

# 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



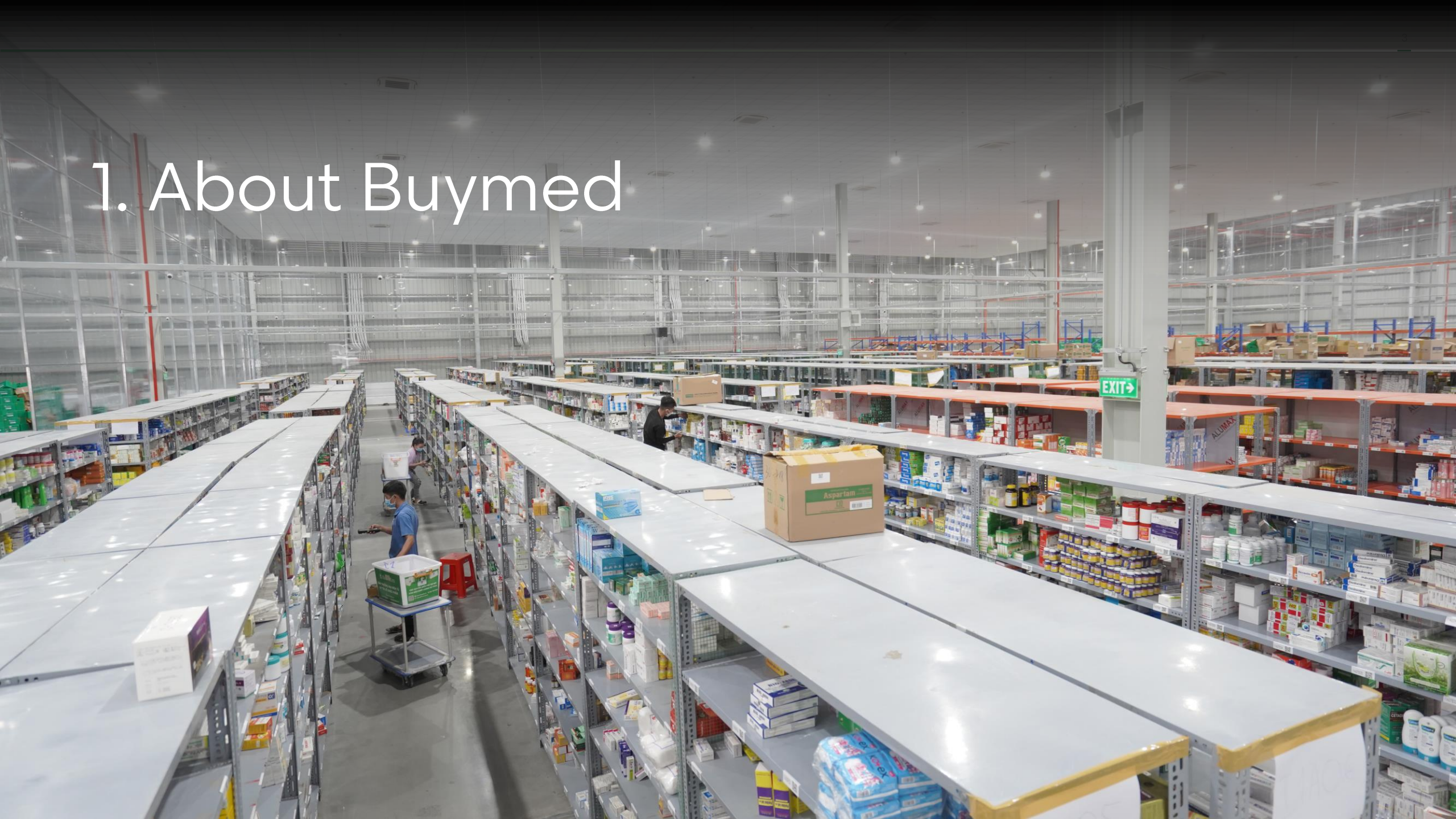
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# 1. About Buymed





# 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 Pharmacies<sup>1</sup>

**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

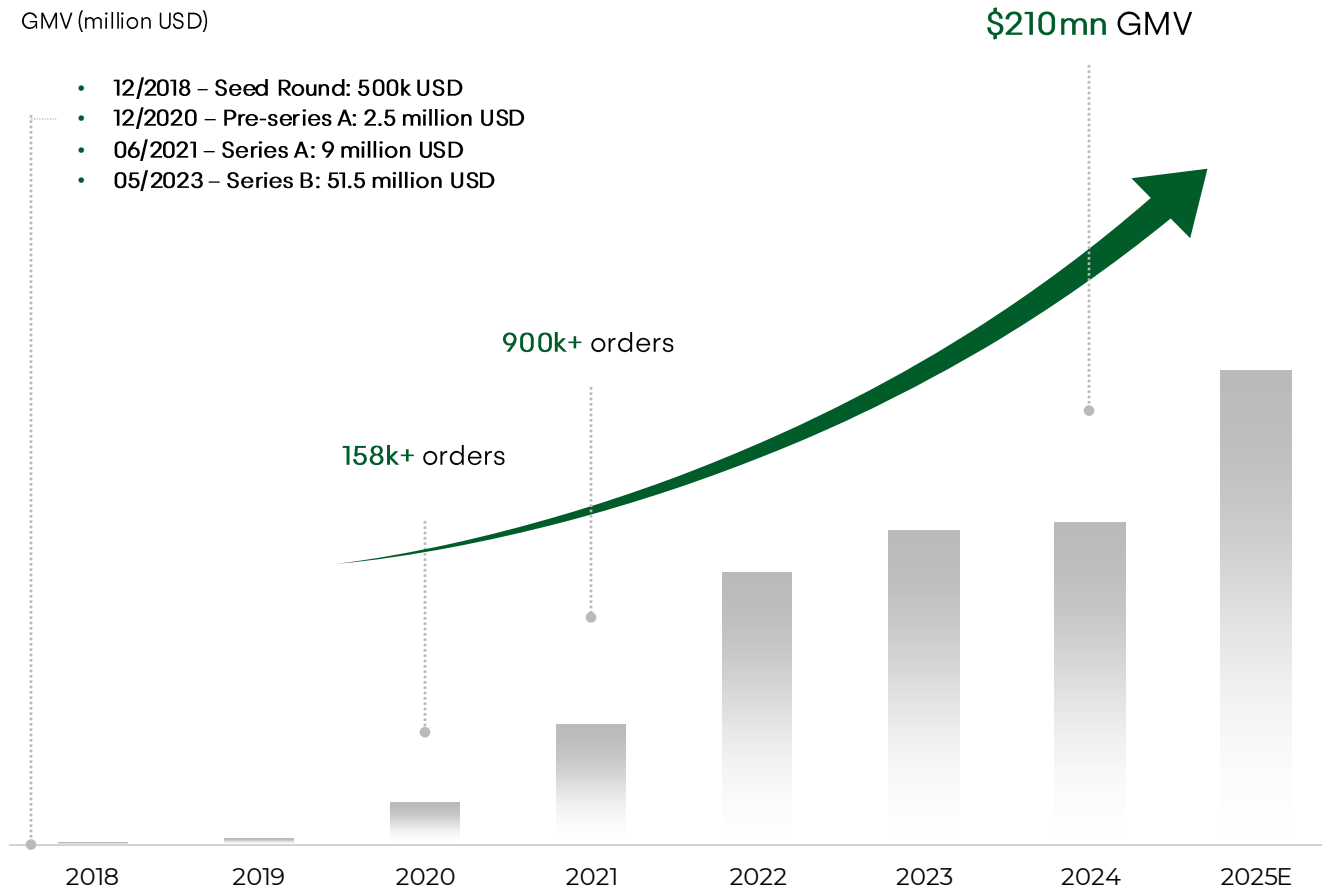


# Our Track Record of Rapid Expansion

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



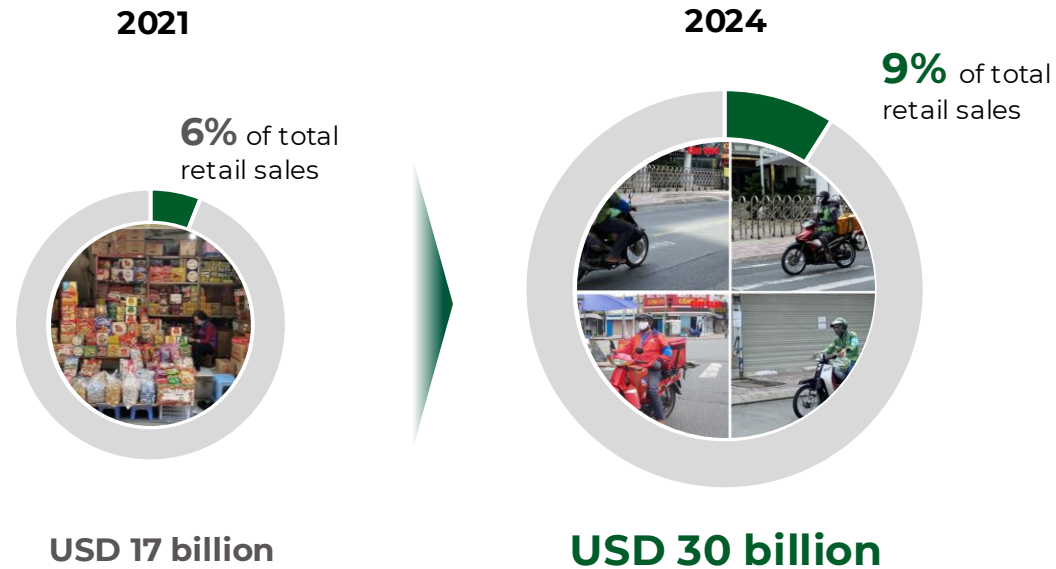
### Legends:

- 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



**3rd**  
Largest e-comm  
market in SEA

**79%**  
Internet penetration  
rate

**61M+**  
E-commerce  
users

**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

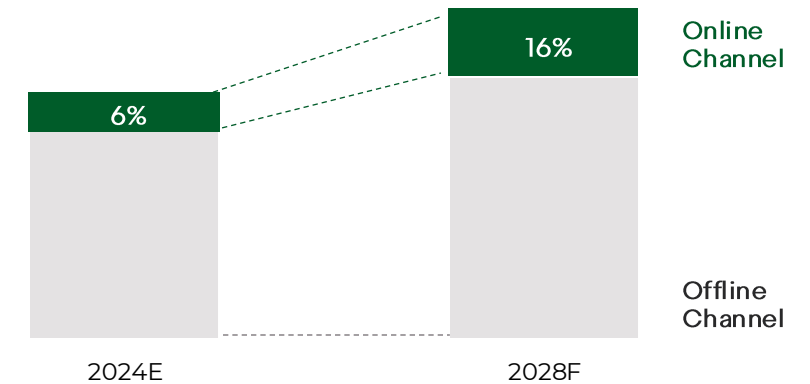


Exponential growth of smart phones usage



Inefficient traditional distribution model

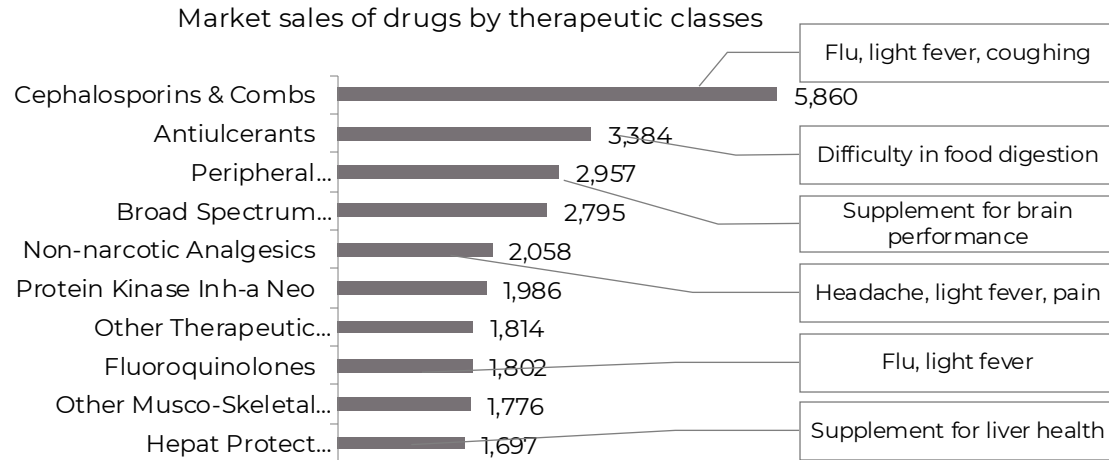
Vietnam Pharmaceutical Market



# 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

**1,100** counterfeit and intellectual property violation cases in drugs, supplements, etc. uncovered in 2025



## ... 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

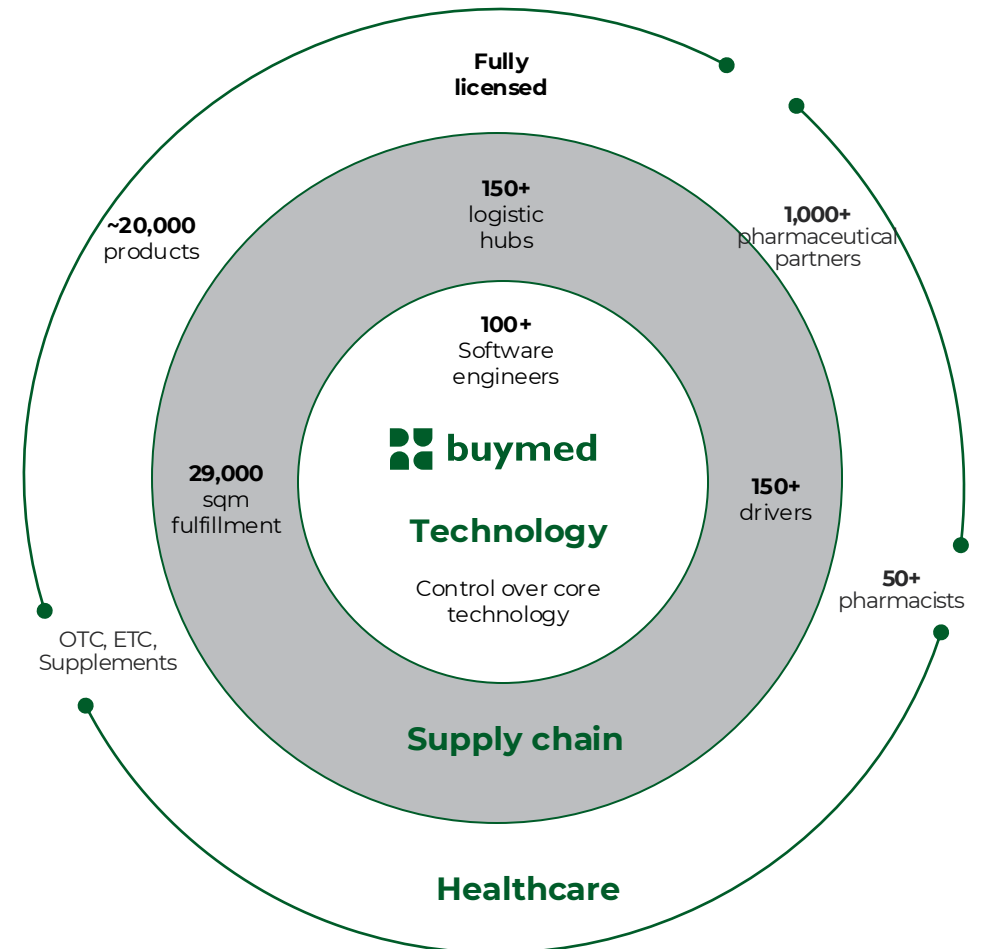
Combining Healthcare, Technology & Supply Chain Capabilities

**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**

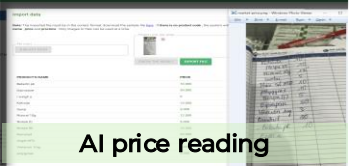
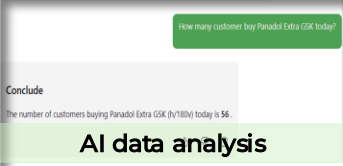
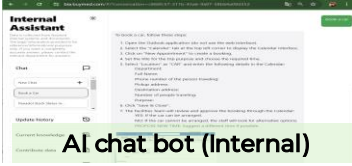

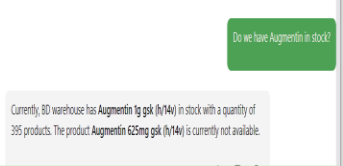





# Shaping the Future of Pharma Distribution with Groundbreaking Innovations

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
 <p><b>AI price reading</b></p>	 <p><b>AI data analysis</b></p>	 <p><b>AI chat bot (Internal)</b></p>
 <p><b>AI contract validation</b></p>	 <p><b>AI inventory query</b></p>	 <p><b>AI CS agent</b></p>

Case Study



**Buymed AI Assistant**

**24/7 & Instant** support

Able to **understand complex context**

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

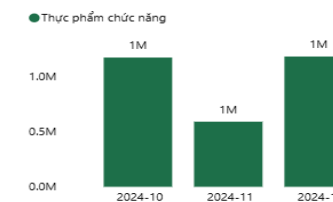
**Empower manufacturers and brand partnerships with real-time market intelligence**

**What Pharmacies buy**

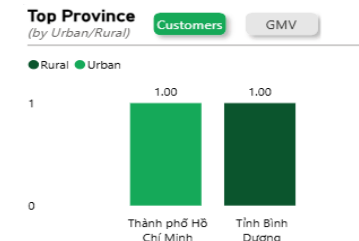
product_id	product_name	product_category	GMV
11371	Alpha-chay sanofi (h/30s)	Thuốc	40,196,551,758
112019	Magne B6 Corbiere Sanofi (h/50s)	Thuốc	29,911,162,902
111361	Enterogemina 2 billion/5ml sanofi (h/p/2...	Thuốc	26,242,887,253
112006	Calcium carbonate extra sanofi (h/p/300mg...	Thuốc	25,441,187,314
11371	Alpha-chay sanofi (h/30s)	Thuốc	24,559,682,793
112019	Magne B6 Corbiere Sanofi (h/50s)	Thuốc	15,401,167,767
112019	Magne B6 Corbiere Sanofi (h/50s)	Thuốc	14,703,689,860
2296	Nadamine sanofi/aventis (h/80s)	Thuốc	10,713,838,100
111361	Enterogemina 2 billion/5ml sanofi (h/p/2...	Thuốc	7,896,917,903
11371	Alpha-chay sanofi (h/30s)	Thuốc	5,896,381,643
111361	Enterogemina 2 billion/5ml sanofi (h/p/2...	Thuốc	4,742,476,116
112011	Calcium carbonate extra sanofi (h/p/30...	Thuốc	4,552,655,021

**When Pharmacies buy**

**GMV Trending**  
(by Category)



**Where Pharmacies are at**



**Instant Sales Tracking**

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

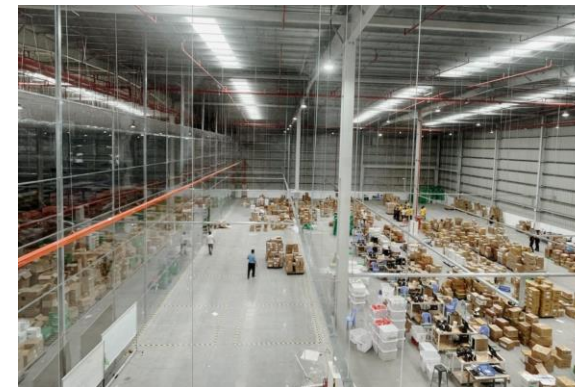
**Optimized Inventory & Demand**

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

**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**

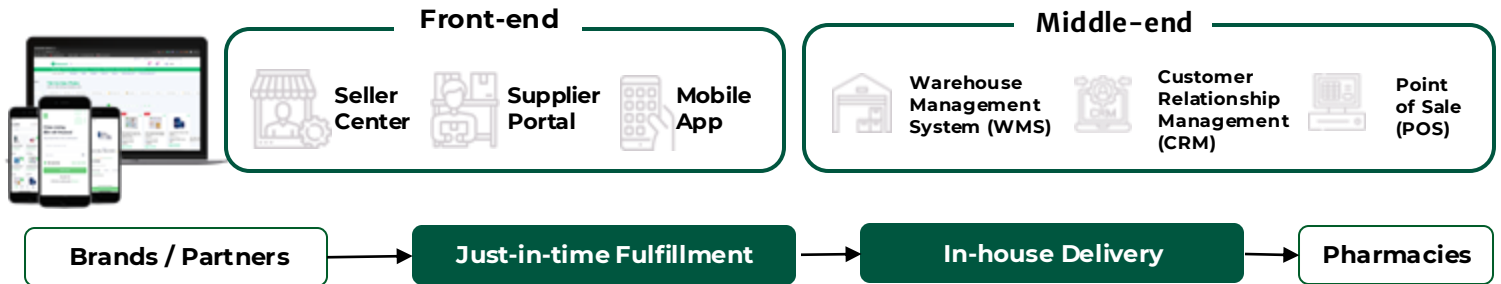
E-commerce  
license

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



# Prominent Choices for Brands Targeting Health-Conscious Consumers

Trusted Platform of 1,000+ Partners

## Pharmaceutical products

80% GMV

1,000+ partners

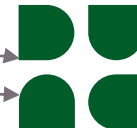
sanofi GSK NOVARTIS

AstraZeneca SERVIER  
moved by you

AGIMEXPHARM OPC  
Thiên Nhiên & Cuộc Sống

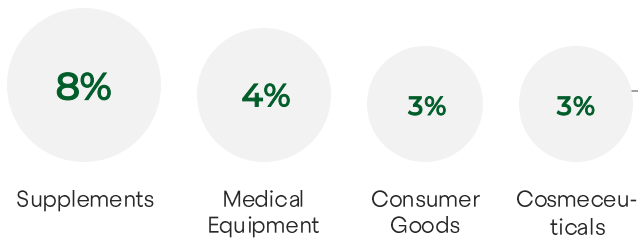
Bidiphar IMEXPHARM

~20,000  
products



## Other products

20% GMV<sup>1</sup> 2024



## Serving Businesses

thuocsi.vn

31,000+

Active pharmacy customers

1,589,000+<sup>2</sup>

Visits per month

94,000+<sup>3</sup>

Average monthly orders



## Serving Consumers

GIRCA

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

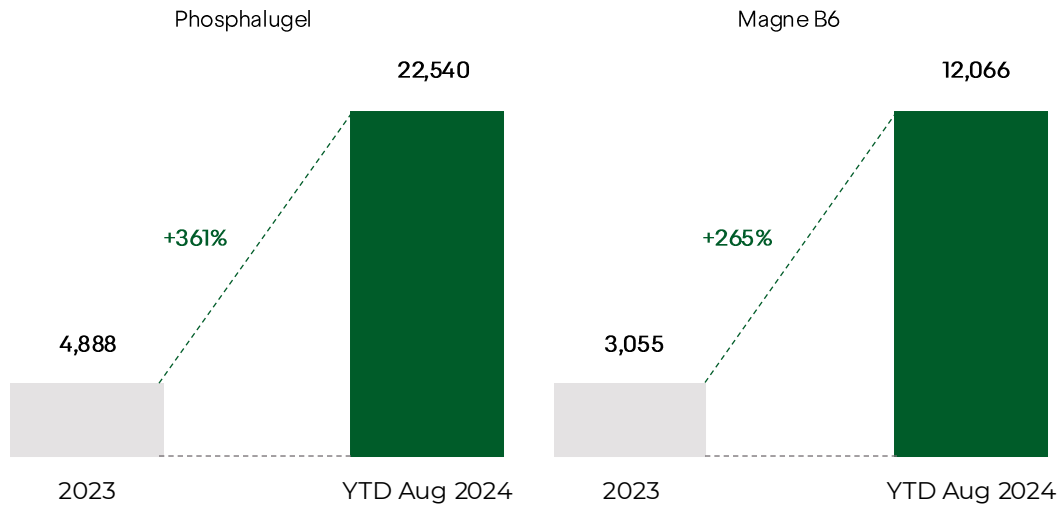


# Delivering Significant Impacts to Our Customers

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

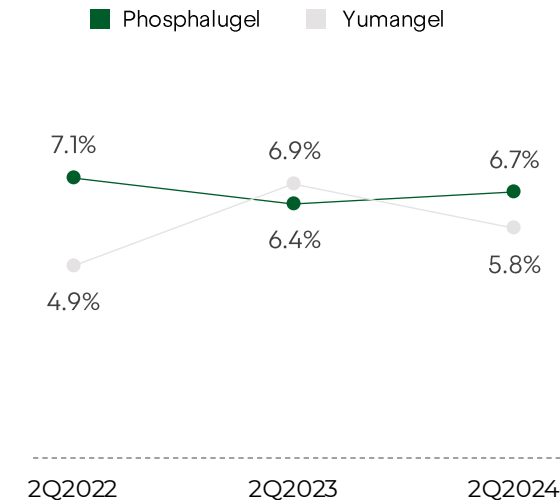
## Distribution performance boosted

(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”

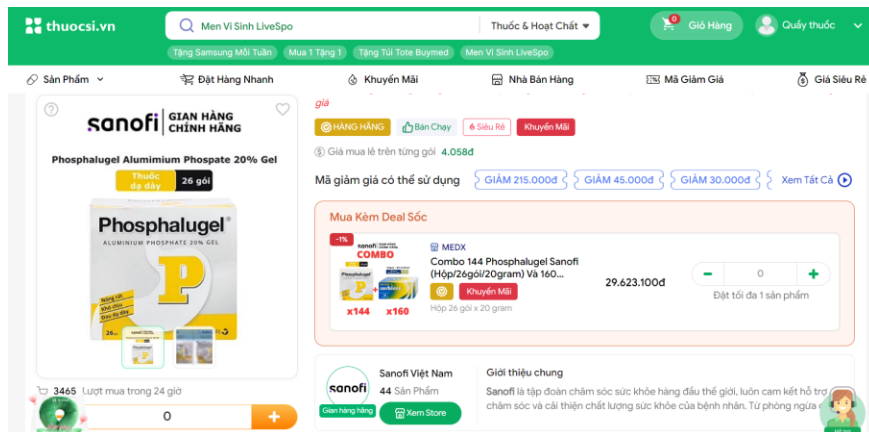
**Mr. Long Huynh, Long Huong Pharmacy**

“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

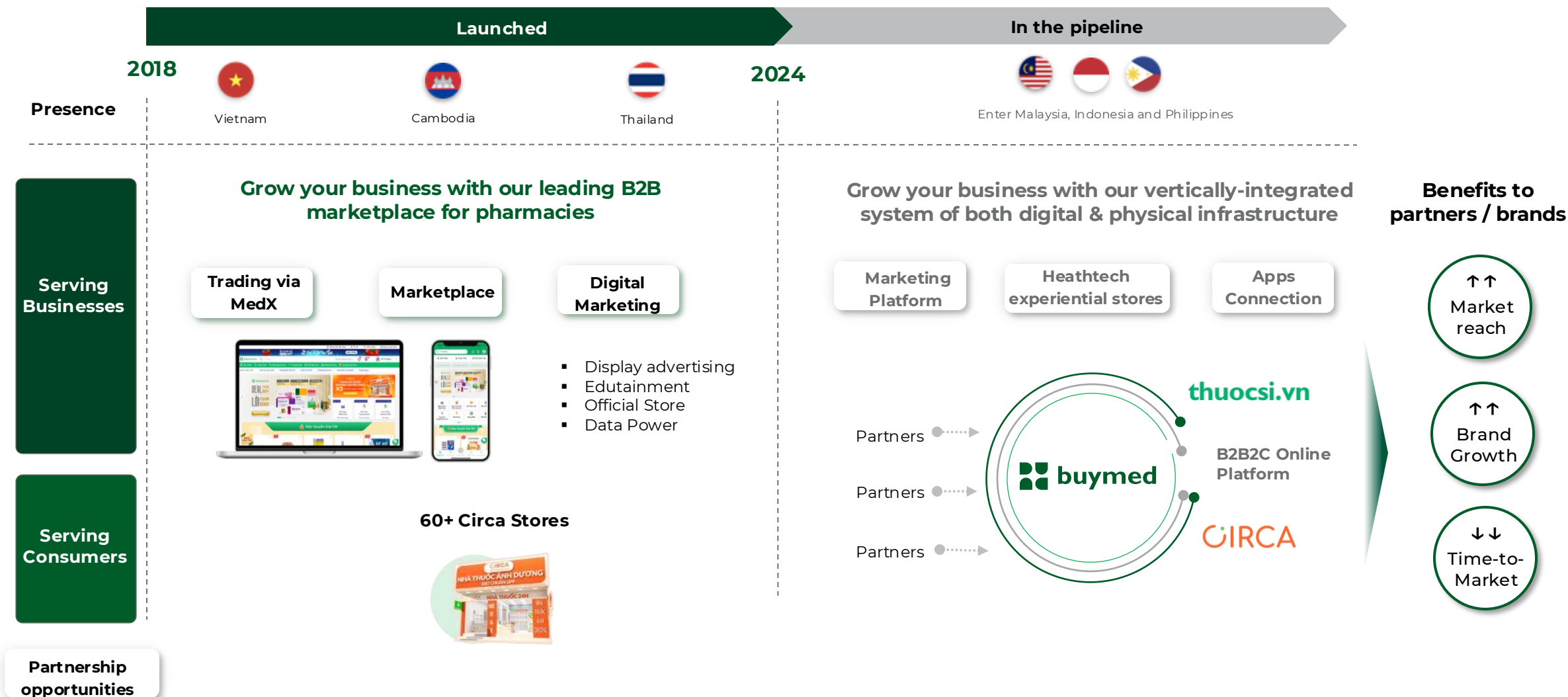




### 3. Partner With Us



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







*“Significantly impact healthcare by solving complex issues”*

Contact us

BUYMED GROUP

Vincom Dong Khoi – 8<sup>th</sup> Floor

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

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