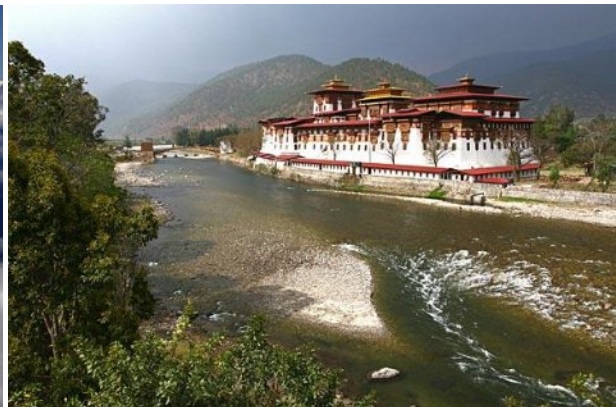




MUST Healthcare Company Profile



In service of a healthy Bhutanese lifestyle

Company Overview:

Company Details:

MUST Healthcare registered under company act License No: 1003039.

Registered with Health Ministry under certificate No: DVED/RC/2012/047

What We Do:

We have started this company to give an alternative and a qualitative choice of healthcare product for a healthy lifestyle and user-friendly products. The government's strong policy of private sector development and limited in-country capacity and capability in healthcare business encouraged the establishment of this company.

The company will only partner with reputed and reliable firms from India and abroad that can contribute towards a safe, reliable and sustainable development in line with our development philosophy of Gross National Happiness. The challenges that the country is facing due to rupee crises, corruption, and supply of substandard and fabricated healthcare products (Non Drugs) in recent times further motivated us in the formation of this company.

After sale services is an important element in such business for total customer satisfaction. In view of that an engineering and maintenance division has been created to provide after sale services on medical and surgical equipment supplied and sold.

Who are Our Customers:

With annual real GDP growth of 8.5%, the country has been ushered into new millennia of growth and prosperity. Individual purchasing power has risen and people have become very health conscious. However, prosperity and wealth comes at a cost with life style related ailments and diseases. The company through its supply and retail business will therefore target the following markets:

1. Government Hospitals
2. Military hospitals
3. Private health centers
4. Hotels and resorts
5. Walk in customers
6. NGO,s and other organizations

Where and Why:

MUST Healthcare established and launched its operation in the capital city of Bhutan, Thimphu on 1st September 2012. We are here to stay, make our presence felt and create a brand. MUST Healthcare will contribute to nation building and GNH values with employment opportunities, qualitative supplies, economic viability and sustainability and in-country product development in the near future.

Our Goal and mission Statement:

Our mission is to create a brand that would be synonym to health and medical needs of the population. Our goal is to provide the following 4A's:

1. Access to healthcare products to monitor, maintain and promote a healthy lifestyle
2. Access to affordable products
3. Access to products that come with excellent pre and post sales service
4. Achieve annual minimum growth of 60% for the next five years.

Core Competencies:

At the core of the company values is the HR. MUST Healthcare is very proud to have a team that is well educated, qualified and skilled people under its banner. It is also the responsibility of the management to make the team productive and make positive turnovers for the company. MUST Healthcare operate to make a positive difference to the lives of its consumers and thereby promote healthy living and safe recovery.

The company Director (operations) a Bio-medical engineer (Masters in Engineering management) by qualification has +20 years of experience in the government to address technical issues related in this business. The other Director (MPH + MBA) has 10+ years experience in Health.

MUST Healthcare deals directly with the manufacturers and that too of reputed and certified healthcare products to enable us to offer the best product at the best price with efficient and reliable after sale services.

We are regularly in touch with our customers through formal and informal meetings. Their feedback enables us to improve our sales and service. In collaboration with our partners, we regularly conduct CME, workshops and trainings for our clients with or without any business.

Company Structure

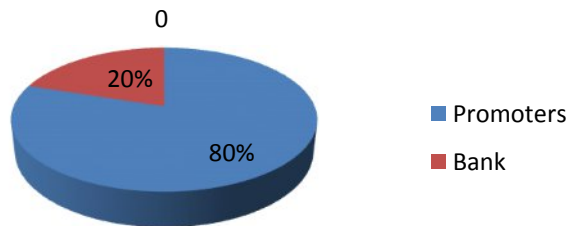


The company chairman has served in the Judiciary for more than 30 years and resigned as a justice from the high court.

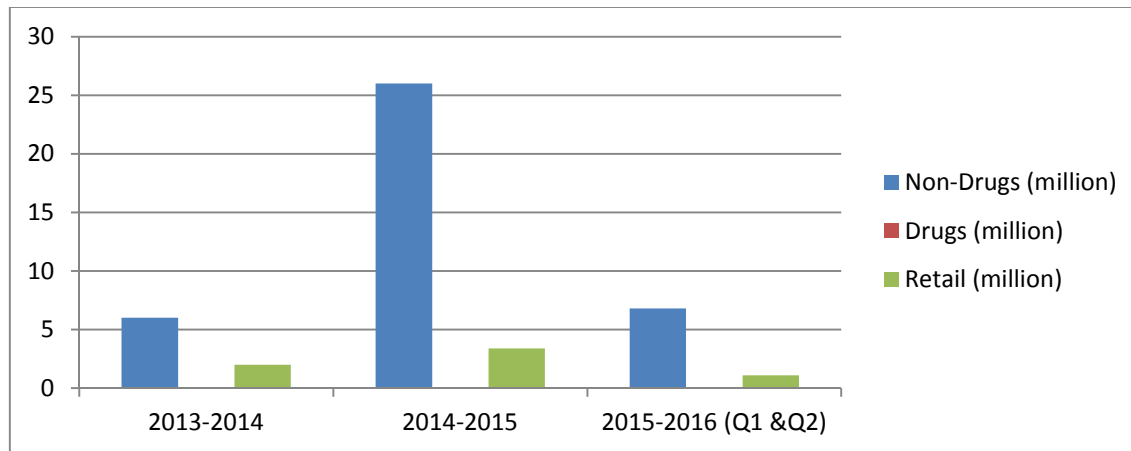
Financial Stability:

MUST Healthcare is a private company with financial contribution of 80% by the promoters and 20% from bank. The initial capital investment has been distributed and appropriately marketed within the companies' financial investment plan.

Investment Structure



The owner has fixed assets and convertible bonds far more than USD 1,000,000.00 that far exceeds the requirements of the valuation bank for their support in such business. The company is therefore in a better position to further invest in the company if required and necessary. Supporting letters from the state bank, "Bank of Bhutan" and Bhutan Development Bank guaranteeing and committing to support the company with financial assistance further reiterates the reputation and stability of the company.



Products and Services:

The company through its retail and supplies business and with its reputed and certified channel partners in India and abroad will promote and supply **Non Drug** goods and services to individuals, Government hospitals, private health centers, institutions and other organization.

The company through its retail business plans to stock and sell all **Non Drug** products that are related to or even slightly related to the well being, health and healthy lifestyle of humans. Although the government provides free health care service, MUST Healthcare will provide a better and a superior choice to the population for their well being and health.

The company through its engineering and maintenance section together with its professional channel partners will cater to the needs of the customer for total customer satisfaction. The company will provide pre and post after sale services with installation and guarantee of spare parts.

Keys to Success:

- ✚ Comprehensive customer satisfaction
- ✚ Quality products
- ✚ Effective and efficient after-sale services
- ✚ Reliability and trustworthy
- ✚ Highly competitive and a productive team
- ✚ Environment friendly
- ✚ Effective marketing strategy
- ✚ Effective financial and management plan
- ✚ Efficient and reliable channel partners

Exclusive Distributorship in hand:

- ✓ Medtronics and Covidien, USA
- ✓ OMRON, Singapore
- ✓ Plinth2000, UK
- ✓ FLUKE, USA
- ✓ Allengers, India
- ✓ Otopront, Germany

Number of Employees:

MD	:	1
Director	:	2 (Engineer)
Engineer	:	2
Sales and Marketing	:	3
Admin and Finance	:	2
Total		9

Contact Details:

MUST Healthcare
Building No.10, Flat No. 201
Hebi Lam 3, Changzamtok
Thimphu, 11001, BHUTAN
Post Box No : 237

Telephone : +975 2 337018
Fax : +975 2 336464
Mobile : +975 17119972

Email: musthealthcare237@gmail.com, dashochagyel@gmail.com

Website: www.musthealthcare.com

Contact: Mr. Tshering Dorji
Director

TASHI DELEK