



a1 medical

OPHTHALMOLOGY

SPECIALTIES PRESENTATION - 2021

RANGE

a1 medical has ...

... a wide range of more than 3.000 products, which is permanently increasing, including:

- instruments made of stainless steel (mainly)
- instruments made of titanium (some)
- instruments made of a combination of stainless steel and titanium
- instruments made of other materials, such as glass, silver, PTFE, aluminium, etc.

Completed by the flexibility to adding more instruments, if needed for tenders, and working permanently on unique developments, which is now more complicated and time intensive through the MDR-certification.

TITANIUM

We believe, that titanium is not the right material in Ophthalmology to produce a complete instrument of

The main advantage, out of the few that titanium has, is that it is non-corrosive. So hospitals with insufficient maintenance and corrosion problems should work on a proper maintenance instead of purchasing completely titanium made instruments

Titanium is a too flexible material used on instruments where flexibility is not requested, so they deform too fast, which is confirmed to us by many users

It is best used in Neuro-, Cardio- or Pediatric-Surgery

This fact inspired us to some products developments, which are a combination of titanium handles with stainless steel tips

S I G N U M
M I C S
F O R C E P S

There are two stories behind the SIGNUM MICS Forceps':

- The reason for building it
- The name

The reason for developing and building the SIGNUM MICS Forceps' is quite easy. Most of the surgeons were not satisfied with the completely made of titanium, articulated capsulorhexis forceps'. They deform too fast

For this reason we have developed the SIGNUM MICS Forceps' with a titanium handle AND stainless steel tips

The **name** is the result of a mathematical rule.

I used the mathematical rule of

$$- \times - = +$$

for describing this development and for creating the name

S I G N U M
M I C S
F O R C E P S

This mathematical rule is called in latin SIGNUM REGOLATE, which was the basis for the name of the forceps'

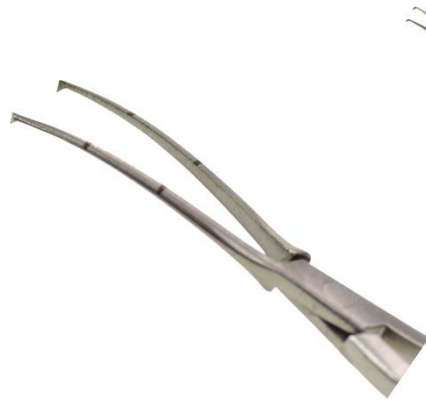
A handle made of stainless steel would have a negative influence by being too heave, that is why we are using titanium on the handles

Tips made of titanium would have the negative effect of being too flexible, sensitive and deform more easly, that is why we are using stainless steel on the tips

Eliminating two negativities result in the **SIGNUM MICS FORCEPS'**

SIGNUM
MICS
FORCEPS

TS-Line (TS stands for Titanium and Stainless Steel)



F-5000TS SIGNUM LEHNER MICS Forceps, angled, curved, Cross Action, 1.5mm, graduated at 2.5 and 5.0mm



F-5010TS SIGNUM GIANETTI MICS Forceps, angled, curved, Cross Action, 1.5mm, special open window designed shanks for being able to see the tips during capsulorhexis



F-5020TS SIGNUM INAMURA MICS Forceps, angled, curved, Cross Action, 1.5mm, 90°, sharp Tips, graduated at 2.5 and 5.0mm

S I G N U M M I C S F O R C E P S

Positioning statement:

Signum MICS Forceps' are to be positioned with ophthalmic customers doing cataract surgeries. Specially with customers who have had problems with the completely made of titanium models in the past. The MICS is becoming more and more a standard so a CapsX especially such the SIGNUM is a must have in each Cataract Set.

Target customers:

Cataract surgeons doing conventional, that means manual, capsulorhexis and in MICS. Not using a laser.

Main selling points:

Designed for 1.5mm incisions, so designed for MICS surgeries. This design is only available at a1 medical, because it is our own handle design. We have been the first company marketing this kind of articulated CapsX forceps', having a titanium handle with stainless steel tips. In case there are now others, they might have copied from a1 medical.

Handling common market objections:

The only thing that could be is a comparison to similar products, which is not working as not really existing.

Product superiorities versus competition:

Only available at a1 medical. Unique product with one of a kind kombination of titanium and stainless steel. No one of our main competitors has this kind of product.

Supportive promotional tools:

Brochure is available right not, but not printed anymore as the SIGNUM FORCEPS' will be integrated in the new catalogue, which will be available from march 2019.

Specially designed products for the XEN® Gel Stent Implantation



ES-0725 Vera Fixation Hook

VERA HOOK
AND
MOD. RETRACTOR

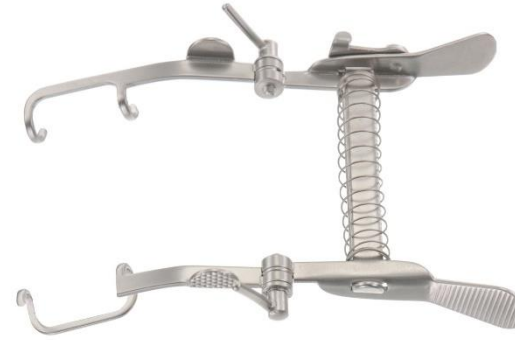
XEN® Gel Stent (Allergan) is used to lower intraocular pressure in patients with primary open angle glaucoma, where previous treatments have failed

The Vera Hook Provides easy eye fixation and manipulation through a standard cornea side port incision during XEN® Gel Stent Implantation

The small cone in the front of the Vera Hook enables an easy and safe entry into the side port incision and provides holding resistance to inhibit the instrument from slipping out. A 1.8mm ball towards the back end prevents the full instrument from entering the eye through a 0.9mm side port incision while allowing rotation to any angle to accommodate various holding positions during XEN® Gel Stent Implantation

FOR MIG – SURGERY

Specially designed products for the XEN® Gel Stent Implantation



ES-0287 Mod. Krumeich Eye Speculum for adults, length 7.0cm, adjustable angulation, with lock and 15.0mm open blades

Provides superior at the internal and inferior at the external part removed valve-bridges

The XEN® Gel Stent Applicator can not stick to the inferior valve-bridge during application, especially when inserting the applicator

The speculum can be removed shortly after the application, as the superior valve-bridge can not exert any pressure on the bulbus when removing the speculum and thereby not delocalize the stent out of his position

Positioning statement:

Allergan is using the a1 medical Vera Hook, especially in Germany, for their training Kits. So they are not selling the Vera Hook but making thereby promotion for our product and forwarding the customers to a1 medical. Both, the hook and retractor, have their positioning clearly at the Glaucom Surgeons using Xen Gel Stent.

Target customers:

All Xen Gel Stent by Allergan users, treating thereby a Glaucom. In case of Allergan is active in your country.

Main selling points:

The Vera hook is a must have for fixing the eye while introducing the Xen Gel Stent Applicator. There are only two other companies having this hook but Allergan is using our one for their trainings. So they are mainly doing the promotion and you should only be picking up the orders.

The Retractor is a complete unique product desinged by me and available only at a1 medical. In combination with the Vera Hook they are both must haves for the Xen Gel Stent Application.

Handling common market objections:

The Vera Hook could be of course replaced by another type of Hook. But that replacemt will never be able to provide the security that the Vera Hook does.

The Retractor is without any competiton. Unique. Specially designed for the Xen Gel Sten Application.

Product superiorities versus competition:

The Vera Hook is available with other companies, too, but Allergan is using only our ones for their trainings.

The Retractor is, again, without competition and the only one on the market serving the needed functions for Xen Gel Stent Appliation.

Supportive promotional tools:

Both will be printed in the new catalogue.



ES-0285 Krumeich Eye Speculum for adults, 15.0mm open blades, length 7.0cm, adjustable angulation, with lock

Similar to ES-0287, so has the same below mentioned features, which have not been mentioned at ES-0287

KRUMEICH RETRACTOR

Can be used, by the adjustable arms, on both the temporal and nasal part

Is perfectly adaptable to the facial shape of the patient

Does not protrude and the surgeon has a free temporal access

Through the safe locking mechanism, the speculum can be fixed for an optimal and secure spreading during surgery

Can be used for any kind of ophthalmic surgery

KRUMEICH
RETRACTOR

Positioning statement:

Can be used by all ophthalmic surgeon for all ophthalmic surgeries.

Target customers:

All ophthalmic surgeons. Especially the ones who have since ever been looking for a retractor that can not only be adjusted in opening but also in the angulation.

Main selling points:

Unique product. Available only at a1 medical. Perfectly adaptable to the patient's facial anatomy and can be used by all ophthalmic surgeons in all ophthalmic surgeries.

Handling common market objections:

Unique product. There is no other product available, that is similar to our Krumeich retractor.

Product superiorities versus competition:

First of all unique and available only at a1 medical. Product is without any competition.

Supportive promotional tools:

Will be printed in the new catalogue.



A1 medical has, besides the biggest choice of different forceps' with the most common handle designs, also own handle designs, such as for

- Round Handles for Forceps'
- Flat Handles for Forceps'
- Round Handles for Needle Holders

OWN HANDLE
DESIGNS
STAINLESS STEEL

The Round Handle Design is called Ultra Light Ergo Grip and has the following advantages:

- ... provides perfect balance during surgery
- ... ergonomic
- ... excellent grip
- ... easy to maintain
- ... saves costs, as it is nearly as light as titanium

The Flat Handle Design is called SMILE Grip and provides, due to the smiles on the handle a perfect Grip. That model, by the way, is a IOL loading forceps for Monarch cartridges

Positioning statement:

Showing that we do not have only the handle designs of competitors but also a own handle design with benefits.

Target customers:

Any ophthalmic surgeon. Especially those ones looking fo new type of handle designs.

Main selling points:

Leight weight, although being made of stainless steel. Unique ergonomic design. Own handle design. Available with many kind of working ends, the most common ones.

Handling common market objections:

There is no other company than a1 medical offering those handle designs, so they are available only at a1 medical.

Product superiorities versus competition:

Handle designs with no competition. We can offer and use our own design for convicing customers and offer them their prefered handle designs, too. But the competitors can not offer our design.

Supportive promotional tools:

Visible in the catalogue.

OWN HANDLE
DESIGNS
TITANIUM



a1 medical has also different own handle designs for Titanium Handles with working tips made of stainless steel. TS-Line (TS stands for Titanium and Stainless Steel)

The handles for single- and double-hook-systems are available in 5 different colours, which are:

- Green
- Yellow
- Blue
- Magenta and
- Neutral

Additionally the tips are changeable, so it is at the same time unique, modern and economical, because only the tip has to be replaced by and at a1 medical

OWN HANDLE DESIGNS TITANIUM



a1 medical has even a own handle design for Titanium Handles of the I/A handpieces with again working ends made of stainless steel

The handles are coloured in magenta for the aspiration handle and blue for the irrigation handle

Additionally, as clearly visible, the tips can be changed. So again economical, unique and modern as only the tips have to be re-ordered

OWN HANDLE DESIGNS TITANIUM

Positioning statement:

Own handle designs vor manipulators, hooks and spatulas as well as I/A handles for making us again different to the competitors.

Target customers:

Any ophthalmic surgeon. Especially when a seperation of the sets or within the sets is required, we can provide this by different handle colours.

Main selling points:

Unique design. Only available at a1 medical. Different colours can be provided with all common working tips made of Stainless steel. Best combination that is possible. Tips can be changed and replaced in case of disfunction. Economical.

Handling common market objections:

There is no other company than a1 medical offering those handle designs, so they are available only at a1 medical.

Product superiorities versus competition:

Handle designs with no competition. We can offer and use our own design for convincing customers and offer them their preferred handle designs, too. But the competitors can not offer our design.

Supportive promotional tools:

Visible in the catalogue.

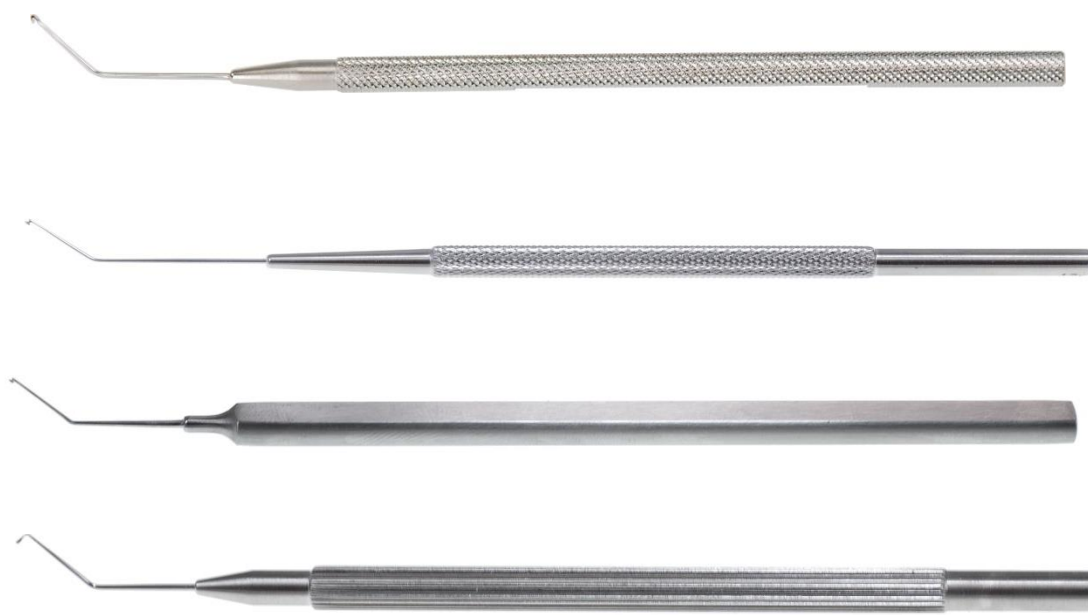
ALL MOST
COMMON
HANDLE DESIGNS



a1 medical has the biggest variety of most common handle designs of our main competitors for forceps', needle-holders and scissors

Above visible are some of the forceps'

ALL MOST
COMMON
HANDLE DESIGNS



The same refers to handles of manipulators, hooks and spatulas

a1 medical has even here the biggest variety of most common handle designs of our main competitions

ALL MOST
COMMON
HANDLE DESIGNS

Positioning statement:

Offering the customers the type of handle design with the requested working end which they have always used to work with

Target customers:

Any ophthalmic surgeon.

Main selling points:

The customer, first of all, only has to change the brand but not the type of handle that he is used to work with. That is a major selling point. Biggest variety of handle designs with the most common working tips in addition to our own handle designs are giving the surgeon the freedom of choosing the best model they would like to work with.

Handling common market objections:

Most of the common working tips are available with the variety of different handle designs.

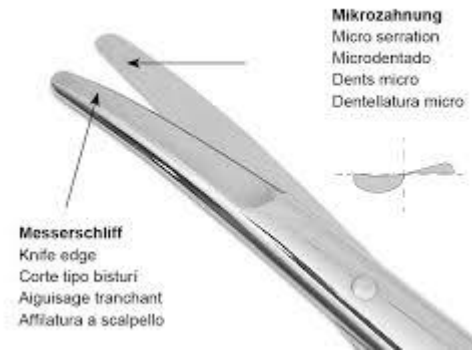
Product superiorities versus competition:

Our competitors mostly have always either only a own handle design or just a few or even no other additional handle designs. We are in this field out of competition.

Supportive promotional tools:

All visible in the catalogue.

SUPER CUT SCISSORS



a1 medical offers as one of the only companies within the ophthalmic field SuperCut Scissors

Perfectly precise and non-traumatic cutting through any kind of tissue with minimal force requires a SuperCut Scissor. SuperCut Scissors have

- a razor sharp cutting edge on one blade
- and a standard edge combined with a micro-serration on the opposite blade

The micro-serration prevents tissue from slipping away during the cutting process

SUPER CUT
SCISSORS

Positioning statement:

Offering technical enhancements from other medical fields also to the ophthalmology.

Target customers:

All ophthalmic surgeons, especially the ones performing Occuloplasty, Strabism and Cornea, where ever perfect and precise cutting performance is requested.

Main selling points:

Perfect and, more important, precise cutting performance

Handling common market objections:

They are available already with some standard desings. More models on request.

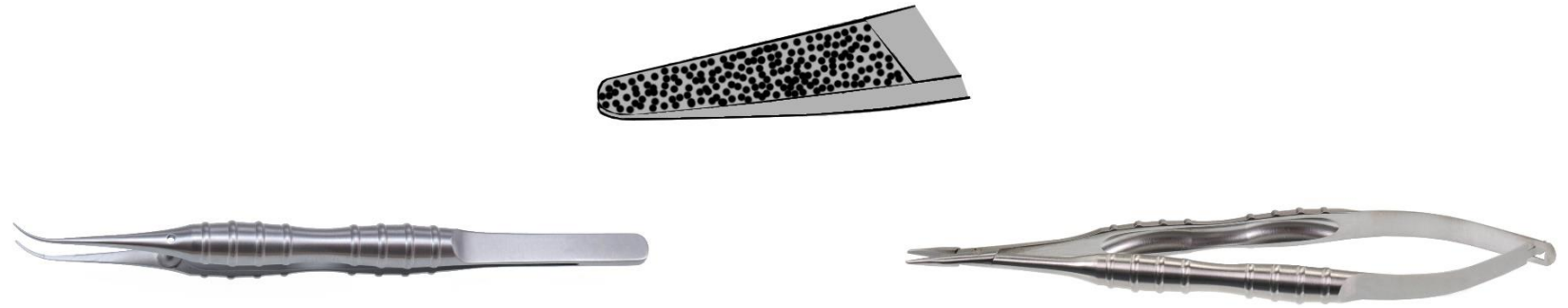
Product superiorities versus competition:

Our main competitors do not have those kind of scissors in their range. Main reason could be a leak of overview into other medical fields.

Supportive promotional tools:

They are all visible in the catalogue.

TC COATED INSTRUMENTS



a1 medical offers TC Coated instruments

When coated with tungsten carbide, tips of instruments last significantly longer since tungsten carbide is much harder than stainless steel

This allows an atraumatic and save handling of delicate tissue, vessels and fine needles

a1 medical is providing the TC Coated tips only on forceps' and needle-holders with our own handle design, the Ultra Light Ergo Grip handles

TC COATED INSTRUMENTS

Positioning statement:

Offering technical enhancements from other medical fields also to the ophthalmology.

Target customers:

All ophthalmic surgeons. Especially the ones claiming about instruments loosing grip, like needle-holders for, as usually used in ophthalmology, the finest suture materials.

Main selling points:

Perfect and, more important, precise grip while grasping finest tissue or needles and sutures. Long lasting grip on the tips.

Handling common market objections:

They are available already with some standard desings. More models on request.

Product superiorities versus competition:

Our main competitors do not have those kind of TC Coated products in their range. Main reason could be a leak of overview into other medical fields.

Supportive promotional tools:

They are all visible in the catalogue.

SEMI DETACHABLE PUNCH



a1 medical presents the shortest semi-detachable Punch on the market for the conventional lacrimal sac surgery

The Punches have a working length of 11.0cm, which is specially designed and adapted to the conventional lacrimal sac surgery, a punching angle of 90° and an ejector built into the shaft. The punches are available from 1 – 6mm of punching diameter.

Semi-Detachable shaft for a better, perfect and optimal maintenance of the instrument. All angles and lumen are easily reachable

Semi-detachable means, that the punch does not and can not be disassembled completely. No parts could get lost or mixed up during and after maintenance process and when reassembling the punch

Easy open and close system by pushing the button of the release mechanism. Very fast training- and learning-curve

Specially sharpened Punching tips. Less force for more efficiency

SEMI DETACHABLE PUNCH

Positioning statement:

Again offering technical enhancements from other medical fields also to the ophthalmology. Semi-detachable punches are a must in neuro surgery providing the best solution for a perfect maintenance on punches.

Target customers:

Ophthalmic as well as ENT surgeons performing conventional, external, DCR-surgery.

Main selling points:

Unique design, only available at a1 medical. Shortest semi-detachable punch specially designed for the conventional external DCR-Surgery. Semi-detachable punch for perfect maintenance without the risk of losing parts or problems during reassembling.

Handling common market objections:

The most common punches are not detachable. This leads to bad maintenance results and a permanent leak of the instruments on the trays as they must be reworked due to malfunction of the shaft. a1 medical is the only company offering a solution for this kind of problem in ophthalmology.

Product superiorities versus competition:

As described within the main selling points. Unique and out of competition.

Supportive promotional tools:

They are all visible in the catalogue.

ME - TOO BUT...

We are participating to and entering in a market where a lot of me-too products and companies are present and available

Price discussions would be foreseeable, if not doing our utmost to be a preferred brand and for being different, even in the me-too area! This by using distinctive features that do make sense and are upgrading even the me-too products

Our focus is not to be only me-too, although we have to, but we want to be

- more
- in a different and
- better way

Remember our differentiation in the me-too area by

- Giving lifetime warranty, as a standard
- Labelling Made in Germany
- And GS1-based UDI-compatible Data Matrix codes on our instr.
- Ceramic coated surface
- TC-coated products
- SuperCut products
- Own handle designs in addition to the biggest variety of different handle designs of competitors
- Semi detachable Punch

Developments and unique products are a part of the me-too area. Those are a **PLUS**

THANKS



THANK YOU
FOR YOUR
ATTENTION!