C-HOUSE

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PROFILE COMPANY

TABLE OF CONTENT

Strategic Objectives	01
OVERVIEW	02
Mission & Vission	03
Values	04
CEO Message	05
Quality Policy	06
Organizatonal CHART	07
Success partners	09-14
Swot Analysis	16
Clients	17
Internation Agencies	18
Sales & Marketing Plan	19
Next Steps	20

Strategic Objectives

Increase Sales and build trust for our products

Recruit high qualified Med reps and efficient sales team

Focus for achievement of stated goals

C-House
Overview

Chemistry House Trading co. was established in Riyadh in 2006/ 1427 H, it is a Saudi company that seeks excellence by providing a range of medical & food supplements products & services to meet the changing needs of customers and the market.

The company's products and services target the government and private sectors, which include sectors such as hospitals, medical centers and universities, where the Chemistry House deals with many products and equipment produced by reputable international companies that operate at the highest quality levels and in accordance with approved international specifications and standards.

Our Mission

We at C-HOUSE dedicate ourselves to helping patients by developing and providing innovative products and customer service approaches. Over the next 5 years, we will achieve & sustain the premier position among the TOP IVF business players in Saudi Arabia.

We will offer a unique customer experience, which will enhance our reputation and increase market share. Our continuing success as a business will benefit our customers, our families, and the communities in which we operate.

Our Vision

To be the first choice in the Kingdom of Saudi Arabia in the field of supplying medical devices and nutritional supplement products.

Our values

Value

Working at high levels of knowledge and technical expertise to provide our clients with successful & integrated solutions and

Innovation

We believe technology can always lead us for a better life and that meaningful innovation will create a brighter world.

Ethics

We believe that nothing is more important than our ethics, and behaving with the highest levels of profes-sionalism is a fundamental

Culture

We believe that our culture of borderless collegiality is a competitive advantage for us which deserve our full attention.

Relationships

We build positive, long-term relationships that are built on trust, respect, and collaboration.

CEO Message:

Since the establishment in 2006, passion and hard work have been our main motivations, we help our clients equip their medical facilities with the latest technology and we also provide the market with a range of high-quality nutritional supplement products.

We are always looking forward to the tremendous opportunities in the medical field in light of the Kingdom's vision 2030. We also benefit from modern technologies, build our capabilities, and develop our work team to ensure our ability to support our clients and partners in preparing their projects and raising the level of medical services safely and effectively.

Yours,
Chief Executive Officer

Quality Policy:

At Chemistry House, we are committed to providing reliable and effective services to our customer base while adhering to the company's vision and mission, legal rules and regulations, required security controls and maintaining the level of customer satisfaction. In order to achieve this, we at Chemistry House implement a documented and integrated quality management system in accordance with international quality standards, in which The CEO is ultimately responsible for."

The quality management system at Chemistry House ensures the fulfillment of its contractual obligations through:

- Ensuring that all activities that directly affect the quality of service are carried out under strict controlled conditions.
- Continuous and permanent monitoring of quality indicators that provide feedback to enable the work team to improve quality, considering the human factor.
- Give constantly updated instructions and training to all employees along with promoting quality awareness.
- The CEO ensures that this policy is delivered, understood, and implemented well at all levels.

Organizational Chart
for managing projects:

Geographical Locations:

We have the capabilities to reallocate resources across the Kingdom to supply products & equip multiple medical projects at the same time, meet client requirements and improve opportunities to fit client strategies.

We operate in all major cities in the Kingdom of Saudi Arabia.

Success partners',
products & services at a glance:

- Irvine Scientific, a member of JX Group, for over 40 years Irvine Scientific has remained uniquely a global leader in media products and services. a worldwide leader in the innovation and manufacture of cell culture media, reagents, and medical devices for researchers and clinicians.
- Irvine Scientific provides unrivalled service and quality to scientists & doctors working in cell therapy and regenerative medicine, assisted reproductive technology and cytogenetic.
- Irvine Scientific adheres to both ISO and FDA regulations and operates dual cGMP manufacturing facilities in California, USA and Tokyo, Japan.

- Founded in 1997, with its headquarters in Rheinbach, Germany being a European leader in producing products for the medical IVF sector.
- The Company's products include a follicle punctuation system, embryo transfer catheters, insemination catheters, micro-glass pipettes and other accessories.

Success partners',
products & services at a glance:

- IOXS is a leading Turkish brand in the field of medical textile products sector.
- IOXS became preferred company in short time with its experienced staff, dynamic structure, as well as its investments providing a top-quality product.
- The company aims to make IOXS a leading distributed brand in Europe, Middle East and Africa's markets in the short term and in global market in the long term.

- MoneMedical Inc. was founded in in 2003, and it is specialized in manufacturing a wide variety of medical furniture products hospitals and medical centers for local and international market.
- MoneMedical Inc. has drawn on its high-quality production experience that it has gained delivering top quality products from our Canadian & Turkish factories which operates & implement under the high-quality assurance of the European Union & US-FDA.

Success partners',
products & services at a glance:

- Established in 1990 in UK, Grosvenor Contracts is a leading UK specialist in supplying & installing medical curtains and window films.
- The core of our business and our dedication to customer service and delivery is paramount within our specialty areas is the core for our success.
- We also Offer a full project management of our services from start to finish including the manufacturing, supply of electrical controlled curtains.

- Established in 1997 in Germany, Medical ECONET is specialized in manufacturing advanced medical equipment for clinics & hospitals.
- Our objectives is to continuously develop the needs of our customers through expanding the variety of diagnostic devices and patient monitoring systems to help healthcare providers work would be much more flexible.

Success partners',
products & services at a glance:

- Established in Dubai – UAE, Al-Reyada Medical Equipments LLC, is a specialized in supply and maintenance of medical equipment's and devices.
- The company supports its customer by providing the best products, through the network of manufacturers in Europe and USA.
- Beside the training program for customers in medical devices, the company offer routine and annual maintenance programs during and after product warranty for those devices.

- SAFESense, have developed and commercially offer a unique system that non-invasively and continuously monitors the pH of embryo culture media inside both Large-format and benchtop incubators. The SAFE (Sterile, Automated, Fluoroscopic Evaluation) Sens products have been in market since 2006.
- Our latest generation, the SAFE Sens TrakStation® has been in clinical use in numerous IVF labs in the US, Canada, Europe, the Middle East and Asia since 2015. We have also entered into partnerships with several incubators manufactures including Esco Global, Labotect, Astec among others.

Success partners',
products & services at a glance:

- Mediplus (India) Ltd was founded in 1995, with a vision to create single-use medical devices, from Concept to Creation.
- With a humble beginning as a small-scale enterprise, we have grown into a mid-size company having two manufacturing facilities in the city of Bahadurgarh located next to Delhi, the Indian Capital.
- The company's capabilities have grown exponentially in recent years, with a special emphasis on bringing in the latest technologies. Be it in Design & Development, Injection Molding or Device Assembly, the most modern state of the art equipment like an array of CNC Toolroom

- Exclusively dedicated to Life Science and Biodiversity, Cryo Bio System strives to provide scientists and physicians with the groups' expertise in the field of cryopreservation of biological samples, with innovative and High Security products.
- With 30 years of experience, Cryo Bio System is today recognized internationally for the quality of its products.
- Our complete range of products intended for human application allows the freezing at very low temperature of any biological sample whatever its physical state. Our unique high-security concept for long-term cryopreservation guarantees unsurpassed security and storage

Success partners',
products & services at a glance:

- Millennium Sciences, Inc. (MSI) created and manufactures CELL-VU® cell counting devices used in laboratory diagnostic testing for a variety of industries. Founded in 2000 by the leading male infertility specialist in the US, CELL-VU® cell counting devices are gaining recognition from top researchers as "the gold standard" for the industry.
- The cell-counting industry component is primarily characterized by antiquated methods and products. Approximately 75% of all semen analyses and manual blood counts are performed with reusable chambers that must be washed, dried and prepared before each use. This process wastes time, costs money, exposes lab technicians to infectious diseases, and

- MICROPTIC SL, company based in Barcelona, Spain, is a leading player in the field of research, development, distribution and installation of automatic diagnostic systems. Using artificial vision technology, we are specialized in biomedicine.

- Since its creation it was focused on the software development for image analysis, having a group of Computer Engineers and Biologists collaborating in the project to create the high quality software, adapted to user´s needs.

Market Overview

The "IVF market" research study for 2023 delves deeply into market segmentation by Types [Fresh Donor, Frozen Donor, Fresh Non-donor], Applications [Fertility Clinics, Hospitals,], and regional dynamics. Under the market dynamics section, this detailed study illustrates the present market landscape, highlighting emerging trends and unexplored potential.

KSA IVF
SWOT Analysis

S

- Long-term relationship with KOLs in IVF field.
- Well known Fujifilm Irvine Scientific, CELLVU.
- Easy & fast market access

O

- IVF industry market estimated growth more thank 8%.
- Expansion in IVF centers in KSA

W

- Samples availability with required quantities.
- Training.

T

- Pricing.
- Tough competition of leading brands in KSA market already exist.
- SFDA Registration cost and time

OUR CLIENTS

INTERNATIONAL AGENCIES

FUJIFILM

IrvineScientific

SANKOM® SWITZERLAND

BCSI

SAFE Sens

CELL·VU®

CROWN FERTILITY

MEDIPLUS INDIA LIMITED

ecabiotec middle east

Sales & Marketing Plan

(Long Term)

International Conference

Key opinion leaders per territory

Deals with Key account

Set annual deals to maintain our business for the future.

Share of Voice

To share our successful data & cases with other customers to build trust

Social Media

YouTube, Instagram & Facebook

Next Steps

1. Signing of an Exclusivity Agreement for KSA Market.
2. Urgent Samples Availability.
3. Finalization of SFDA Registration.
4. Marketing Tools With Strong, Simple and Impressive Message.
5. Decide On The Official Launching Date.

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