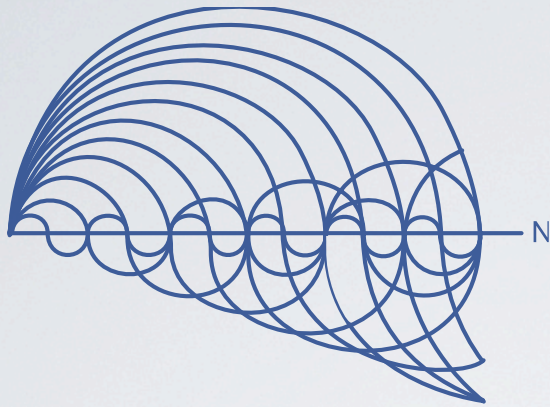


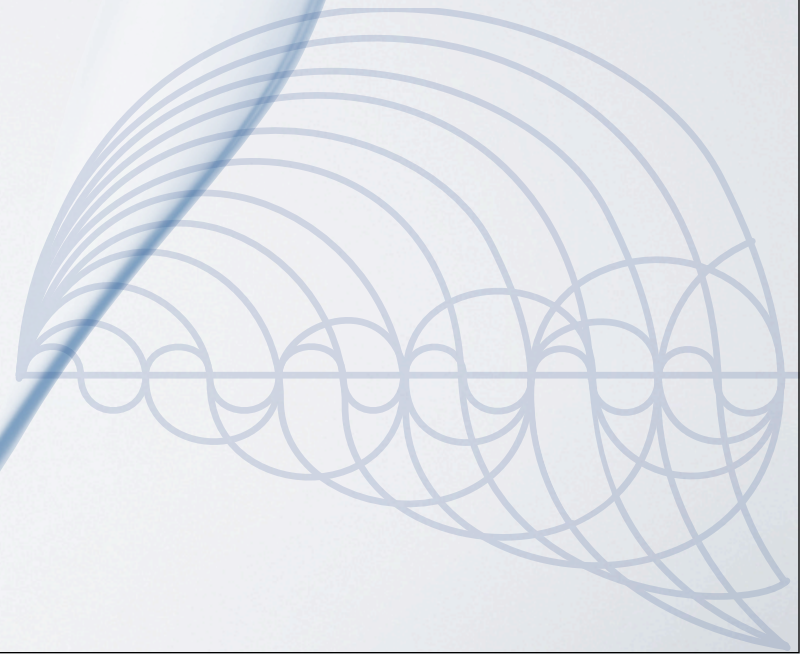
Are you interested in  
**expanding** your  
**business horizons?**



**KratFel**

Consultores S.C.

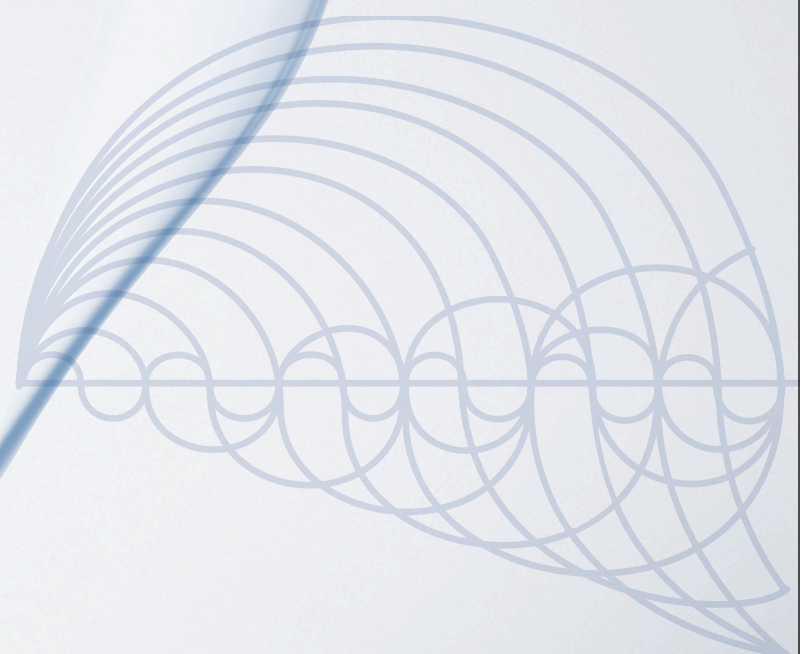
Can help you...





We...

“dedicate our **talent**  
to **promote**  
**foreign companies**  
and their  
operations in **Mexico**”



Through our  
practices

- Strategic Planning
- Marketing
- Business Intelligence
- Negotiating
- Coordinating legal and  
accounting services for you



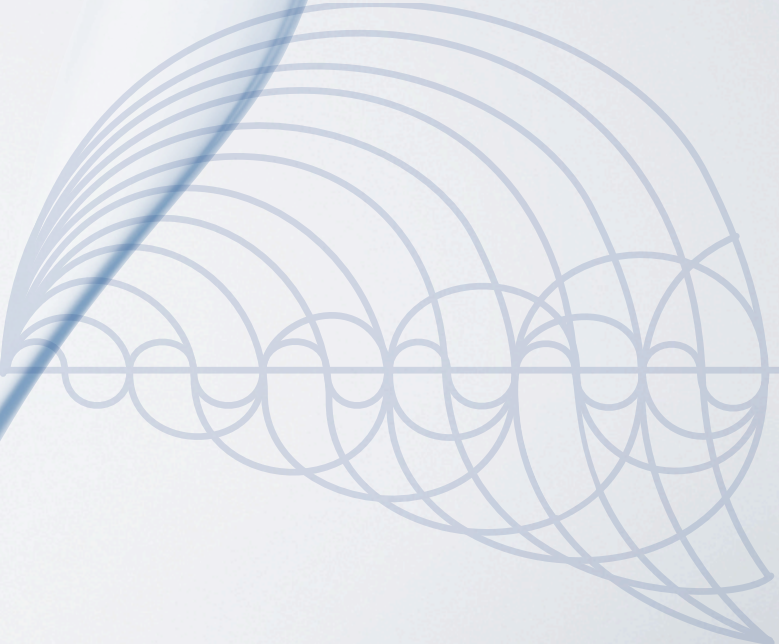
In the...

**Security**

**Health**

**Energy**

sectors

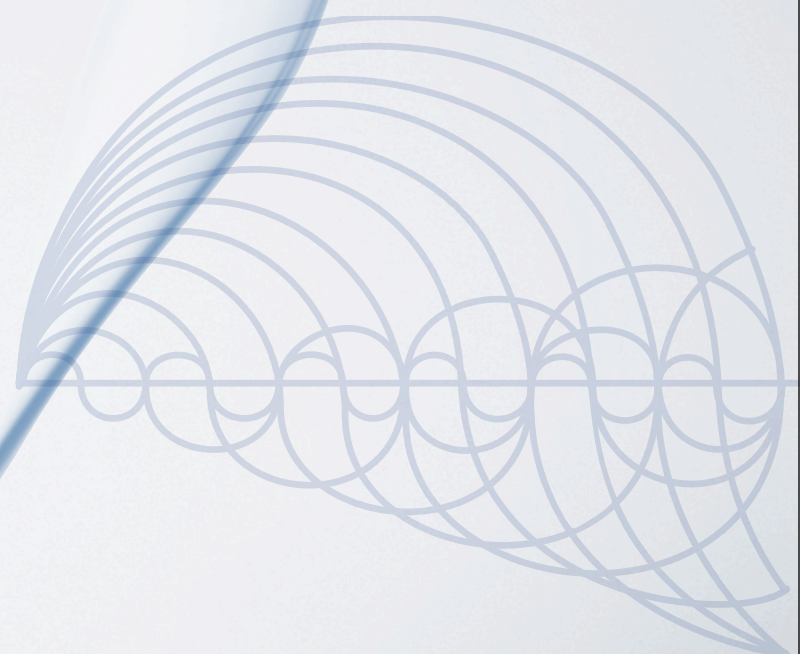


**Collaborating** closely with...

**Private**

**Public**

Institutions





In order to...

**Generate Value**

in the health sector we...



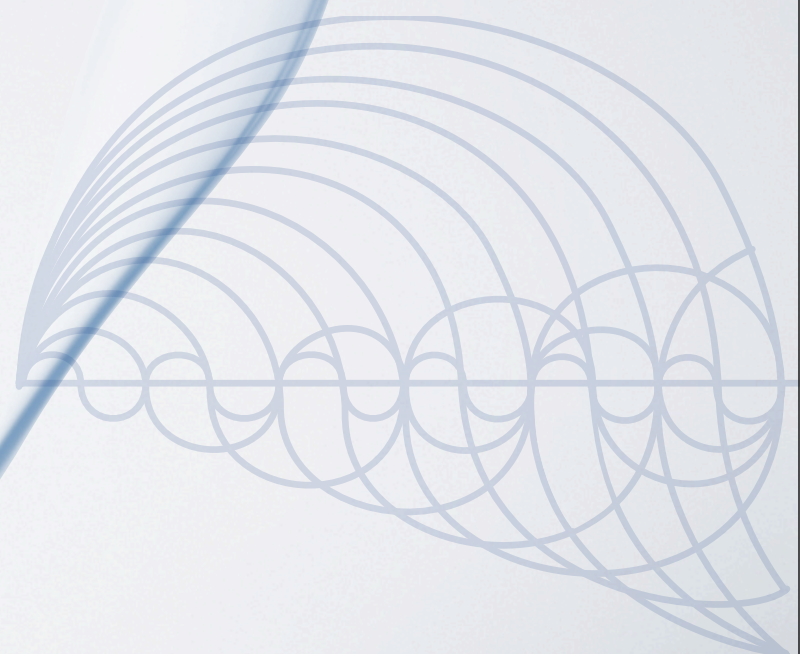
...work with the **most important institutions**

Private Institutions

Mexican Social Security (IMSS)

Social Security Institute for  
government employees (ISSSTE)

Mexican Health Ministry (SSA)



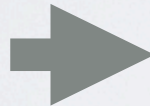


# Offering **essential activities** necessary for business in the Mexican market

Brief Market Check

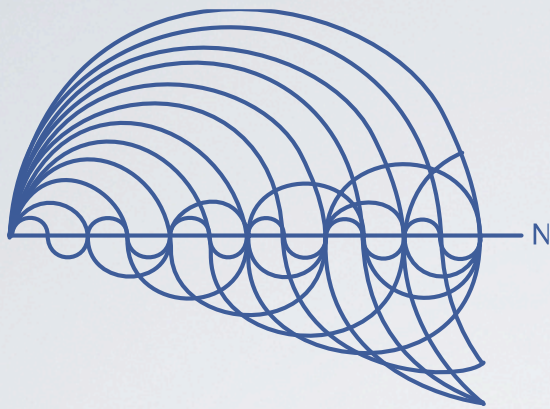
Registration

Sales Process



Public Relations and Marketing  
Contacting of potential clients  
Carrying out appointments  
Making product presentations  
Preparation of sales material  
Post-appointment followup  
Arrange/negotiate proposal  
Integrate technical proposals  
Elaborate financial proposals  
Proposal follow-up  
Coordinate contracts  
Coordinate import process  
Coordinate delivery  
Elaborate monthly reports

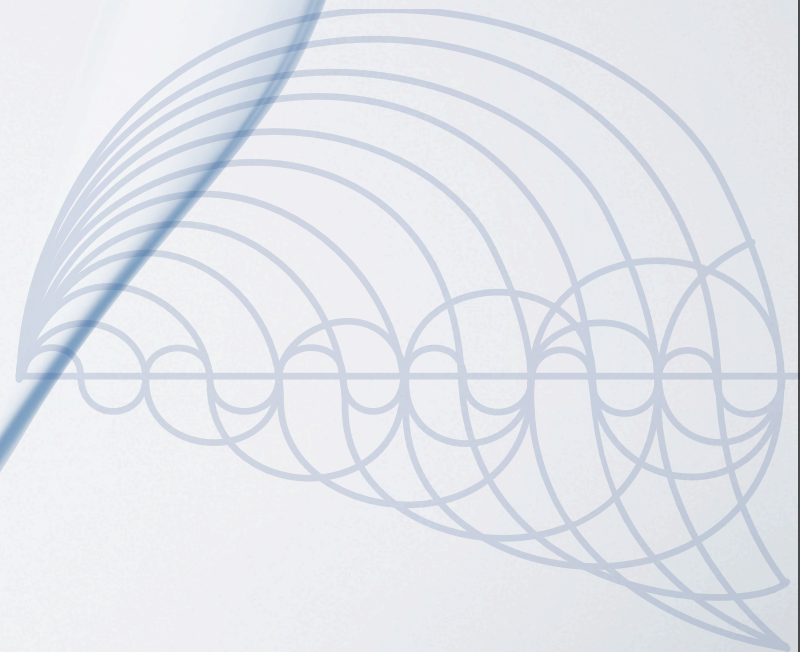
We will look after your business in Mexico



**KratFel**

Consultores S.C.

Is...



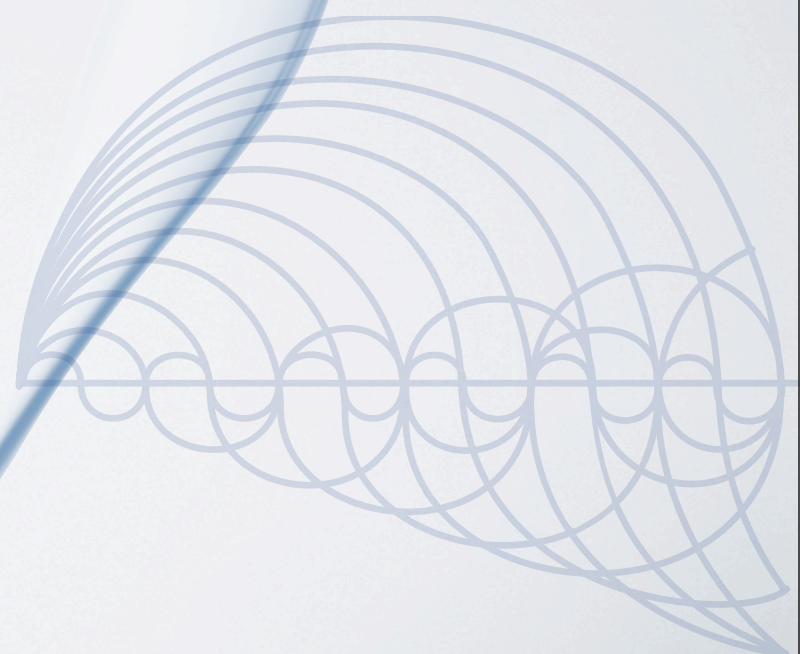




Experienced  
Professional  
Successful  
Small

Our  
**Values...**

Professionalism  
Transparency  
Motivation  
Innovation  
Respect





**Sharing** the best of...

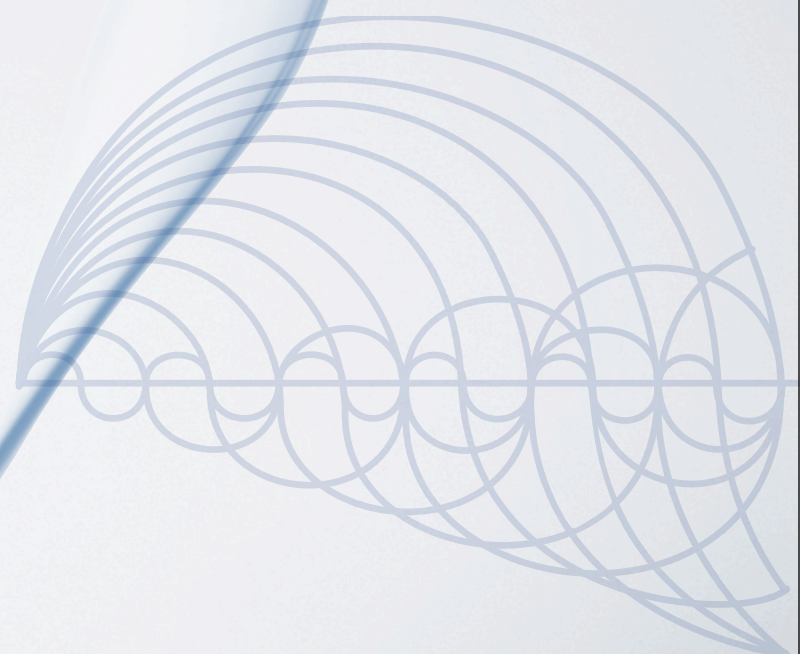


Providing both  
**Foreign** and **Mexican**

Know  
How

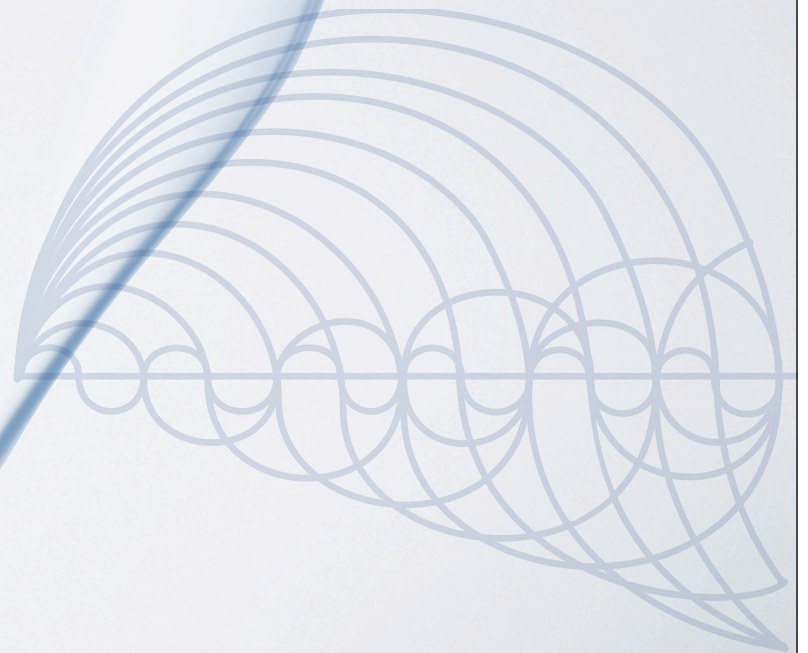
Business  
Culture

Staff

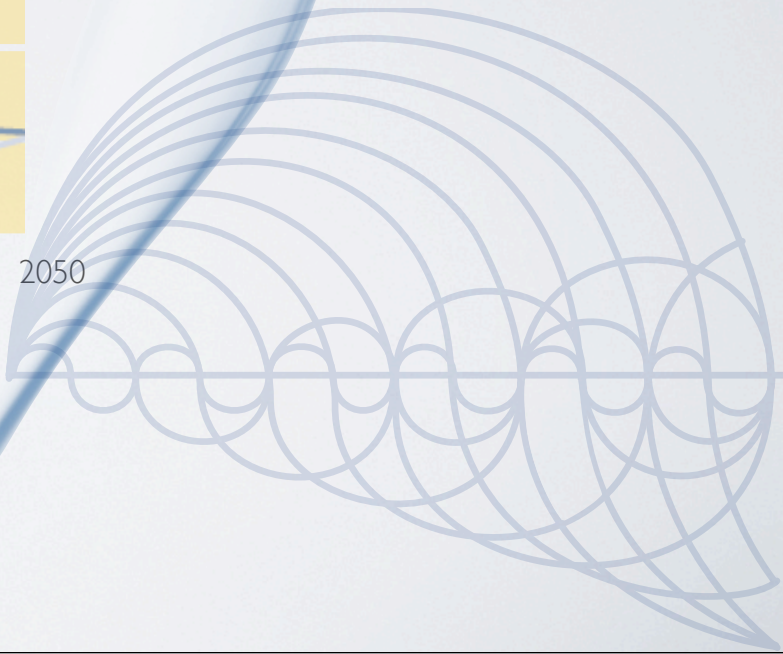
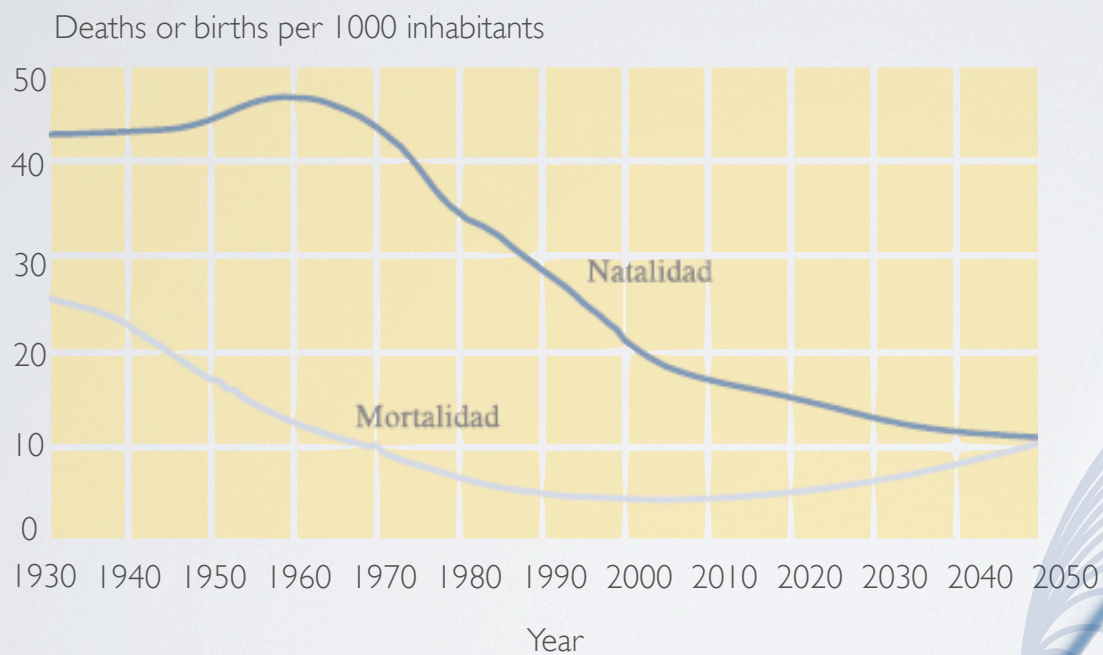




The Mexican market is **very attractive**  
for foreign med-tech and bio-tech  
companies because...

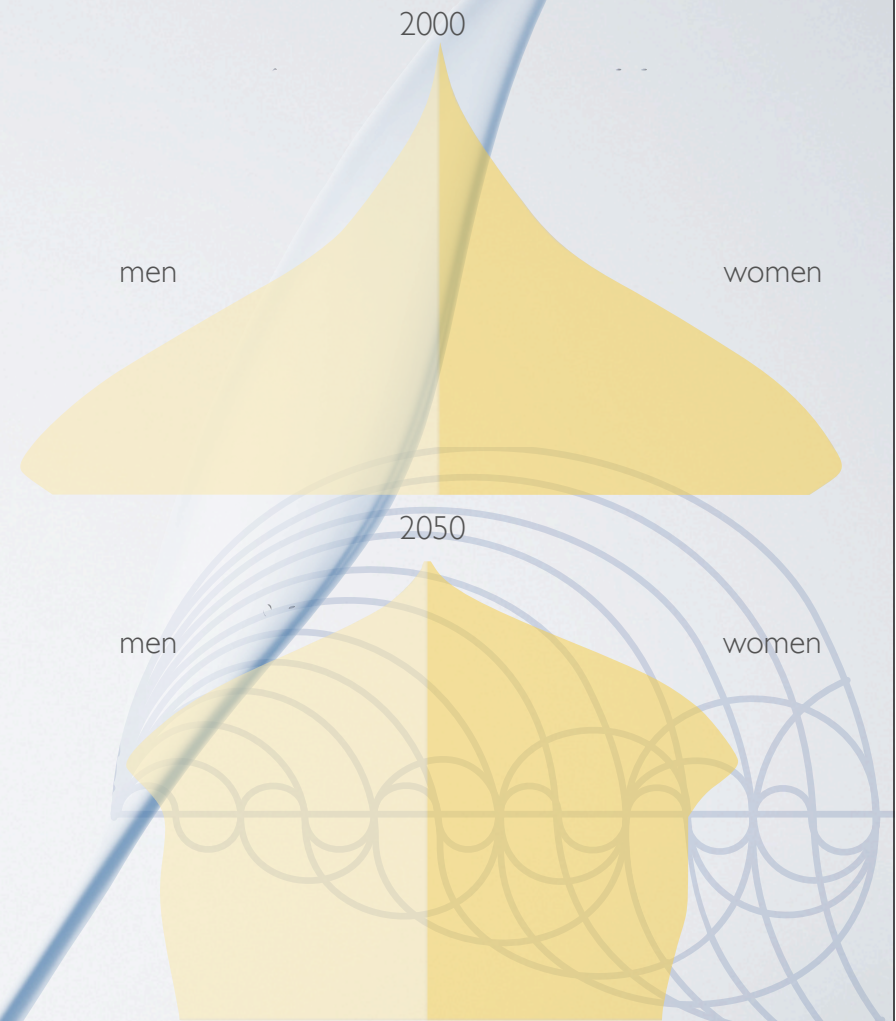
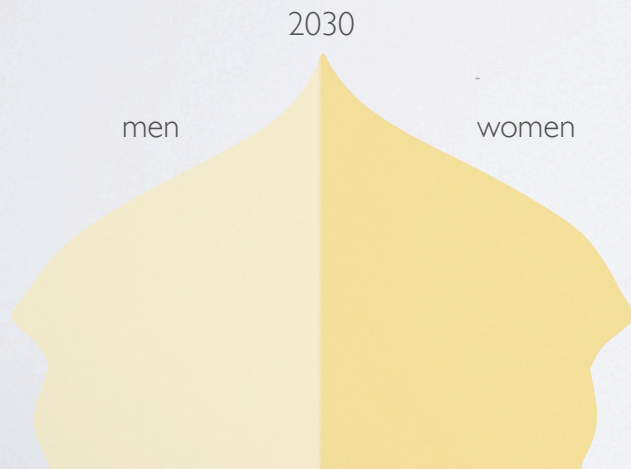
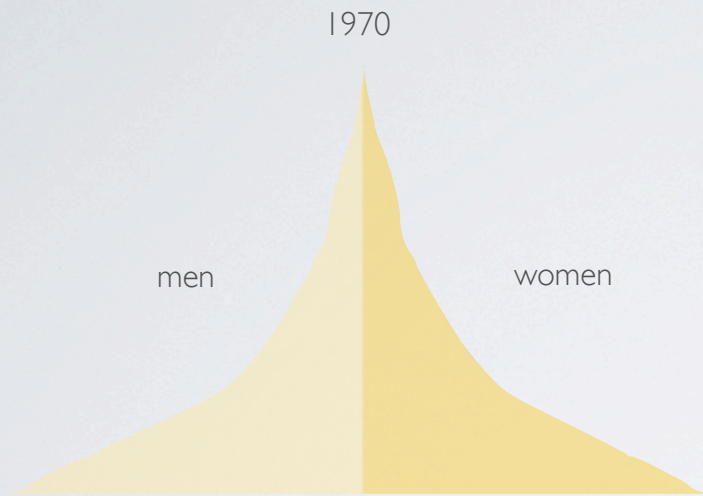


# Mexico's population is rapidly **aging**



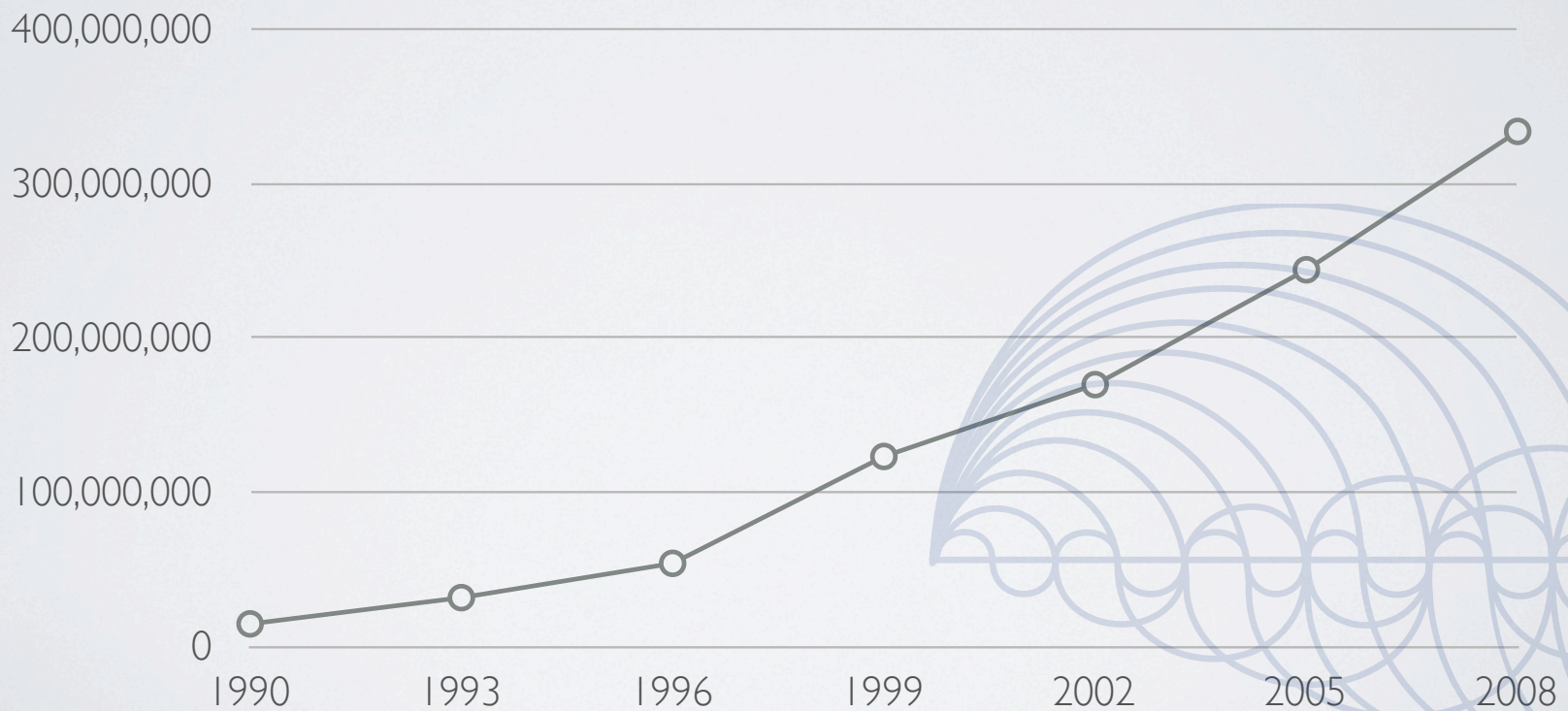


The population structure is starting to shift towards **more senior citizens**



public expenditure on health is  
**increasing constantly**

Total Government expenditure in Healthcare  
(Thousands of Mexican Pesos)



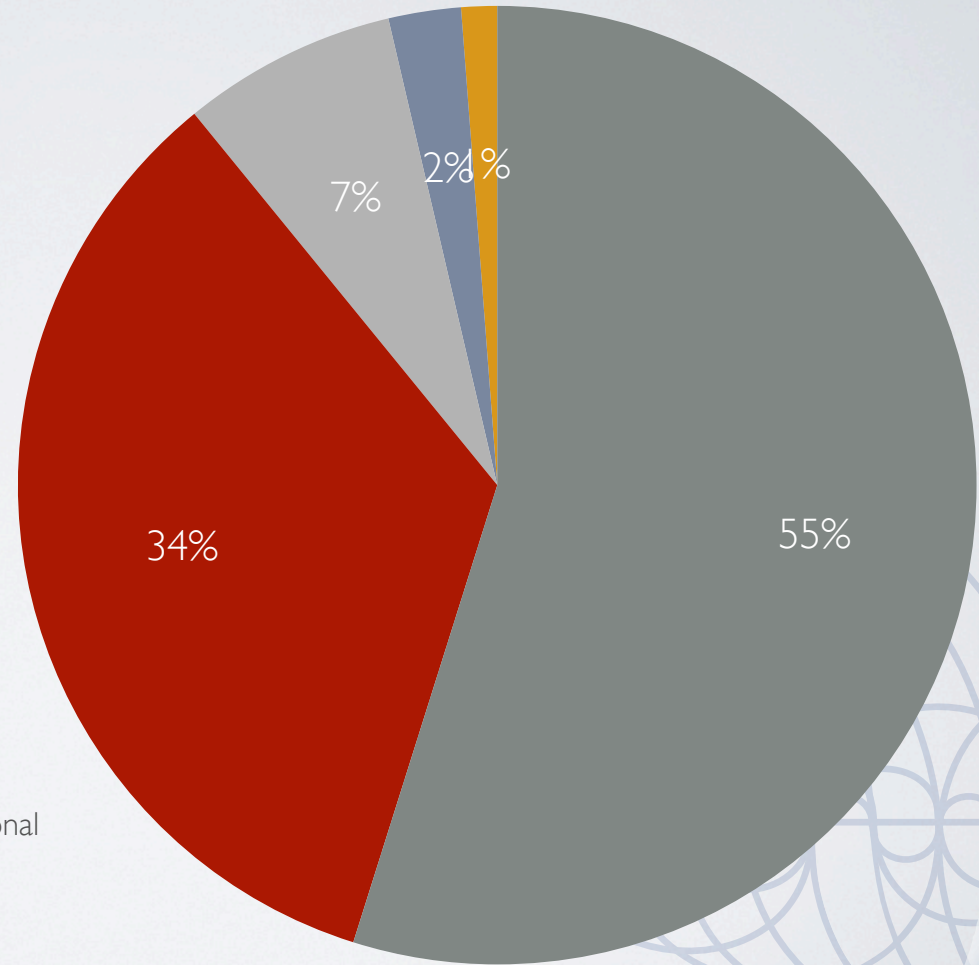


# The Social Security Institute is one of the **largest clients** for **health products** in Latin America



# Contagious diseases, such as respiratory and intestine infections are the **most common** in Mexico

Reasons for Hospital Visits in 2007

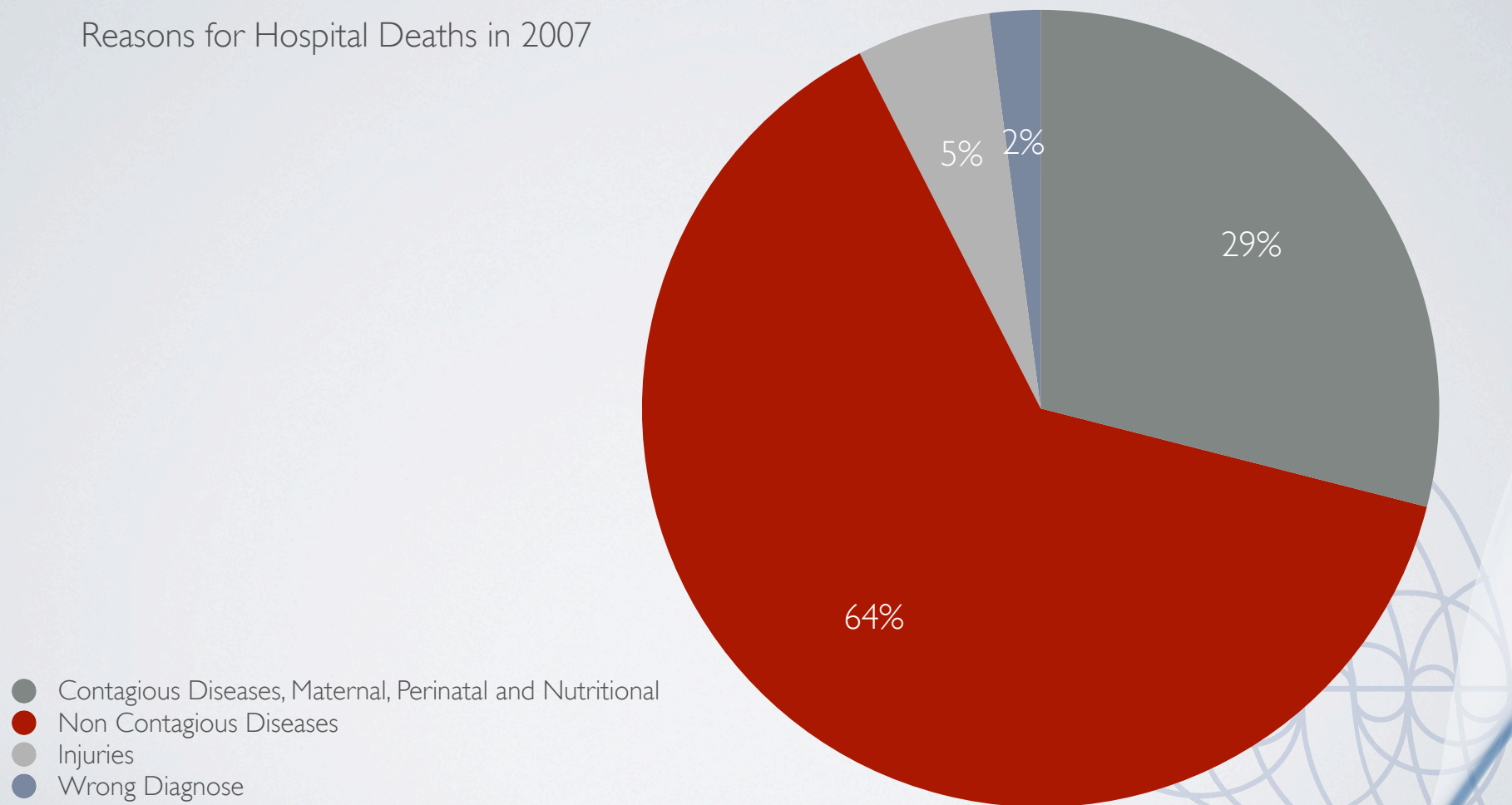


- Contagious Diseases, Maternal, Perinatal and Nutritional
- Non Contagious Diseases
- Injuries
- Other reasons
- Wrong Diagnose



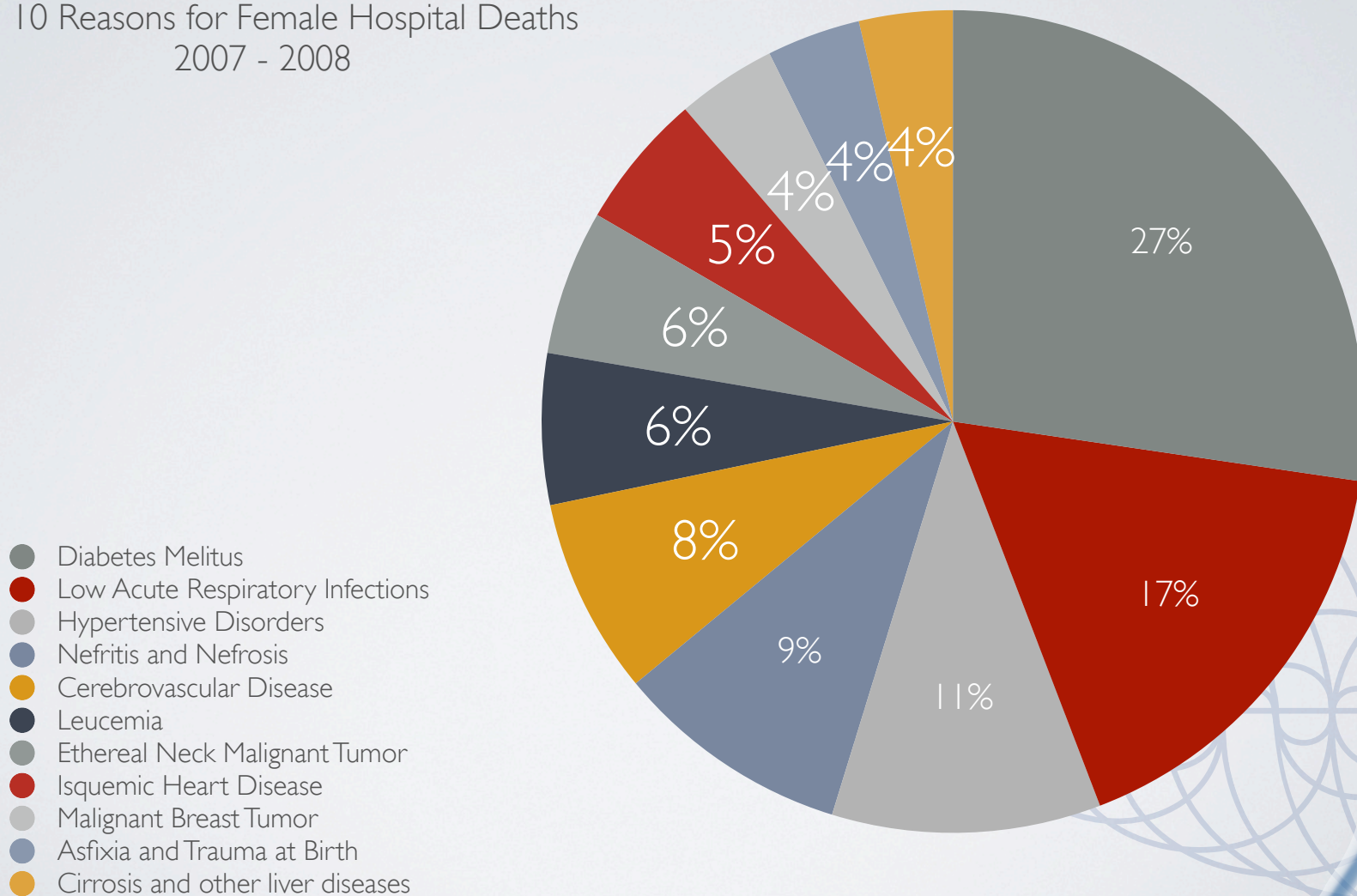
Non Contagious diseases such as **Diabetes, Cancer and organ failure** are the **main causes of death** in Mexico.

Reasons for Hospital Deaths in 2007



# The most common causes of death for females in Mexico are **Diabetes** and **Respiratory Infections**.

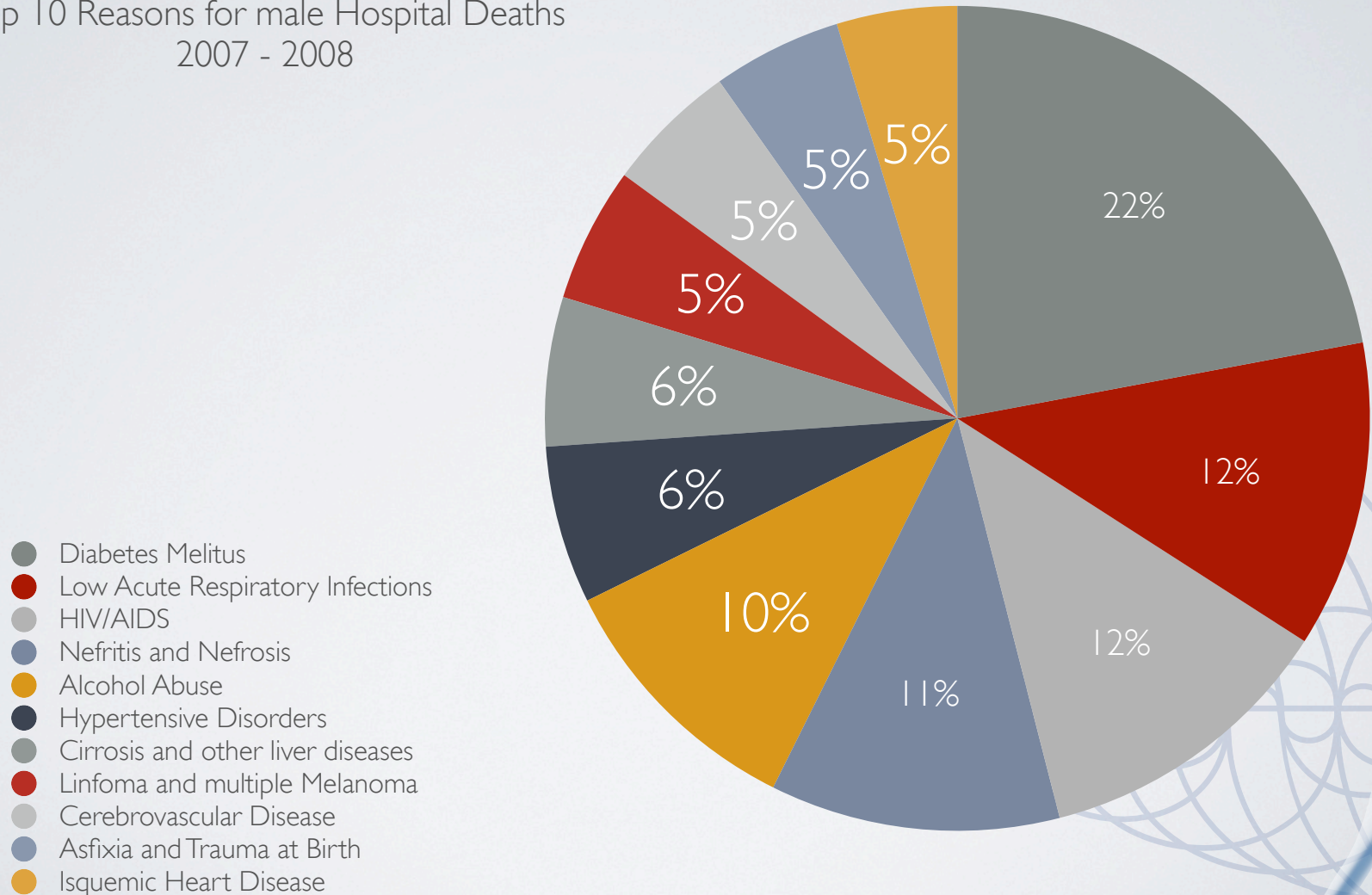
Top 10 Reasons for Female Hospital Deaths  
2007 - 2008



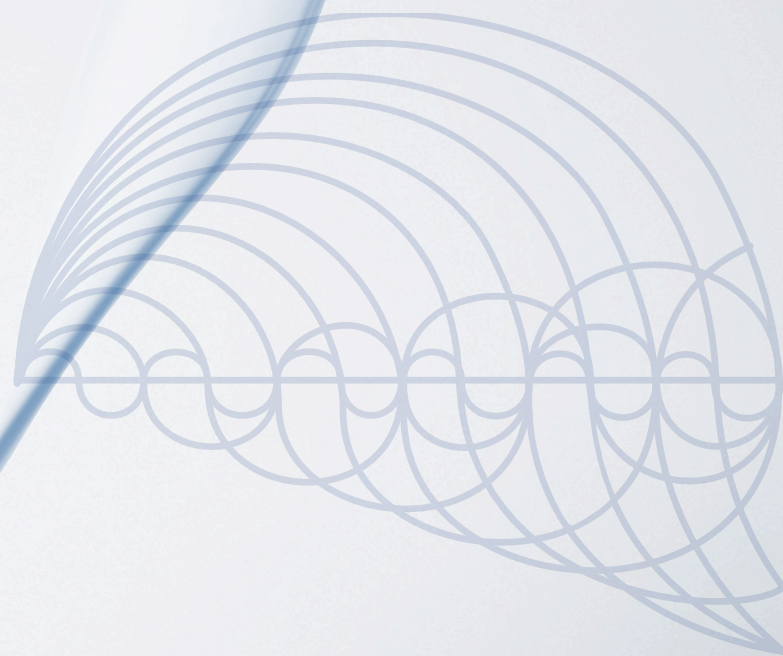


# HIV/AIDS and kidney diseases are within the top causes of death between males in Mexico

Top 10 Reasons for male Hospital Deaths  
2007 - 2008



This Creates...

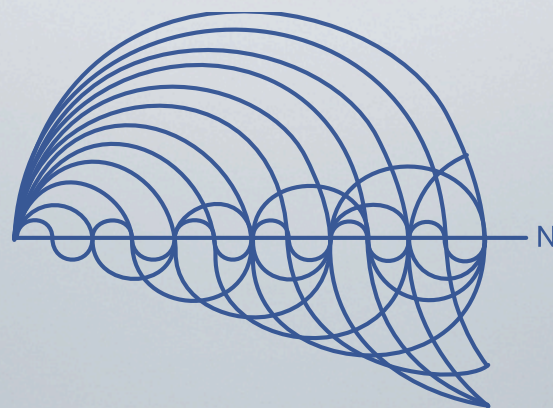






**Opportunities** for **new**  
**solutions and**  
**technologies** for the  
Mexican Population

Contact:



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