S2 ESSEDUE GROUP

Excellence at the service of health



Visit our website

For 18 years we have been proud to be the **privileged partner** of the most important international electro-medical companies.

Introduction

With over 18 years of consolidated experience, Essedue Group acts as a **connection point between medicine and innovation**. We offer cutting-edge technologies and high-quality services to healthcare professionals, with a strong commitment to customer satisfaction.



+ 40.000
patients

They benefited from our technologies

18
years of activity

30
professionals

Supported by a Management with over 20 years of experience in the sector

11
partner

On the national territory capable of guaranteeing widespread coverage of the territory

+ 25
brand

Of which we are exclusive distributors in the Lazio and national territory

About us

Dedication to quality and innovation

We are committed to **distributing high-quality medical** devices and providing professional **operating room services**.

+25
hospital units of the Local Health Authorities of the Italian NHS

+30
private hospitals affiliated with the Italian NHS

We collaborate with public and private hospitals, boasting **long-standing partnerships** with the most important international companies in the medical device sector.

+30
private clinics

CERTIFICATIONS

ISO 9001:2015

EssedueGroup is certified UNI EN ISO 9001:2015

231 MODELLO ORGANIZZATIVO AI SENSI DEL D.LGS 231/2001

ssedueGroup applies an Organizational Model compliant with Legislative Decree 231/01

EssedueGroup is a **plastic free** company to reduce its ecological footprint.

Three companies, one core

A HOLISTIC SOLUTION TO MEDICAL TECHNOLOGIES

Essedue Group is **part of a broader ecosystem** where three complementary realities converge: Essedue Group, IMD, and CAO.

These three companies operate with a **common goal**, moving synergistically towards **excellence in medical technologies**.



Essedue Group: deals with the distribution of medical devices and service in the operating room, providing complete support and guaranteeing access to the best medical technologies on the market.

IMD: specialized in the national distribution of laser devices for urology, standing out for its offering of advanced and cutting-edge solutions.

CAO: with over 30 years of experience in technical assistance, CAO is committed to guaranteeing maximum operability of medical instruments in every hospital context.

Gathered together in one place

We decided to connect the three companies in a **new location** to create an optimal place to **share know-how and goals**.
Each company brings its own specialization, contributing to the formation of a unique core of skills, guaranteeing complete and integrated support to **offer a holistic solution to the challenges of medical technologies**.

Mission
From the beginning, our mission has been to promote, day after day, professional services for the operating room and medical devices of proven effectiveness among clinical specialists, supporting diagnostic-therapeutic paths aimed at promoting the recovery of the well-being of patients.

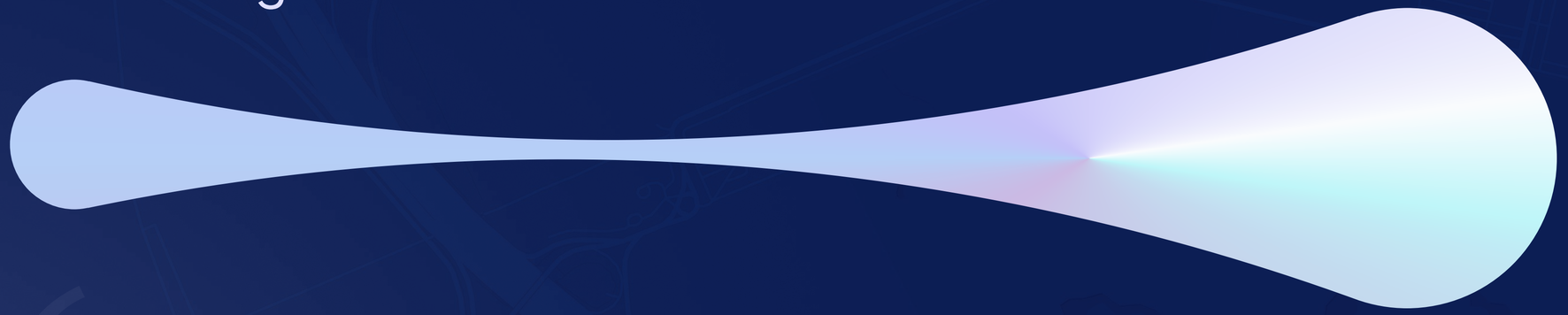
Vision
Our vision is simple but powerful: we aim to offer the best possible assistance, putting customer satisfaction at the center.

Our shared headquarters is the strategic hub from which we operate, working together to achieve excellence in the industry.

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The Essedue Way

A winning model



> If we had to describe ourselves with an adjective it would be *reactive*.

In over 18 years, our path has shaped a **method** aimed at responding in a coordinated and timely manner to the dynamics of the sector.

We have faced every challenge with resilience and dedication, developing **a solid, dynamic and constantly evolving approach.**

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Reactive because

RESOLUTION

We address and **resolve problems** quickly and effectively.

EMPATHETIC

We invest a lot in relationships with our partners, trying to understand their needs and objectives in depth to establish **genuine and lasting relationships.**

ASSEMBLED

We are **brought together** in a single common headquarters to better merge and coordinate the cores of our activities to **offer the best possible service** to our customers.

CAREFUL

We pay attention to every single detail in selecting the best solutions because we are aware that in the medical context the **well-being of patients is always the absolute priority**.

TIMELY

Our extensive presence allows us to offer the best **medical solutions within 24 hours**.

INNOVATIVE

Our solutions represent the state of the art of medical technology, **guaranteeing cutting-edge performance**.

VERSATILE

We successfully engage on all fronts of the electromedical sector by **actively responding to changes**.

ENTERPRISING

Our readiness has allowed us to be a l**eader in the Lazio region** and now encourages us to export our model to the rest of Italy too.

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Business models

Customized consultancy for every need

Alongside traditional resale, we have developed **two business models** capable of expanding the supply of medical device and disposable products to customers, allowing us to expand our portfolio of services and adapt to the specific needs of customers, offering them **flexible and convenient options** for access to the medical equipment they need.

Daily Service & Global Service

Daily Service

Reliable daily assistance

We make our clinical and technical know-how available to guarantee the **perfect operating room setting**, always **alongside the doctor** during the execution of the procedures.
With a fleet of vans fully equipped for the transport of electro-medical systems and a team of highly qualified Product Specialists, we guarantee widespread **coverage of the territory**, promptly responding to customer requests in **less than 24 hours**.

The team of Product Specialists supports the operators during all operating sessions. The team is made up of professionals with in-depth skills on the company's electro-medical products, able to provide complete technical support, install and configure the equipment in an optimal way, provide training and advising customers on the correct and safe use of devices.



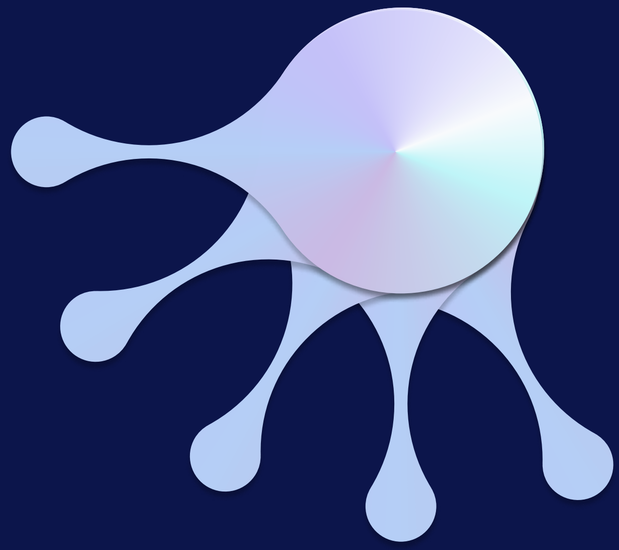
Capillary coverage in 24 hours

Global Service

The natural evolution of the Daily Service

With our Global Service solution we guarantee accessibility to latest generation medical devices through a **single interlocutor**.
We agree the project in detail with the customer, **providing** the **capital equipment** that will remain stationary in the structure and the **disposable products** for the most common operating procedures supplied in the form of **procedural kits**, creating a product **warehouse** at the customer's premises.

- **Absence of capital investment** by the healthcare facility: the capital equipment is supplied complete with scheduled assistance and ordinary maintenance.
- Direct and **specialized assistance**: a member of the Essedue Group team will always be available to guarantee maximum efficiency (unloading and replenishment of material and support for the operating room).



A single interlocutor

Why choosing us

A widespread distribution network

Our success lies in the ability to offer **medical solutions instantly**, thanks to a widespread and organized presence in the Lazio region.

Rapid introduction to the market

Thanks to the strong development of the Daily Service and Global Service business models, rooted in the territory and which generate around 40% of our turnover in Lazio, we are able to **guarantee immediate access to the market for the new products distributed**. This allows us to accelerate the commercialization process, offering the best Key Opinion Leaders (KOLs) the opportunity to preview our new products.

Collaboration with healthcare professionals: we are a privileged partner of the main private clinics and hospitals in the Lazio region, facilitating direct contact with healthcare professionals and increasing the visibility of your products.



We are the exclusive distributor of over 25 brands in the Lazio and national territory,

with a consolidated network of over 11 partners throughout the national territory.

Sales and Distribution Department

Lazio region

In the Lazio Region we have **three specialized divisions**. Each division is made up of a team of highly qualified Sales Specialists, led by an expert Head of Sales



4Surgery

It is dedicated to the supply of medical instruments and devices for various types of surgical interventions, ranging from consumables to surgical instruments.

Imaging and MIT [1]

It deals with electro-medical devices dedicated to ultrasound imaging and the most innovative minimally invasive technologies.

EndoUrology

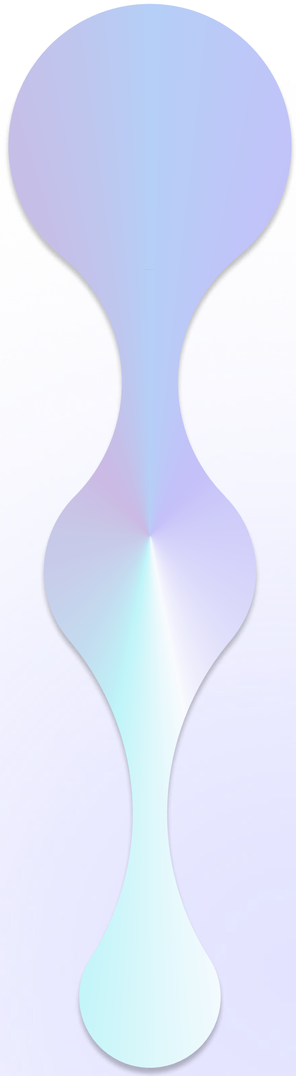
The company's core business focuses on technologies and instruments for urological endoscopic interventions, offering innovative solutions for the treatment of urological pathologies.

These **professionals** are responsible for **providing comprehensive support** for each new product introduced to the market, ensuring that it is followed up in a detailed and appropriate manner.
Our team of **Product Specialists** works in close collaboration with the sales team, providing valuable **support** during **product demonstrations directly in the operating room** and ensuring an effective and accurate presentation of new products.
Each Head of Sales reports directly to the Commercial Director, ensuring close collaboration and effective communication within the organization.
Thanks to this structured and specialized approach, the company is able to guarantee complete and personalized support to customers.

Sales and Distribution Department

Outside Lazio

Outside Lazio, we rely on a **consolidated network** of retailers and sales agents with experience in the electro-medical products sector. This network of partners is **carefully selected** to guarantee competence, professionalism in the promotion of the company's products and widespread coverage throughout the territory.



Marketing division

The **marketing** division **works** in close **synergy** with the **internal sales network** and external **partners**, providing them with training on product characteristics, technical and commercial support, as well as marketing and promotional materials to facilitate the sales process.
It also **works alongside supplier partners** to develop initiatives capable of increasing the visibility of the brand and products such as training events and workshops and participation in both local and national trade fairs and conferences.

The execution of the sales process is carefully monitored and jointly supported by marketing activities. This integrated approach maximizes the delivery of your medical solutions to the market, ensuring rapid and tangible results.

Join us in growth

Cooperating with Essedue Group means **entering** into a **partnership** aimed at success and shared growth.

If you are looking for a reliable and results-oriented partner, Essedue Group is the winning choice to bring your excellence to the heart of the Lazio and national healthcare community.

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WE ARE READY TO DISCUSS HOW OUR COLLABORATION WILL BRING TANGIBLE BENEFITS TO YOUR BUSINESS.

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