



**SCIENCE, HIGH VALUE SOLUTIONS &
SUSTAINABLE GROWTH**

P R O X I M A

S A L U T E

A SPRIM group organisation

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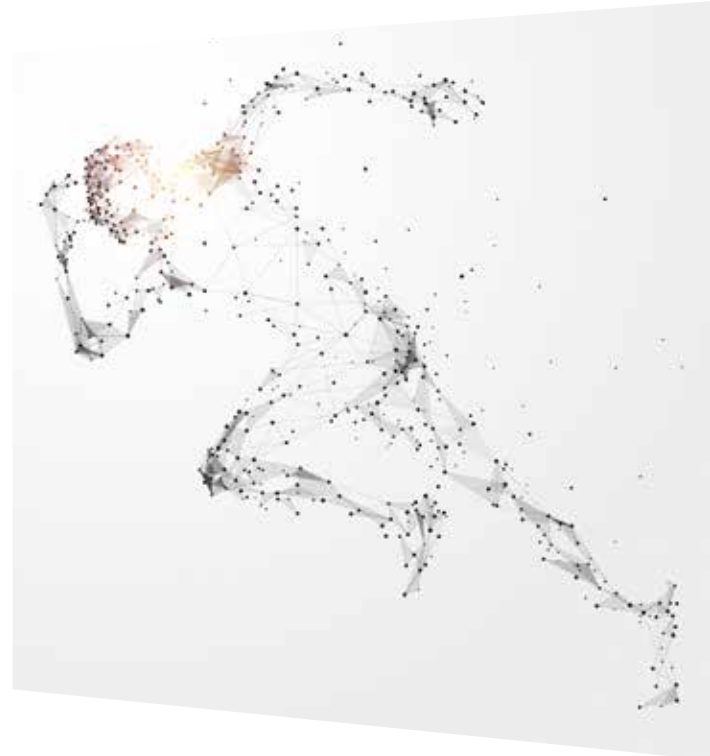


About us

Proxima Salute is an integrated and synergistic organization that oversees all the phases connected to the **commercialization of products that are dedicated to health and wellness, with grounded scientific evidences to back up their benefits.**

In order to guarantee **efficient, methodological and widespread distribution**, Proxima Salute offers a network of agents with scientific background at their disposition: **a motivated, enthusiastic and competent team** that combines sales skills and specific know-how within the health and wellbeing sector, suitable to convey product information and special features.

In addition to the work targeting direct sales and long channels, Proxima Salute is able of managing all aspects concerning the sell-out development of pharmacies, health and beauty retailers and sales outlets within the mass retail sector, by activating geo-localized and omnichannel marketing campaigns.



DRIVEN TO

**TRANSFER BRAND EQUITY
INCREASE BRAND LOYALTY
SELL CREDIBLE H&W SOLUTIONS**

Our services

*“From a strategical perspective, Proxima Salute also oversees the **activation of the Pharmacist** and information **activities for the Specialist**.”*



DISTRIBUTION AND SALES

Thanks to an **integrated supply chain**, a **competent and motivated field force** and **advanced IT management systems**, Proxima Salute safely and widely distributes and commercializes products designed by its partner companies both to pharmacies and to other health professionals **throughout the entire county**. Our sales activities have been analyzed and targeted to guarantee a service that is directed towards **specific target markets**.

A pre and post-sales hotline has been activated to provide our customers with tailored assistance.



COMMUNICATION & MARKETING

Thanks to consolidated expertise in medical & trade marketing within the pharmaceutical channel, our sales support activities include the development of concepts and ad hoc strategies, the creation of **promotional material** and the management of **in-store events**. Each innovative project is created and developed from the **scientific enhancement of the product**.

The Regulatory Team guarantees the validity of the scientific content and ensures the quality of the information conveyed through educational and promotional materials.



MEDICAL-SCIENTIFIC INFORMATION

It is a transversal service, thanks to which it is possible to **involve and maintain strategic target markets** in a complementary manner.

The sales agents, the Communication Team and the Regulatory Team combine their skills to create positive synergies between scientific information and marketing.

**SINCE WE KNOW OUR CUSTOMERS,
WE WANT TO OFFER THEM THE VERY BEST**



**OUR DISTRIBUTION
IS WIDESPREAD AND TARGETED**

**20
REGIONS**

6 000 TOP CLASS PHARMACIES

centre of our network and with whom we have built a constructive dialogue

8 000 PHARMACIES WITH EXCELLENT POTENTIAL

15 000 OUR FIELD OF ACTION

The supply chain

Proxima Salute works with the **best logistic organizations** to guarantee the highest possible standards in the market.



WAREHOUSE

Temperature-controlled storage (-20°C, 2/8°C, 15/25°C)

Advanced anti-intrusion technology

High levels of automation



PACKAGING

Integrated display kit management service, case overprinting, strapping, heat shrinking

Secondary packaging operations to substitute product inserts and cases, application of "Zecca dello Stato" (Italian State Mint) optical labels, assembly of medication displays, labelling



SPECIALIZED TRANSPORT

Temperature-controlled vehicles

Vehicles equipped with top-quality anti-theft protection

Widespread express delivery service in Italy in 24-48-72 hours. Same-day collection and shipping throughout Italy

Computerized transport and delivery outcome management interface



OTHER SERVICES

Help desk

Customer service

Computerized customers' orders management

Health & wellness areas

Health and wellness represent a **growing market**, awash with opportunities to be explored, analyzed and seized: customers are showing more interest in products that are increasingly active, technological and **capable of managing health requirements in a highly valued channel**.



GASTROENTEROLOGY



DERMATOLOGY



ORAL CARE



PEDIATRICS



PRIMARY CARE



GINECOLOGY



IVD & SELF-DIAGNOSIS



NUTRITION

**PROXIMA SALUTE WORKS WITH
HIGHLY VALUED HEALTH SECTORS,
FOR WHICH CORRECT, EFFECTIVE AND
STRONG COMMUNICATION IS FUNDAMENTAL**



*Research into effective and safe products generates a **highly competitive industry**: with this in mind, it is necessary to better **communicate the Brand's strengths** in order to achieve better sales figures."*

We distribute and sell **highly valued products**.

Products in the launch phase to be followed with tailored care, so as to promote them during the launch phase and in terms of Brand Awareness.

Consolidated brands to be re-launched or improved and to increase their market share.



DRUGS



FOOD SUPPLEMENTS



COSMETICS



MEDICAL &
SURGICAL DEVICES



FOOD FOR SPECIAL
MEDICAL PURPOSES



MEDICAL
DEVICES

The team

MOTIVATED, ANALYTICAL AND DYNAMIC
STRONG SCIENTIFIC BACKGROUND
STRONG INTERPERSONAL AND SALES SKILLS

**3 AREA
MANAGER**

42 AGENTS

CUSTOMER SERVICE

SUPPLY CHAIN MANAGER

SELL OUT MANAGER

SALES MANAGER

VIGILANCE

MARKETING

SALES DIRECTOR

REGULATORY

INFORMATION TECHNOLOGY

CONTACT US

Sales and administrative offices:

Via Brisa 3 - 20123 Milano - Tel: +39.02.37901555

Main Logistic Centre: Milano Sud

The Proxima Salute team is available should you require additional information

Information: info@proximasalute.com
Sales: commerciale@proximasalute.com