

## Newsletter Sept 2006

Subject: Web page

Dear business partners and associates,

Curas Ltd. is pleased to inform you that curascare.com has been launched. Monday 25 SEPT 2006 marked the first business day supported by Curas' new web page. The overall plan for our web service and business shows a continued dedication to on-line aspects. Therefore Curas Ltd. will accelerate further our investments into necessary on-line features.

Our **short term aim** is that this, the first, generation web page shall support our business in the following ways:

- Offer information about Curas to potential and current distribution and supplier partners.
- Convey our business values and First Comes Trust™ message.
- Establish the News section as the logical gate to continued updates from Curas.

It is our overall target that our business model develops to be always increasingly cost effective:

Our **medium term objective** for curascare.com is therefore, throughout 2007, to establish new features which will support our b2b activities, because Curas is internationally a dedicated b2b company. To reduce costs we strive to establish as much to be online as possible.

Thus our medium term ambition is to provide our exclusive national distribution partners with relevant information around the clock; - no matter if our partners are looking for e.g. product or logistical information.

As far as a **long term web strategy** goes; we wish to increase our b2b support to our exclusive national distribution partners: This we can do when we run also end-user & patient marketing - for the Curas brand, for our partners...

I.e. we will support our exclusive national distribution partners to reach out further, thus help create product preference on their national level – because we believe that this will add significant value and no one can manage & run it as cost effective as Curas' marketing dept. in Malaysia.

Please enjoy and take advantage our new web page; it's there for you.



### Europe

Curas Ltd. (HQ)  
23a Ridgeway Road  
Bristol BS41 9EY  
England



### Asia Pacific

Representative Office  
Suite 9.07, MWE Plaza  
8, Lebuhr Farquhar,  
10200 Penang Malaysia



### International

info@curascare.com  
www.curascare.com