

Product Presentation

bite away[®]
DER STICHHEILER.



Introducing mibeTec



- ✓ Since 2017 part of the Dermapharm AG group
- ✓ Area of expertise: **local thermotherapy**
- ✓ Excellent medical devices:



bite away®: for the treatment of insect bites



bite away[®]



- ✔ bite away[®] is the first and only thermotherapy device with clinically proven effectiveness.
- ✔ A short thermal impulse is enough to stop the itch, swelling & pain caused by insect bites after the first use.
- ✔ Fast & easy one-click-use. No more hassle with creams.



works chemical free · dermatologically tested · medical device class IIa

- ✔ Chemical-free & dermatologically tested, suitable for children and during pregnancy.
- ✔ Medical grade plastic and a ceramic contact surface for highest quality making bite away[®] suitable even for allergy sufferers

Quality characteristics:



Free from chemicals



Suitable for pregnant women, allergy sufferers and children*



Easy and practical to use



Dermatologically tested



Medical device
„Made in Germany“

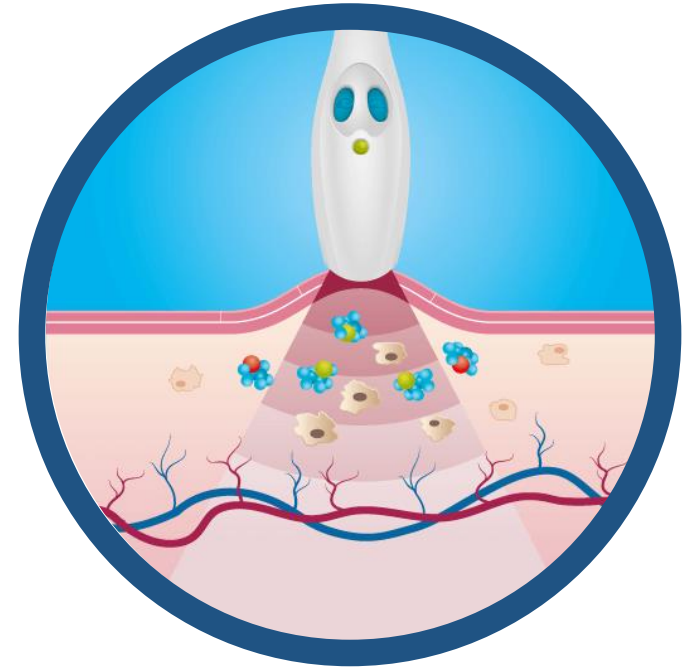
*self-application from 12 years of age

How does it work?



Reduction of swelling
Influencing the mast cells
involved in inflammation
by applying heat

Relief of itching and pain
The short local heat
stimulus activates the pain
receptors, thus inhibiting
the itching and in the
further course also leads to
pain relief through
desensitization



bite away®

- ✓ Unique, self-developed safety technology
- ✓ Proven efficacy through clinical studies & scientific publications
- ✓ Since 2006 we are experts in the field of local thermotherapy
- ✓ Market Leader in Germany
- ✓ Bestsellers in the categories:
drugstore & personal care, insect repellent, medication for itching & rashes



 **mibeTec**

bite away® Target group:

bite away® is the ideal recommendation for:



FAMILIES



OUTDOOR
ENTHUSIASTS



PEOPLE WHO WORK
OUTDOORS



GLOBETROTTERS
AND LONG-HAUL TRAVELLERS



mibeTec – current status:

✓ Sister companies:

Germany
Austria
Switzerland
Poland
Croatia
Great Britain
Italy
Hungary (Strathmann)

✓ Existing partnerships:

France
Spain
Finland & Norway
Sweden & Denmark
BeNeLux
Israel (Asia)

✓ Market entry USA Strongest entry into a new market with a mibeTec subsidiary

Possible market access:


- Russia (from 2021)
- Portugal (from 2021)
- CZ / SLO / SK (from 2021)



Our goals in China:

- ✓ Selection of a distribution partner with experience in the field of electronic medical devices for OTC such as blood pressure monitors, blood glucose monitors, pulse monitors (e.g. Sanitas, Boso, Braun,...)
- ✓ Search for a partner with experience in cross-border e-commerce and presence on platforms such as TMall, JD.com, Kaola, Red, WeChat and O2O (Online to Offline).
- ✓ Perspective: Support the certification process in China to take the next step in the domestic business
- ✓ Finding a partner for warehouse, marketing and distribution

→ **Build a long-term partnership**



		Estimated market volume in the first step after successful product launch (# 000 units)
1	USA	7,110
2	Germany	732
3	China	332

Our goals in China:

1 year

- ✓ First steps on the market, establish product
- ✓ Exploit 5% of market potential

2 years

- ✓ Expand sales channels
- ✓ Exploit 10% of market potential

3 years

- ✓ Expand product range
- ✓ 10 + x % of market potential to be exploited



To become the premium provider in symptomatic treatment of insect bites in China



 **mibeTec**

Thank you!