation:*

Due to the increasing life expectancy in the industrial nations, endoprostheses are demanded quite a bit. The "new" hip and knee joints, must withstand a variety of loads and be durable. In order to ensure a high quality of life, they should be as perfect as possible for each individual.

Due to the different materials of the prostheses, however, complications can occur - for example due to breakage or abrasion of the ceramic. In addition, the fit can cause problems. However, conventional diagnostic procedures can also lead to inaccuracies, which then necessitate a rethinking during the operation or even a compromise. The solution offers specially developed special planning and design software that significantly increases precision and productivity. As a result, even patients with the most difficult bone conditions can be treated with an excellent endoprosthesis in no time - worldwide. In addition, the preoperative planning reliability shortens the operating time significantly, making the most difficult interventions easier.

Special designs of implants that are no longer available are also an option.



2. *The market and the business model:*

Currently, medical and specialty hospitals in Germany and abroad are supplied. The increasing demand for high-quality and custom-made prostheses from doctors and clinics shows that the market is far from saturated. With the help of excellent product specialists who advise and maintain a special surgical care system, even more doctors and clinics will be won. The niche market of revision implants has so far been ignored by global players. However, this is a growing market due to increasing life expectancy and people's long mobility. The steadily

rising sales from initially € 2,366 million to more than € 6,016 million in recent years, promises a large increase in sales. The real goal is therefore to quadruple sales and start working with other clinics.

Well-known doctors and clinics approach the company with the desire to cooperate or are already customers due to the great positive response and positive experiences.

Through the merger with one of the leading implant developers in the field of dentistry, the latest and patented alloy procedures by means of hybrid implants, can in the long term be applied to the endoprosthetics and over the next 5-7 years patented orthopedic implants with hybrid technology can enter the market. Work is already underway to transfer this innovative technology to endoprosthetics. A new method is used worldwide, which offers the opportunity to combine titanium and ceramics to create a particularly stable and durable implant.

3. *Unique selling point:*

In the field of endoprosthetics, the self-developed design and simulation software, which significantly simplifies and refines the planning and production, is a feature that sets the company apart. The shortening of the delivery times to 5 working days and the characteristic "Made in Germany" speak for the quality and efficiency and is unique in this world. The renunciation of Asian suppliers and the years of experience of the employees also generate a comprehensibly high quality. The improved adaptation to the physical uniqueness and the high planning reliability as well as the active co-design of the prostheses by the surgeon, lead to a better compatibility and to a shortening of the surgical times. As a result, the costs are reduced indirectly, and a faster recovery makes the hospital stay shorter. By serving the niche segment of revision implants right from the start, the company is well ahead of the development and execution of this growing market.

All necessary patents for the production of hybrid implants are held by the company. The purchase of additional companies, which are also patentees for new technologies, should complement the product portfolio.



4. Which competitors are there?

There are hardly any providers who serve the field of individual dentures. In particular, global players have long left this segment out of their sight. The same applies to the segment of revision interventions. The main focus of these companies is on the BRIC countries. This causes for instance in Europe to a development decline and frequent partner changes. These negative developments lead to a rethinking of the clinics and the turn to medium-sized manufacturers. The present company encounters this gap. As the largest competitors, e.g. Waldemar Link and Implantcast can be named.

5. Which funds are needed?

In order to expand and ensure the progress of marketing and further development of the products, at least € 25-30 million will be needed. The acquisition of the hybrid implant manufacturer as well as the further development of the proprietary software will be promoted and existing structures will be strengthened. In addition, the patented technology can be applied and new innovative productions can be acquired. Increasing the customer base is also on the agenda.



6. What vision does the company have?

The provision of patients and surgeons in Germany, the EU and, in the long term, the US with high-quality, well-adapted endoprotheses, especially in individual and revision prosthetics, is a long-term goal. Further patents and companies are to be acquired, thereby increasing the production of interesting products. In particular, implant fabrication is to be revolutionized in the medium term. For this purpose, a further company is to be "bought", which already simplifies the manufacturing process of dental implants and improves and efficiently cooperates with the University Hospital Freiburg.

7. How is the team structured?

The management team has years of experience in the field of medical devices and medical technology. This gives a high level of empathy towards the patient and surgeon as well as the anticipation of the needs. The managing director was managing director of a rival company for many years and is familiar with the work and the requirements. His move has been initiated by the growth and development opportunities that the company offers. An expert in the field of orthopedics, the University Hospital Rostock, will support the company. His assessment as a practitioner contributes enormously to the further development of the product range.

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