



Our solutions for your challenges



PHOENIX Austria

A family-owned healthcare provider with a long tradition

PHOENIX Austria's history dates back to the year 1907, the year HESTAG was founded, the forerunner of today's company PHOENIX.

Within a period of 111 years, we have built an excellent reputation in Austria as a long-standing company focusing on Wholesale - our core business. With four Wholesale distribution centres and a 10,000 sqm Healthcare Logistics warehouse, we offer a nationwide supply of pharmaceuticals and healthcare products within the Austrian healthcare industry.

But we are a lot more than a wholesaler. With our Healthcare Logistics services and our strong pharmacy network, as an integrated healthcare provider, we offer solutions along the entire value chain. We are active in Austria and in Europa. Since 2002, PHOENIX Austria belongs to the European PHOENIX group, a family-owned business based in Germany.

Solutions along the entire value chain

Based on our corporate philosophy – "building business value through sustainable growth" – we offer you, our industry partners, flexible solutions along the entire value chain ensuring your success – ranging from our clinical trials support, to market launch packages and process optimization services, and finally to pharmacy campaigns and access to patients.

As an integrated healthcare provider, we offer you single-source solutions. We from PHOENIX will support you in finding your individual service package for your business success in Austria and in Europe.

Talk to us – we are happy to hear from you!

Thomas Sommereder



Thomas Sommereder
Head of Pharma Services
PHOENIX Austria



PHOENIX group

Strong European Network

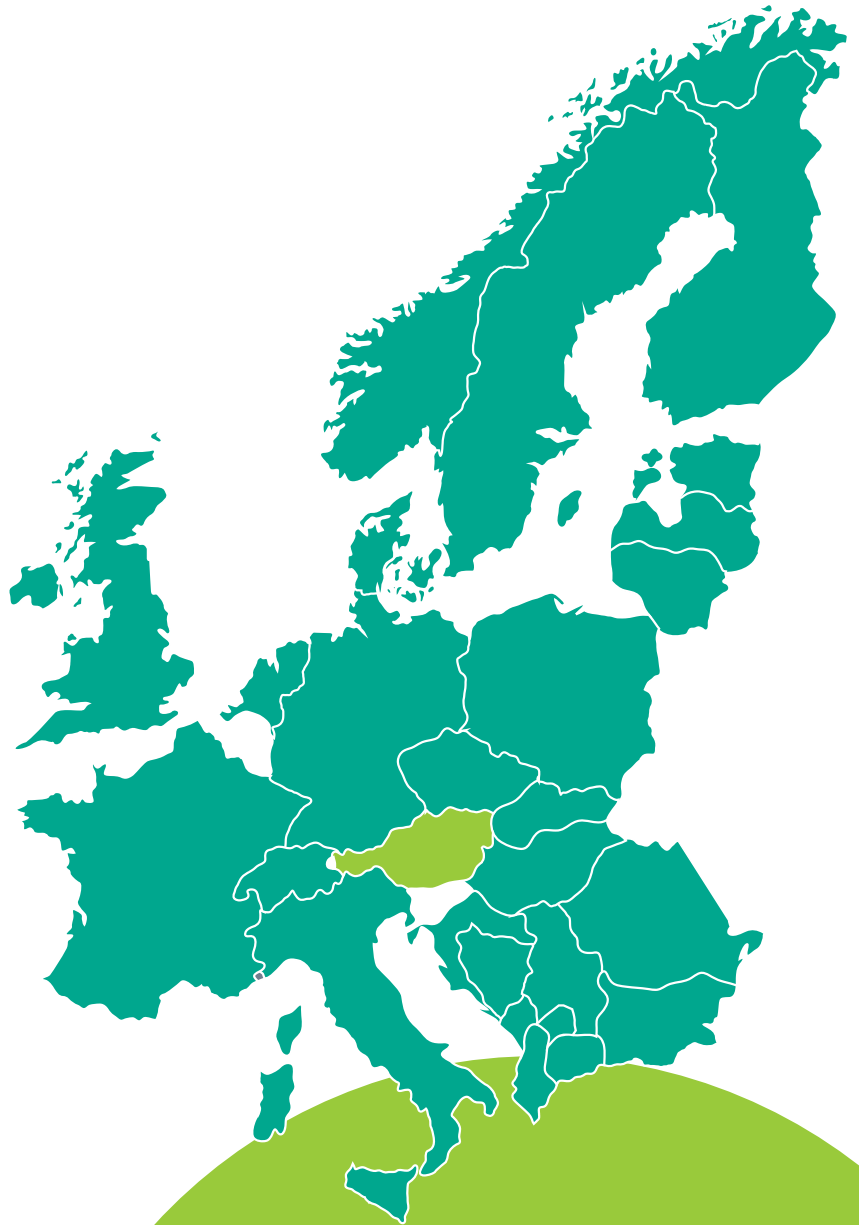
PHOENIX Austria is supported by a strong European network, PHOENIX group, one of the leading healthcare providers in Europe. Today, with its presence in 27 European countries, the company offers a singular Europe-wide coverage and makes a comprehensive contribution to the healthcare industry with more than 36.000 employees.

With more than 2,500 own pharmacies and more than 13,500 cooperation pharmacies, we are perfectly familiar with the pharmacy market and its challenges. More than 150 distribution centres throughout Europe make our vision come true: "We provide healthcare, on a daily basis, Europe-wide".

Based on our unique coverage, we have acquired profound expert knowledge in many areas, ranging from Business Intelligence, to Patient Services, Healthcare Logistics, Clinical Trial Supply Services, Specialty Services, and finally to Commercial Partnerships.

Since 2016, our European service brand "PHOENIX All-in-One" combines all the services we offer to our industry partners.

For further information, please visit www.phoenix-all-in-one.eu.



**BUSINESS
GROWTH**



**LOWER
COSTS**



**OPTIMISED
PROCESSES**



SIMPLICITY



Services along the entire value chain

Modular solutions for your individual challenges

Your company is facing various challenges. As a healthcare provider with a long tradition in Austria, we know the market and offer you versatile solutions.

The market and the requirements are complex, and therefore, we do not sell “one-size-fits-all” solutions, but provide you with individual modular service solutions and packages that perfectly fit your needs. On the following pages, you will read more about our services. The prices and detailed information about our Marketing services can be found in our brochure “PHOENIX Mediadaten”.

1

Clinical Trial Supply Services

Planing, Procurement of comparators, Storage and Logistics



2

Market Access

Logistics, Campaigns and Support for a successful Market Launch



3

Logistics

Healthcare Logistics, Supply Chain Optimisation, Optimisation of Processes, Lower costs



4

B2B: Access to Pharmacists

Successful Campaign Planning, Information transfer, Events



5

B2C: Access to Patients

Campaign Planning, Adherence programmes, Information transfer



1

Clinical Trial Supply Services Planing, Procurement of comparators, Storage and Logistics



With more than 30 years of experience, we offer you flexible support to ensure an optimal implementation of your clinical trials and help you manage your trial successfully with our services.

For many we have been collaborating closely with different companies throughout Europe, both with smaller biotech companies and with larger pharmaceutical companies and clinical research industry providers. Our PHOENIX All-in-One Clinical Trial Supply Services offer you support during the entire process:

- Provision of reference products for your clinical trial in Austria or in Europe
- Professional and discrete management of the entire supply chain based on individual, flexible and efficient solutions
- Worldwide supply of reference products
- Temperature control of your products below -20°C, 2° to 8°C and 15° to 25°C
- Utilisation of qualified warehouses and validated processes and IT systems

Market expertise

Full-line wholesaler

Reliability

Long-term partnerships with manufacturers

Direct access to medicines

Flexibility

18 Clinical Trial depots in Europe



one
a PHOENIX service



2

Market Access

Logistics, Campaigns and Support for a successful Market Launch



For many people, the market is "unknown entity". As an established company with more than 100 years of experience in the Austrian market, PHOENIX Austria offers support in positioning your product – based on our strong European network, of course also beyond Austria's borders.

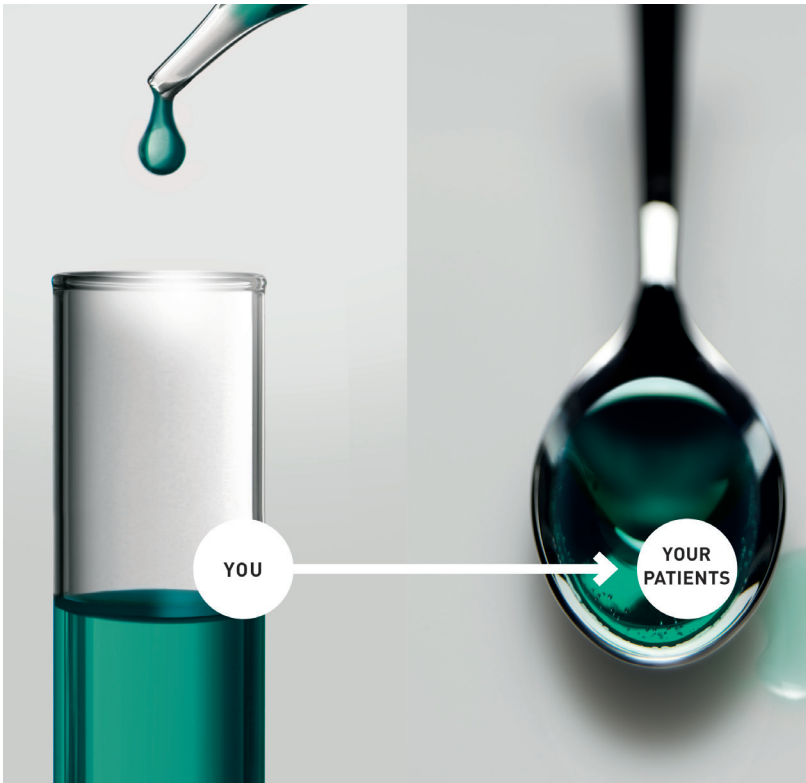
The market launch is of central importance. The "Return of Investment" ("ROI") has a major significance. As a result, it is crucial to successfully establish your product on the market. PHOENIX Austria offers a series of full-service packages that will contribute to your successful market entry.

Healthcare Logistics

A 9.000 square metres logistics area is at your disposal at PHOENIX Logistics Centre Hagenbrunn. We support you in all areas along the logistics chain, ranging from "order management" and customer service to storage, commissioning, packaging & transport as well as value added services, such as repackaging and emergency storage.

Wholesale

Based on our excellent expertise as pharmaceutical wholesaler, we offer you our support and give you our advice on listing your products for the wholesale trade and guarantee a **nationwide availability** of your products in Austria.



9.000 sqm logistics area
Healthcare Logistics

Nationwide
availability in all
pharmacies

Target group approach

High customer satisfac-
tion

Successful patient con-
tacts at the Point of
Sales (PoS)

**B2B
Pharmacists**

Several times a day, we are in contact with our customers, the Austrian pharmacies, and as a result, we benefit from an excellent network and the necessary infrastructure to bring your products into focus. Via print media, online marketing, telephone services and direct approach we can guarantee to reach the right **target group for your products.**



**B2C
Patients**

In the end, it is always the patient that matters – we as healthcare provider and you as manufacturer guarantee **customer satisfaction.**

“Wellbeing” magazine, advertisement on our delivery vehicles, category management, multichannel marketing, social media campaigns, pharmacy awareness campaigns, patient adherence programs, pharmacy promotion days.



3

Logistics

Healthcare Logistics, Supply Chain Optimisation, Optimisation of Processes, Lower costs



Experience, specialised know-how and the intention to obtain the best performance have characterized our company for many years. Regardless of whether you are looking for cooperation possibilities in certain countries or a Europe-wide cooperation across borders – with us, you are in good hands. We work together within the European network. It is our goal to master your challenges. Rely on an **innovative and flexible partner** for your logistical matters.

Order Management

- Customer data management
- Sample dispatch
- Order entry
- Customer service

Warehousing

- Product data management
- Incoming goods inspection
- Customs warehouse, emergency storage
- Commissioning
- Returns logistics

Transport to pharmacies, hospitals, doctors...

- Outgoing goods
- Transportation management
- Track and trace
- POD (Proof of Delivery)
- Temperature monitoring (2-8 C°, 15-25 C°)
- Packaging
- Shipping

Finance services

- Invoicing
- Debt collection
- Dunning
- Reporting
- Individual payment and delivery terms

Reporting

- Inventory
- Incoming goods and outgoing goods



4

B2B: Access to Pharmacists Successful Campaign Planning, Information transfer, Events



PHOENIX Austria is a full-service provider & marketing provider. Based on the company's direct access to the pharmacies, PHOENIX Austria offers many cooperation possibilities to industry partners to maximise their approach to pharmacies.



Top Connect

Top Connect is a platform that brings pharmacies and the pharmaceutical industry together. Your advantages: save time and resources by providing pharmacies with valuable information such as product announcements, promotional offers, learning and explanation videos, events, sales tips.

Print

- **PHOENIX print** (PHOENIX's customer magazine for pharmacies in Austria; since 2005 a highly popular communication tool, reaches **ALL pharmacies**)
- **Delivery box inserts** (advertising material for pharmacists)
- **Delivery note imprints** (advertising of special offers or delivery note indications on all pharmacy deliveries)



Online

- **Email newsletter** (individual newsletter to approx. 800 pharmacies in Austria including market information [advertising of products, special offers, increase of delivery box inserts and telemarketing campaigns]).
- **PHOENIX customer portal:** Product information & presentation

Telesales

- The KSC (**callcenter**) experts that have been communicating with our customers over the telephone on a daily basis, provide information to the pharmacies via special offers/newsletter ...

Events

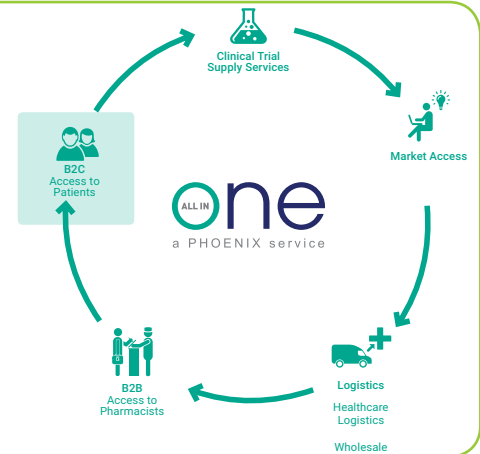
- Our **Events** offer you a platform to present your company and to get in contact with decision makers.
- **PHOENIX business breakfast** – give pharmacy managers the opportunity to exchange management relevant information.
- **Pharmacy Team Member Days** („PKA Tage“) – information event throughout Austria for the entire pharmacy team.
- **"Knowledge Days"** – information event for the entire pharmacy team
- **Workshops** for pharmacy teams



5

B2C: Access to Patients

Campaign Planning, Adherence programmes, Information transfer



In order to approach pharmacy customers more actively, as a full-service provider, PHOENIX offers support to the pharmacies.

Print Media

- “Wellbeing” magazine (target group: pharmacy customers)
- Information flyer (target group: pharmacy customers)
- Individual B2C communication

Adherence Programs

- Awareness campaigns with posters, flyers, brochures and background information for the pharmacy team

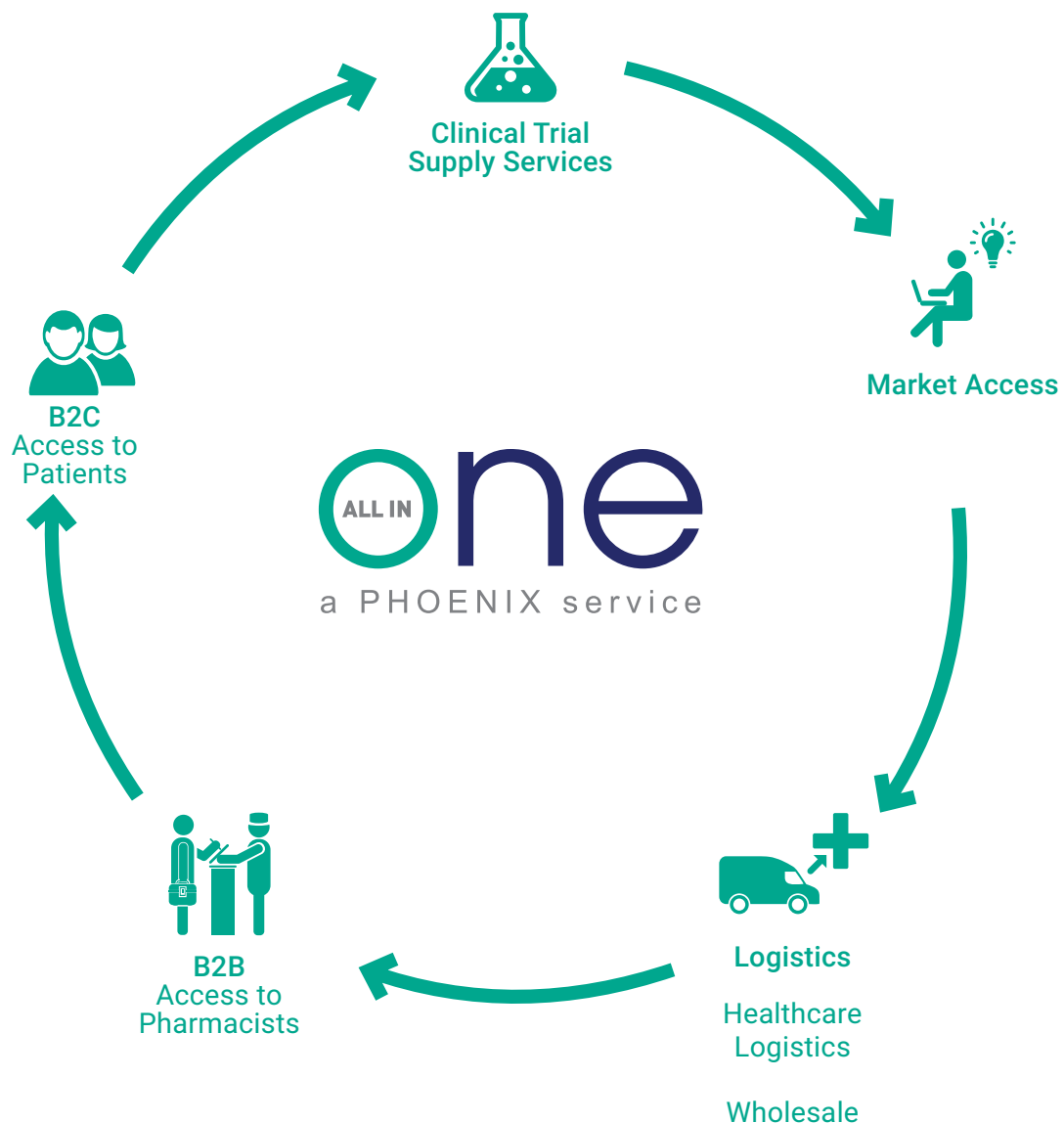
Campaigns

- Vehicle Advertisement



PHOENIX All-in-One

Our solutions for your challenges



CORPORATE PHILOSOPHY

Sustainable growth for value creation
Committed employees for outstanding performance

VISION

Be the best integrated
healthcare provider –
wherever we are

MISSION

We deliver health
across Europe

STRATEGY

Dedicated to our
customers` needs
Committed to
excellence



VALUES

Reliable

Proactive

Respectful

We are happy to hear from you!

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