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— 80 years —  
Embracing Life

#### EXECUTIVE MANAGEMENT

Aris M. Jacovides,  
President & Managing Director

Nikos Giannopoulos,  
Manager,  
ICR Business Unit

Nikos Logothetis,  
BU Manager,  
CCS Business Unit

Sotiris Strigas,  
BU Co-Manager & Special Projects,  
CCS Business Unit

Eirini Kapetanaki  
Finance Manager

Zoe Plaka  
Quality & Compliance Manager

## CORPORATE FACTSHEET

M.S. Jacovides Hellas S.A., is a leading company in the marketing and distribution of innovative medical devices in Greece & Cyprus, through exclusive long-term marketing partnership agreements with renowned hi-tech medical technology companies.

Established in Athens in 1982 as the first company of the Jacovides Group (MSJ) in Greece, M.S.Jacovides Hellas participates effectively in hospital tenders for medical products, covering with its direct sales force over 150 public and private hospitals in Greece and Cyprus. The Cyprus market is handled through its affiliated company M.S.Jacovides & Co. Ltd. that is based in Nicosia, Cyprus.

*The Jacovides Group (MSJ) of companies was founded in 1944 in Cyprus and has now grown to become an industry leader in the LifeSciences field in both Cyprus and Greece, with an annual group turnover surpassing €200 million and total number of employees 400.*

### STRATEGY

The company is focused on bringing successfully into the markets of Greece and Cyprus, innovative, cost-effective and value adding medical technology products in developing segments that address unmet medical needs.

### BUSINESS MODEL

The business model is based on an ongoing search for new technologies in the rapidly emerging medical technology sector.

The company is committed to introducing into the marketplace high quality, value adding medical devices and to actively supporting their early adoption by healthcare professionals, ensuring top market performance.

This is achieved by employing the best available modern marketing practices and tools, whilst offering customer educational programs as well as technical and scientific customer support services.

### ORGANIZATIONAL STRUCTURE

M.S.Jacovides has created an organization that is strategically focused on achieving the highest level of expertise in its fields of operation. The company is ISO 9001:2015 certified by BVQI & ISO 13485:2016 by Lloyd's Register and employs 45 people, the majority of which are university graduates.

M.S.Jacovides Hellas S.A. structure is organized along two sections: the Sales & Marketing department and the Support department. The latter is subdivided into Finance & Logistics and Quality & Compliance. The company's highly qualified sales & marketing team is the people who bring the value of medical technology to healthcare professionals and institutions in Greece and Cyprus. The Sales & Marketing department which currently employs 27 people, is comprised of two distinct Business Units



### Interventional Cardiology & Radiology Business Unit (ICR)

The *I.C.R. Business Unit* offers a wide range of unique, state of the art products for the Catheterization Lab's needs. Our partnership with Terumo IS, a global leader in the field of Interventional Cardiology, Peripheral Intervention & Interventional Oncology/Embolization, ensures the availability of the latest technology products in the Greek market facilitating physicians' treatment techniques and safeguard patients' care.

### Critical Care Solutions (CCS)

The *Critical Care Solutions Business Unit* manages a full range of value-adding technologies & products for use, mainly in the Areas of Intensive Care Unit, Anaesthesia, Blood Centers, Haematology, Interventional Pulmonology and Thoracic Surgery, covering a wide spectrum of needs. Products with technological advancements and supreme quality that offer clinically proven results that benefit both patients and the Healthcare System.

The two Business Units are assisted by internal business support groups including a Tender Management team and a qualified Scientific & Technical Support (STS) personnel. The latter offers in-servicing and up-to-the minute clinical, technical and scientific assistance to customers.

## BUSINESS PERFORMANCE

M.S.Jacovides has proven over the years its ability in navigating successfully through challenging and changing market environment. Furthermore, its competence in introducing new product concepts and supporting their widespread use is evidenced by the leading market share it enjoys on all core products it markets.

Through the offer of a unique value proposition to healthcare professionals and institutions, the company has managed to establish the image of a credible and progressive local marketer of novel medical devices across Greece & Cyprus.

The company's market performance has been endorsed via special awards by its global partners such as Pall Medical / Cytiva, Vital Signs (now Vyair / SunMed) and Zoll.

## PARTNERING WITH M.S.JACOVIDES

M.S.Jacovides Hellas S.A. has developed a number of long-term collaborations with leading global manufacturers who develop innovative therapies that improve patient quality of life. It employs certain assets that constantly add value to these partnerships, such as its flexible operational structure, the local market expertise and its strong customer base. The company demonstrates an ethical code of conduct record and was TRACE Certified for several years, signifying M.S.Jacovides's commitment to transparency in international commercial transactions.

The company is actively seeking to further marketing partnerships with global medtech players as well as with new medtech outfits, who develop innovative medical devices and provide a wide product portfolio.

