



Newsletter March 2007

Subject: We celebrate the independent national distributor

Dear business partners and associates,

Curas Ltd. has a robust and committed international sales channel structure: We work with, in each country, a nationally and exclusively appointed Curas distribution partner.

Our partners are carefully selected among the best and leading national healthcare providers that each country can provide. We have known these - very trusted - companies for years, and we will service them for years ahead.

While many companies in the industry have worked towards so-called Direct Sales; where each manufacturer of medical devices owns and directs the national sales operations, has Curas Ltd. - decisively - moved in the opposite direction: We are today closer and more committed to each national distributor than ever. Certainly this is unusual at a time where relationships are threatened by wide spread short-term thinking, ongoing - disruptive - changes in many companies' ownership and shifting direction and customer focus.

Curas believes in the services, strengths and customer satisfaction achieved by the professional and hard working distribution companies. Yes, we go one step further: We salute the success of these companies. We are honoured by their continued co-operation and association with the Curas name.

Customers of healthcare products and services will all over the world see how the innovation by the best national distribution companies keep pushing the boundaries for what they have to offer the market. With satisfaction and excitement; we note the ongoing effort:

- Offer entire product solutions
- Promote new cross-supplier procedure kits
- Provide in-house, at ward / dept. level, supply arrangements
- Supportive product training and expertise
- Commitment to secure safe and cost-effective product conditions.

We are delighted to award this Newsletter to the many men and women, working with national distribution of medical products, who – every day – are making it possible for healthcare institutions to function and for customers and patients to benefit from the Curas brand and new products.

- Thank you, national Curas distributor.



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