

arΩmtech



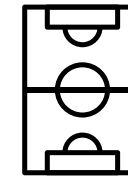
The company was founded 1990 by a food chemistry professor and a businessman from Lapland.
Aromtech factory was established in Tornio in 1999



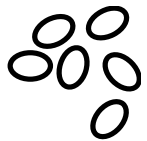
Own factory for delicate non-solvent extraction (SFE), laboratory and R&D



33 %
staff have a higher academic science degree, including two doctorates



Volume of annual processed berries covers
200 football fields



> 620
million capsules sold worldwide in



18
countries



In total
> 50
scientific papers about the ingredients and final products



ISO9001



ISO14001



ISO13485



GMP



organic certified

AROMTECH IN A NUTSHELL

- Founded 1990, manufacturing site in Lapland Tornio
- Predicted turnover 2021 ~8 M€
- Personnel 30 (commercial staff 6 in Helsinki/Turku area)
- Export >80% (Europe, North America, Asia-Pacific)
- Business areas: food supplements, medical device products, cosmetic ingredients and contract manufacturing
- Supercritical CO₂ –extraction facility processing 250 t plant material annually, producing 30 t berry/plant oils and 50 million capsules
- Certifications: ISO9001, ISO14001, ISO13485, GMP, Organic

PRODUCT FOCUS

- Branded berry oil based food supplements with clinical evidence
- Complementing medical devices to allow stronger positioning with the health claims



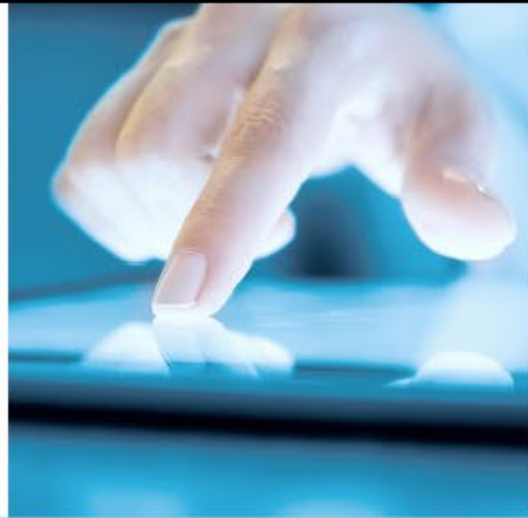
CLINICAL FOCUS

The background of the slide features several pieces of laboratory glassware. On the left, a large Erlenmeyer flask is filled with a bright blue liquid. To its right, there are several test tubes and smaller flasks containing liquids of various colors, including purple, pink, and orange. The glassware is arranged in a way that creates a sense of depth, with some items in the foreground and others blurred in the background.

- Female Health
- Eye Health
- Healthy Skin

MEMBRASIN[®]

NATURAL SOLUTIONS FOR DRYNESS



MEMBRASIN[®]
VISION

For Dry Eyes and Eye Protection



UNIQUE 2-STEP SOLUTION

MEMBRASIN VISION –EYE SPRAY AND FOOD SUPPLEMENT

Clinically proven to relieve dry eye symptoms

Capsules for sustaining the natural moisture and for blue light protection

THE NUS PROJECT

- Aromtech applied for the GAP-NUS program 2018 but our project wasn't selected by the students
- The NUS program leader recommended us another program *The Management Practicum* of the MBA students during spring 2019
- Our aim was to get a market analysis for our Membrasin Vision product line for the Korea, Singapore, Hong Kong markets
- The group contained professionals from Japan, Korea, Thailand, Philippines and Malaysia
- We started with background questionnaires and a kick-off Teams meeting
- Had bi-weekly Teams (video), one brain storming and the reporting meeting at NUS (Jan-April)
- Outcome was a presentation and 40 pages market analysis of the selected markets

A GLIMPSE OF THE REPORT

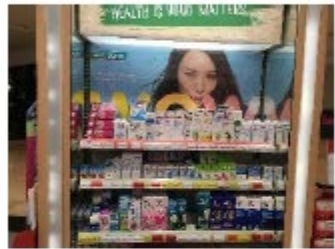
KOREA	3
MARKET OPPORTUNITY IN KOREA	3
BUYING EYE PRODUCT PROCESS IN KOREA	4
PRODUCT CATEGORY AND REGULATION IN KOREA	5
PHARMACEUTICAL APPROVAL PROCESS IN KOREA	5
QUASI-DRUGS IN KOREA	6
HEALTH FUNCTIONAL FOODS EXAMPLES	6
LABELLING REGULATION IN KOREA	6
CUSTOMER JOURNEY IN KOREA	7
POTENTIAL PARTNER IN KOREA	7
MARKET ANALYSIS	12
SINGAPORE EYE CARE MARKET LANDSCAPE	12
SINGAPORE EYE DROP MARKET	12
SINGAPORE EYE SUPPLEMENT MARKET	14
EYES CARE MARKET SIZE PROJECTION APPROACH	14
SINGAPORE EYES CARE MARKET SIZE PROJECTION	15
<i>Population Size Aged 25 to 65 +</i>	15
<i>GDP per Capita</i>	15
<i>Customer Health Market Size</i>	16
<i>Market Size Projection</i>	16
KOREA EYES CARE MARKET SIZE PROJECTION	17
<i>Population Size Aged 25 to 65 +</i>	17
<i>GDP per Capita</i>	18
<i>Customer Health Market Size</i>	18
<i>Market Size Projection</i>	19
NUMBER OF CUSTOMERS TO BE ACQUIRED	20
<i>Singapore Market – Number Customer Needed for Eye Spray and Eye Food Supplement</i>	20
<i>Korea Market – Number Customer Needed for Eye Spray and Eye Food Supplement</i>	21

OUTCOME

- We got a lot of information of the market dynamics, consumer behaviour, sales channels, potential partner companies, regulatory hurdles, sales simulations etc
- Very motivated and skilled group of professionals from different fields
- Academic support from NUS was excellent (Deputy Professor from Industry)
- The report is a comprehensive market analysis of the selected product segment/countries
- The strategic content wasn't as strong due to the lack of experience in similar products/industry



Indonesia



Japan



Malaysia



Philippines



Thailand



RECOMMENDATIONS

- Requires a dedicated person from the company to give input and guidance to the team
- Have a clear topic and focus, we narrowed the geographics during the process but on the other hand we got pictures of similar products in pharmacies also from home countries of the students (Japan, Thailand, Malaysia)
- English language skills of the responsible person needs to be excellent
- Very cost efficient way to gather information to support the strategic decision making in the company
- Aromtech will apply to the GAP program again

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SCIENCE OF NATURAL VITALITY

4.10.2021