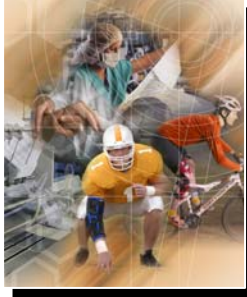




## Value-Added Sales & Marketing Programs

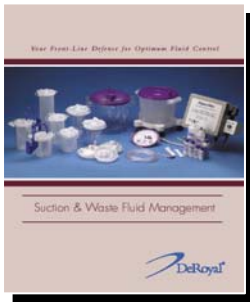


### THE POWER OF PARTNERSHIP

DeRoyal is committed to improving all that we do, putting care first and ensuring that we are an appealing business partner. DeRoyal recognizes the importance of building strong and solid business partnerships, for without these partnerships DeRoyal could not continue to be successful. It is to this end that DeRoyal International presents this “menu” of various value-added sales and marketing programs and services, specifically geared towards our international distributors and dealers. Work with DeRoyal, and experience the power of partnership.

### Sales Training

One of DeRoyal's biggest strengths is in our people, in our relationships, and in our network of distributor partners. As such, DeRoyal recognizes the value of face-to-face interaction with the distributor sales representatives. This includes, but is not limited to, training them in the products they represent so they are more proficient and effective in their roles. Training sessions can be conducted on location (country & city), at DeRoyal's corporate offices in Tennessee, USA (Knoxville airport, code: TYS), or via online webinars.



### Tailored Brochures

Although DeRoyal publishes a full range of product literature in a number of languages, their stock marketing materials may not always be optimized for a given market. DeRoyal now offers a program whereby a stock brochure, literature piece or pamphlet can be custom-tailored for a specific set of products; a select market; or co-branded for a specific distributor partner. With in-house layout and digital printing capabilities, custom printing is yet another service DeRoyal offers their distributor partners.

### Focused Exposition

The *DeRoyal Focused Exposition* is a promotional program conducted in conjunction with DeRoyal's distributor partner within a given market in order to introduce end-users to DeRoyal's diverse product offerings. The distributor's customers (end-users) are invited to attend an exposition in a central location. Brief overviews of DeRoyal and the distributor are given, including an overview of DeRoyal's wide product offering. A few feature products may be highlighted specially suited for their market. This is followed by a product fair, during which the attendees are given the opportunity to see samples of each of DeRoyal's featured product lines.



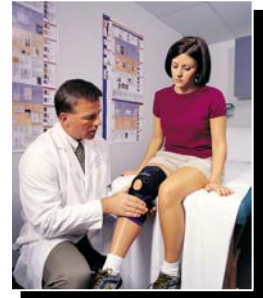


## Single Product Promotion

A *Single Product Promotion* provides an opportunity to focus on a single product or product group with a distinct set of customers or end-users. In such a promotion, the features and benefits of the product group can be presented in detail. A formal presentation detailing the product is given, followed by a “hands-on workshop”, giving the end-users an opportunity to touch and feel the products.

## Clinical Forum

Many of DeRoyal's products are highly specialized, their diversity allowing every clinical need to be met. Without a comprehensive understanding of all of DeRoyal's products; selection, fitting, and application can be a daunting task. As such, DeRoyal offers Clinical Forums to best train and educate the clinicians. These are hands-on workshops conducted by a DeRoyal specialist having an extensive understanding of the products.

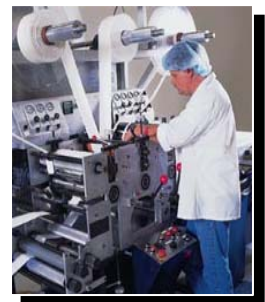


## Custom Products

The care of human beings is not an exact nor routine practice. Therefore, not every product used in medical treatment should be expected to be identical for every situation, procedure, or patient. DeRoyal is one of the largest fabricators of custom procedural trays in the world. Given appropriate volumes, DeRoyal can manufacture just about any custom configuration of kits, packs, and trays.

## Private Labeling

DeRoyal understands the importance of company branding, brand names, trademarks, and labeling. There is also acknowledgment that DeRoyal may not be a recognized brand name in every market; although the distributor's name may be. Therefore, DeRoyal offers its distributor partners the option to custom label most products with their name, logo, and branding.



## Consolidated Sourcing

With the *DeRoyal Consolidated Sourcing (DCS)* program, DeRoyal's customers are able to take advantage of DeRoyal's manufacturing partnerships and purchasing power. As one of the largest market players in custom procedural trays, DeRoyal enjoys bulk-purchasing advantage on thousands of items not necessarily produced by DeRoyal. This benefits the customer who has a need for a particular product; but due to low volume requirements, freight costs, or the inability to source the product, is unable to purchase it in reasonable quantities of for a reasonable price.