

MediPurpose™

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Letter From the Chairman

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Introduction From the Chairman

As MediPurpose™ ends its 15th year in business, I am pleased to present my annual MediPurpose report for fiscal year 2013, ended 30 June 2013.

The company's Annual General Meeting will be held for the first time in the United States on 12 December 2013. This is to reach out to the shareholders resident in the U.S. I encourage all interested shareholders to attend.

Blood Collection & Analytics (BCA)

Our company's BCA division currently sells two lancing devices: the SurgiLance™ safety lancet and the babyLance™ infant heelstick.

SurgiLance™ Safety Lancets

First introduced in 1999, the SurgiLance safety lancet remains MediPurpose's flagship product.



The safety lancet market remains highly competitive in North America. Therefore, we are looking to grow SurgiLance sales outside the U.S. in South and Central America and Europe.

Despite the need to contain costs, we continue to keep a diligent, careful eye on the quality of our SurgiLance safety lancet. I am very pleased to report that, for the last three years, we averaged only one complaint per five million SurgiLance safety lancets sold.

babyLance™ Safety Heelsticks

We launched the all-new babyLance infant heelstick in August 2012. Three exclusive U.S. distributors specializing in the neonatal market distribute the heelstick product.



Several hospitals have adopted the new babyLance since the launch. One of the largest U.S. Group Purchasing Organizations (GPO) completed an exhaustive evaluation of the babyLance and awarded us a contract commencing 1 November 2013. Our exclusive Austrian distributor has also converted a large number of hospitals. Their users are very happy with the new babyLance.

Advanced Wound Care (AWC)

Our company's AWC division currently sells the comprehensive line of MediPlus™ Advanced Wound Care products.

MediPlus™ Advanced Wound Care

Through our MediPlus Advanced Wound Care brand, we are now able to offer our customers a high-quality, cost-effective and comprehensive portfolio of advanced wound care dressings, including thin films, hydrocolloids, foams and alginates as well as a range of antimicrobial silver foam products.



We have also sourced new silicone foam products from a Far East manufacturer, which will be launched in early 2014.

New Business Development (NBD)

Our NBD team's demonstrated ability to source products, implement development projects required to release products under U.S. FDA and ISO guidelines, and obtain HCPCS reimbursement codes is of significant value.

We have shared our experience through white papers and other materials on our Website and through social media channels. Our content and contacts have generated more than 10 new business leads per month in FY2013.

Organization

We have strengthened our U.S. sales force with the addition of Shawn McKeever and Todd Vecellio as regional sales managers.

Both of them are able to support our customers on any of our product lines: babyLance safety heelsticks, MediPlus Advanced Wound Care and SurgiLance safety lancets.

Inbound Marketing

Inbound marketing is a marketing philosophy that integrates traditional and online marketing techniques. Our Website is a hub for our many inbound marketing efforts, and it continues to be a critical component for MediPurpose's brand awareness and lead generation strategy.

Compared to FY2012, our Website's FY2013 visitor growth was 96% and page views increased 67%.

Along with continuing to engage in best practices for inbound marketing, we are also refining our analytics and lead nurturing activities—particularly with Google Analytics and our NetSuite CRM (customer relationship management).

Operations

We are migrating our Quality Management System (QMS) documentation to a new cloud-based system, QT9.

This system will improve our capability to keep up to date with the ongoing QMS documentation as well with new quality and regulatory requirements from the U.S. FDA and ISO.

Looking to the Future

Ideas and opportunities abound. However, implementation is the key to success—and there are no shortcuts in the regulated medical device market.

We are committed to developing innovative and safe medical products and bringing quality products to the world healthcare market.

Patrick Yi
MediPurpose™ Founder/CEO