

BRON PHARMA BV

pure, reliable and natural



INTRODUCTION

- BrOnPharma: our company
- Mission
- Our objectives
- History and background
- Marketing & Communication
- Our pipeline
- BrOnPharma data

BRONPHARMA: OUR COMPANY

- Established in October 2014
- By Bas Bruines and Rob de Wolf, pharmacists
- Siebold de Boer, pharmacist, joined the company in 2017

SIEBOLD DE BOER, *PRESIDENT*



- 1980: PhD University of Utrecht
- 25 years experience with international pharmaceutical industry
 - including Pharmachemie, TEVA and STADA
 - in the Netherlands, USA and Germany
 - international M&S, M&A, management
- 10 years experience in public and hospital pharmacy
- Lead auditor medical laboratories (ISO 15189)

BAS BRUINES, *VICE PRESIDENT M&S*



- 18 years of experience in public pharmacy
- 9 year in the pharmaceutical industry (Pharmachemie en TEVA): international M&S, production and planning, licensing/purchasing, portfolio management
- Consultancy at Cap Gemini
- Co-founder Pharmeon (website development for healthcare professionals)

ROB DE WOLF, *VICE PRESIDENT OPERATIONS*



- Over 20 years experience in public pharmacy
- Former owner of two pharmacies in Schagen, the Netherlands
- Founder of two companies providing services to pharmacies
- Consultancy through our own company
- Member of the Board of the Royal Dutch Society for the Advancement of Pharmacy

MISSION

- We wish to excel by offering healthcare products to meet poorly solved and unsolved problems, creating high customer satisfaction
- We will develop our own products and source products from carefully selected third parties, to meet our mission
- We wish to be recognized for our reliability in terms of product quality, fair and transparent pricing and maintaining long term relationships with our customers, our suppliers and our partners
- We manufacture our products applying GMP-standards

OUR OBJECTIVES

- To offer “products with a difference”, distinguished by
 - Taste
 - Packaging & user friendliness
 - Dosage
 - Composition
- In niche markets
- Sourced from
 - Own R&D
 - Third parties, provided they meet GMP-standards
- Offered
 - Through the internet (directly to the customer)
 - Public pharmacies and drugstores
 - Retail chains
 - Other (pharmaceutical) companies

HISTORY

- 2008** Development and launch of a novel, cough syrup in local pharmacy in Bodegraven
- Natural ingredients
 - “Tastes like cough syrup used to taste!”
- 2011** Launch of Baby Bottom Cream
- Special packaging to enhance hygiene
- 2011** Launch of cough syrup in Schagen and elsewhere in the Netherlands.
- Private label, if desired
- 2014** BrOnPharma BV founded
- 2017** Introduction of our trade mark Hoestdrankmakers in the Netherlands
- 2017** Launch of Althea Syrup, Mixtura Resolvens and Althea/Thyme Syrup



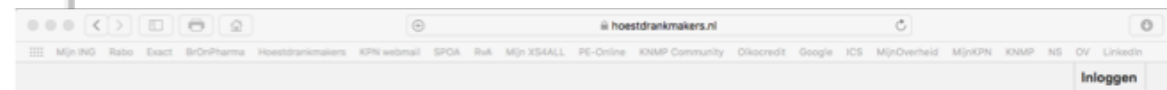
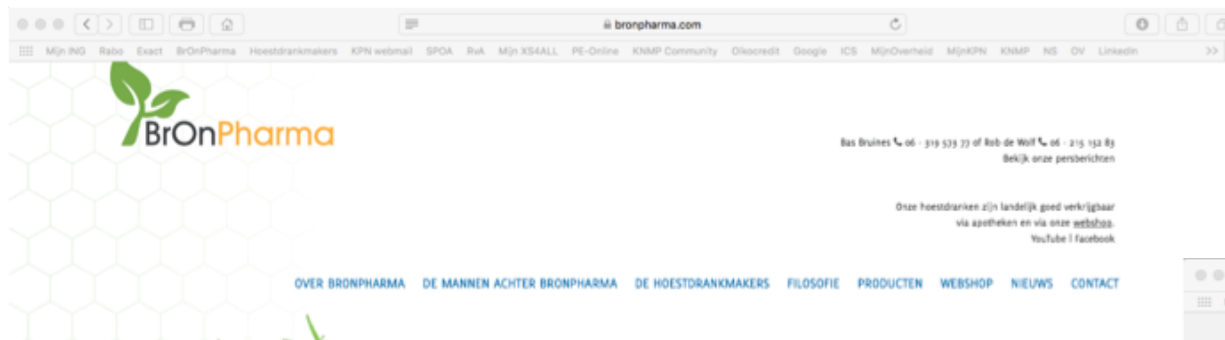
OWN MANUFACTURING FACILITIES IN AMSTERDAM, THE NETHERLANDS



MARKETING & COMMUNICATION

- Website **www.bronpharma.com**
- Webshop **bronpharma.nl heelhollandhoest.nl hoestdrankmakers.nl**
- Taste panels for cough and other syrups
- Presence on social media
- Direct marketing to all 1950 pharmacies in the Netherlands
- Mailings and samples to wholesalers (pharmacies and drugstores)
- Presentation at KNMP (Royal Dutch Society for the Advancement of Pharmacy) Congress and Exhibition, twice annually, since 2016
- Cooperation with pharmaceutical companies, including Medice (2016), TEVA (2017) and *Sanofi*?

BRONPHARMA ONLINE



**'Onze producten zijn
stuk voor stuk puur,
eerlijk en natuurlijk'**



BrOnPharma

BrOnPharma ontwikkelt en levert onderscheidende gezondheidsproducten, die mensen beter maken. Eerlijke producten, met zo veel mogelijk natuurlijke ingrediënten, en zo min mogelijk kunstmatige toevoegingen en hulpstoffen.

BrOnPharma wil het beste voor de klant. Juist doordat we nog altijd aan de apothekersbalie staan, kennen wij de klant. Als geen ander weten we dus waar zij behoefte aan hebben en wat zij nodig hebben. We onderzoeken, zoeken alternatieven en gebruiken daarbij zoveel mogelijk de laatste, wetenschappelijke inzichten.

Onze Producten



Zoeken

Winkelwagen (leeg)

HOESTDRANKEN EN KEELELIXERS

GEMAAKT DOOR APOTHEKERS

HOESTDRANK DIE SMAAKT ZOALS VROEGER

CONTACT

HOESTDRANK DIE SMAAKT ZOALS VROEGER



NATUURLIJKE HOESTDRANKEN

Zonder chemische toevoegingen
Geen medicinale toevoegingen
Volgens de wetenschappelijke standaard



- ✓ Laagste prijs garantie (direct van de producent)
- ✓ Verzendkosten € 4,95 (bestel € 25 GRATIS verzending)
- ✓ Geen minimum bestelbedrag
- ✓ Veilig betalen via iDeal, zonder kosten



RESULTS TASTE PANELS IN THE NETHERLANDS 2016

(N=60)

Hoestdrank	Score	Aantal sterren
BrOnPharma Oud Hollands Keelelixer	4.6	★★★★★
BrOnPharma Oud Hollands Keelelixer + vit.C	3.7	★★★★
Daro Thijmsiroop	3.2	★★★★
BrOnPharma Hedera Helix siroop + kokosbloesemsuiker	2.9	★★★★
BrOnPharma Hedera Helix siroop in Sir Simplex	2.9	★★★★
BrOnPharma Tijmsiroop	2.9	★★★★
Dampo Hoestsiroop	2.6	★★★★
Bisolvon Drank voor kinderen 4mg/5ml	2.2	★★★
Natterman Bronchicum extra sterk	2.1	★★★
Natterman voor alle hoest	2.1	★★★
Bronchostop	1.8	★★★
Prospan Hedera Helix siroop	1.8	★★★
Broomhexine HCl Sandoz 8mg/5ml	1.7	★★★
Fluimucil drank Forte 40mg/ml	1.6	★★★
Bisolvon Druppels	1.0	★

» Minimale score: 1 ster / Maximale score 5 sterren. Laatste proeverij 10 november 2016.

Verkrijgbaarheid

BrOnPharma Oud-Hollands keelelixer is uit voorraad verkrijgbaar bij een groeiend aantal apotheken. Op onderstaande kaart vindt u alle voorraadhoudende apotheken. Staat uw apotheek hier niet tussen? Geen nood! Ook uw apotheek kan de producten van BrOnPharma bestellen en binnen 24 uur in huis hebben via hun farmaceutische groothandel. Ook kunt u onze producten bestellen via onze eigen webshop (<http://bronpharma.24uurshop.nl/>).



Facilitated by Gorter Advisie

RESEARCH & DEVELOPMENT: PIPELINE

Q1 2018 Thyme Lozenges Hoestdrankmakers
(‘generic’ Bronchostop)

Q3 2018 Althea/Thyme Lozenges Hoestdrankmakers

Q3 2018 Breathe free Lozenges

Q3 2018 Thyme Syrup sugar free

Q3 2018 Althea/Thyme Syrup sugar free

CONTACT INFORMATION OF BRONPHARMA B.V.

BrOnPharma BV

PO Box 9664

1006 GD Amsterdam

Phone

+ 31 20 8454235

Fax

+ 31 20 2615289

Mobile

+ 31 6 3195 7377 (Bas)

+ 31 6 2151 5283 (Rob)

+ 31 6 1353 6029 (Siebold)

www.bronpharma.com / b.bruines@bronpharma.com / r.de.wolf@bronpharma.com

Chamber of Commerce nr. 61649821

VAT-id NL 854430349B01 / IBAN NL56 RABO 0198297505



COCA COLA WAS FOUNDED BY 1 PHARMACIST, BRONPHARMA BY 2!

COCA-COLA
SYRUP * AND * EXTRACT.

For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERAGE" and TEMPERANCE DRINK contains the valuable TONIC and NERVE STIMULANT properties of the Coca plant and Cola (or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous affections — SICK HEAD-ACHE, NEURALGIA, HYSTERIA, MELANCHOLY, &c.

The peculiar flavor of COCA-COLA delights every palate; it is dispensed from the soda fountain in same manner as any of the fruit syrups.

J. S. Pemberton,
Chemist,
Sole Proprietor, Atlanta, Ga.



AND... “LAST BUT NOT LEAST”

Our cough syrup was selected for use by the finalists of the Voice of Holland, edition 2014.

