

# **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**

December 2024



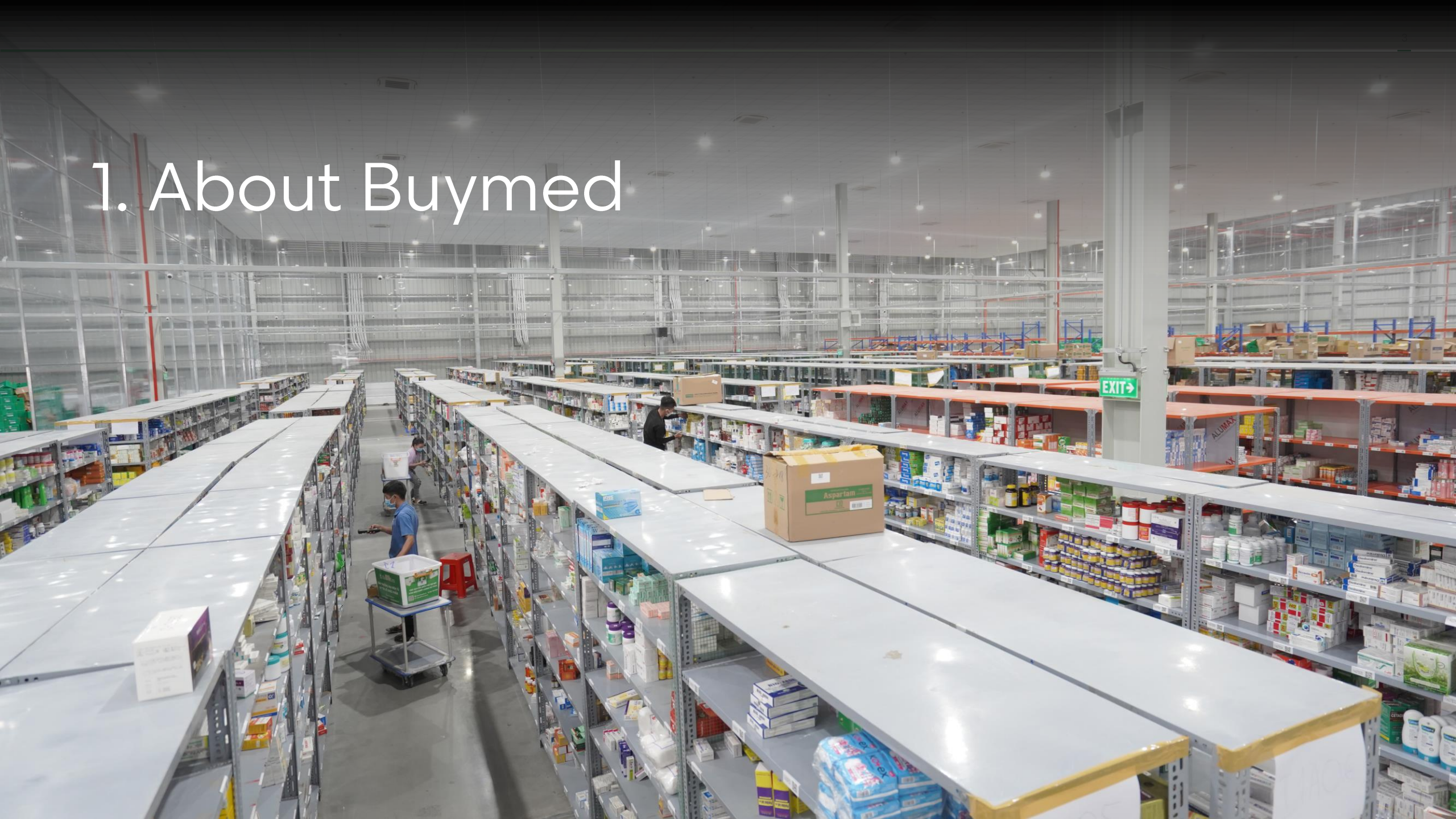
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# 1. About Buymed



# 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

**43**

Circa Stores

**US\$210M**

2024 Transaction Value (GMV)

**3**

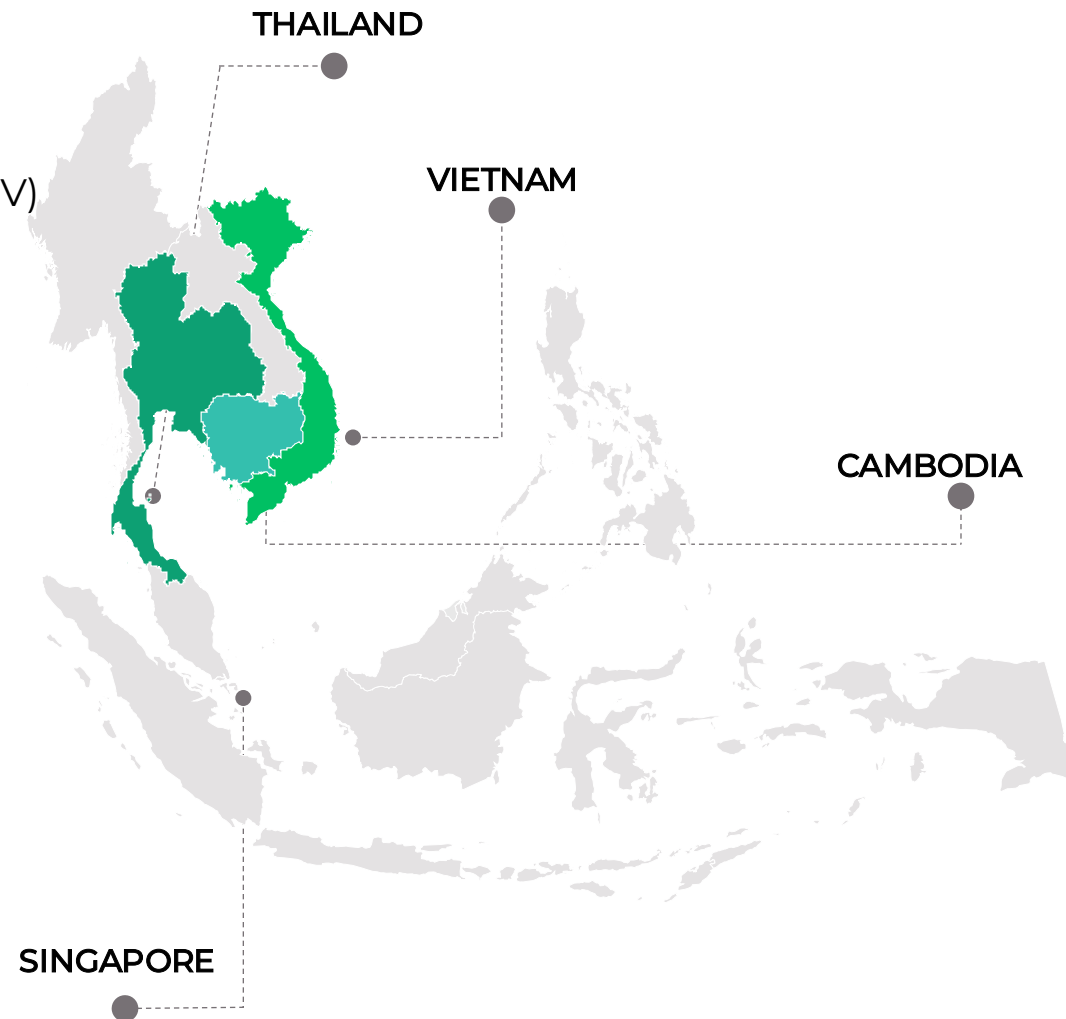
Markets in SEA

**<36 hours**

E2E Lead time  
Just-in-time fulfillment

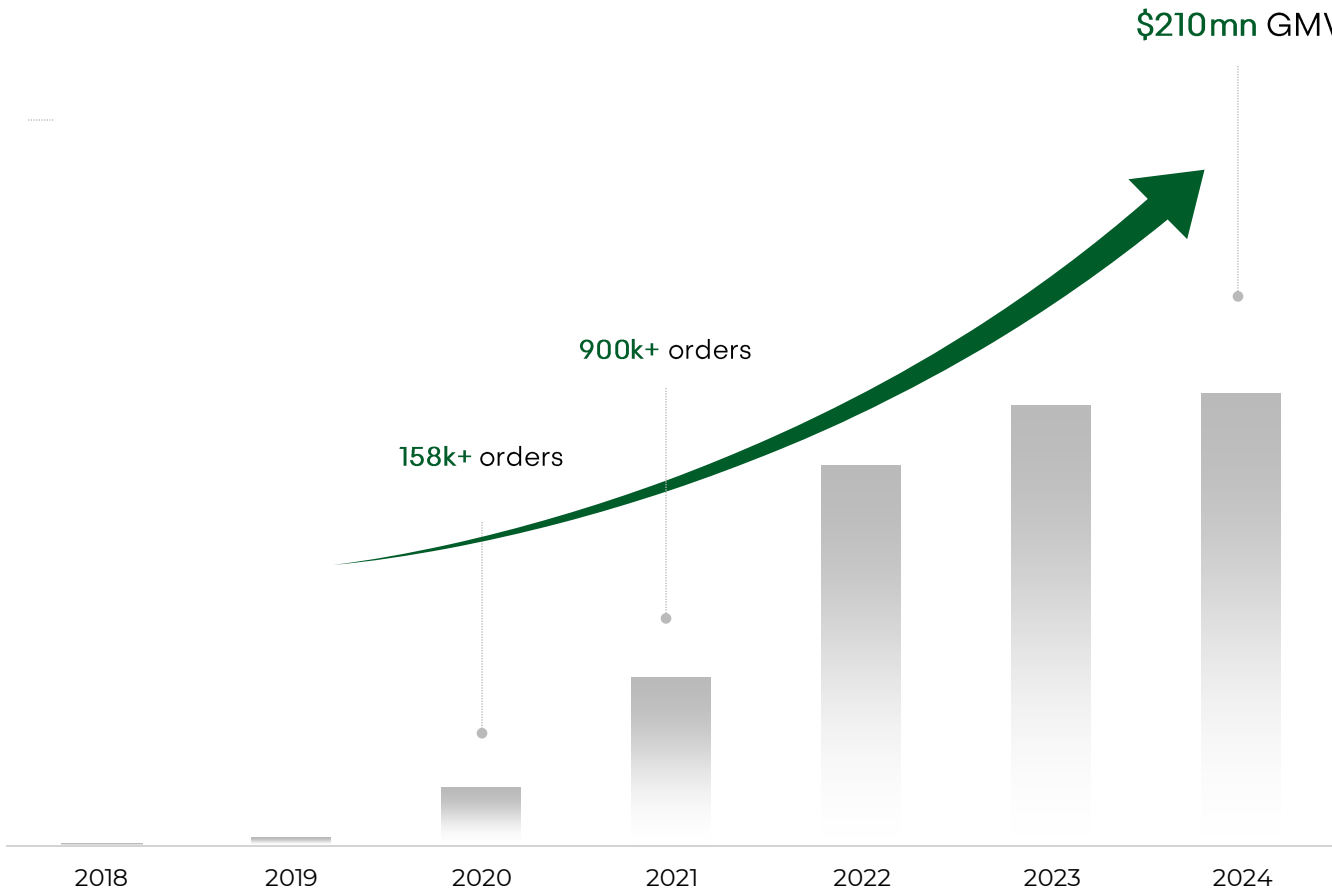
**c.20,000**

SKU/Products



# Our Track Record of Rapid Expansion

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



c.7,479x 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



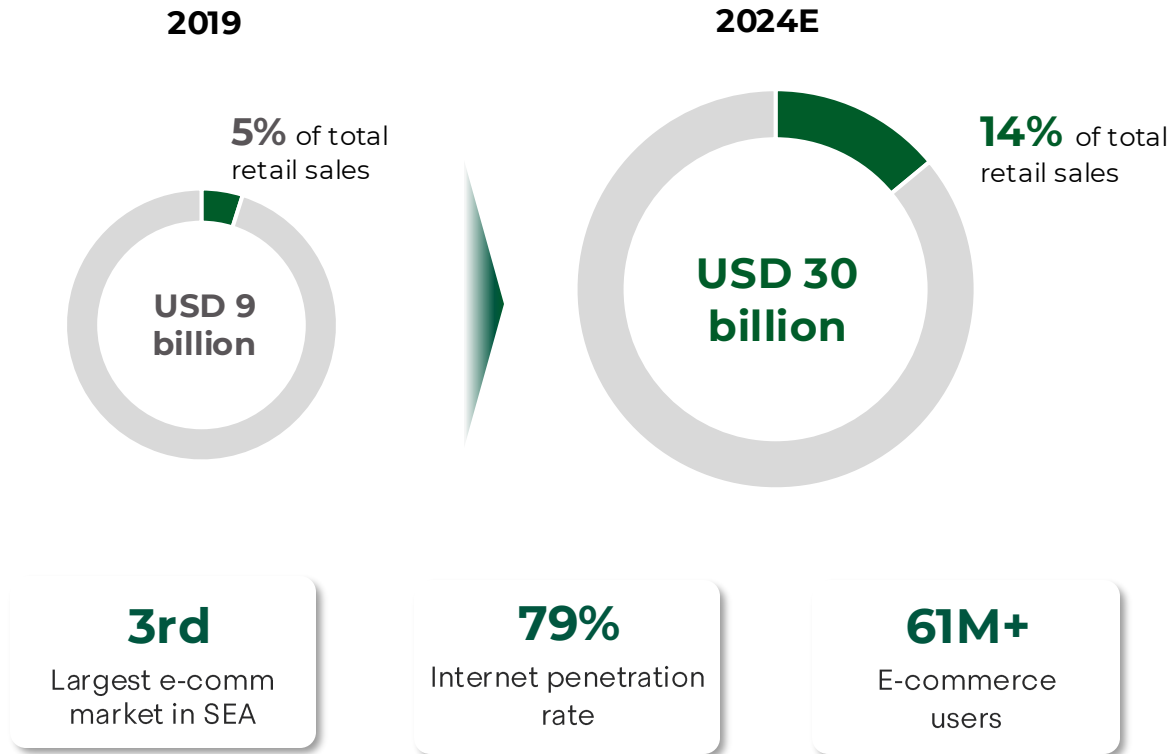
#### Legends:

- 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

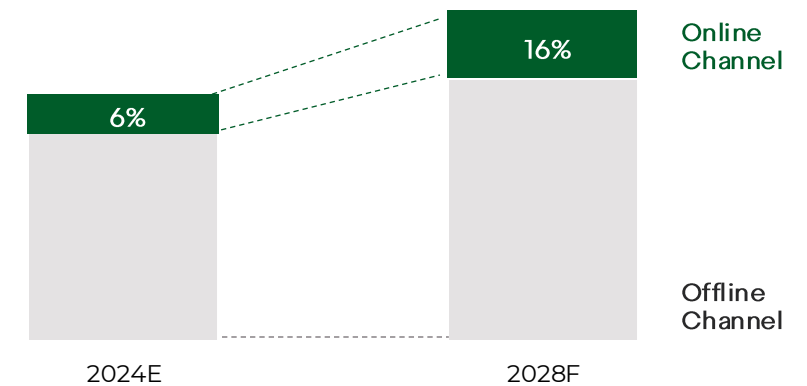


## Ecommerce growth is also expected to be unmissable trend in pharmaceutical distribution

### 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

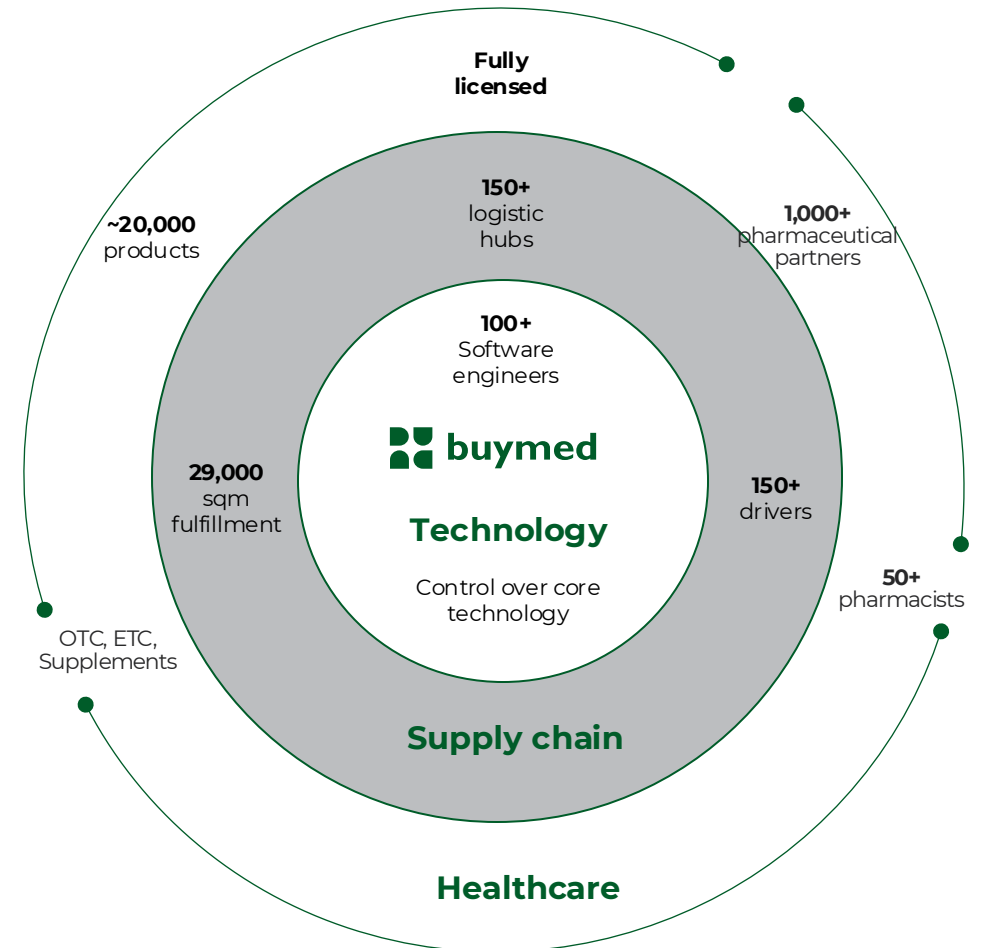
Combining Healthcare, Technology & Supply Chain Capabilities

**Traditional pharmaceutical industry face significant challenges ...**

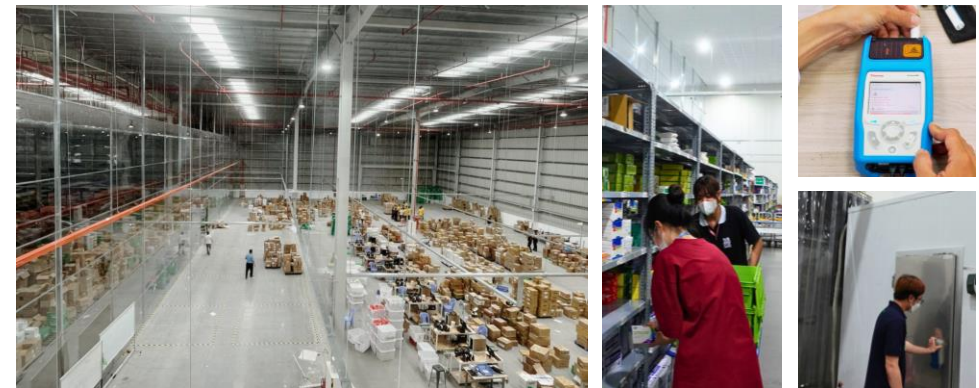
- 1 Lack of information and advice direct to consumers
- 2 Lack of high-quality products at affordable prices
- 3 Inefficient logistics
- 4 Limited access to modern technology
- 5 Limited finance resources and large capital requirement

...

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



# Modernizing the Fragmented Market

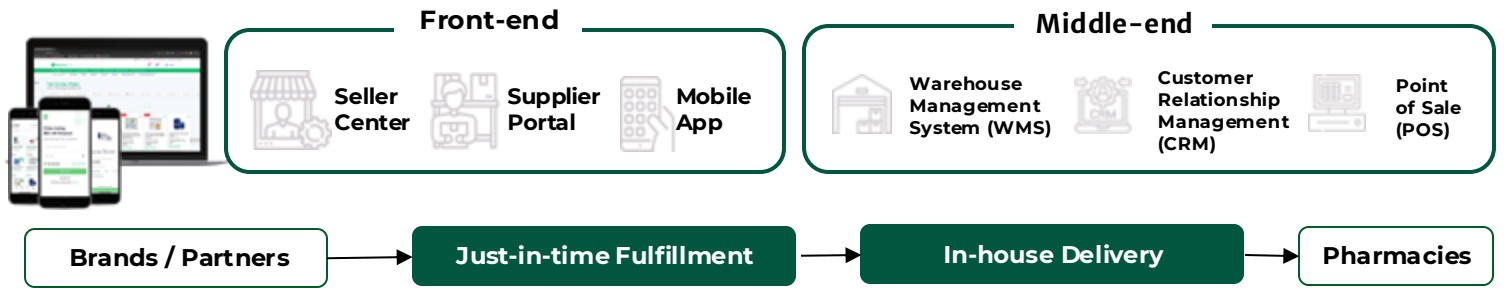
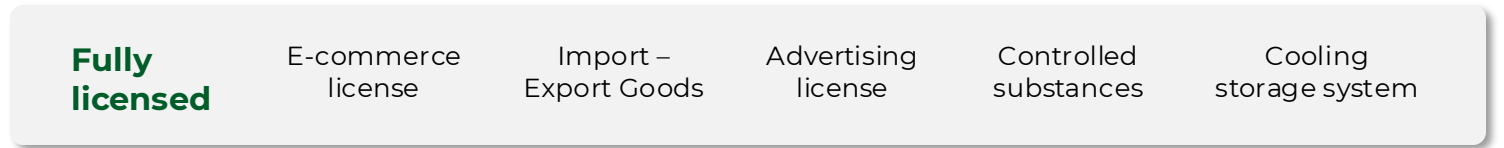






# Bringing Values to Stakeholders

Vertically-integrated system of both digital & physical infrastructure



# Prominent Choices for Brands Targeting Health-Conscious Consumers

Trusted Platform of 1,000+ Partners

## Pharmaceutical products

1,000+ partners

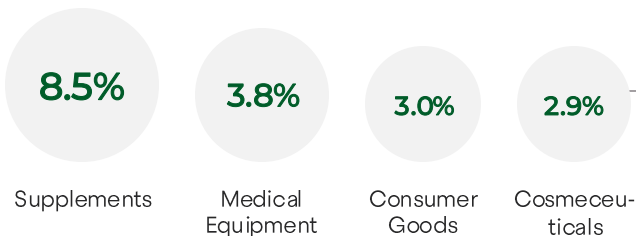


~20,000 products



## Other products

18% GMV<sup>1</sup> 1H2024



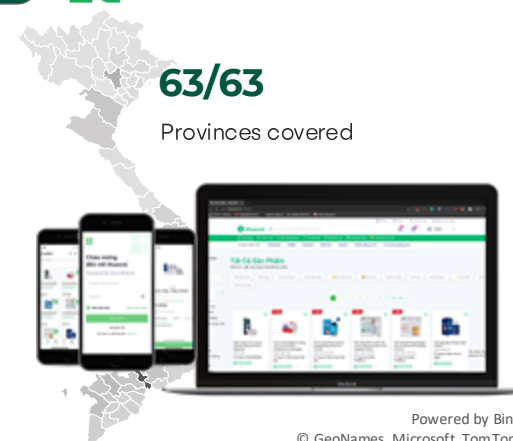
## Serving Businesses



**38,000+**  
Active pharmacy customers

**703,000+**  
Visits per month

**92,000+**  
Average orders monthly



## Serving Consumers



**43**  
Physical Stores

**Tech-based**  
Modern pharmacy model

**Mobile App**



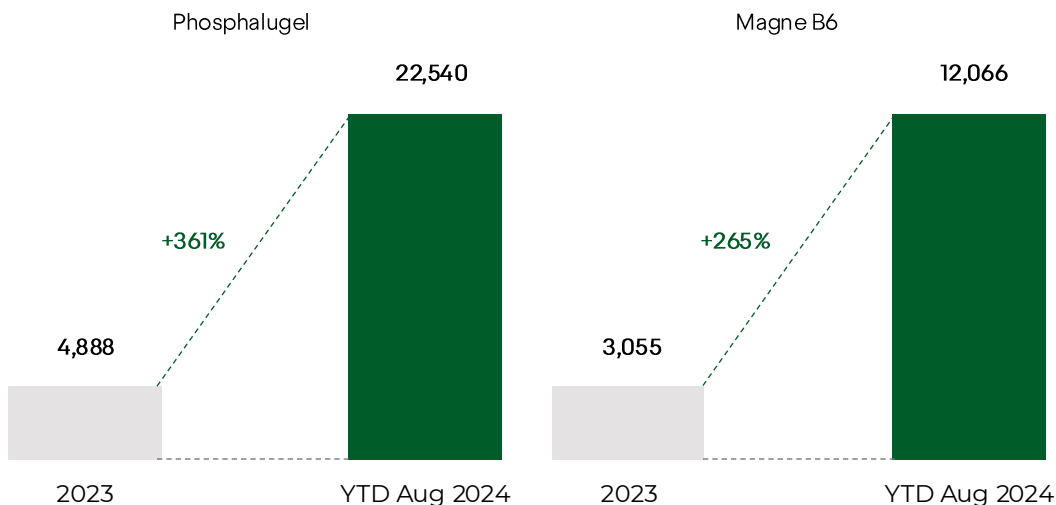
Note: 1. Marketplace GMV as of 1H2024

# Delivering Significant Impacts to Our Customers

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

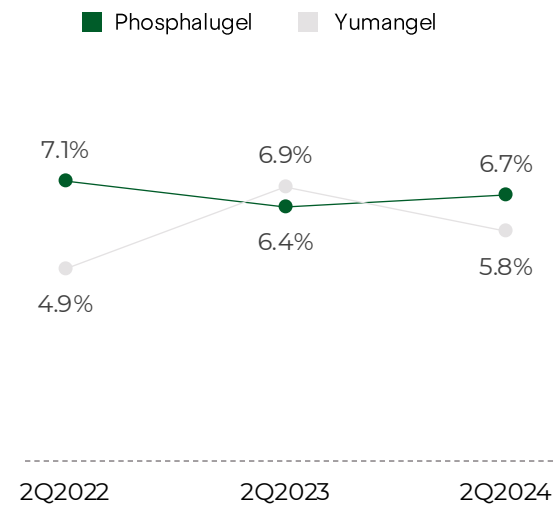
## Distribution performance boosted

(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”

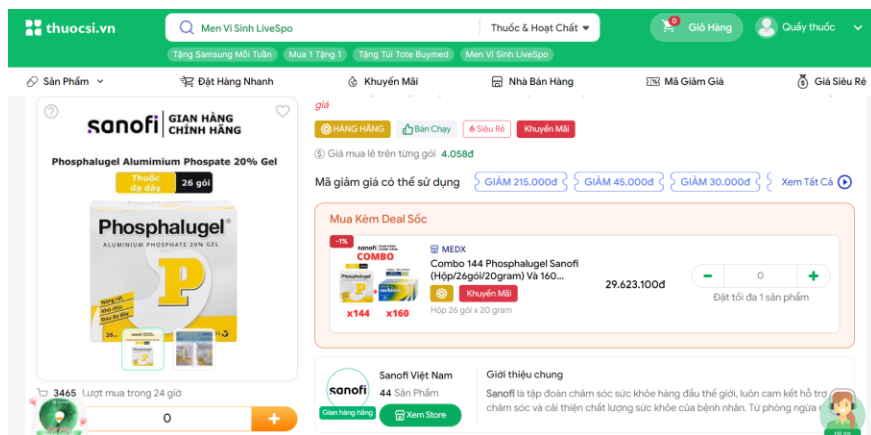
**Mr. Long Huynh, Long Huong Pharmacy**

“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. Bui Huy Chieu**

ACTING CFO

- 26+ yrs experience
- Previous: Digiworld, Pharmacy

**Mr. Huynh Quang Trung**

NEW RETAIL DIRECTOR

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

**Mr. Vo Ngoc Duong**

TENDER DIRECTOR

- 25+ yrs experience
- Previous: Dapharco, Vimedimex

**Mr. Nguyen Van Phi**

RETAIL DIRECTOR

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

**Mr. Nikhilesh Deshpande**

STRATEGIC PROJECT DIRECTOR

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

**Ms. Bui Cam Van**

POLICY & SOCIAL INITIATIVES VICE PRESIDENT

- 14+ yrs experience
- Previous: Deloitte, Solidiance

**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  
\* seedstars

2022

Innovation Awards  
FLYASIA

2023

Top 10 Sao vàng thương hiệu Việt Nam



Vietnam Best IT Company

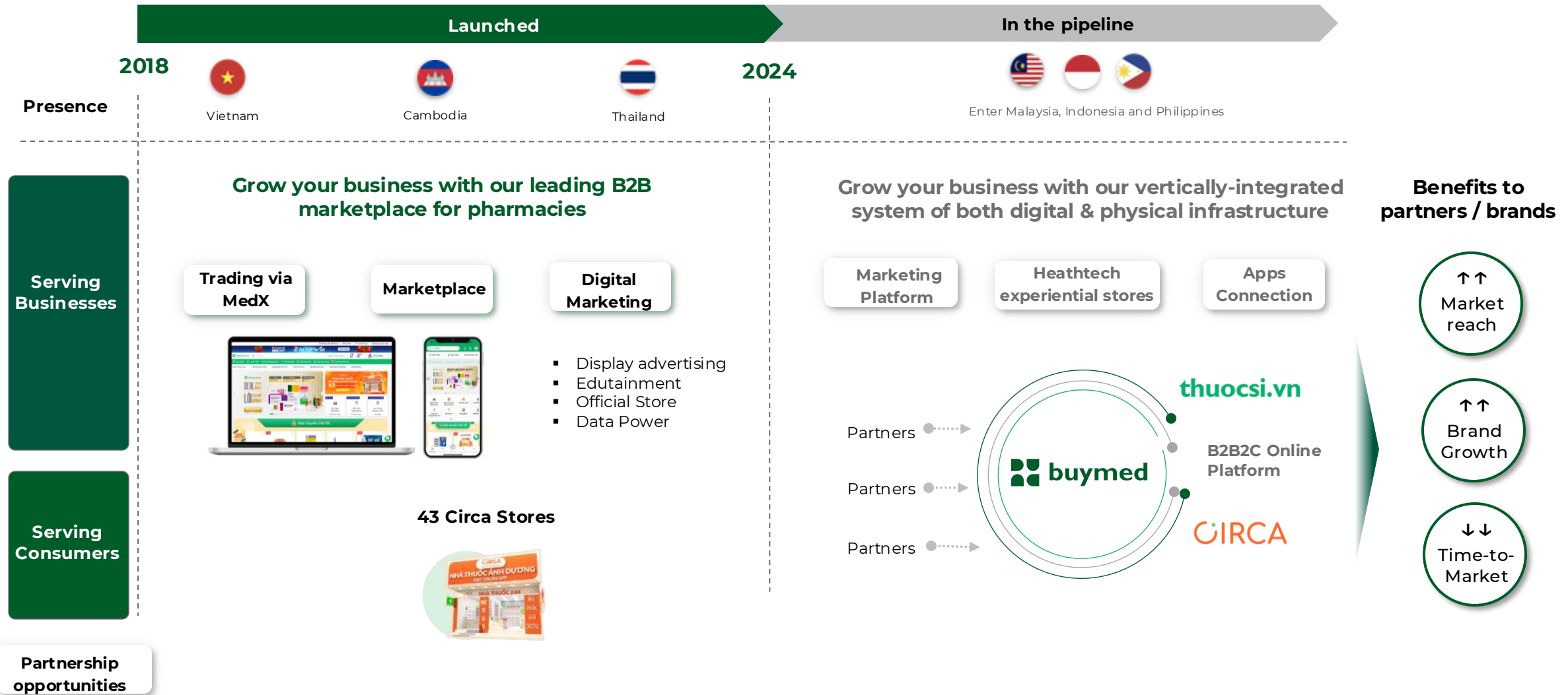


### 3. Partner With Us





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





*“Significantly impact healthcare by solving complex issues”*

Contact us

BUYMED GROUP

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72 Le Thanh Ton, District 1. Ho Chi Minh City,  
Vietnam

Email: [partner@buymed.com](mailto:partner@buymed.com)