

# BRONPHARMA 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
- Operating with support by
  - Siebold de Boer (General Counsel)
  - Jan Burger (Business Development / Global Sourcing).



# BAS BRUINES, CEO



- 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, COO



- 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 Pharmacists Association



# 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



# 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
- Offered
  - Through the internet (directly to the customer)
  - Public pharmacies and drugstores
  - Retail chains
- Marketing through social media



# HISTORY

- 2008 Development and launch of a novel, cough syrup in local pharmacy in Bodegraven
  - Natural ingredients
  - “Tastes like cough syrup used to taste!”
- 2010 Cough Syrup with vitamin C added to product line
- 2011 Launch of Baby Bottom Cream
  - Special packaging to enhance hygiene
- 2011 Launch of cough syrup in Schagen and subsequent launch through public pharmacies in other parts of the Netherlands.
  - Private label, if desired
- 2014 BrOnPharma BV founded
- 2016 Introduction of seven more products







# GMP CERTIFIED MANUFACTURING FACILITIES IN ALKMAAR, THE NETHERLANDS



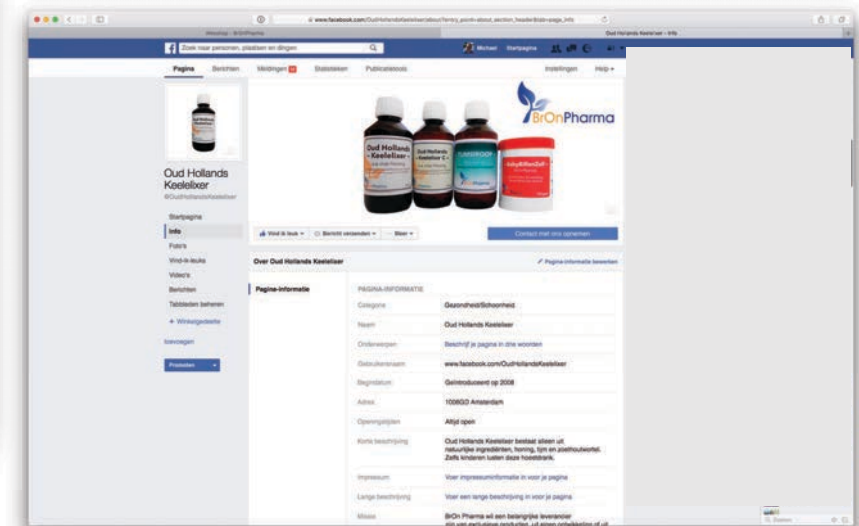
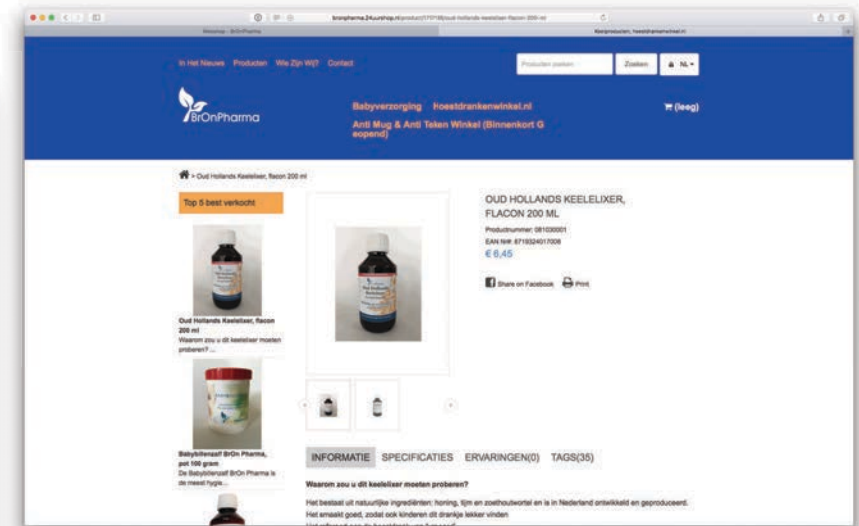
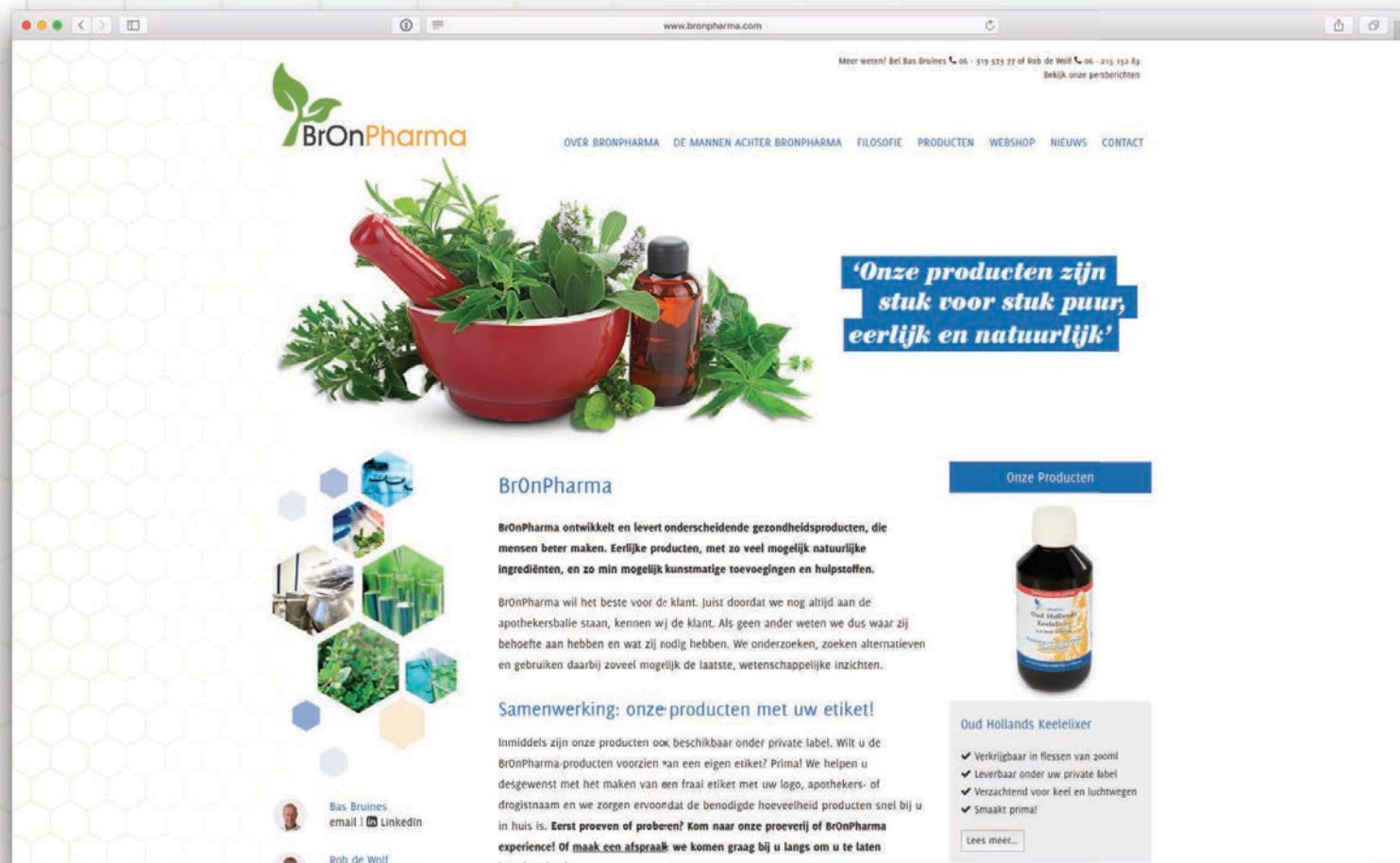
# MARKETING & COMMUNICATION

- Website [www.bronpharma.com](http://www.bronpharma.com)
- Webshop [www.bronpharma.nl](http://www.bronpharma.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 Congress October 11th, 2016
- Supported by Gorter Advisie and ZinnenZaak (communication)





# BRONPHARMA ONLINE



# RESEARCH & DEVELOPMENT

available Old Dutch Cough Syrup (Oud Hollands Keelelixer)

available Old Dutch Cough Syrup with Vitamin C (Oud Hollands Keelelixer met Vitamine C.)

Q4 2016 Hedera Elixer for babies, 100 ml

Q1 2017 Paracetamol BrOnPharma, 5x10 stuks

Q1 2017 Sirupus Althea, 150 ml & 1000 ml

Q1 2017 Generic version of “Bronchostop” by Omega Pharma  
(e.g. Sirupus Althaea/ Thymi)



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## AND... “LAST BUT NOT LEAST”

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

