

TOGETHER, WE ARE BUILDING A HEALTHIER SOUTHEAST ASIA

BUYMED leverage the power of technology to improve healthcare access and deliver quality medical products to people in need

CORPORATE PRESENTATION

November 2024



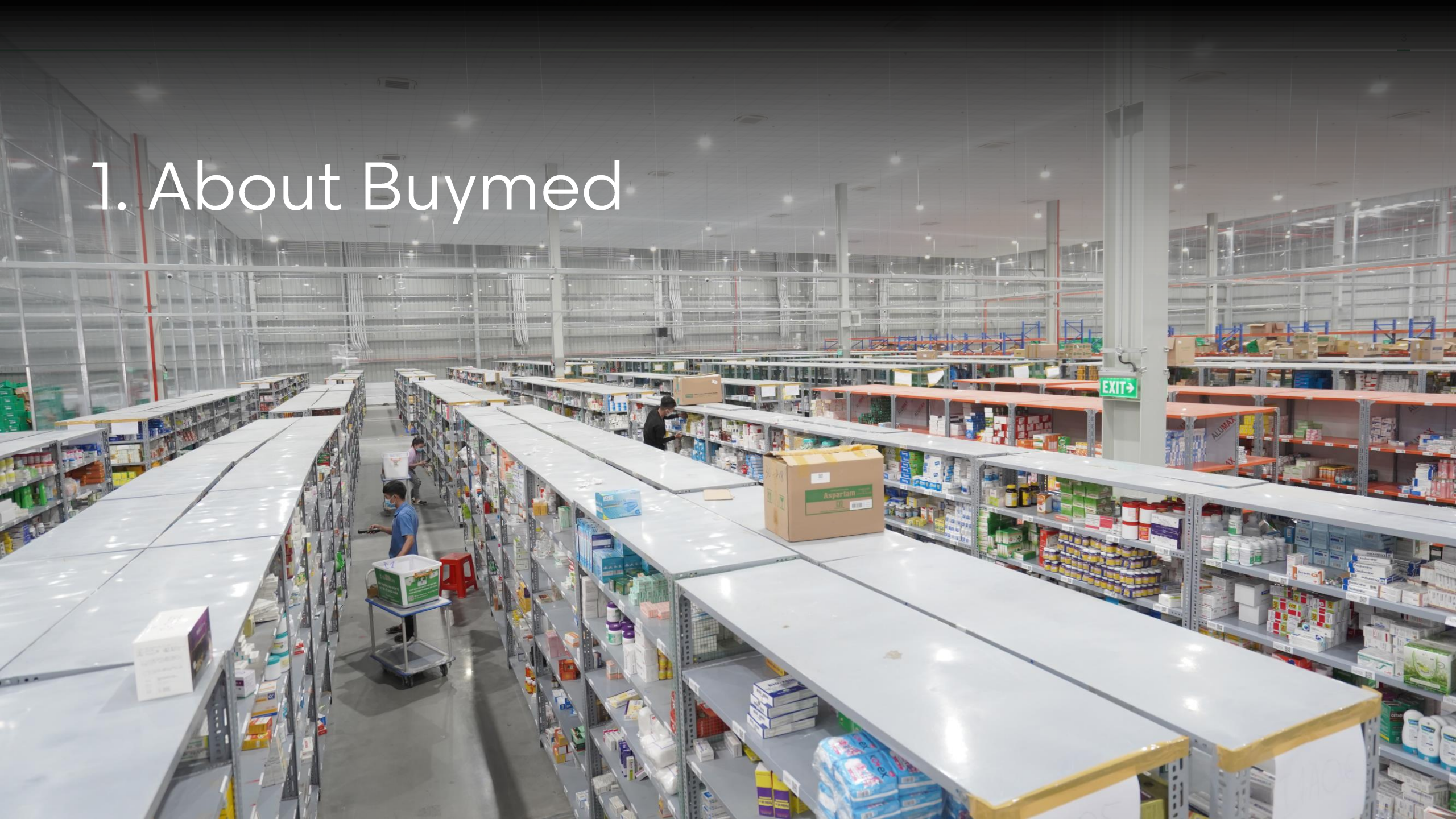
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1. About Buymed



Buymed at A Glance

Defragmenting Healthcare in Southeast Asia

#1

SEA Health-Tech Company

63/63

Vietnam Province Coverage

38,000+

Active Customers
c.50% Independent Pharmacies

135

Circa Stores

US\$206M

2023 Transaction Value (GMV)

3

Markets in SEA

<36 hours

E2E Lead time
Just-in-time fulfillment

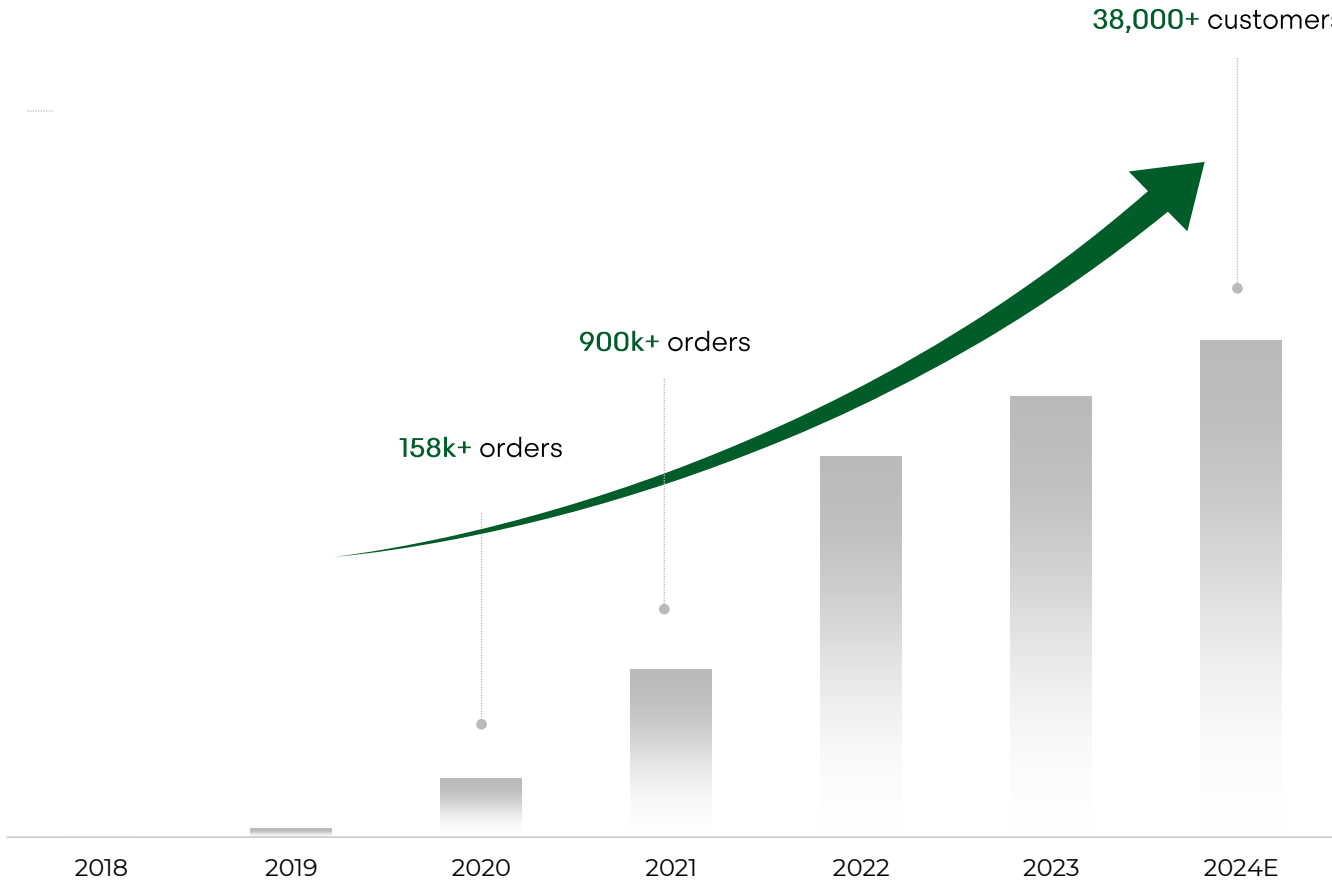
c.20,000

SKU/Products



Our Track Record of Rapid Expansion

One of Southeast Asia's fastest-growing health tech companies



c.8,250x increase of GMV from 2018 to 2024

#1

B2B e-commerce platform for pharmaceutical products

Top 3

Network of retail pharmacies in Vietnam

>50%

Independent pharmacies covered

29,000 sqm

Fulfillment

Covered 63/63 province with 150+ in-house logistic & fulfillment centers



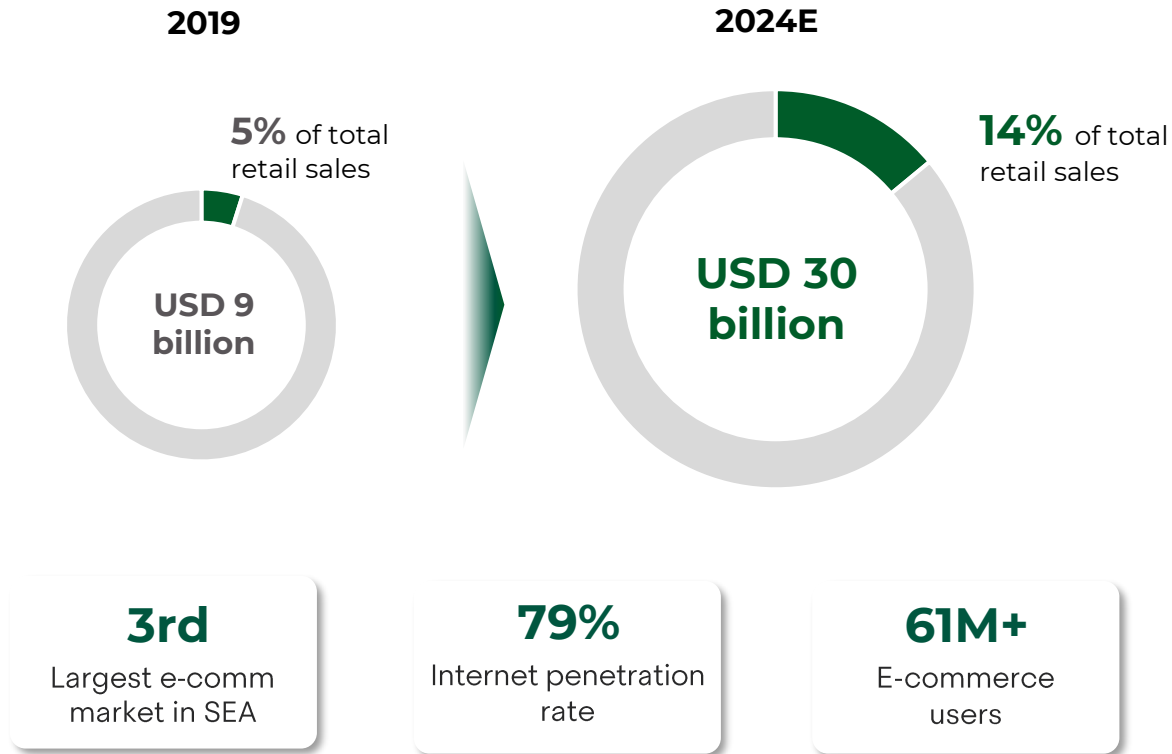
Legends:

- Warehouses
- < 5,000 Customers
- < 500 Customers
- > 5,000 Customers

Ecommerce is Playing a More Prominent Role in Pharmaceutical Distribution

Vietnam e-commerce market has surged remarkably from 2019 to 2024

Vietnam Ecommerce sector value and contribution to total retail sales

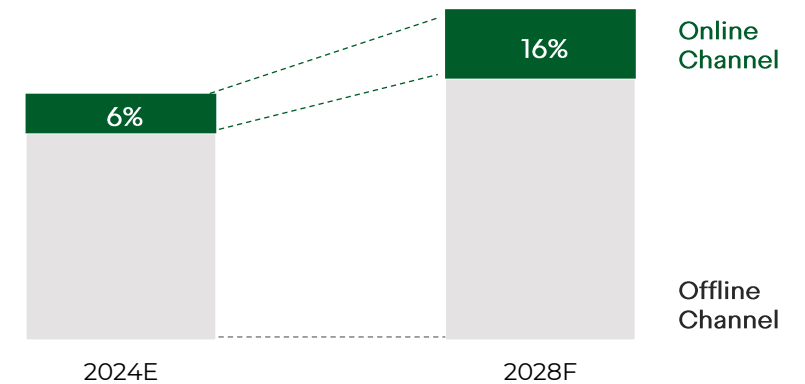


Ecommerce growth is also expected to be unmissable trend in pharmaceutical distribution

Key drivers

-  Vietnam's government digital health initiatives
-  Convenience of digital solutions & streamless delivery
-  Exponential growth of smart phones usage
-  Inefficient traditional distribution model

Vietnam Pharmaceutical Market



Our Breakthrough Model To Solve Complex Issues

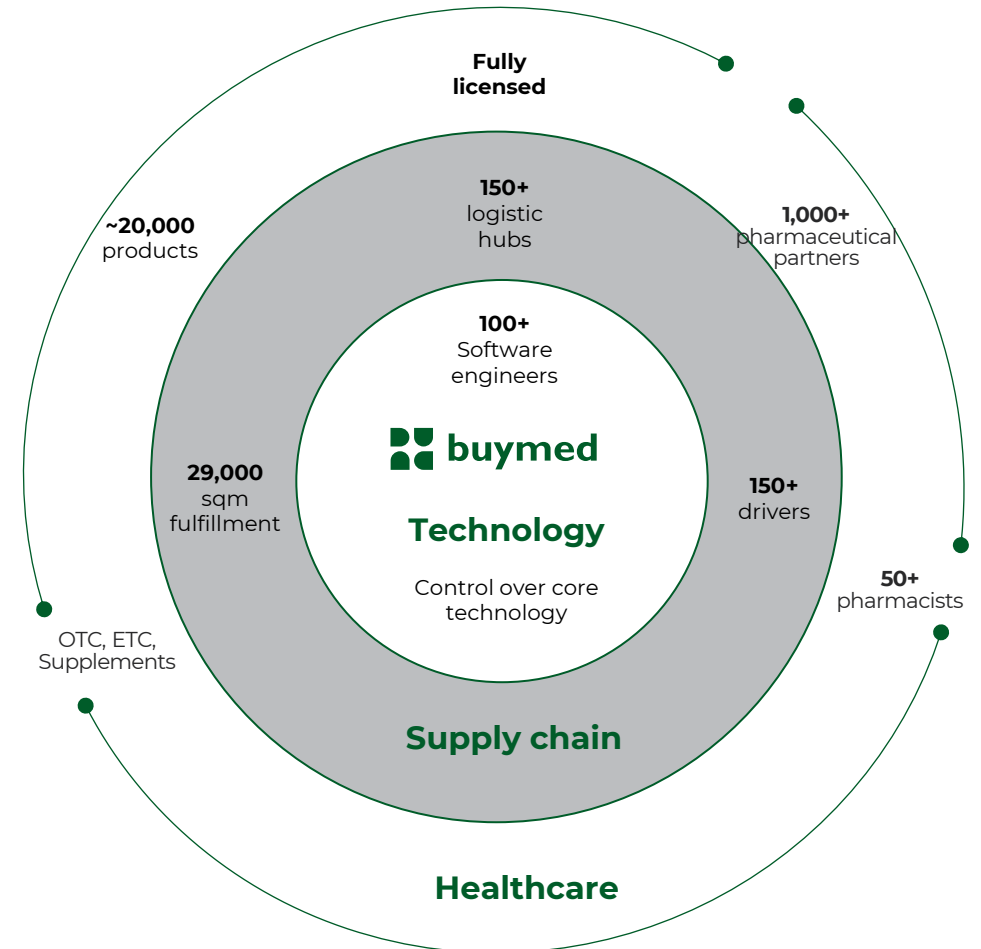
Combining Healthcare, Technology & Supply Chain Capabilities

Traditional pharmaceutical industry face significant challenges ...

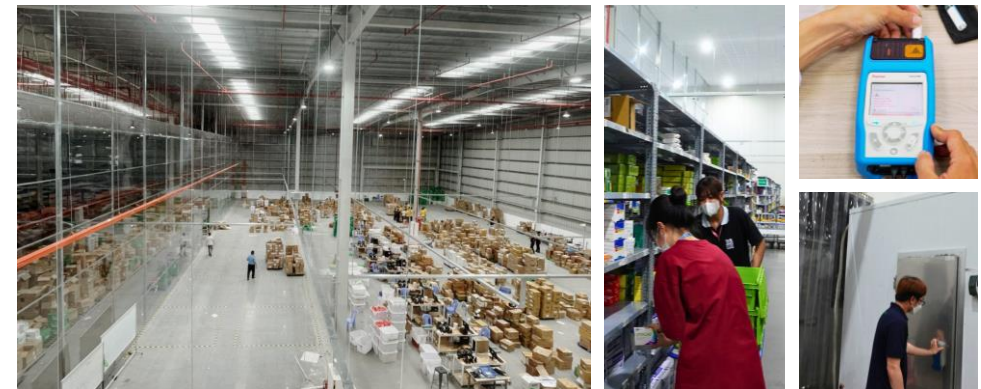
- 1 Lack of information and advice direct to consumers
- 2 Lack of high-quality products at affordable prices
- 3 Inefficient logistics
- 4 Limited access to modern technology
- 5 Limited finance resources and large capital requirement

...

...addressed by our unique model combining core assets in technology, supply chain and healthcare



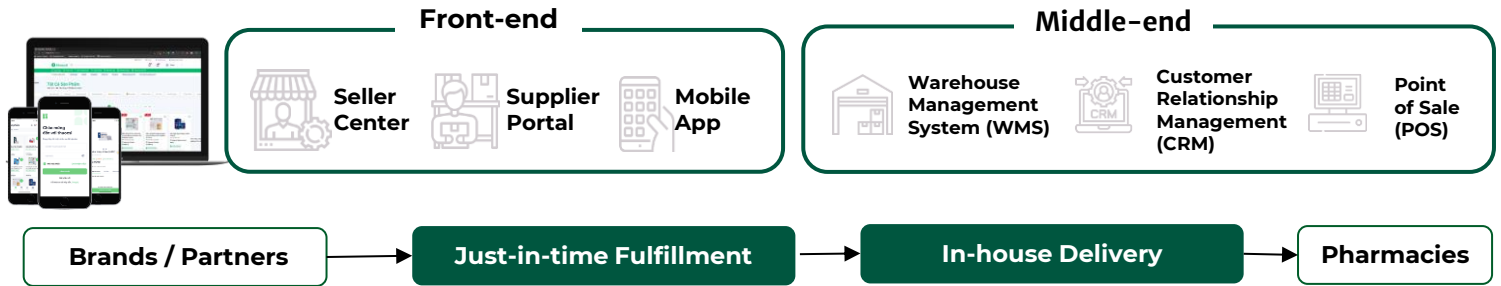
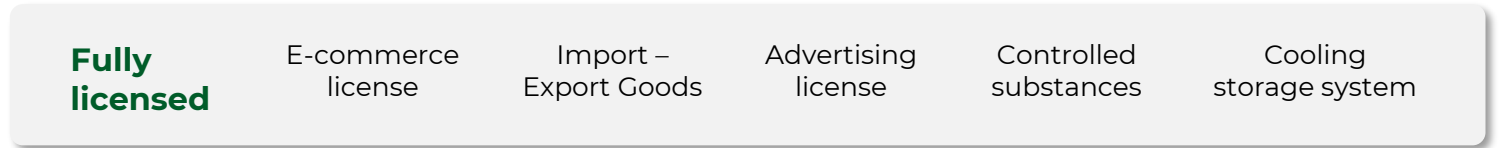
Modernizing the Fragmented Market





Bringing Values to Stakeholders

Vertically-integrated system of both digital & physical infrastructure



Impacts to Pharmacies



Impacts to Brands & Partners



Prominent Choices for Brands Targeting Health-Conscious Consumers

Trusted Platform of 1,000+ Partners

Pharmaceutical products

1,000+ partners

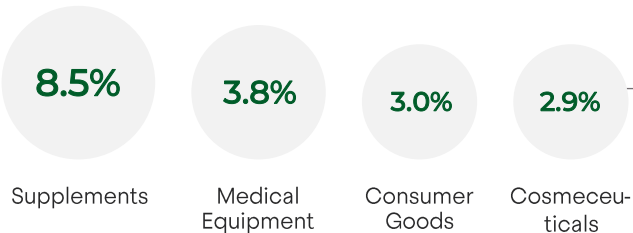


~20,000 products



Other products

18% GMV¹ 1H2024



Serving Businesses



38,000+

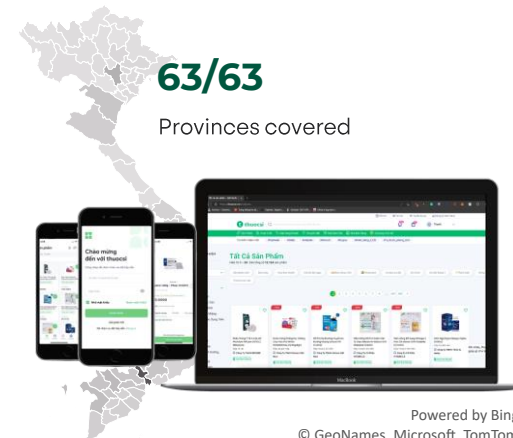
Active pharmacy customers

703,000+

Visits per month

92,000+

Average orders monthly



63/63

Provinces covered

Powered by Bing
© GeoNames, Microsoft, TomTom

Serving Consumers



135

Physical Stores

Tech-based

Modern pharmacy model

Mobile App

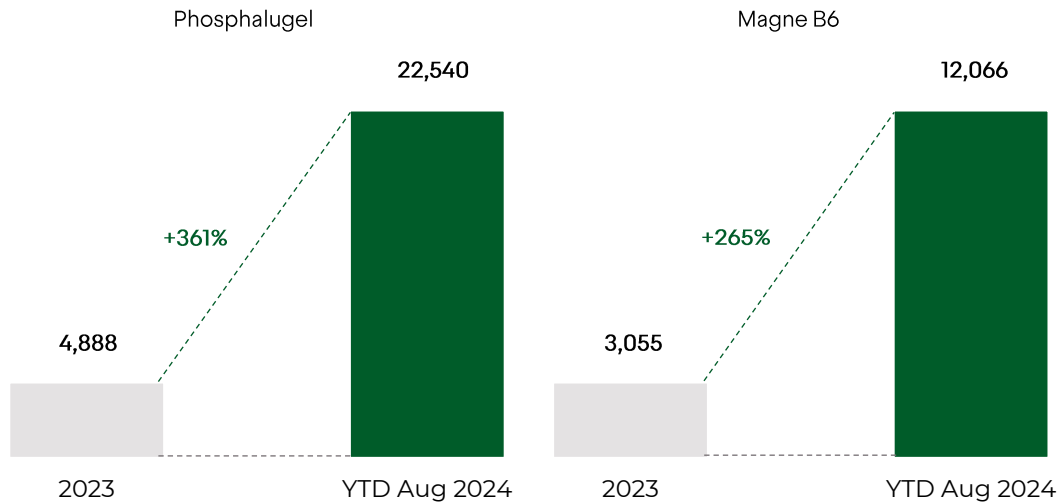


Note: 1. Marketplace GMV as of 1H2024

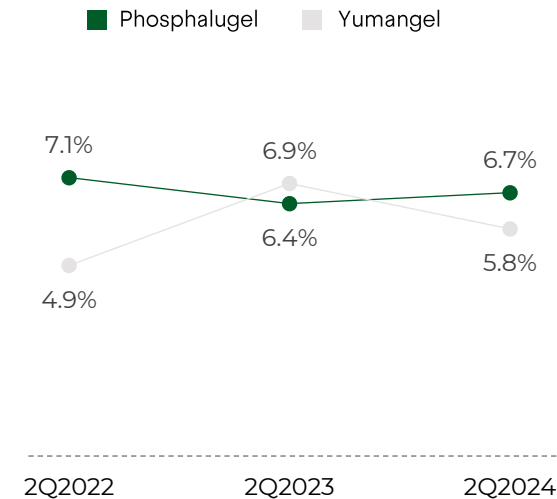
Delivering Significant Impacts to Our Customers

Case Studies: Strategic Partnership with Sanofi on Phosphalugel & Magne B6

Distribution performance boosted (Number of pharmacies)



Regained #1 position in acid control (Retail channel share)



“What do our customers say about us?”

“I have been with Circa for 2 years. Thanks to Circa's dedicated support, my pharmacy has grown by 30%. The competitive prices and marketing programs conducted by Circa have helped boost my pharmacy's sales”

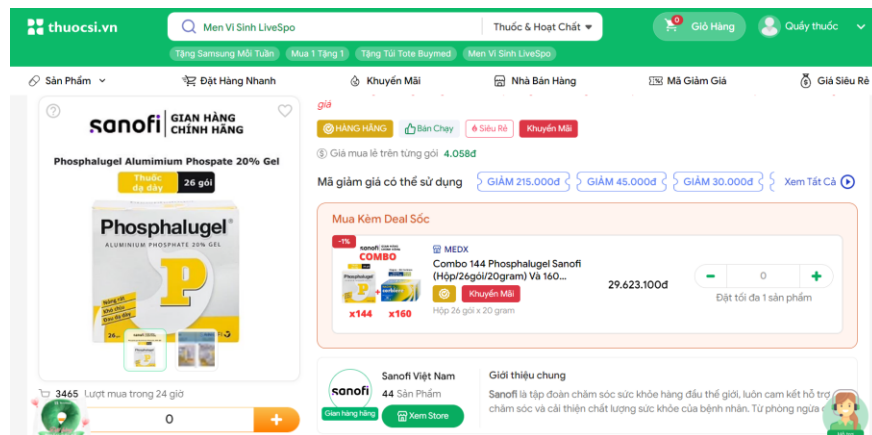
Mr. Long Huynh, Long Huong Pharmacy

“Our sales drive up rapidly, it's a bit out of my expectation. Especially the products with slow sales in other channel perform very well with Buymed support”

Mrs. Thanh Ha, CEO Viet Nhat Pharmaceutical

“We are proud to cooperate with a reputable company like thuocsi.vn with a nationwide distribution system, to distribute Durex products”

Mr. Soren Bech, GM Durex



Management Team With Extensive Experience in the Healthcare, Backed by Regional Investors



Mr. Nguyen Huu Minh Hoang
CO-FOUNDER AND CEO

Mr. Nguyen Huu Minh Hoang co-founded Buymed in 2018. Before joining Buymed, he consulted within the healthcare and technology industries across Southeast Asia & China and worked on marketing strategy, distribution support policy, and expansion planning for major healthcare companies including Abbott, Roche, and Siemens.

In 2020, Mr. Hoang was named in Forbes Asia 30 under 30.



Mr. Vuong Dinh Vu
CO-FOUNDER AND COO

Mr. Vuong Dinh Vu got his passion for healthcare from his parents who own and operate one of the leading healthcare distribution companies in central Vietnam. Through his extensive experience in the healthcare industry, he came to understand the inefficiencies of its distribution and sales and has made it his life-long mission to improve healthcare in his country.

Mr. Pham Hoai Nam
ENGINEERING DIRECTOR

- 15+ yrs experience
- Previous: VNG, GHN

Mr. Nguyen Van Phi
RETAIL DIRECTOR

- 25+ yrs experience
- Previous: Sonkim Retail, Golden Gate

Mr. Bui Huy Chieu
ACTING CFO

- 26+ yrs experience
- Previous: Digiworld, Pharmacy

Mr. Nikhilesh Deshpande
STRATEGIC PROJECT DIRECTOR

- 27+ yrs experience
- Previous: Merck, Mega LifeSciences

Mr. Huynh Quang Trung
NEW RETAIL DIRECTOR

- 18+ yrs experience
- Previous: Seedcom, The Coffee House

Ms. Bui Cam Van
POLICY & SOCIAL INITIATIVES VICE PRESIDENT

- 14+ yrs experience
- Previous: Deloitte, Solidiance

Mr. Vo Ngoc Duong
TENDER DIRECTOR

- 25+ yrs experience
- Previous: Dapharco, Vimedimex

Mr. Pham Uyen Nguyen
INVESTMENT & PARTNERSHIP DIRECTOR

- 20+ yrs experience
- Previous: VinaCapital, Agimexpharm

Backed by top-tier international investors





2. Making Impact

Connecting Stakeholders in the Ecosystem to Solve Complex Issues



Pharmacies: The Next Era is the biggest event in the industry in 2024. The event provided updates on the latest industry trends, offer learning opportunities through conferences, and facilitate networking to help pharmacists explore digital transformation for sustainable growth

800+

PHARMACIES & PHARMACISTS

35

CORPORATE BOOTH OF LARGE PHARMACEUTICAL COMPANIES

Strategic partnership with selective pharmaceutical partners to promote the distribution of quality products on thuocsi.vn and implement training activities for pharmacists, which in turn improve the quality of community health care

1,000+

Domestic & International Pharmaceutical Partners



Strategic partnership with ABBank to enhance financial access for the supply chain including private pharmacies, suppliers, and logistics units of Buymed under Sustainable Supply Chain Finance ("SSCF") model

35,000+

ELIGIBLE CUSTOMERS FOR SSCF



Strategic partnership with SHIELD to fight fraud in the healthcare ecosystem taking an innovative solution to root out fraudulent activity without the use of personal data

190%

INCREASE IN MULTI-ACCOUNTING DETECTION



Making Impact in Our Everyday Operation

Buymed Academy for Pharmacies

The program comprises weekly offline training sessions; bi-weekly online training; and an online library on various topics, including regulatory updates and marketing strategies for pharmacies

3,000+

AWARDED CPES IN RURAL AREAS

20+

ONLINE COURSES



Sustainable Packaging

Reuse carton boxes in good conditions and implement green bins as reusable packaging solutions. These initiative not only reducing packaging costs but also promote environmental sustainability

41/63

DEPLOYED GREEN BINDS PROVINCES

62%

ORDERS USING GREEN BIN



Support Local Communities

Our experience delivering medicines during the COVID lockdown underscored the crucial role we play and the impact we have, strengthening our commitment to supporting the community and helping those in need.

23,000+

MEDICINES PROVIDED FOR AID PURPOSE

500+

GIVEN GRATITUDE MEDICINE BAGS



2018

Best Startups



2022

Innovation Awards

FLYASIA

2023

Top 10 Sao vàng thương hiệu Việt Nam



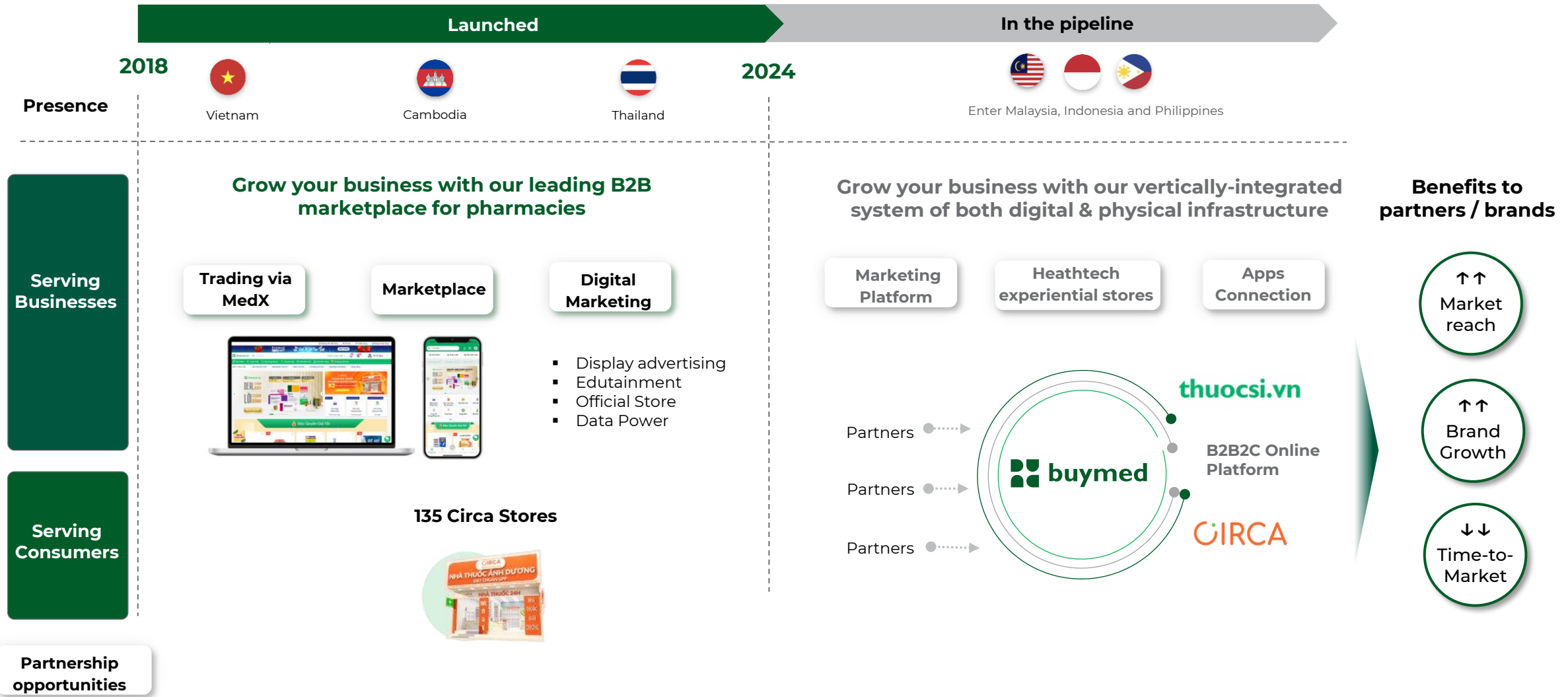
Vietnam Best IT Company

itviec

3. Partner With Us



Grow Your Business With Our Unique Platform to Health-Conscious Consumers





“Significantly impact healthcare by solving complex issues”

Contact us

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