

KIMALEYE

KIMAL INTERNATIONAL NEWSLETTER

Kimal Opens Middle East Office

I am happy to report that we opened our first Middle East office on the 1st July 2001 in Sharjah' just a few miles outside Dubai and in the building of our agent "City Pharmacy".

We are very excited to take this important step in our Middle East activities. This will give an immediate increase in our coverage and day to day contact and will mean more regular visits from myself. Obviously it will take some weeks to unpack and get ready for business so please keep this in mind. Our plans will certainly mean extra concentration in the areas of equipment and procedural packs being the areas of potential growth.

My regular training meetings have now commenced, with the first being in September of this year. The next will be in February with the final meeting to occur in June. It is quite possible that additional training meetings may also be arranged during 2002. We intend to involve Arrow very much in these meetings, especially the former ones and I have asked for high calibre people to attend and participate at these sessions. I have also asked for visits to the various areas from the senior management, which is well overdue. The first of these meetings will concentrate on HemoSonic and Intra Aortic Balloon pumping. For the other two sessions it would be great if you could all give me some feedback as to your needs and preferences for the following two meetings.



Brian Deane

It is interesting from the feedback from our various distributors/friends that this action has been positively received and hopefully will be the start of a much improved communication and faster feedback. The timing for these changes coincide with the introduction of our new computer base, which is "state of the art" technology, that facilitates instant information. To mention just a few: Order tracking, stock availability, account status and custom pack items.

We look forward to meeting you all again during 2002 and welcoming you to our new Dubai office.

Brian Deane



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Your Newsletter - The Future

Please accept my apologies for the delay in publishing this edition of the newsletter. It was due out earlier this year; however, due to personal circumstances I was unable to edit it until fairly recently.

I hope you enjoy reading this edition and find the articles both useful and informative. These are clearly some exciting times for Kimal and our customers.

In the next edition we will include articles on our attendance at "The World Congress of Intensive Care" in Sydney, Australia - where we launched the prototype Hygieia Ultima. A review of our attendance at Medica 2001, where we introduced our new International Exhibition Stand and many other interesting items.

We will also be running a preview article on our presence at Arab Health from 26th to 29th January 2002.

In the meantime, enjoy this edition of "Kimal Eye" and we all at Kimal wish you all the very best for the coming season.

Ken Findlay
Marketing Communications Manager

Middle Eastern Sales - A Few Highlights from 2001

To date, 2001 has been a very good year for Middle Eastern sales - so thank you very much!

We received an order of \$1 million from Iraq for Renal Access products. These are to be supplied and Paid for through the "United Nations Oil for Humanitarian Needs" scheme.



Our 1st pack order from the Sheikh Khalifa Medical Centre in Abu Dhabi. This order is destined for their Radiology department.

More orders from other areas in this hospital are anticipated.

The Dubai hospital ordered our Epidural pack containing the Arrow Epidural catheter and needle together with gowns and other components from Kimal. This is our first Epidural Pack to be sold in the Middle East - we look forward to more



orders following in City Pharmacy's footsteps.

We are now supplying Adult and Paediatric Cathlab packs to Gulf Medical in Riyadh for use at the King Fahd

National Guard Hospital. This is in addition to Gulf already supplying their own Angio Suite to the hospital. Well done Gulf Medical!

Brian and I attended IranMed in Tehran as exhibitors. We successfully raised the profile of Arrow's Intra Aorta Balloon Pumps and their Haemosonic monitor.



We also introduced the Customised procedure pack concept to this ever-growing market.

The number of tenders received and processed by the department

during the year has reached an all time high. As you all know these are time consuming, so please send all tenders in as soon as possible. This will then give us sufficient time to negotiate any special price deals and arrange for custom samples to be made.

It will also be greatly appreciated if, before sending any enquiries to us, you note your preferred product code numbers on the forms.



Additionally, an indication of the previously awarded price and to whom it is available will assist us

in focusing on those areas where pricing is the key to success. Your continual help and assistance in this area is appreciated and benefits us all in the tender business we achieve in the Middle East.



Improving Services for Everyone



Ken Findlay

In December of 2000 we signed an agreement that will significantly impact on our ability to benefit you as customers for years to come.

The agreement is with an organisation called IFS (Industrial & Financial Solutions). IFS provide E-Commerce solutions for organisations wishing to further advance their system capabilities. They prefer the terminology C - Commerce (collaborative commerce) as their solutions work via a partnership between themselves, their partner organisation - Kimal, and our partners who in this case are you - our international distributors.

Collaborative Commerce is also our preferred terminology and will be our term of reference in the future.

The new system will replace our current System 36 purchasing operation and it is Microsoft Windows based. From the launch date we will be able to access order transactions from the initial stages right through to delivery to you as customer. Importantly, there will also be total interaction between our Head Office here in Uxbridge and our manufacturing plant in Bromsgrove, West Midlands.

All of the above will dramatically improve our ability to process orders speedily, re-order stock, minimise wastage and will make us more cost effective.

Finally, on a personal note - attending the LDV Vans Trophy Final at the Millennium Stadium in Cardiff , Wales with my nephew to watch our favourite football team - Brentford FC was fantastic. On the downside, we lost 2 -1. Well, you can't win them all.

Martin Bailey

As a consequence you will see an even more efficient operation from Kimal when we come to process your orders. This improved efficiency will, as a further consequence, benefit your customers.

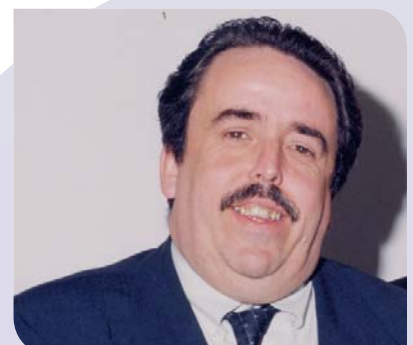
You may be suitably impressed by what you have read so far, however, I have left the best to last!

In due course, following our 2002 launch of this system, you as distributors will be able to order your requirements on line - direct from our purchasing operation. This means that you will be able to place your order and track it's progress until it reaches it's final destination - your warehouse!

We will furnish you with more detailed information as time goes on. This information will specifically relate to your particular needs and circumstances. However, in the meantime, we hope you are as excited as we are in seeing this new system develop and we look forward to launch day with excitement and anticipation.

By the way, we will launch STAGE 1 in the first quarter of the new calendar year.

Ken Findlay



Martin Bailey



IFS - A Purchasing Perspective

With the implementation of the IFS enterprise software, our ability to both respond effectively to increasing customer demands and manage the integration and performance of our entire supply chain will be greatly enhanced.

Overall, our new facility will enable us to streamline and adapt our supply chain to match internal production requirement and your, as our customer, needs.

The integration of such an advanced system allows internal management of manufacturing and supply processes to a high level through the use of both MRP and master Scheduling of products. Both methods are directly linked giving management access to online immediate information. This allows exceptions to be isolated and dealt with efficiently and in a timely manner. Furthermore, we at Kimal will be able to link directly with supplier systems via the internet for faster communications - each system "talking" to one another passing relevant information on a timely basis.



Steve Crouch

The IFS system allows pre-determined (alarms) where supply issues can be identified before becoming an actual problem at either our distribution or manufacturing sites. Thus once again improving our ability to improve overall standards of care for you, our customer.

Our decision to select the IFS system was made after considering many different factors, one of those encapsulates what we are striving to achieve - "Best of Breed"

Watch this Space!

Steve Crouch
Purchasing Manager



James Heritage

Europe - an Exciting Challenge

As you will have read in the last edition of the International newsletter I have new responsibilities in Europe.

This is proving to be an exciting challenge and a very busy one! I appreciate the support that I am receiving from you the distributors and I am particularly pleased to start with a new pack in Portugal - Well done to all at Medijope.

Having also retained the Access products I have been busy with congresses related to this field and attended the Nordic Nephrology congress with Jens Poulsen of Vi-Care. A small but worthwhile meeting and I hope it will lead to many orders for Vi-Care and our other Scandinavian distributors.

Wishing you all continued success.

James Heritage

The New IFS System - A Customer Service Viewpoint

All of us in the International Customer Service Team at Kimal are really excited about the forthcoming introduction of our new, state of the art computerised purchasing system. However, although we are excited about how it will benefit us at Kimal, we also know it will benefit all of our international customers by improving the speed and quality of information available to you.

Specifically, we feel that with the introduction of the new system, we will be able to offer you all:

An even more intense focus on achieving sales

A speedier turnaround on order processing

A more informative and fluent system

Increased flexibility

A more structured approach to the sales ordering process

More selectivity when ordering from Kimal

Seamless links to Kimal internet activity

All of this will be available to you all early in the New Year, as well as those important factors you already expect and receive from Kimal:

A Professional, Efficient and Friendly Service.

We look forward to working with you in 2002.

Linda Palmer



Linda Palmer



Boston Scientific & Kimal - A New Partnership

It is always good to bring good news about developments in our procedure pack programme but this is particularly pleasing news as it has taken 4 years to achieve! From June of this year, we at Kimal began distributing the Boston Scientific Namic Brand within the UK and Ireland.

For a large part of the year 2000 and 2001 both Alan Press and myself were negotiating with Boston Scientific to take over the distribution of Namic kits and standard components within the UK and Ireland. This was a difficult exercise in our early meetings because both companies held deep seated beliefs about the other competitor and we had to change some old thought patterns! The recognition that Kimal has established a leading market share in the UK and Ireland was the basis for this deal. Kimal also recognise that Boston Scientific show market leadership in the sales of stents and balloon catheters - this is a market in which we at Kimal cannot successfully compete. Our new agreement also covers the sale of some 14,000 custom procedure packs for Interventional Cardiology and radiology departments. It became clear during our early discussions that Kimal are able to manufacture packs more cost effectively than Boston's current supplier and combines a higher level of knowledge about procedures and has a UK sales force of well qualified sales people.



Working Together in the UK and Ireland

The Namic brand is of Fluid Management Systems an outstanding product range and was the original manufacturer of the disposable manifold system, which is at the heart of the cathlab kit. The Morse manifold is still a market leader. Other leading innovative Namic products include the Compensator manifold with integral transducer and the Contrast Controller and squeeze that save contrast preventing air ingress into the coronary control syringe. There are a number of significant benefits in using Namic kits which significantly reduce the chances of air bubble formation and ensure smooth fluid flow.

The result of the partnership is that we are now selling the range of Namic standard components., Manifold Kits and initially we have been stocking Boston Scientific's existing stock of procedure packs. The 14,000 packs are being changed over to Kimal designs. Our objective was to move this business over as smoothly as possible and to add value to our total business - an objective currently being met! In return, we at Kimal, have committed to switch a percentage of our manifold kits over to the Namic design. This will give our customers the advantages and benefits of the superb Namic brand.



Tim Boddington

We launched the partnership publicly at the British Cardiology Society meeting in May of this year. We used the logo "Namic Kit included" and this concept is still being used for future Namic initiatives.

What does the future hold? We have met all levels of management within Namic and Boston Scientific including the Senior Vice President for Europe. We will continue to work through the programme to ensure that our customers receive the products they need. For some of our customers, our new partnership has been described as "a marriage made in heaven", customers such as St George's who currently use both Namic kit and Kimal packs in both Cardiology and Cathlab departments.

We believe there will be some new exciting new opportunities..... new territories internationally, opportunities in new markets such as Neuroradiology as well as collaborative manufacture with Namic's factory in Tullamore, Ireland.

Watch this space! I will keep you informed.

Tim Boddington

Kimal plc, Arundel Road, Uxbridge,
Middlesex UB8 2SA England

Tel. +44 (0) 1895 270951

Fax. +44 (0) 1895 274035

Web Site. www.kimal.co.uk