

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

March 2025



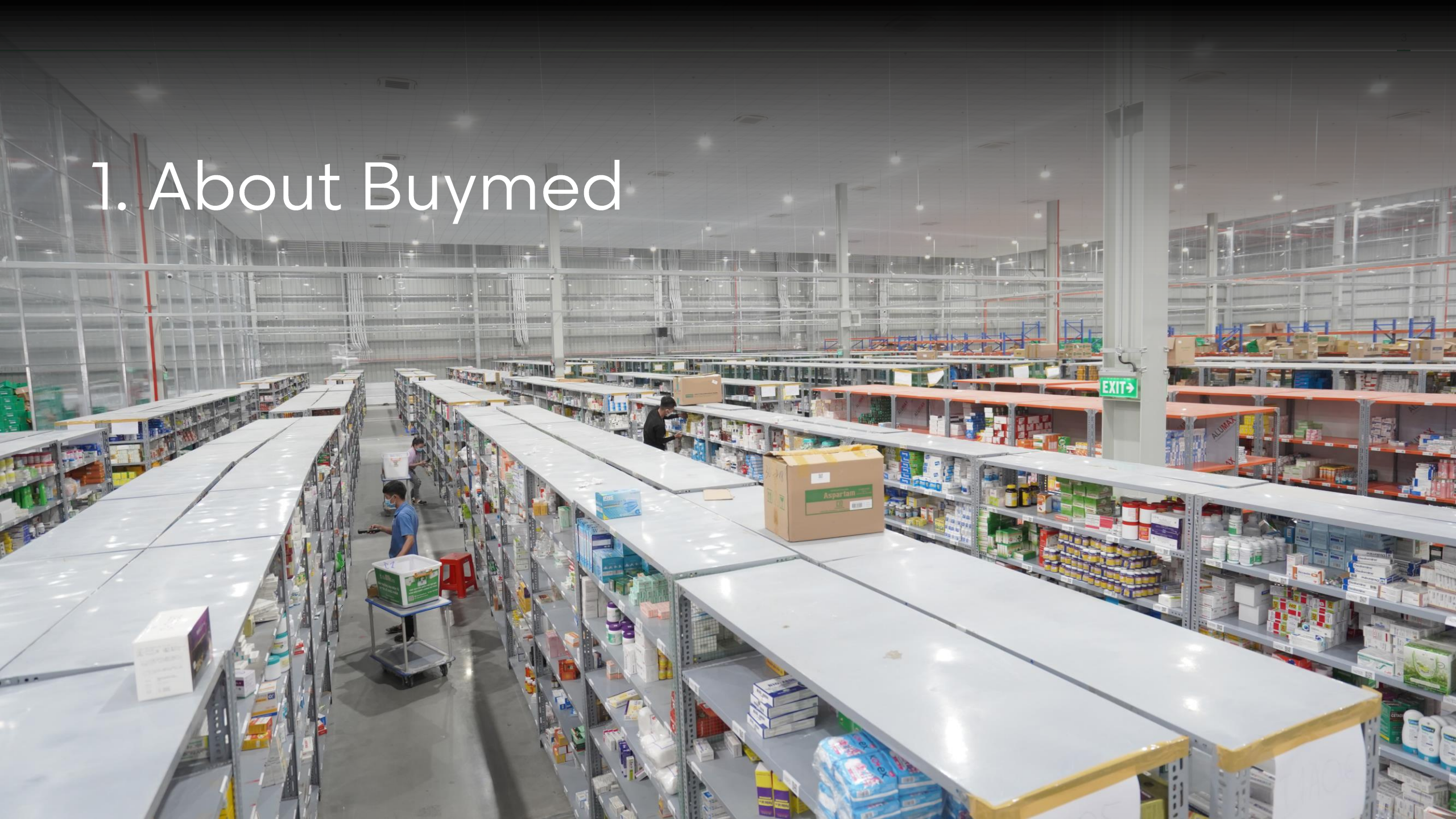
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1. About Buymed



Buymed at A Glance

Defragmenting Healthcare in Southeast Asia

#1

SEA Health-Tech Company

63/63

Vietnam Province Coverage

31,000+

Active Customers
c.50% Independent Pharmacies¹

69

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

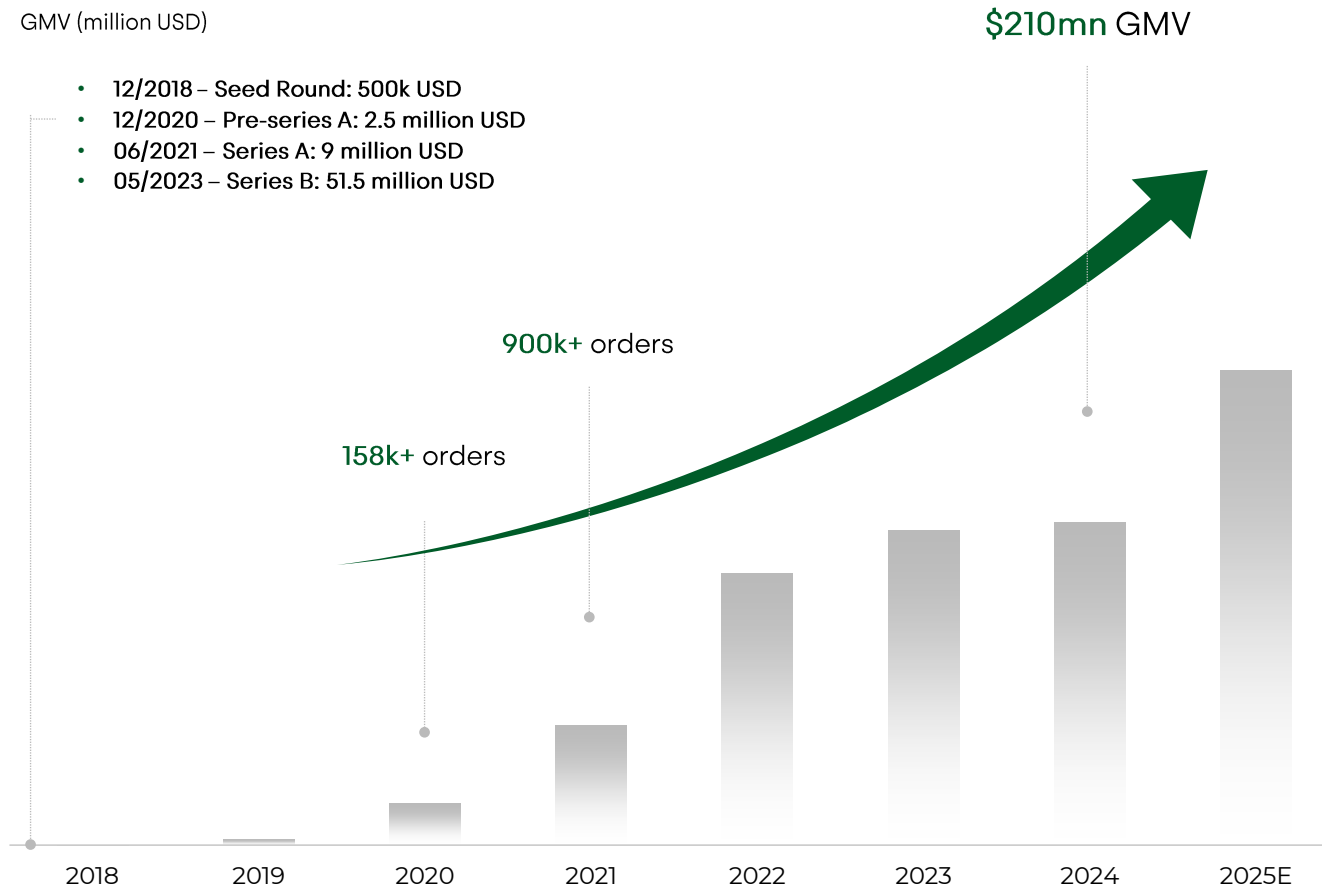


Our Track Record of Rapid Expansion

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

GMV (million USD)

- 12/2018 – Seed Round: 500k USD
- 12/2020 – Pre-series A: 2.5 million USD
- 06/2021 – Series A: 9 million USD
- 05/2023 – Series B: 51.5 million USD



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 in Vietnam covered

29,000 sqm

Fulfillment

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



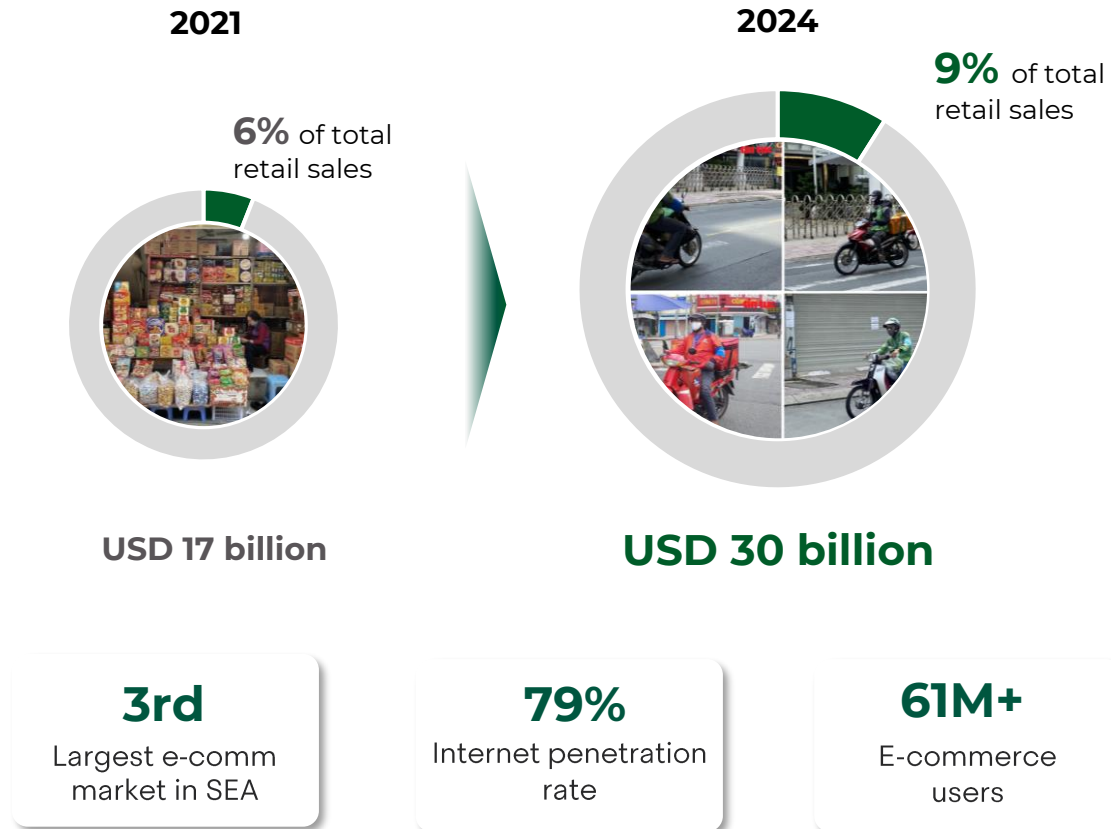
Legends:

- 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 after Covid, growing at 18 - 25% CAGR from 2021 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 & streamlined delivery

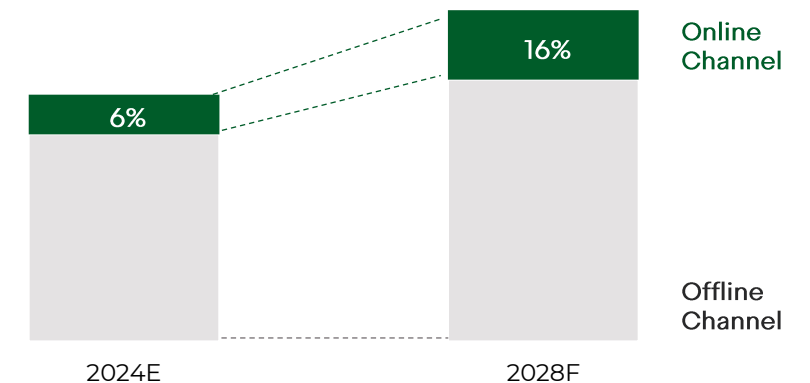


Exponential growth of smart phones usage



Inefficient traditional distribution model

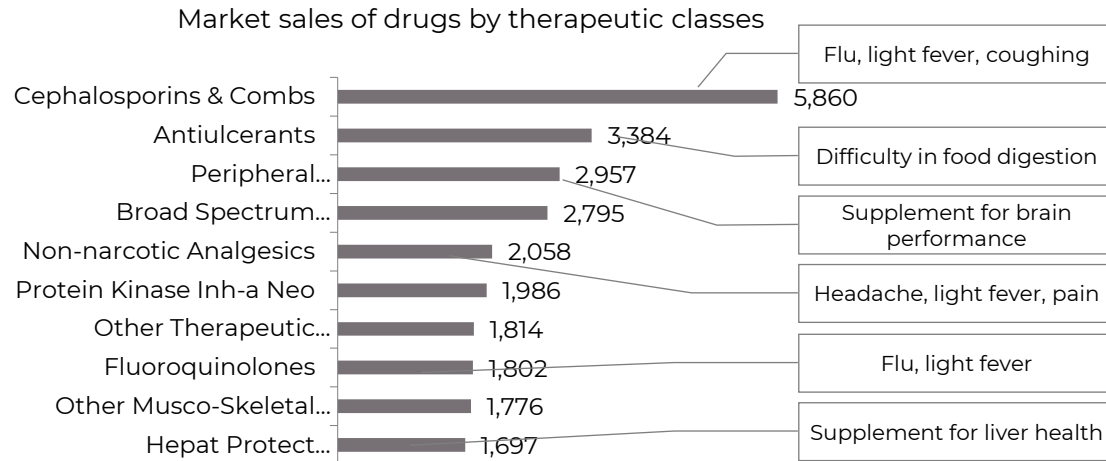
Vietnam Pharmaceutical Market



Consumer Trends and Government Initiatives Drive Transparency and Digital Transformation

Health awareness is deeply ingrained in Vietnamese culture, reflecting proactive care and resilience

In VNDbn



The health-empowered-and-conscious generation

Access to middle-class comforts is not only increasing demand for diverse health solutions but also motivating individuals to proactively prepare for common diseases. This trend is particularly relevant given the rise of sedentary lifestyles, which inevitably lead to higher incidences of obesity, diabetes, and other costly chronic health conditions.

Counterfeit drugs are on the rise, putting consumers at risk ...

10% drugs sold in developing countries is either fake or poor quality

Only 23 drug samples were detected as counterfeit in Vietnam in 2024

Online & Retail channels are the main avenues for counterfeit drug sales



... stricter government controls aim at increasing transparency

According to Law No. 44/2024/QH15

- 1 E-commerce enablement**
Legalizes online sales of non-prescription drugs, opening doors for licensed players to operate in a transparent marketplace
- 2 Digital embracement**
Mandates barcodes/QR codes for traceability and modernized oversight
- 3 Invoice compliance**
Enforces stricter invoicing to boost transparency



Image: QR code labeling on each medicine box at Buymed's. Since 2021, Buymed has invested **millions USD** in **QR code technology** to boost supply chain traceability and combat counterfeits

Our Breakthrough Model to Solve Complex Issues

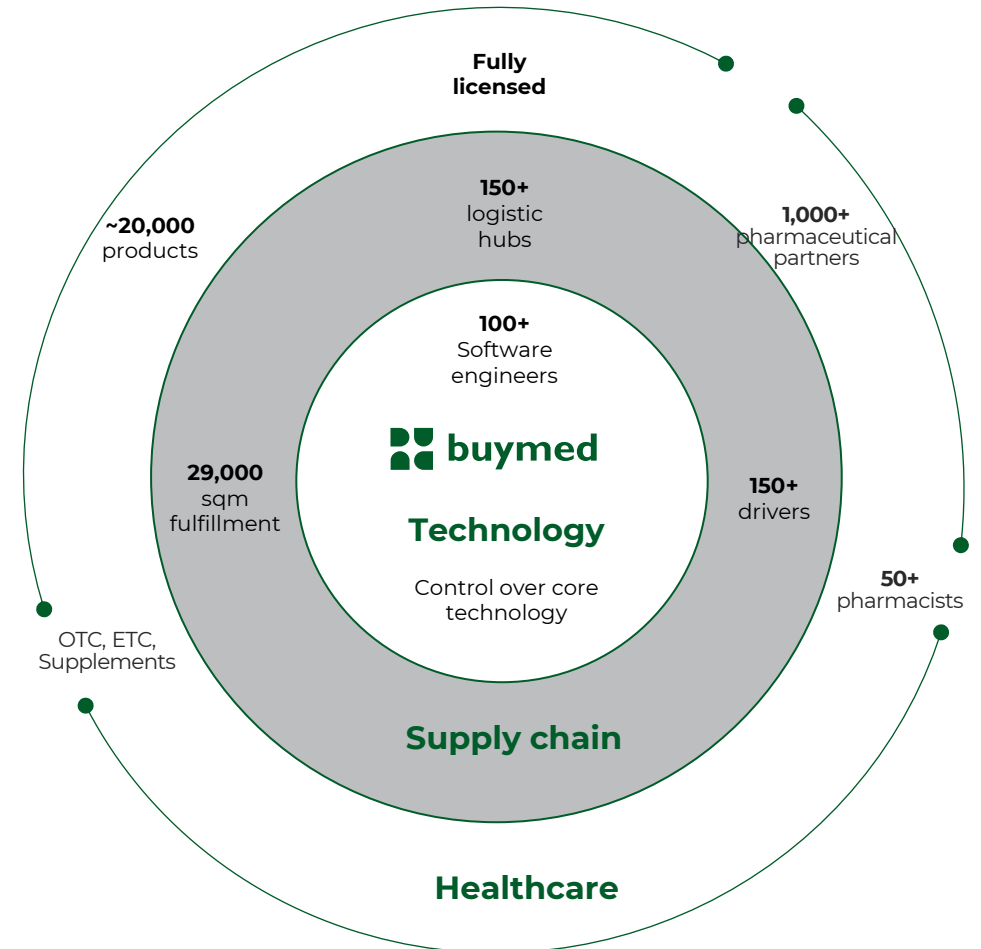
Combining Healthcare, Technology & Supply Chain Capabilities

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

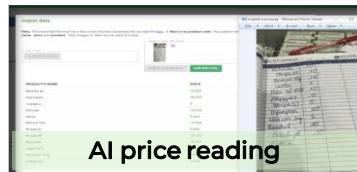


Shaping the Future of Pharma Distribution with Groundbreaking Innovations

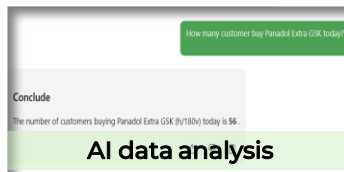
Leveraging Data & AI for Efficiency, Accuracy, and Real-Time, Scalable Decision Making

Simplify and optimize the entire operational workflow, from procurement to after-sales support with AI

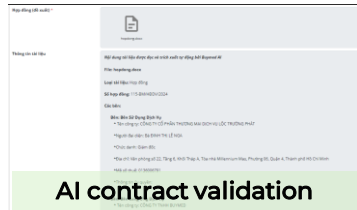
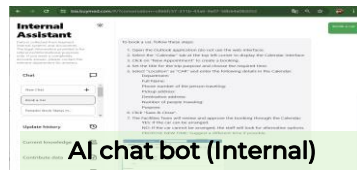
Sale operations
Daily Business Insights



Finance operations
Performance-Driven Control



Customer services
Enhanced Customer Experience



Case Study



Buymed AI Assistant

24/7 & Instant support

Able to **understand complex context**

Integrated **all users types** from sellers to customers

Empower manufacturers and brand partnerships with real-time market intelligence

What Pharmacies buy

product_id	product_name	product_category	GMV
1371	Alpha choay sanofi (h/30v)	Thuốc	40,196,551,758
112019	Magne B6 Corbiere Sanofi (h/50v)	Thuốc	29,911,162,902
111061	Enterogemina 2 billion/5ml sanofi (hộp/2...	Thuốc	26,242,887,253
112006	Calcium corbiere extra sanofi (hộp/30ống/...	Thuốc	25,441,187,314
1371	Alpha choay sanofi (h/30v)	Thuốc	24,559,682,793
112019	Magne B6 Corbiere Sanofi (h/50v)	Thuốc	15,481,167,767
112019	Magne B6 Corbiere Sanofi (h/50v)	Thuốc	14,703,669,860
2266	Nautamine sanofi/aventis (h/80v)	Thuốc	9,073,838,100
111061	Enterogemina 2 billion/5ml sanofi (hộp/2...	Thuốc	7,898,917,903
1371	Alpha choay sanofi (h/30v)	Thuốc	5,896,301,663
111061	Enterogemina 2 billion/5ml sanofi (hộp/2...	Thuốc	4,742,679,116
112011	Calcium corbiere kids extra sanofi (hộp/30...	Thuốc	4,557,655,021

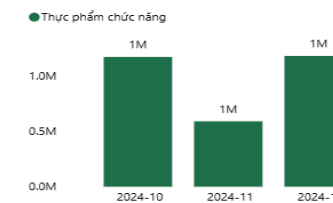


Instant Sales Tracking

- ✓ Live sales data
- ✓ Just-in-time market feedback
- ✓ Smarter decisions

When Pharmacies buy

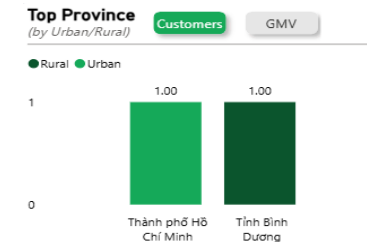
GMV Trending
(by Category)



Optimized Inventory & Demand

- ✓ Real-time insights
- ✓ Optimize costs & production
- ✓ Better working capital efficiency

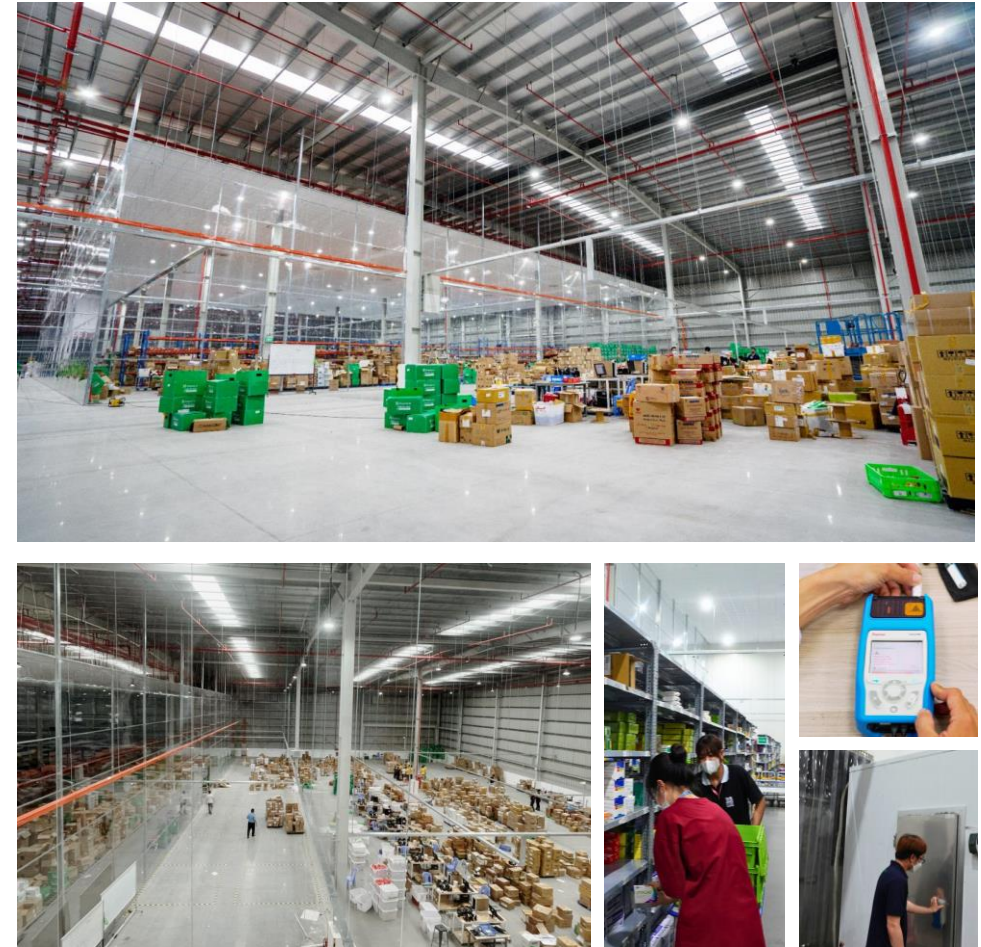
Where Pharmacies are at



Direct Customer Insights

- ✓ Nationwide large-scale data
- ✓ Unique access to remote pharmacies
- ✓ Reduce sales costs significantly

Modernizing the Fragmented Market





Bringing Values to Stakeholders

Vertically-integrated system of both digital & physical infrastructure



**Fully
licensed**

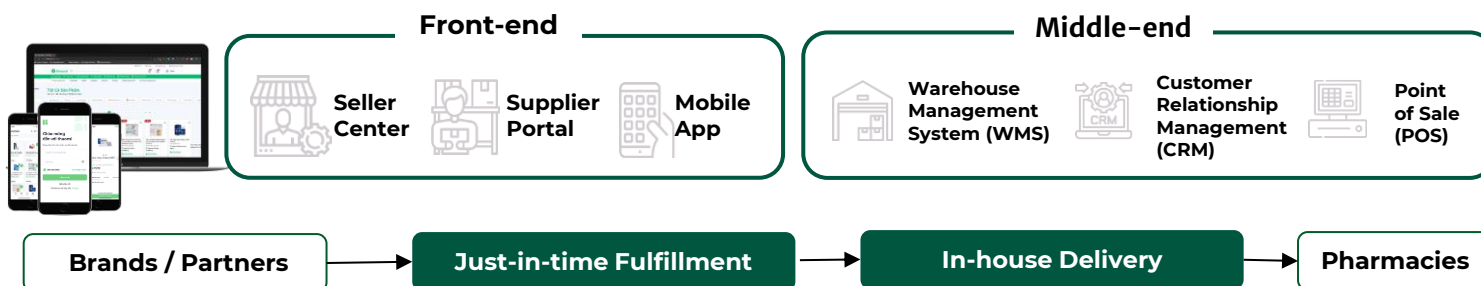
E-commerce
license

Import –
Export Goods

Advertising
license

Controlled
substances

Cooling
storage system



**Impacts to
Pharmacies**

**Greater
convenience**

**Wider range of
authentic products**

**Less
working capital**

**Impacts to
Brands &
Partners**

**Expand
market reach**

**Market data
insights**

**Greater
operational efficiency**

Stakeholders
 Buymed
 Flow of Goods

Prominent Choices for Brands Targeting Health-Conscious Consumers

Trusted Platform of 1,000+ Partners

Pharmaceutical products

80% GMV

1,000+ partners

sanofi GSK NOVARTIS

AstraZeneca SERVIER
moved by you

AGIMEXPHARM OPC
Thiên Nhiên & Cuộc Sống

Bidiphar

IMEXPHARM

~20,000
products



Other products

20% GMV¹ 2024

8%

Supplements

4%

Medical
Equipment

3%

Consumer
Goods

3%

Cosmeceu-
ticals

Serving Businesses

thuocsi.vn

31,000+

Active pharmacy customers

1,589,000+²

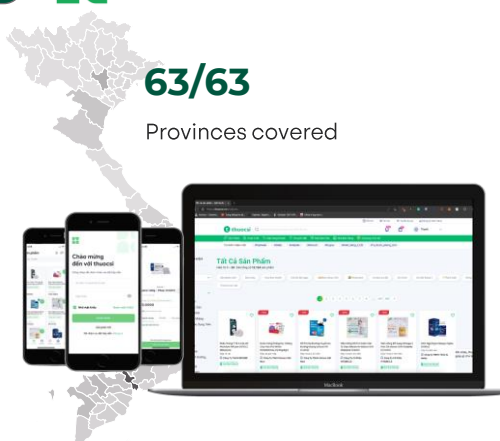
Visits per month

94,000+³

Average monthly orders

63/63

Provinces covered



Serving Consumers

CIRCA

60+

Physical Stores

Tech-based

Modern pharmacy model

Mobile App



Strategic Portfolio

Sourced from trusted manufacturers, tailored to the evolving demands of consumers



1 Number 1 Generics

- Promote high-quality generic drugs, which helps reduce treatment costs and increases access to medication for the public
- Traffic driving products

2 Innovative preventative medicines

- Leverage data-driven insights to identify emerging trends and pinpoint high-demand products
- Frequent-use products that help build strong brand visibility

3 Rare and specialty diseases

- Increasing demand for specialty drugs for cancer and rare diseases requires strategic access, affordability, and an efficient supply chain
- Unique and high-value products

4 Strategic Growth Drivers

A OEM | White-label Drugs



B Imported Products



C Traditional Products



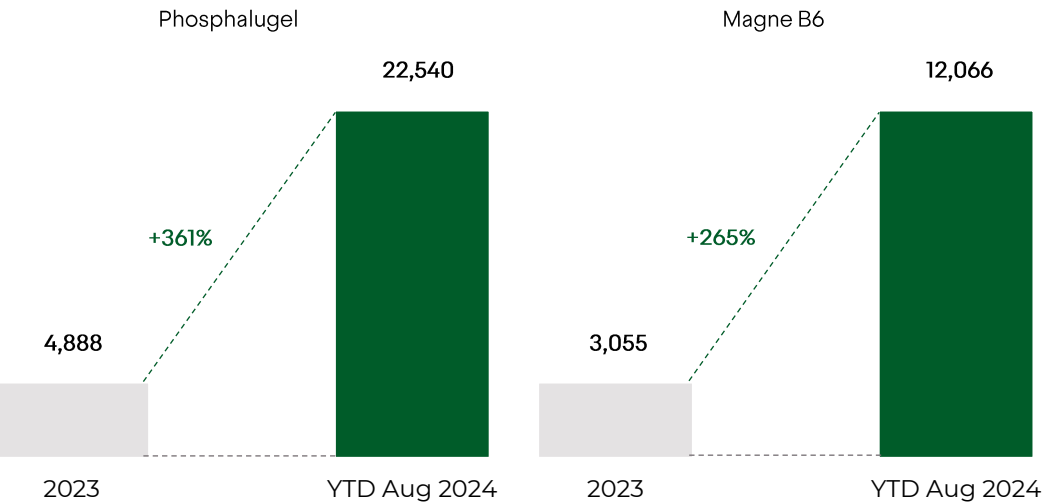
D ETC Channel



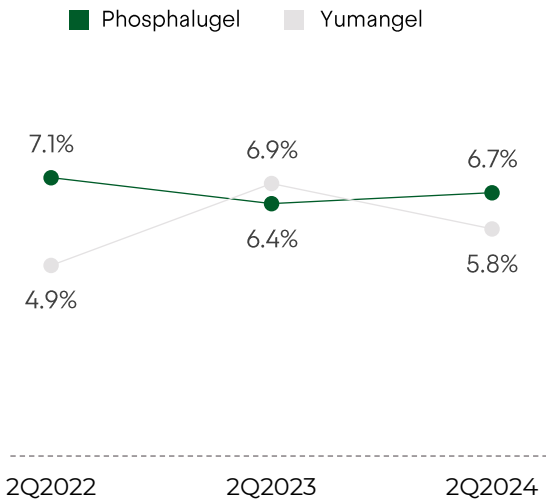
Delivering Significant Impacts to Our Customers

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”

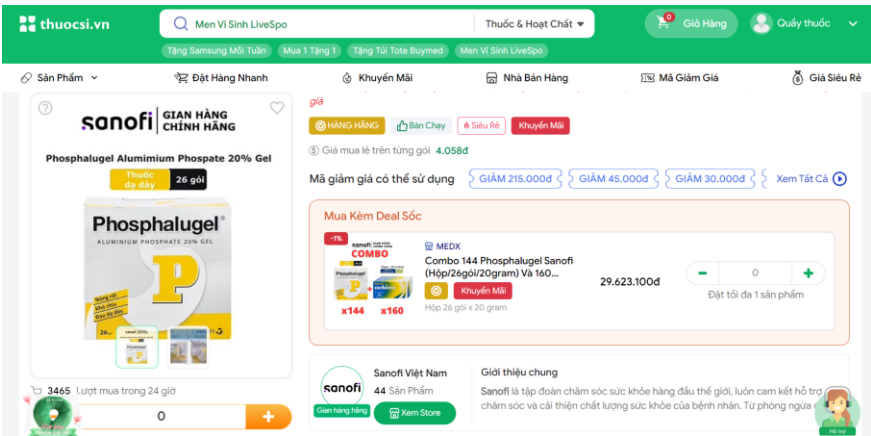
Mr. Long Huynh, Long Huong Pharmacy

“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 Deep Experience in Healthcare, Backed by Regional Investors



Mr. Nguyen Huu Minh Hoang
CO-FOUNDER AND CEO

Mr. 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. 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.

Ms Duc Nguyen

COMMERCIAL DIRECTOR

- 20+ yrs experience
- Previous: Pharmacy, Sonion

Mr. Duong Vo

TENDER DIRECTOR

- 25+ yrs experience
- Previous: Dapharco, Vimedimex

Mr. Nikhilesh Deshpande

STRATEGIC PROJECT DIRECTOR

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

Mr. Tung Phan

RETAIL OPERATION DIRECTOR

- 20+ yrs experience
- Previous: Pharmacy, Nguyen Kim

Mr. Trung Huynh

NEW RETAIL DIRECTOR

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

Mr. Matthew Schone

PRODUCT DIRECTOR

- 15+ yrs experience
- Previous: Lazada, ESSOR

Mr. Chieu Bui

CFO

- 20+ yrs experience
- Previous: Pharmacy, ABA Cooltrans

Mr. Nguyen Pham

INVESTMENT & PARTNERSHIP DIRECTOR

- 25+ yrs experience
- Previous: VinaCapital, Agimexpharm

Backed by top-tier international investors



2. Making Impacts



Connecting Stakeholders in the Ecosystem to Solve Complex Issues



Supply chain transparency: At Buymed's warehouse, each product is managed with a unique QR code — a key part of the company's strategy to combat counterfeit drugs by ensuring full traceability from manufacturer to pharmacy.

100%

PRODUCTS WITH QR CODE

100%

INVOICE COMPLIANCE

“Duoc Khuc” - the first-ever event uniting 200+ traditional pharmacies in a space where entertainment met business strategy. It marked a new chapter for the pharmaceutical industry, outlining a clear digital transformation roadmap backed by Buymed.

200+

Large Pharmacies & Pharmacists



“Pharmacies: The Next Era” - 2024's biggest industry event, sharing key trends, learning opportunities, and networking to support pharmacists in driving digital transformation and sustainable growth through innovation and collaboration.

800+

Pharmacies & Pharmacists



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



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
itviec

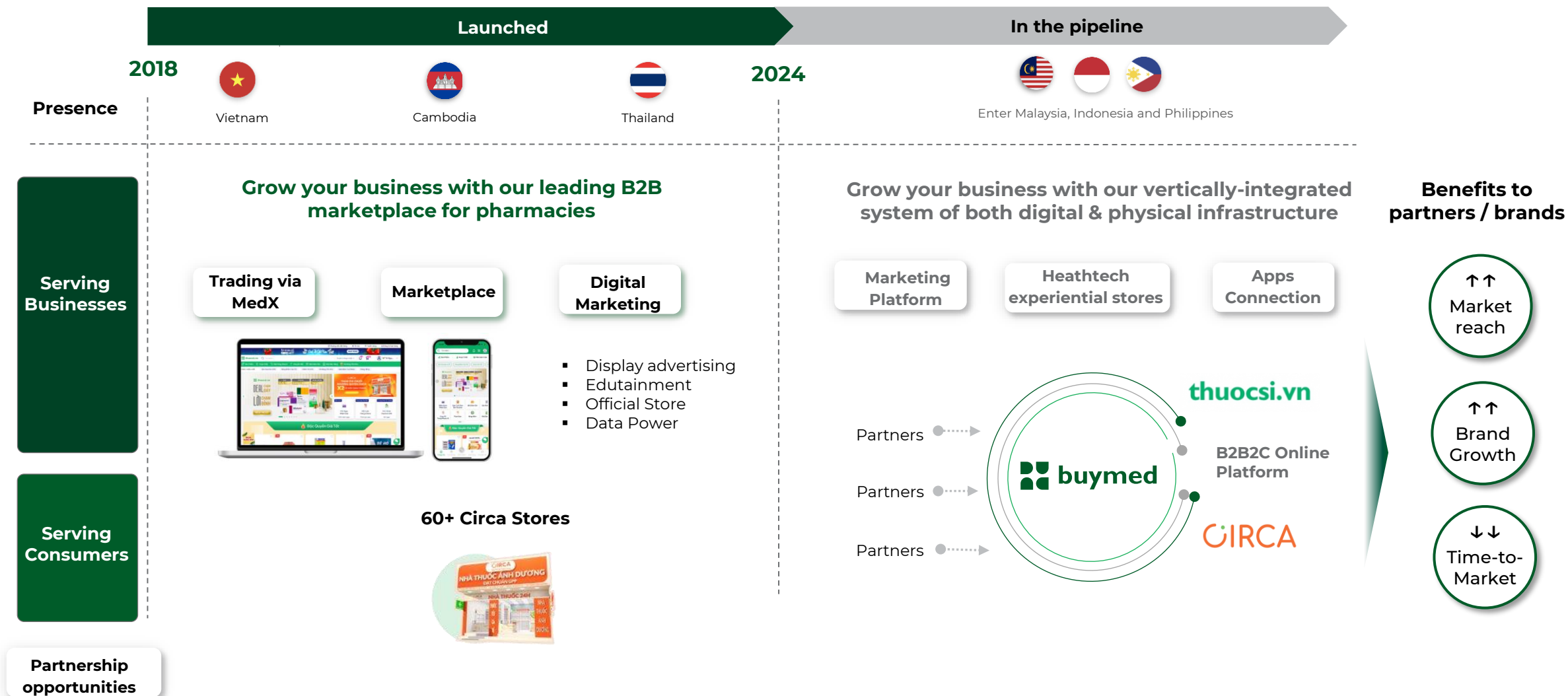
2024 • Certification of Recognition for Environmental & Social Impact

Top 200 Sao Vàng đất Việt

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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