

Business Model

We design, manufacture and market medical technology globally. We invest in our business to maximise opportunities for existing products in existing markets, drive our portfolio into new markets through regulatory approvals and expand our portfolio through product development and complementary Distributed Products. Our significant global reach into more than 75 markets is achieved through both direct sales and distribution partners.

The products move from development and over time help to grow our business organically as they become established products in existing markets. The products we distribute for third-party manufacturers complement and support our Branded Products and add value to our customers. We strive to maximise the customer experience through customer support, education and technology support offerings.

Our business model always aims to be cash generative from operations as we sell existing products into existing markets. During the product life cycle, they generate profits and cash for the Group which in turn we use to re-invest in our business through R&D or by acquisitions for future growth.

