



VIAN Healthcare Group full range of services

for the successful promotion
of pharmaceutical products
in international markets



VIAN Healthcare Group

Your key to the markets of Eastern Europe and Central Asia

Welcome to the world of new opportunities for VIAN Healthcare Group, the only full-cycle company specializing in the introduction of medicines, dietary supplements and health products to the markets of Eastern Europe and Central Asia.

With more than a quarter of a century of experience, we provide access to more than 200 million potential consumers.

The widest range of services for bringing to market and promoting your pharmaceutical products.



Group Ecosystem



4 large independent companies

5 offices around the world



EuroPharm
Marketing & Logistic

Full range of logistics and customs services from Europe to Russia



DENIS Pharm
Promotion

Full range of services for controlled promotion of products



Association of
Pharmacies "VESNA"

Association of Pharmacies "VESNA" more than 6000 managed retail pharmacies



VIAN
Healthcare Asia

Promotion of health products in Kazakhstan and Central Asia

Company structure



Ecosystem of success

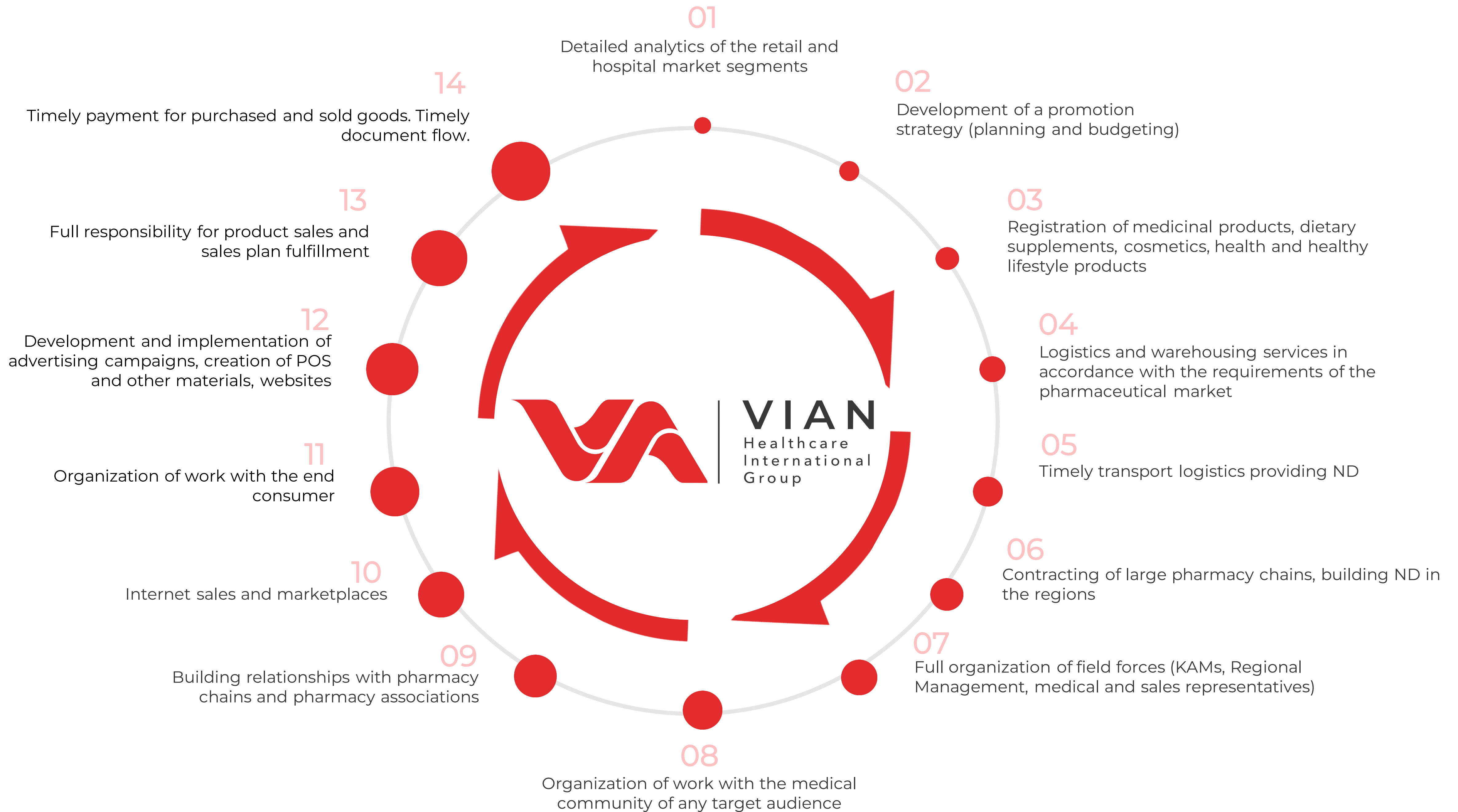


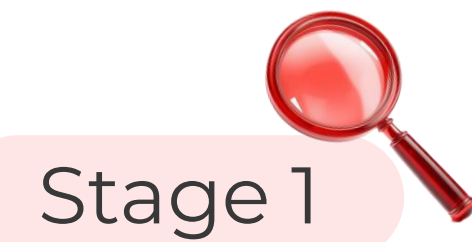
from the manufacturer _____ to the end consumer

Our zero-to-the-shelf approach ensures your product successfully expands into new markets.

With us, you get not just a service, but a reliable partnership based on many years of expertise and a deep understanding of regional specifics.







Stage 1

Detailed analytics of retail and hospital market segments

We provide in-depth, structured analytics that enable clients to make accurate management decisions:

- ✓ Market analysis by category: medicines, dietary supplements, cosmetics, products for a healthy lifestyle;
- ✓ Monitoring of sales and behavior of doctors according to Ipsos and DSM;
- ✓ Analysis of regional and federal coverage, identification of "white spots" and potential territories for development;
- ✓ Comparative analytics of competitors, consumption trends in the category;
- ✓ Regular reports and dashboards with visualization of KPIs.





Stage 2

Development of a promotion strategy

We develop a promotion strategy that covers the entire product journey: from the warehouse to the pharmacy shelf.

- ✓ Segmentation of the target audience (patients, doctors, pharmacists);
- ✓ Selection of effective promotion channels (offline, digital, BTL, PR);
- ✓ Formation of an advertising and trade marketing budget;
- ✓ Activity planning by country, region and segment;
- ✓ Forecasting and evaluating performance (ROI, ROMI).





Registration of drugs

Thanks to our own registration department and in-depth knowledge of the specifics of registration in Eastern Europe and Central Asia, we make the registration process transparent and efficient.

- ✓ Preparation of the registration dossier, translation and adaptation of documents;
- ✓ Support at all stages: from submission to receipt of RC;
- ✓ Post-registration support: making changes, extending RC;
- ✓ Organization of Chestny ZNAK labeling;
- ✓ Work with laboratories, research institutes, expert organizations.



Logistics and warehousing services

With VIAN Healthcare Group, you get a ready-made logistics solution without risks and supply disruptions! Our well-established international and regional supply chains ensure the smooth movement of goods in all target markets.

- ✓ Our warehouses in Estonia and the Moscow region fully comply with all international standards for the storage of pharmaceutical products;
- ✓ GDP / GMP class, all temperature regimes;
- ✓ Control of SG, party membership, traceability of deliveries;
- ✓ Online monitoring of balances and real-time reporting.



Stage 5 

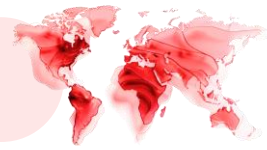
Timely transport logistics that ensure ND

Having our own wholesale license allows us to work directly with the largest manufacturers and distributors of pharmaceutical products.

- ✓ We use proven carriers with experience in pharmaceutical logistics;
- ✓ Drawing up routes and schedules taking into account seasonality and demand;
- ✓ Strict temperature control (including cold chain);
- ✓ Constant monitoring of delivery time and service level.



Stage 6



Contracting pharmacy chains, building ND in the regions

- ✓ Own Association of Pharmacies "VESNA" with more than 6000 controlled pharmacy outlets in Russia;
- ✓ Availability of full analytics (IN/OUT) for all pharmacies in Russia online and we have the ability to personally order data from Central Asian countries;
- ✓ Negotiation and conclusion of contracts with key federal and regional networks;
- ✓ Individual conditions for each partner (assortment, discounts, bonuses);
- ✓ Launch of new SKUs, listing, and promotional support;
- ✓ Support for local representation – layout, merchandising;
- ✓ Regular monitoring of the execution of the terms of the contract.



82 180
pharmacies



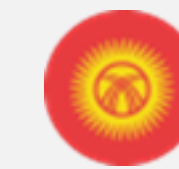
8 497
pharmacies



11 000
pharmacies



3 736
pharmacies



4 000
pharmacies



3 500
pharmacies



2 500
pharmacies



We have established relationships with TOP pharmacy chains in Eastern Europe and Central Asia

Stage 7

Complete organization of field forces

KAMs, Regional Management, Medical and Sales Representatives

VIAN Healthcare Group forms and manages an effective sales and promotion team:

- ✓ Formation and training of field teams for the project;
- ✓ Building routes, scripts, CRM reporting;
- ✓ Daily interaction with pharmacies, doctors, medical institutions;
- ✓ Constant control of KPIs: visits, activity, sales;
- ✓ Setting up motivation and reporting in real time.



8+

Regional managers
on staff

2+

Business coaches
on staff

8+

KAM
on staff

Stage 8



Promotion among doctors and pharmacists

We know how to gain the trust of the medical community. Your drug will not only become known, it will be recommended. With us, your drug becomes the number one choice.



F2F Visits

Our 300 medical representatives build effective dialogues with doctors, providing up-to-date information and answering all questions.



Doc-to-Pharmacy Education

We provide pharmacist training by physicians, which helps to strengthen discharge and provide pharmacy guidance.



Doc-to-Doc Education

A unique format of educational meetings in medical institutions. Doctors share practical cases with colleagues, and your drug becomes part of a professional discussion.



Special projects for doctors

We create educational and creative projects that doctors remember and appreciate.



Participation in conferences

We organize your presence at federal and regional events with the involvement of key opinion leaders (KOLs).



Content & Production

We know how to create selling content to communicate with a doctor about your brand.

Stage 9

Building work with pharmacy chains and pharmacy associations

VIAN Healthcare Group ensures sustainable partnership and sales growth in the pharmacy channel:

- ✓ Conducting direct negotiations with the management of networks, buyers, marketers;
- ✓ Organization of trainings for pharmacists, training programs;
- ✓ Promotion campaigns in pharmacies: promotions, price discounts, tastings, recommendations;
- ✓ Implementation of your products in loyalty programs for pharmacy employees;
- ✓ Collection and analysis of feedback from points of sale.

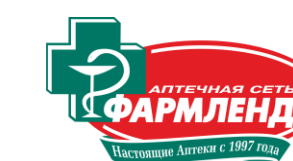


Всероссийское
Единое
Содружество
Независимых
Аптек



асна

АПРЕЛЬ



366



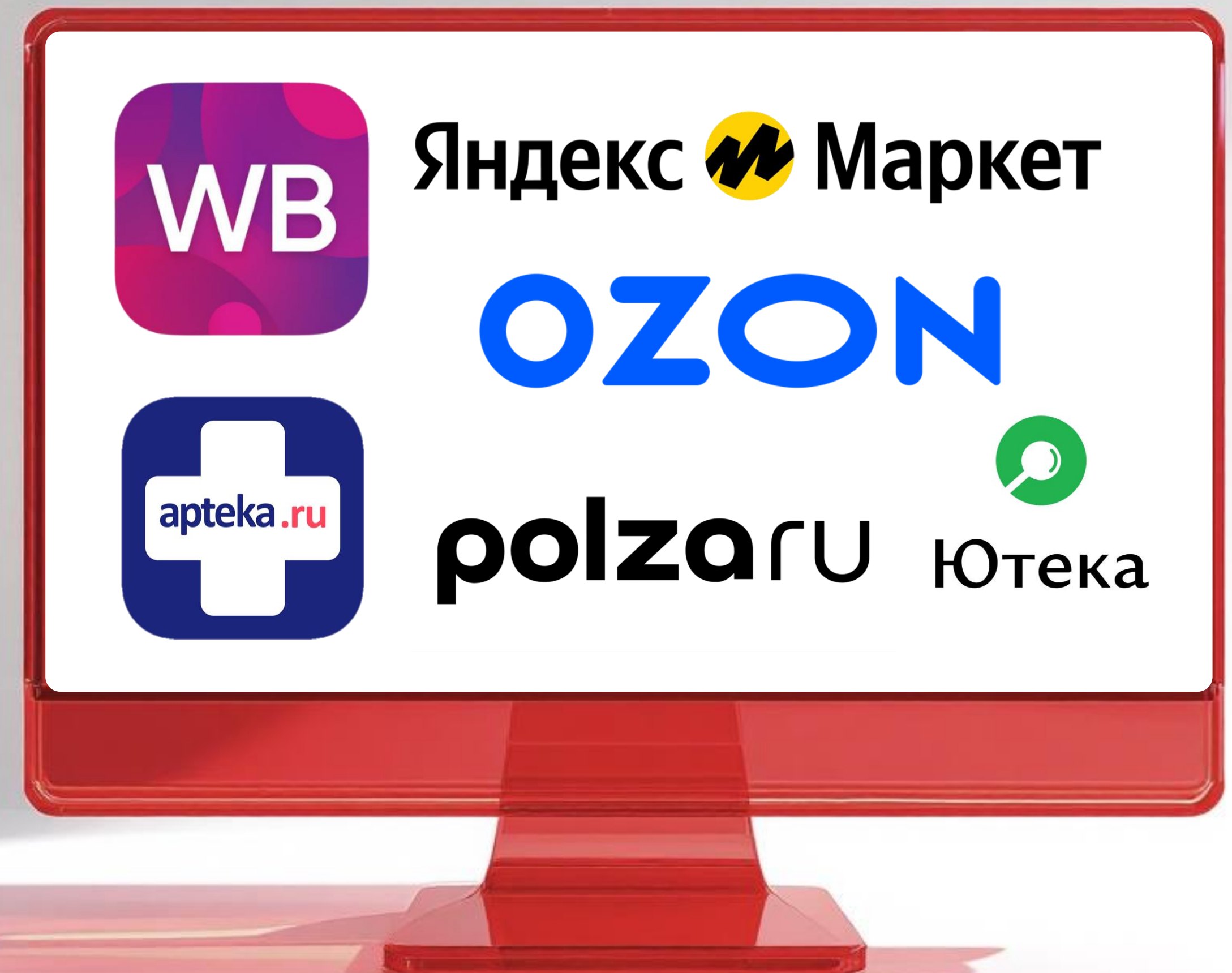
Stage 10



Internet sales and marketplaces

We create online distribution channels
and digital visibility of the product

- ✓ Launch of products on marketplaces: Wildberries, Ozon, Yandex.Market, specialized pharmaceutical marketplaces;
- ✓ Reputation management: reviews, rating, feedback;
- ✓ Optimization of product cards for SEO, photos, videos, descriptions;
- ✓ Setting up advertising within sites: targeting, special offers;
- ✓ Control of logistics, deadlines and returns, reporting on online sales.



Stage 11



Promotion among end consumers and patients

In order for your product to become a part of patients' lives, it is important to establish a direct dialogue. We increase awareness, trust and loyalty to your brand. With us, your product becomes more than just a product in the pharmacy – it becomes part of a comprehensive health journey.



✓ Digital Campaigns

Targeted advertising on social networks, medical platforms and websites about women's health.

✓ Mobile Apps & Services

Developing patient-centric apps for medication reminders, cycle tracking, and personalized recommendations.

✓ Chat and video bots

Interactive tools that provide tips, reminders, and educational support.

✓ Email and SMS campaigns

Personalized messages that highlight the benefits of your product.

✓ Educational content

Articles, videos and webinars designed to improve patients' understanding of their health.

Step 12



Development and implementation of advertising campaigns, creation of POS materials, websites

We provide a full cycle of marketing support:

- ✓ Creation of visual and textual materials (leaflets, booklets, packaging);
- ✓ POSM design and printing: posters, wobblers, stands, stickers;
- ✓ Development of websites, landing pages, mobile applications;
- ✓ Launching online and offline campaigns: context, media, TV;
- ✓ Post-campaign analytics: reach, engagement, effectiveness.



Stage 13

Full responsibility for the sale of products and the fulfillment of the sales plan

We don't just sell – we take responsibility for the result!

Having our own analytical department allows us to analyze the progress of the project at all stages and instantly respond to deviations from KPIs:

- ✓ Commercial planning with the fixation of target indicators;
- ✓ Regular reporting by SKU, channel, region, and country;
- ✓ Quick reaction to deviations from the plan;
- ✓ Recommendations for adjusting your online marketing strategy.



Stage 14



Timely payment for purchased and sold goods.
Timely document flow.

VIAN Healthcare Group has a reliable financial and legal cycle:

- ✓ Electronic document management with counterparties;
- ✓ Transparent payment scheme and payment schedule;
- ✓ Support for accounting, lawyers, financial analysts;
- ✓ Timely closure of documents;
- ✓ Automated document management system, control and notifications for counterparties.










Where we work

Pharmaceutical markets of the Russian Federation and the CIS



We provide comprehensive promotion of pharmaceutical products in Eastern Europe and Asia: Eastern Europe: Russia,
Asia: Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Armenia, Azerbaijan
We invite you to conquer the market of more than 230 million potential buyers with us!

	Country	Population	Volume of the drug market	Doctors and Healthcare Facilities	Number of pharmacies
	Russia	about 146 million people	about USD 30.8 billion	758.8 thousand doctors and about 5.2 thousand medical institutions	82 180 +
	Kazakhstan	about 19 million people	about 2.3 billion US dollars	81.1 thousand doctors and about 872 medical institutions	8 497
	Uzbekistan	about 33.81 million people	about 1.8 billion US dollars	105.7 thousand doctors and about 2.2 thousand medical institutions	11 000+
	Kyrgyzstan	about 6.7 million people	about 250 million US dollars	13 thousand doctors and about 256 medical institutions	4 000+
	Tajikistan	about 9.5 million people	about 159 million USD	21 thousand doctors and about 471 medical institutions	3 736+
	Armenia	about 3 million people	about 308 million US dollars	15 thousand doctors and about 642 medical institutions	2 500+
	Azerbaijan	about 10,2 million people	about 655 million USD	33,6thousand doctors and about 387 medical institutions	3 500+
	Total	about 230 million people	more than 35 billion dollars	more than 1 million doctors and more than 10 thousand medical institutions	115 000+

VIAN Healthcare Group today



We are the oldest consulting company in the markets of Eastern Europe and Central Asia.

Thanks to a huge number of projects with different products and the full trust of the largest world and European manufacturers, we have gained invaluable experience in each of the business segments.

24 years

at the pharmaceutical market

85 employees in the company's staff

92% with medical and pharmaceutical education

organization of effective activity

3000+

medical representatives for the period of the company's existence

250-320

medical representatives on a permanent basis in the fields for various projects

Own Association of Pharmacies

6000+

supervised pharmacies

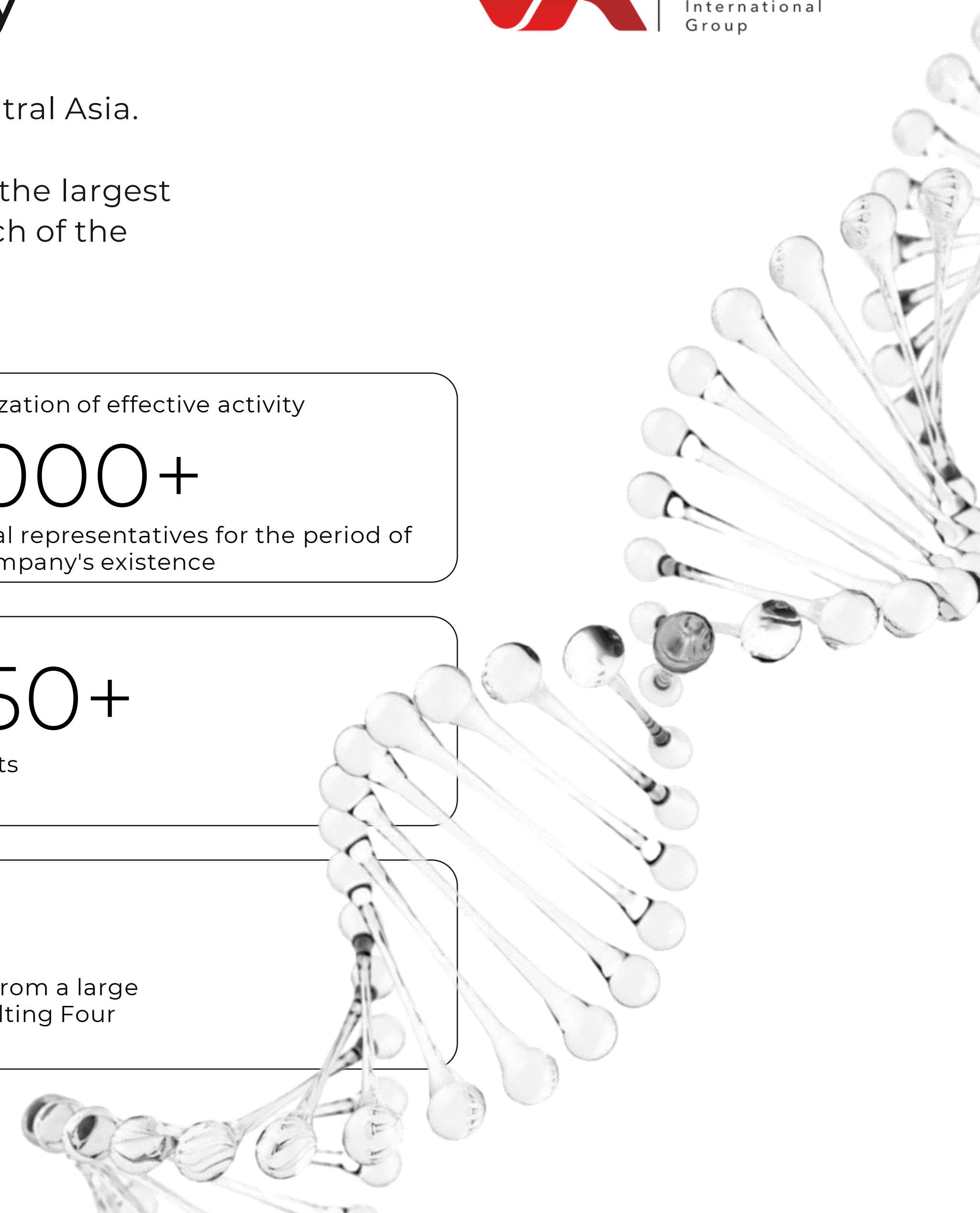


250+

projects

4

audit from a large Consulting Firm



Companies that trust us with their brands

We work with well-known large pharmaceutical companies and many of our projects are still under NDA, we care about the confidentiality of clients.



Iron preparation, IUD
Obstetricians-gynecologists + pharmacies
2014–2020



OTS line
Pharmacy
2020–2022



Baby food line
Pediatricians, outpatient care
2024–2025



Diabetic
Pharmacy
2024



4 TOP Brands
Pediatricians, ENTs
2021–2025



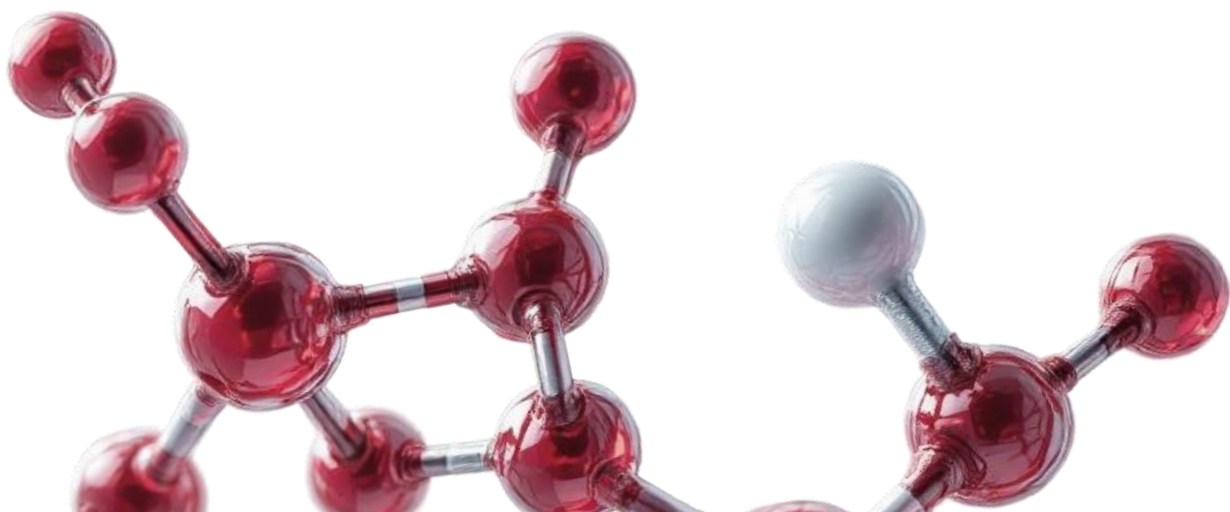
Enteral nutrition
Neurologists, oncologists
2019–2021



Antifungal, broad-spectrum antibiotic
Gynecologists, urologists + pharmacies
2021–2022



Hemorrhoids
Proctologists, surgeons
2022–2023



Our coverage in Eastern Europe and Central Asia



Russia

- Center
- Northwest
- Volga
- Western Siberia
- Far East
- South
- Eastern Siberia
- Vyatka



- 500 000+ Doctors of various specialties in the database with collected personal data
- 82 000+ Pharmacies in the database
- 61% F2F Visit Coverage
- 96% Embracing digital tools

Central Asia



- ТОП+ Coverage of only high-potential cities and territories
- 30 000+ Pharmacies in the database
- 4 002+ Hospitals in the database available for F2F visits

✓ Why will we be better together?

Your competencies



Quality production

You know that quality is the basis of responsible production and you put a lot of effort into your product.

Brand

You know how to create a useful product in the market for consumers.

Market expertise

Knowledge of the basics and strategy of promotion in your markets and understanding of the tools of work.

Desire to develop

Understanding of the business and the need for its development and scaling.

Our competencies



Deep expertise in promotion

We understand how doctors and patients think, and we know which tools work best.

Integrated approach

We cover the entire chain - from registration and logistics to marketing and promotion.

Expert team

Experienced marketers, medical representatives, regional managers and project leaders work for your success.

Flexibility and transparency

All decisions are made based on data, with regular analytics and reporting.

"The truth is not in independence, but in interdependence" Stephen R. Covey

Your success - is our mission



Ready to make your product a market leader?

We will take care of all stages - from the first deliveries to recognition among doctors, pharmacists and patients. Let's get started together!

✓ New Product Launch

We will ensure an effective market entry with maximum coverage of the target audience.

✓ Increase sales

Our promotion strategies are aimed at stable growth and strengthening the position of your brand.

✓ Long-term partnership

We are focused on building strong and mutually beneficial relationships with our customers.

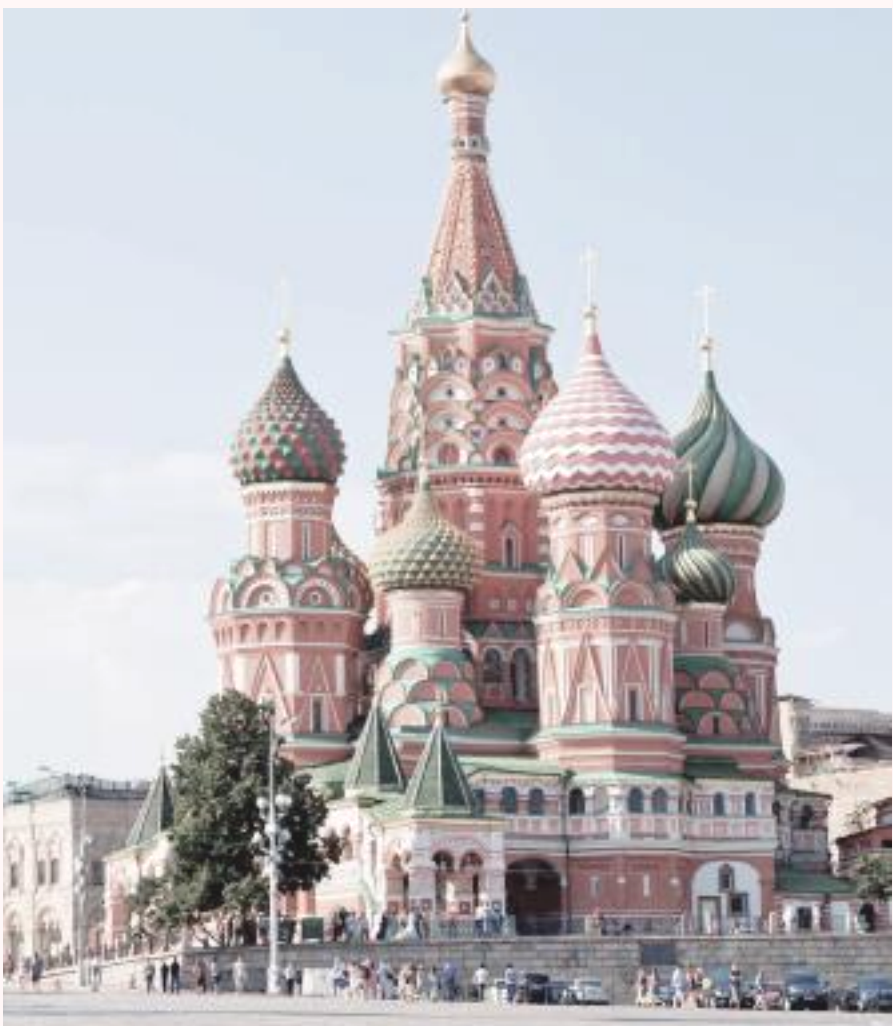


Our Offices



Valencia (Spain)

Head office in Europe



Moscow (Russia)

Center for Management of Strategic Projects and Marketing Initiatives



Saint Petersburg

Regional office responsible for the northwest direction



Almaty (Kazakhstan)

Project Coordination Center in Central Asia



Tallinn (Estonia)

Logistics hub for efficient inventory management and international deliveries



Our presence in the regions allows us to better understand the specifics of local markets, build effective partnerships and quickly respond to any changes.

Contact Us Today

Contact us today to discuss how we can help your pharmaceutical product become a leader in the Russian gynecology market. Our team of experts is ready to develop an individual promotion strategy that meets your business goals.

Head office

Spain

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