



2021



TO OPERATE A NUMED FRANCHISE IS TO

1. Partner with a **pioneer and leader** in the market for Nutrition Clinical Equipment and Health and Nutrition Educational tools
2. Bet on a **fast growing industry**
3. Ensure a **profitable project**
4. Be **trained and driven**

OUTLINE

1. ABOUT US

- Vision
- Mission
- Values
- Concept Creation
- Our Story
- Our Promise

2. TARGET MARKET & POSITIONING

3. PRODUCTS

- Anthropometric Assessment
- Educational Tools
- Dietary Assessment
- Diagnostic Equipment
- Metabolism & Fitness
- Accessories

4. FRANCHISING

- What We Provide
- What Is Required from You
- Estimated Initial Investment
- Other Fees
- Profitability Projection

5. HOW TO PROCEED

- Preparatory Phase
- Pre-opening Phase
- Post-opening Phase
- Ongoing Training & Support

6. CONTACT DETAILS



1. ABOUT US



Our Vision

To become a **leader and pioneer** in state-of-the-art nutrition clinical equipment and educational tools & services by providing **cost-effective and customized solutions**, tailored to the local, regional and international markets' needs.



Our Mission

- To deliver innovative **medical & nutrition clinical equipment** and exceptional **health & nutrition educational tools**
- To provide any product and service needed to fully furnish and cater for a healthcare professional's practice
- To implement awareness campaigns and workshops supporting the improvement of standards in Education
- To build **strong relationships with our customers, partners and suppliers** to achieve the highest levels of customer satisfaction and to grow our distribution network
- To provide **a rewarding environment**, enabling us to attract and retain an outstanding team of people who consistently uphold our values and stand out



Our Values

- **Quality** - we strive for excellence through continuous improvement
- **Respect** - by listening, understanding and caring
- **Integrity** - we are honest, open, ethical and fair
- **Innovation** - through researching, creating and refining

CONCEPT CREATION

NUMED was created due to the high-witnessed market need and difficulty in finding nutrition clinical products. Therefore, NUMED was and will always be **devoted to gathering and manufacturing ALL the products needed to fully furnish dietetic clinics.**

UNIQUE PRODUCTS



SPECIALIZED SERVICES

NUMED now also offers its customers branding and design services, along with scientific community services like educational campaigns and sessions for schools, universities, hospitals and other institutions.

OUR STORY



OUR PROMISE

Franchising with NUMED would offer the franchisee:

1-A ready entity encompassing everything a franchisee needs and high-quality products

2-Minimal cost in comparison to attempting to launch the same concept (refer to next slide)

3-High level of organization, a very solid structure, and regular support

4-Transparency, traceability and openness.

Minimal cost

Ready Structure

Clarity & Openness



OUR PROMISE

MINIMAL COST IN COMPARISON TO ATTEMPTING TO LAUNCH THE SAME CONCEPT

*If anyone were to launch a company with the same concept and gather NUMED's full range of products, **It would be very costly (around 1.5 million dollars and many years of work), or even not possible***



Manufacturing with no machinery

All 3-D educational tools cannot be manufactured by any machine. They derive from an artistic know-how the CEO has established through 35 years of experience in the artistic and creative field, and transferred to the technical team who now acquired over 10 years of experience in the production of 3-D items, working in a dedicated and production and warehousing facility of 1000 m²

Unprecedented Portfolio

Only made possible through working with over 200 suppliers worldwide

Exclusivity in the GULF & Biggest Market Share

Our excellent relationship with the suppliers and our high market share have established a trust toward NUMED. Our main suppliers chose us as exclusive distributors in the GULF and MENA regions. Also, we were the Worldwide Top 1 reseller of the Nutrismart Food Intolerance Test By DST German Company in 2019



2. TARGET MARKET & POSITIONING

TARGET MARKET



SOME OF OUR LOCAL CUSTOMERS



SOME OF OUR INTERNATIONAL CUSTOMERS



TARGET MARKET Specific Territory

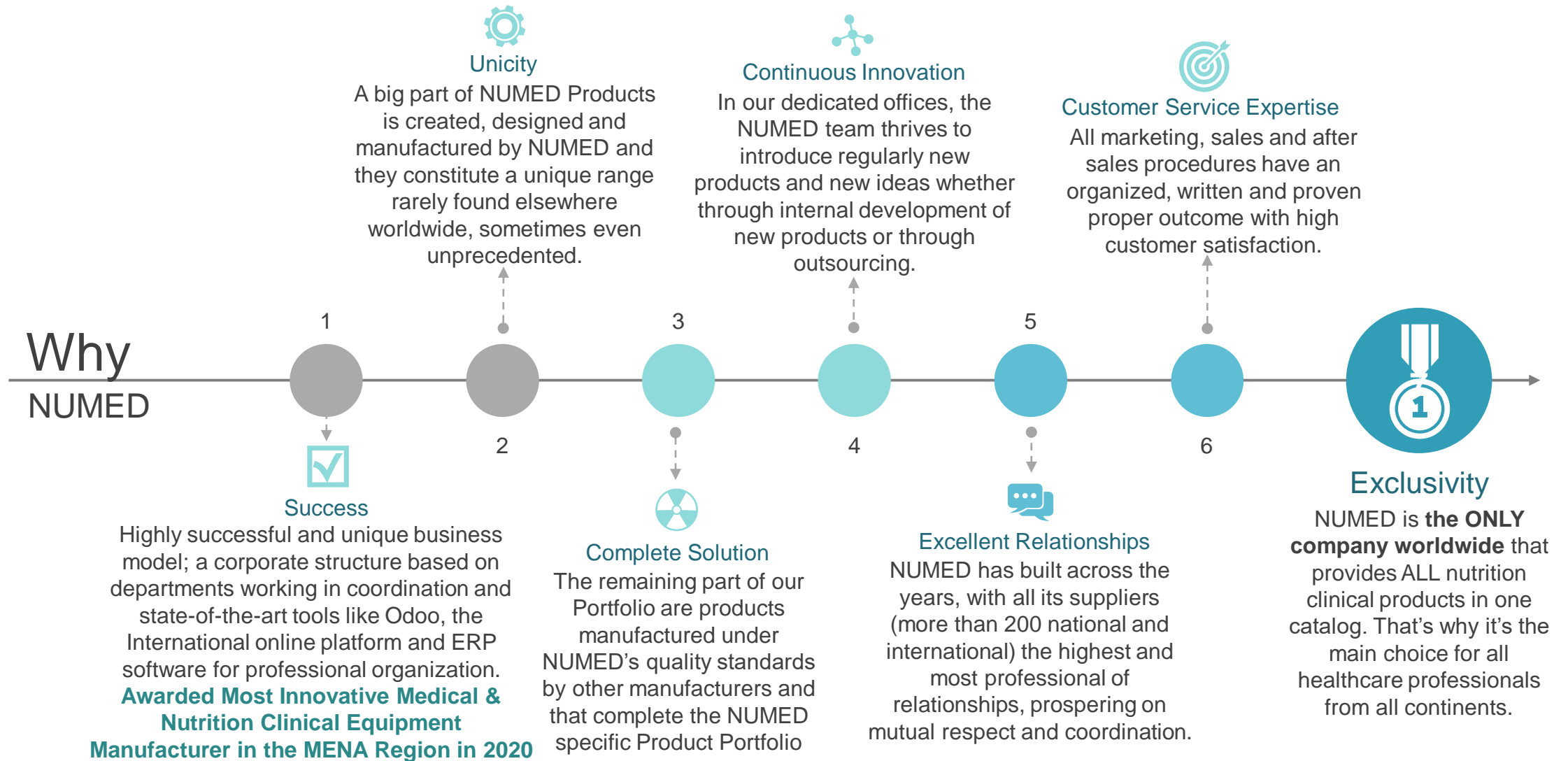
POSITIONING



Both Cost Leadership & Differentiation Market Positioning apply to NUMED

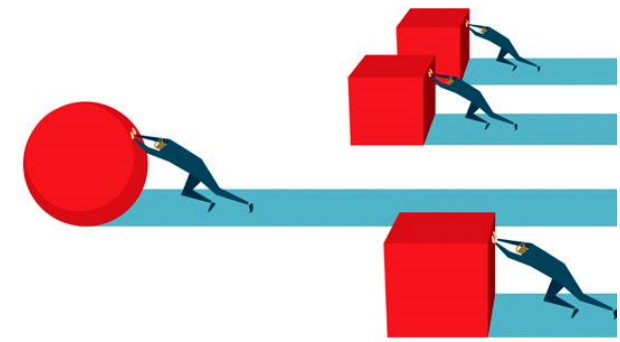
Our high-end and unique products from all price ranges allow us to be perceived by the consumer as both a luxury brand and an affordable one. Our market share, depending on the products, ranges from 60-100%
NUMED is already established as a reference company with an excellent image.

POSITIONING COMPETITIVE EDGE



POSITIONING

COMPETITIVE ADVANTAGE



MOST PRODUCTS

In so many products, especially related to the educational tools (posters, food models, 3D items), NUMED is unique worldwide and only few competitor companies (2 to 3 in the USA and very few in Europe) share only a small part of the NUMED portfolio.

OTHER PRODUCTS

For products such as the BIA machines, NUMED was able to compete in the Lebanese market over huge brands thanks to better offers, prices and packages offered, the Arabic report that is generated by almost all the NUMED BIA devices, and the after-sales offered to all the clients, even after the warranty period.

DIAGNOSTIC EQUIPMENT

NUMED is one of the leaders worldwide selling this remarkable number of kits and tests, especially the food intolerance test and even the DNA test. By having the best prices and Arabic versions of the reports for each test, NUMED gained the biggest market share.



3. PRODUCTS

ANTHROPOMETRIC ASSESSMENT

BODY COMPOSITION



Styku 3D
Body Scanner



i20 Body
Composition Analyzer



i30 Body
Composition Analyzer



Bodymetrix
Ultrasound System

ANTHROPOMETRIC ASSESSMENT

BODY COMPOSITION



Bodecoder



Oregon



Coin-Operated Health Station



Skinfold Calipers

ANTHROPOMETRIC ASSESSMENT

WEIGHT SCALES



Digital | Mechanical | Professional | Coin-Operated

ANTHROPOMETRIC ASSESSMENT

HEIGHT SCALES



Digital | Mechanical | Wall/Scale-Mounted | Portable

TAPE MEASURES



Digital | Mechanical

ANTHROPOMETRIC ASSESSMENT

PEDIATRICS LINE



Digital & Mechanical Scale | Height Rod/Mat/Stadiometer | Wall Chart

EDUCATIONAL TOOLS

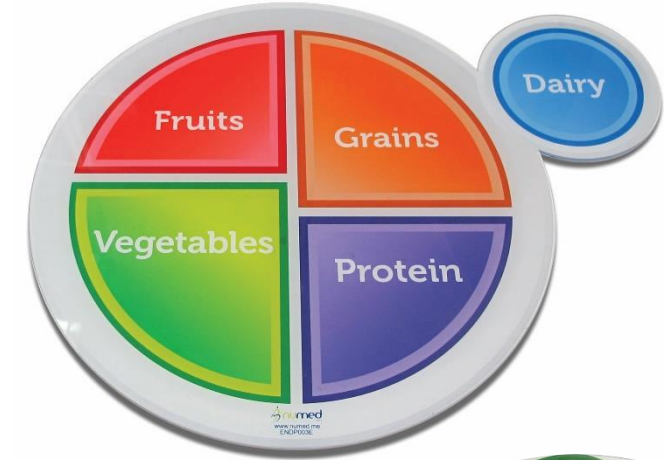
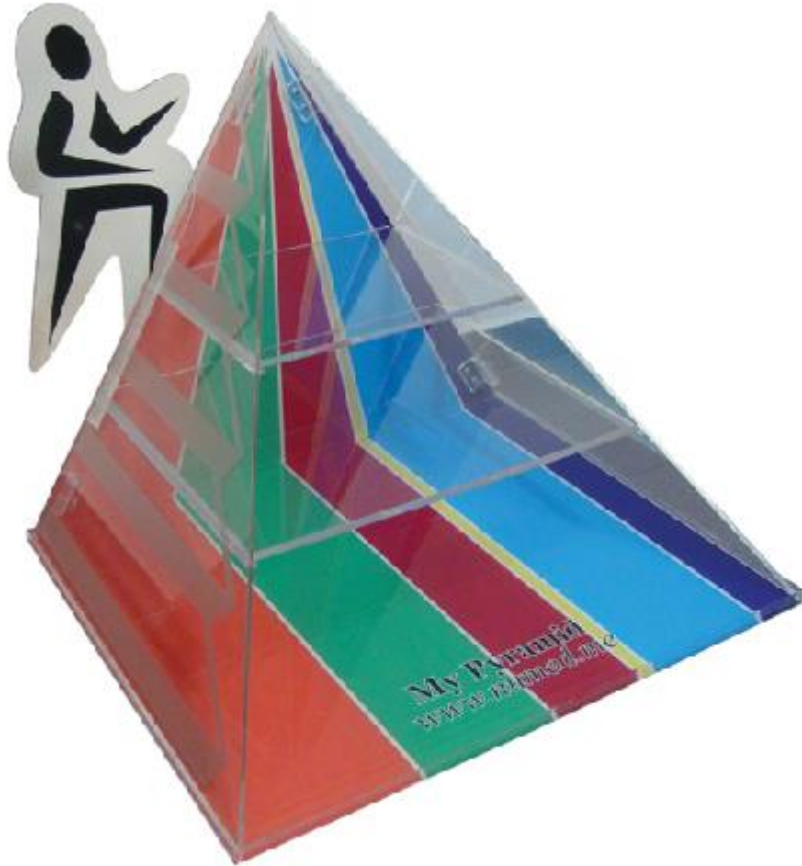
NUTRITION



Folding | Posters | Handouts

EDUCATIONAL TOOLS

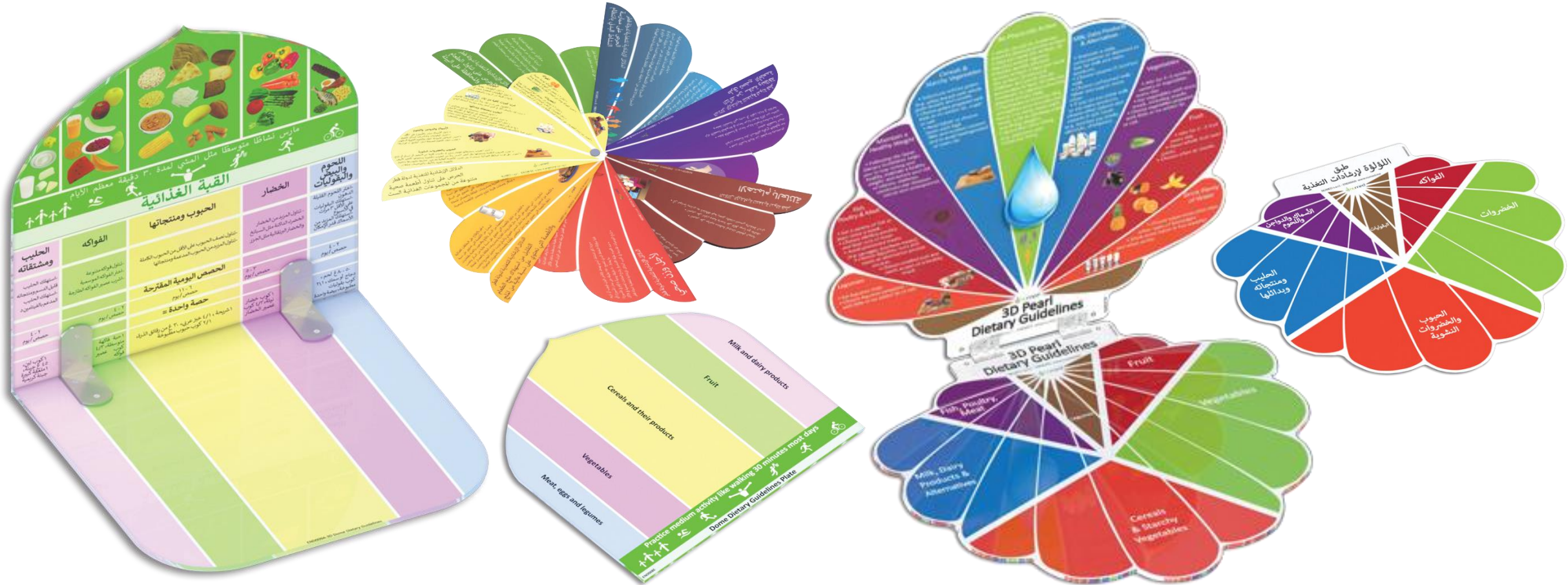
3-D DISPLAYS



Pyramid | MyPlate | Portion Plate

EDUCATIONAL TOOLS

3-D DISPLAYS



3-D Food Dome & Plate | 3-D Qatar Pearl & Plate

EDUCATIONAL TOOLS

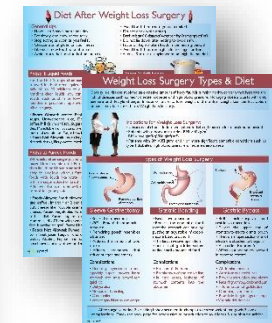
3-D DISPLAYS



4-Sided Pyramid | Food Comparison Tubes | Daily Life Portion Visuals

EDUCATIONAL TOOLS

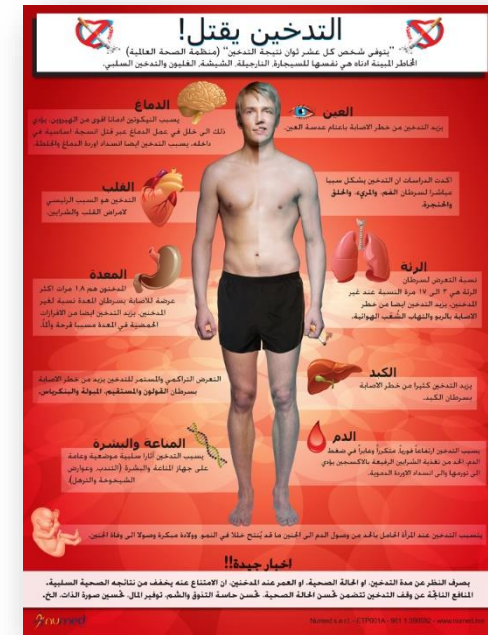
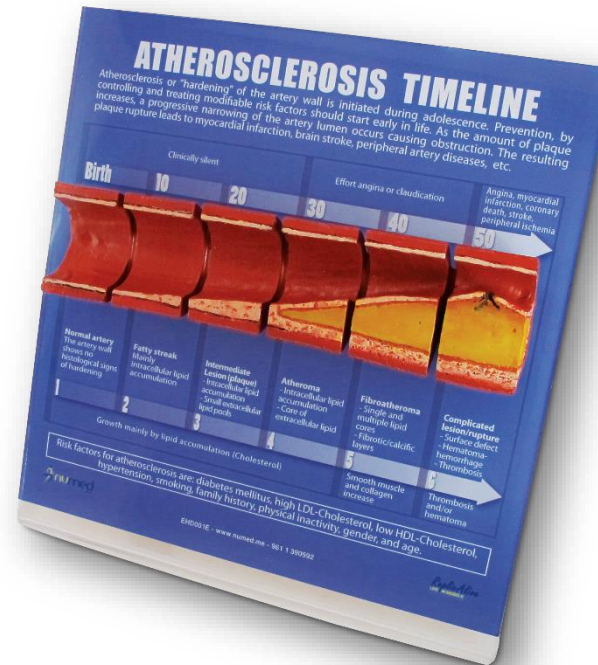
OBESITY/OVERWEIGHT



Folding | Posters | Handouts | 3-D Display | Fat & Muscle Models

EDUCATIONAL TOOLS

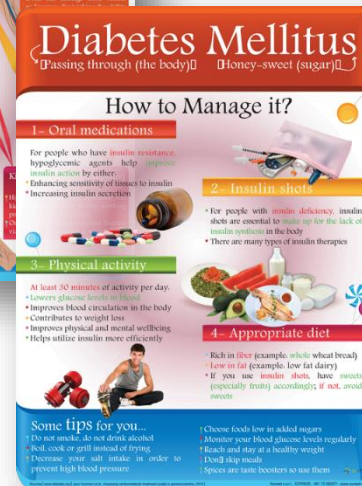
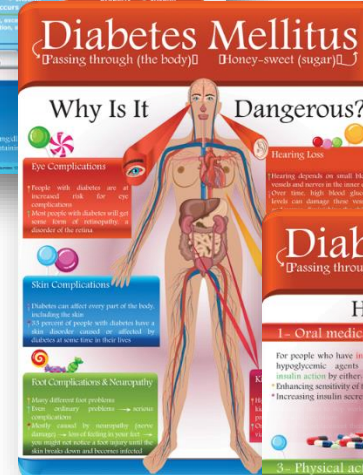
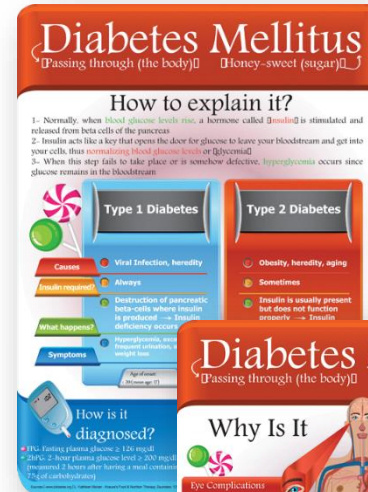
HEART AND VASCULAR HEALTH | TOBACCO



3-D Displays | Posters

EDUCATIONAL TOOLS

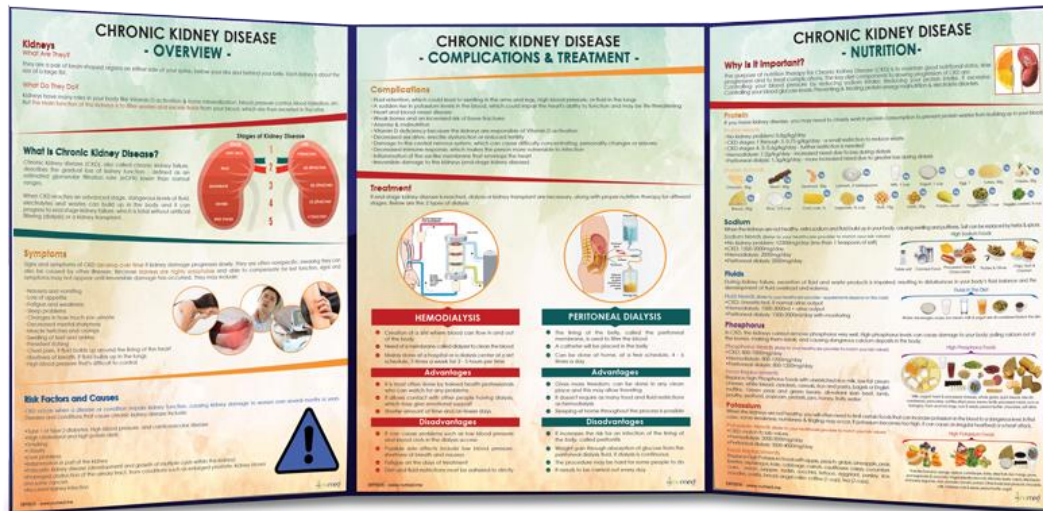
DIABETES



Folding | Posters | Handouts

EDUCATIONAL TOOLS

RENAL EDUCATION



Folding | Posters | Handouts

EDUCATIONAL TOOLS

PHYSICAL ACTIVITY



Folding | Posters | Handouts

DIETARY ASSESSMENT

FOOD WEIGHING SCALES | MEASURING CUPS & SPOONS | HIGH PRECISION BALANCES



DIAGNOSTIC EQUIPMENT

BIOCHEMISTRY



Glucose | Vitamins | Ferritin | HbA1c | Lipid Profile | CRP | Microalbumin

Food Intolerance | Food Allergy | DNA



DIAGNOSTIC EQUIPMENT

CARDIOLOGY | MISCELLANEOUS | NUTRITION STATUS



Blood Pressure Monitors | Thermometers | Urine Tests

METABOLISM & FITNESS

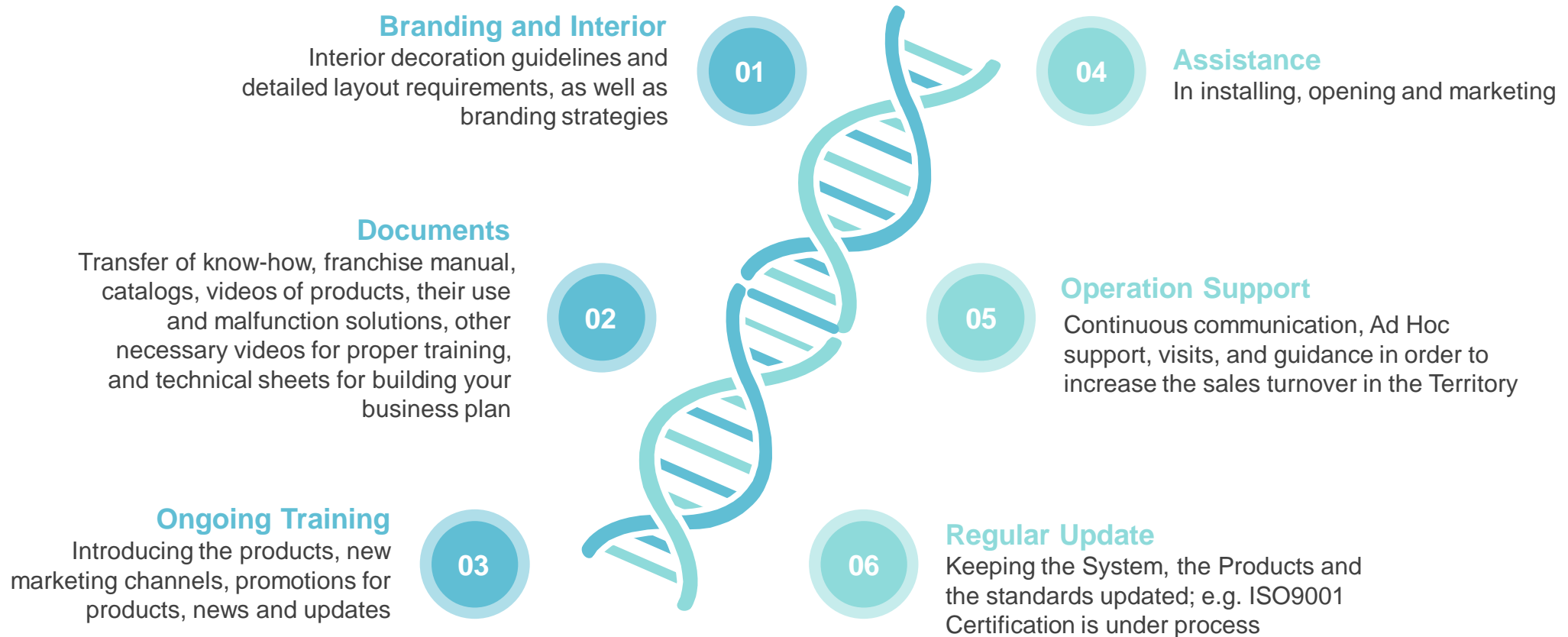
INDIRECT CALORIMETER | PEDOMETERS | SMART BRACELETS | DIET BELT | STRENGTH & CONDITIONING





4. FRANCHISING

WHAT WE PROVIDE



WHAT IS REQUIRED FROM YOU



Prime Location

Market study and choosing the best spot in the designated territory



Agreement Fulfillment

All processes and details in our agreement have been thoroughly studied and proved effective, therefore it is requested franchisees follow them fully, according to the territory's laws and regulations



Qualified Team

Hiring of qualified staff as per our requirements

ESTIMATED INITIAL INVESTMENT



This might vary depending on multiple factors

OTHER FEES



Royalty Fee

Paid monthly
through electronic
fund transfer

4% of Gross Revenues



Brand Fund Contribution

Paid monthly
through electronic
fund transfer.

2% of Gross Revenues



Other Fees

Other fees may
apply.
Refer to our
Disclosure
Document for
further details

Specified later

PROFITABILITY PROJECTION

Scenario 1 | Income Statement - Low

INCOME STATEMENT- SUMMARY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YTD
NET SALES	\$ 200,000	\$ 350,000	\$ 500,000	\$ 750,000	\$ 950,000	\$ 2,750,000
GROSS PROFIT	\$ 110,000	\$ 192,500	\$ 275,000	\$ 412,500	\$ 522,500	\$ 1,512,500
TOTAL EXPENSES	\$ 105,809	\$ 135,853	\$ 173,740	\$ 226,165	\$ 270,180	\$ 911,746
NET INCOME	\$ 4,192	\$ 56,648	\$ 101,260	\$ 186,335	\$ 252,320	\$ 600,754

Scenario 2 | Income Statement - Fair

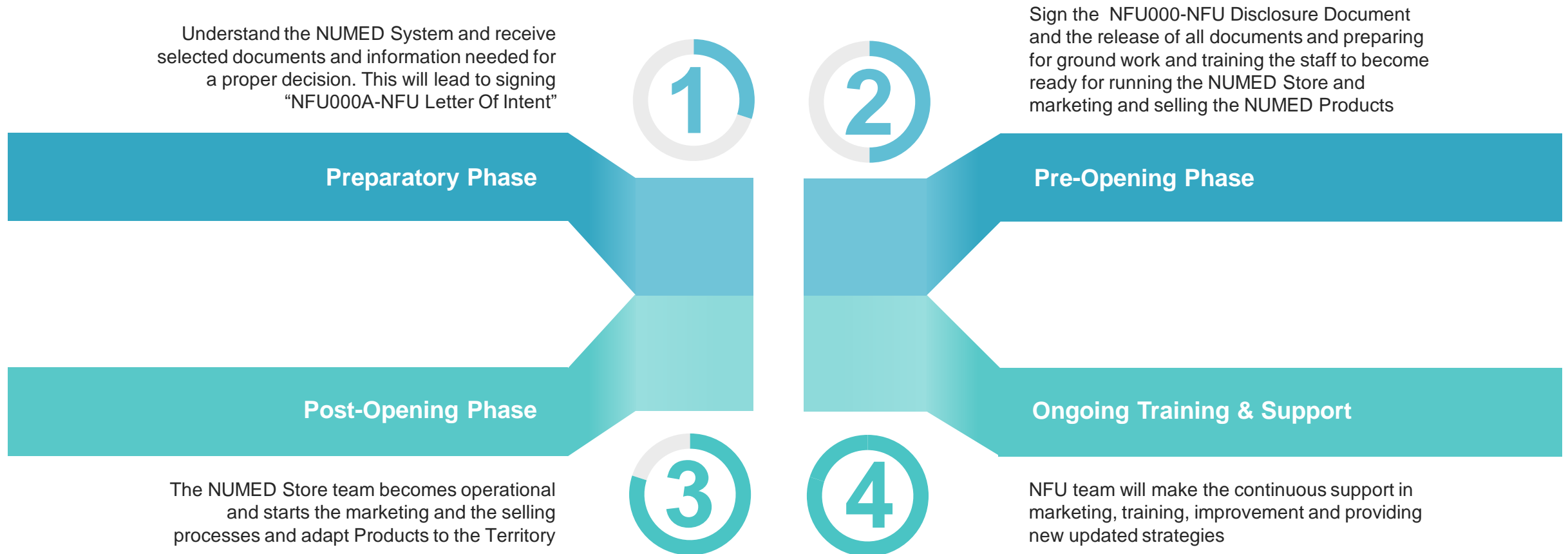
INCOME STATEMENT- SUMMARY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YTD
NET SALES	\$ 360,000	\$ 630,000	\$ 900,000	\$ 1,350,000	\$ 1,710,000	\$ 4,950,000
GROSS PROFIT	\$ 198,000	\$ 346,500	\$ 495,000	\$ 742,500	\$ 940,500	\$ 2,722,500
TOTAL EXPENSES	\$ 140,191	\$ 198,179	\$ 259,073	\$ 348,250	\$ 420,796	\$ 1,366,488
NET INCOME	\$ 57,810	\$ 148,321	\$ 235,928	\$ 394,250	\$ 519,705	\$ 1,356,013

Simulation over 5 years' projection for a typical NUMED Store in an active Territory of 2 million habitants, having almost the full NUMED Product range. This will vary with different factors (NUMED Store team performance, demographics, competition, GDP, etc.)



5. HOW TO PROCEED

Process Phases



Preparatory Phase

Stage 1 (NFU-A1)

**Understanding the
NUMED Franchise
and NUMED System**

1- NFU-MAR002-
Franchisee Presentation
2- Online Platforms:
-www.nfufranchise.com
-www.numed.me
-Social media pages
3- Request a real time
presentation by the NFU
Team and marketing
department

Stage 2 (NFU-A2)

**Receiving the initial
interest from the
NUMED Store Applicant**

Documents/Resources:
1- NFU-MAR100-
Interest for a NUMED
Store Acquisition
2- MAR003BD-
Distributor
Questionnaire

Stage 3 (NFU-A3)

**Preliminary assessment
of the NUMED Store
Applicant**

Documents/Resources:
1- NFU-MAR100-
Interest for a NUMED
Store Acquisition

Stage 4 (NFU-A4)

**Signing the “NFU000A-
NFU Letter
of Intent”**

Documents/Resources:
1- NFU000A-NFU Letter
Of Intent
2- Territory Map

Stage 5 (NFU-A5)

**Gathering Territory
market information**

Documents/Resources:
1- NFU-MAR101-
Environment Analysis-
Macroanalysis

Stage 6 (NFU-A6)

**Activity level in the
Territory market**

Documents/Resources:
1- NFU-MAR101-
Environment analysis-
Macroanalysis
*P.S. This step is restricted
to the CONS (Company
Owned NUMED Store)*

Stage 7 (NFU-A7)

**Financial return on
investment**

Documents/Resources:
1- NFU-102-
Environment Analysis-
Microanalysis

Pre-Opening Phase

1

NFU-B1

Signing the NFU Disclosure Document” and the release of all documents

2

NFU-B2

Site selection process

3

NFU-B3

Establishing a business Entity

4

NFU-B4

Building the NUMED Store Team

5

NFU-B5

Preopening Training of the NST

6

NFU-B6

Acquiring Products and materials and understanding import rules

7

NFU-B7

Submitting the NS business plan

8

NFU-B8

Evaluation of the NS business plan

9

NFU-B9

Final approval of the NS and signing the Franchise Authorization Certificate

Post-Opening Phase

1

NFU-C1

Initiating the marketing process

2

NFU-C2

Start of the Sales process

3

NFU-C3

Adapting NUMED Products to the Territory need

Ongoing Training & Support

1

NFU-D1

Sharing new adapted strategies

2

NFU-D2

Continuous Training

3

NFU-D3

Operation support

4

NFU-D4

Visits from the NFU Team



6. CONTACT DETAILS



NFU - NUMED Franchise Unit | NUMED s.a.r.l.



NUMED_franchise_unit | NUMED_sarl



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Thank You