



Current situation of the Dilucup market

LabRobot Distributor Meeting – Gothenburg – September 12, 2013

Current situation of the Dilucup market

Evolution since the previous meeting (September 2011)

Replacement of some distributors. We stopped our relationship with the IUL Instruments group and appointed:

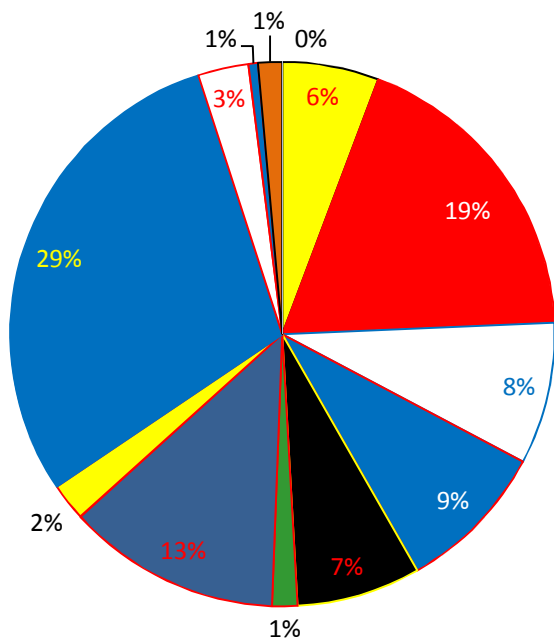
- ✓ LED Techno as new distributor in the Netherlands (on October 1st, 2012),
- ✓ Transia as new distributor in Germany (on April 1st, 2013).

The small boxes (252 cups) did not get any success. In 12 months (August 2012 to July 2013) we sold 6 854 Dilucup boxes but only 14 boxes (0,2 %) were small boxes.

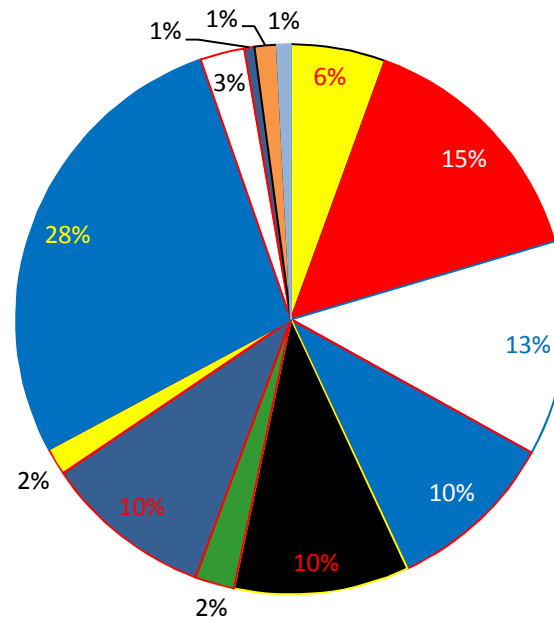
Has this product been promoted or not? Is it really a market/need for such small boxes?

Current situation of the Dilucup market

Where are our customers in Europe?



2011

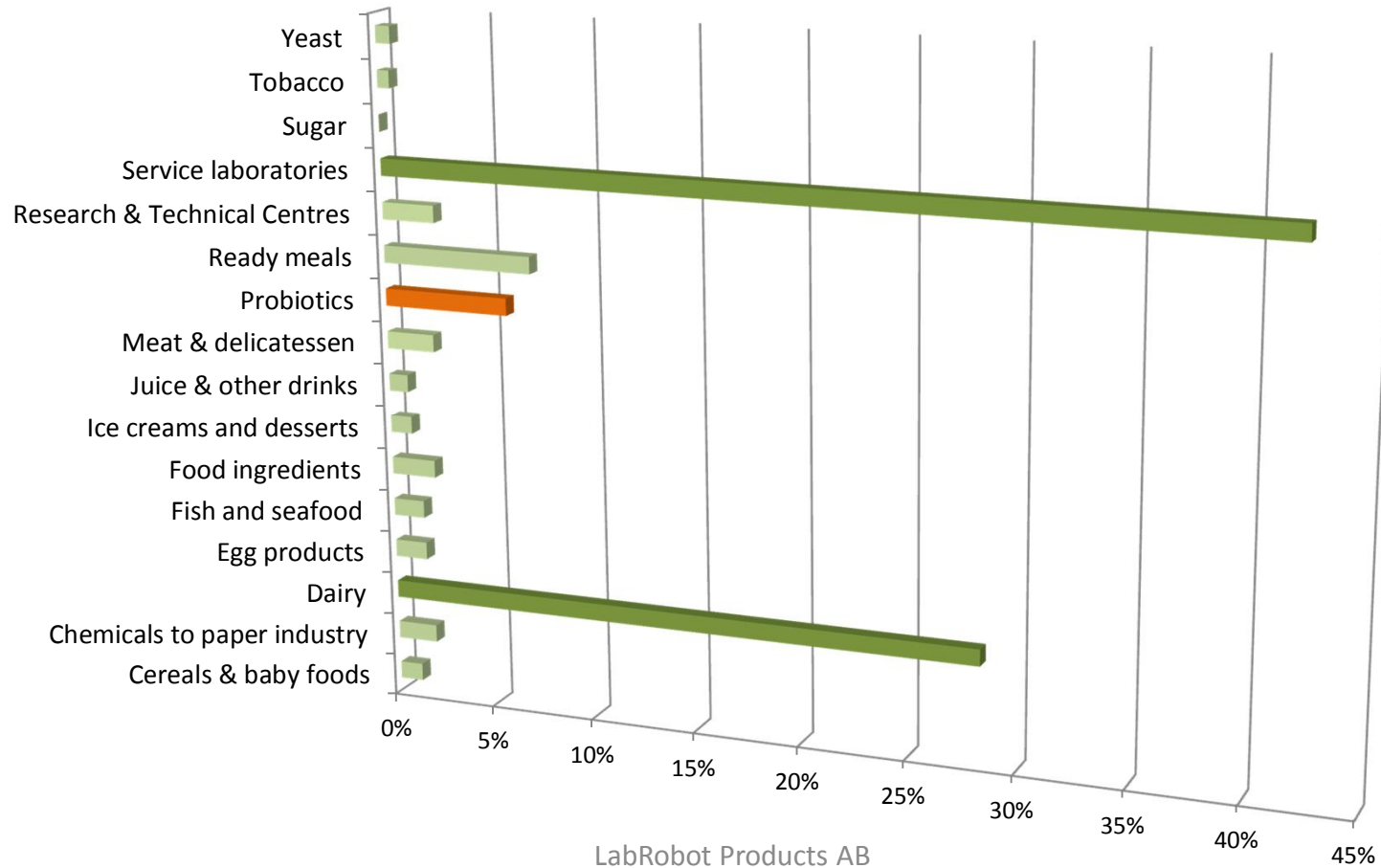


2012

- Belgium/NL
- Denmark
- Finland
- France
- Germany
- Italy
- Norway
- Spain
- Sweden
- Switzerland
- UK
- East. Europe
- Others

Current situation of the Dilucup market

To which sector belong our customers? (Sweden 2012)



Current situation of the Dilucup market

BioGaia®



Abba Seafood®

procordia
Sveriges godaste varumärken



DANONE



Tetra Pak

CHR HANSEN

Improving food & health



*Setting standards
in analytical science*



Nestlé

Good Food, Good Life



AkzoNobel
Tomorrow's Answers Today



ALcontrol Laboratories



PURAC
pure by nature

eurofins



Coca-Cola®



DANISH CROWN

DANISCO

First you add knowledge...



Ministeriet for Fødevarer, Landbrug og Fiskeri
Fødevarestyrelsen

ASTRA
ASTRATECH

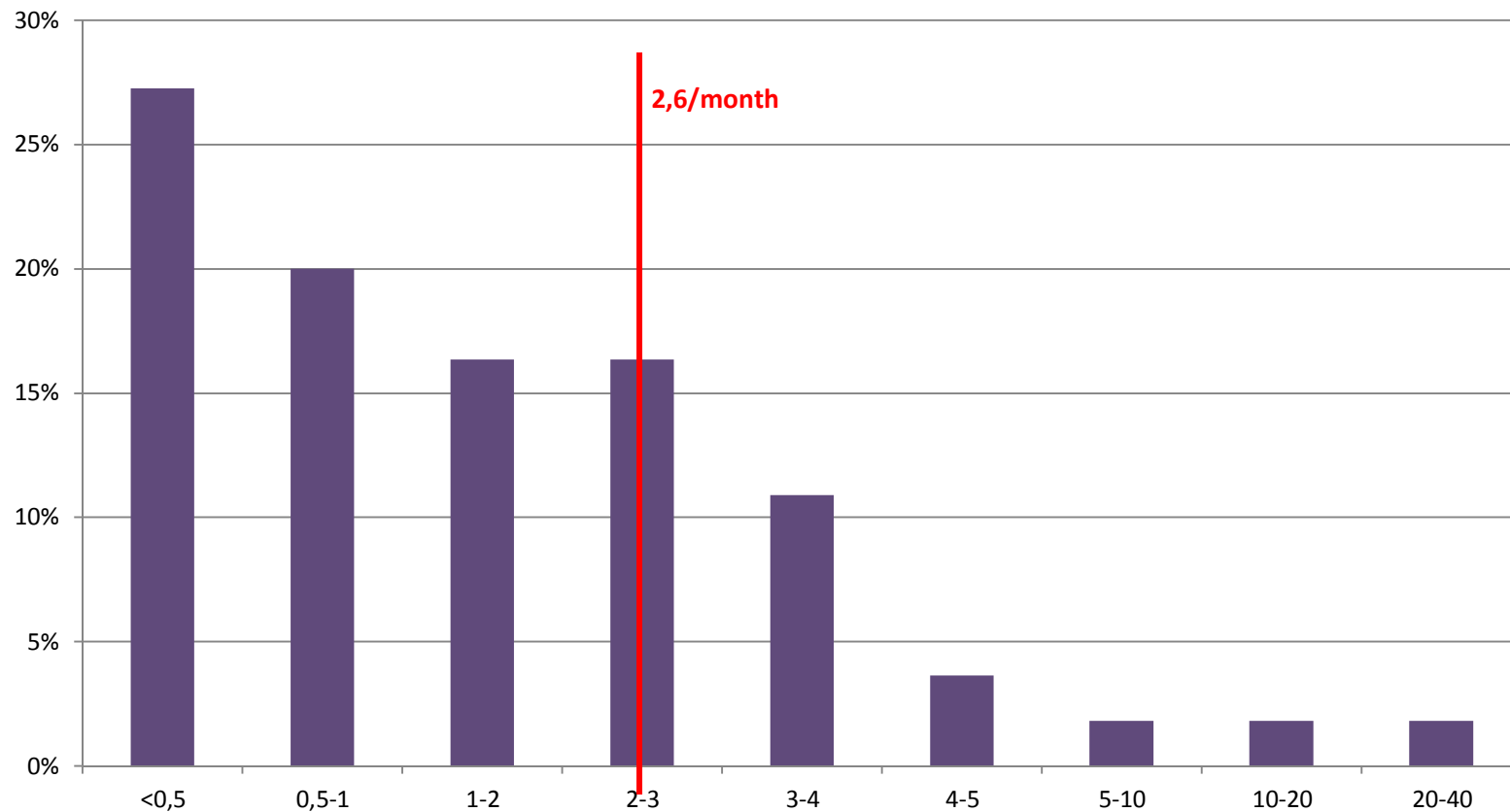


Nordic Sugar
Member of Nordzucker Group

kemira

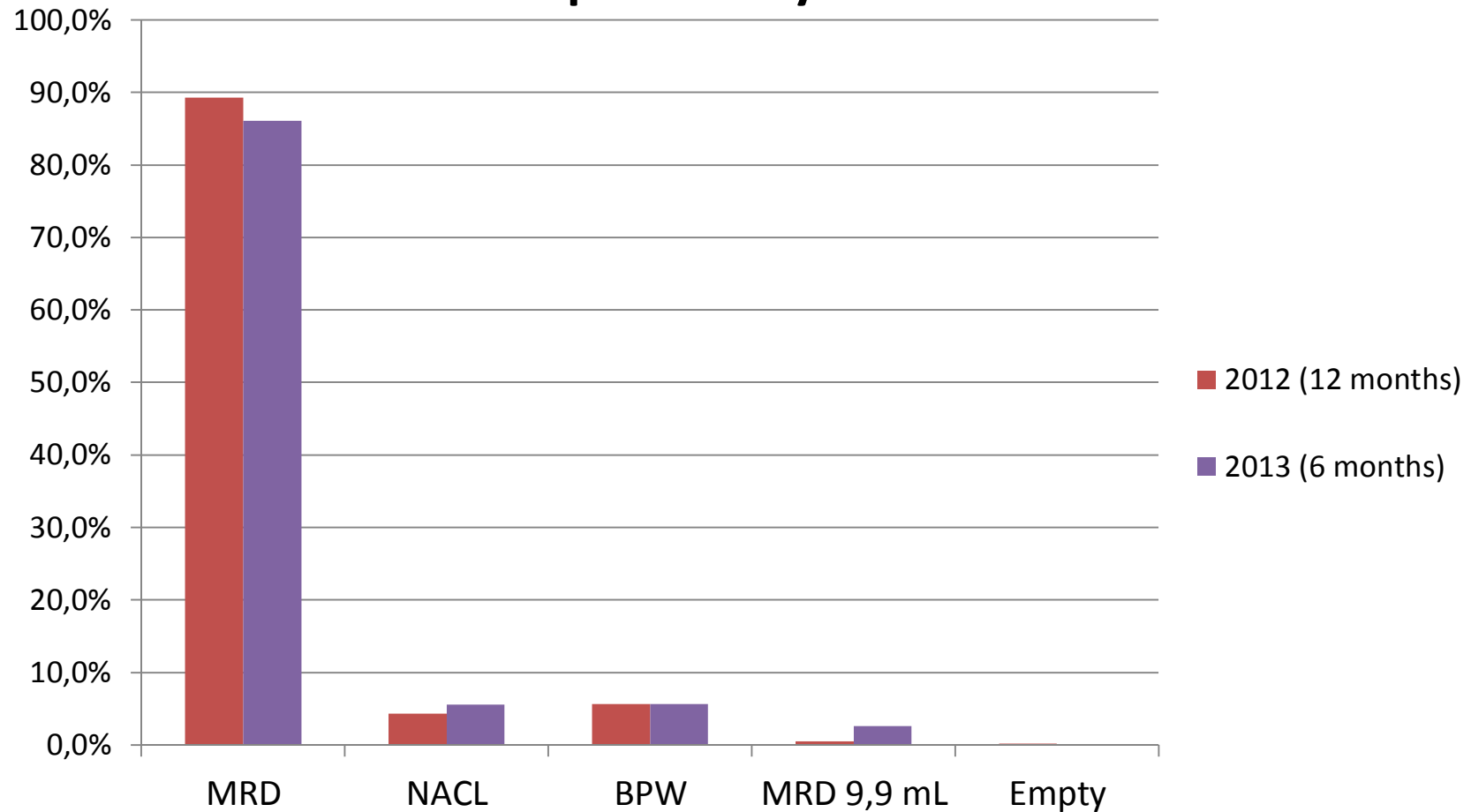
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How many boxes (420 cups) do they use/month?
(Sweden 2012)



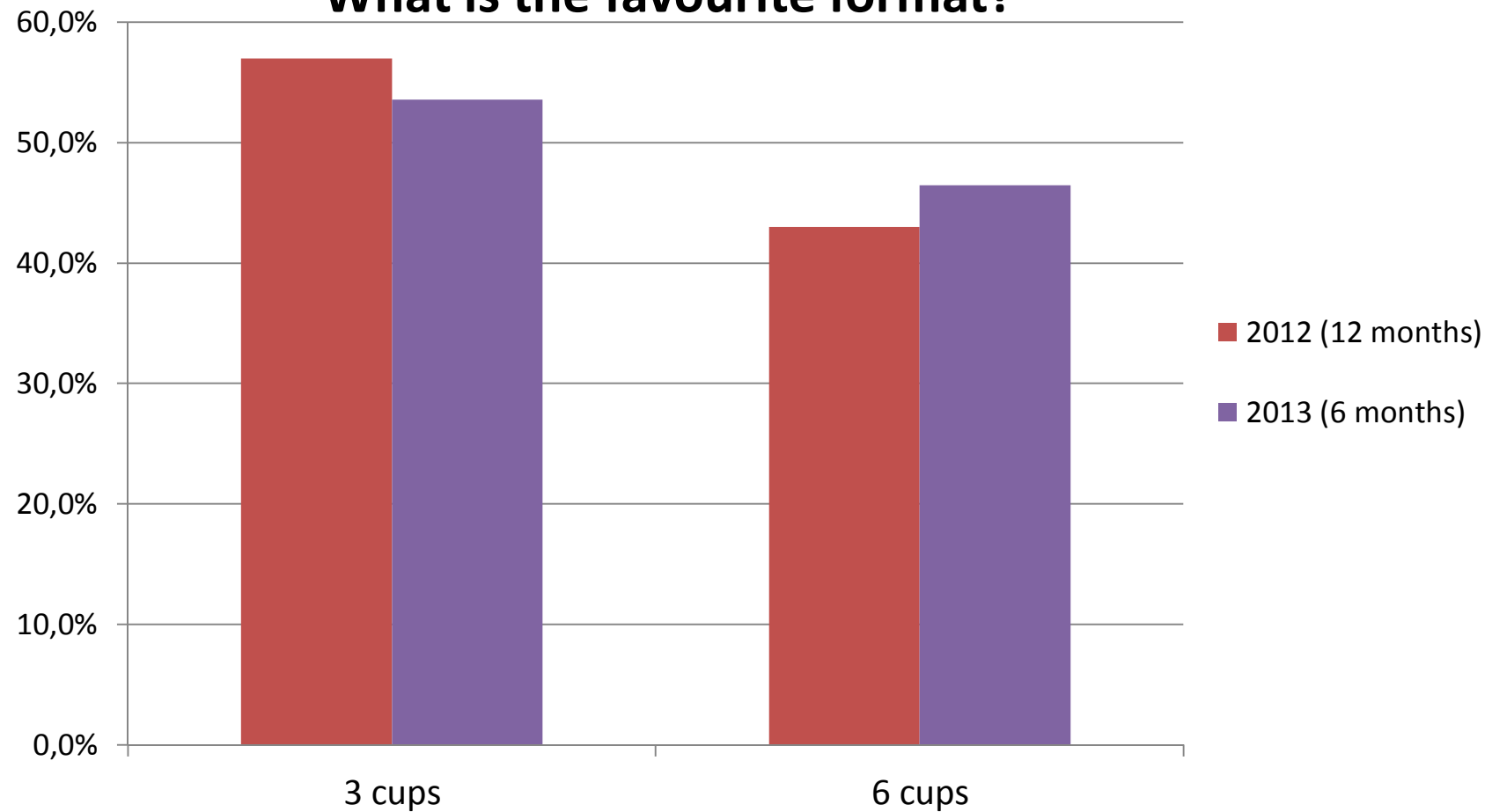
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What kind of Dilucup is mostly used?



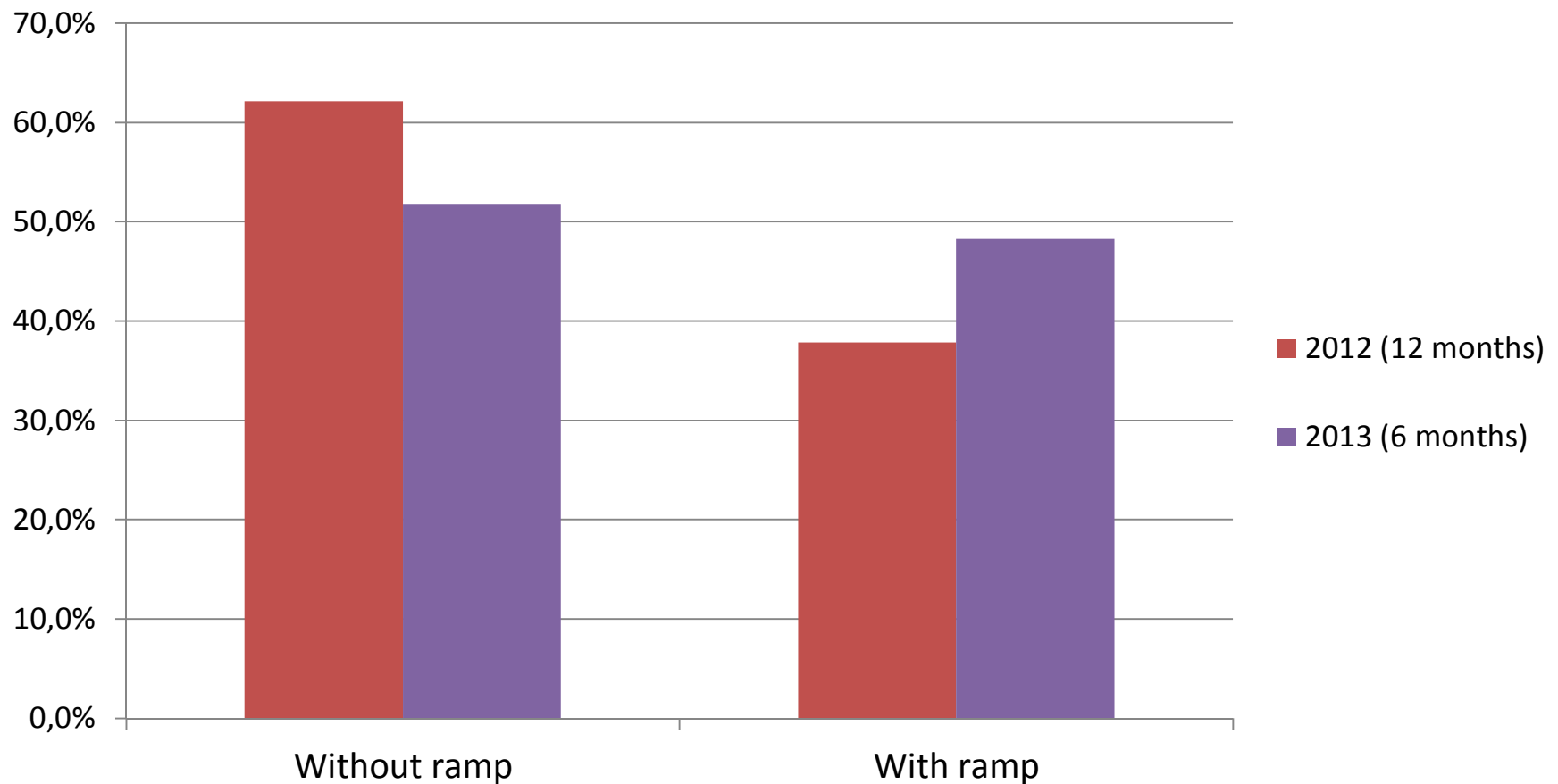
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What is the favourite format?



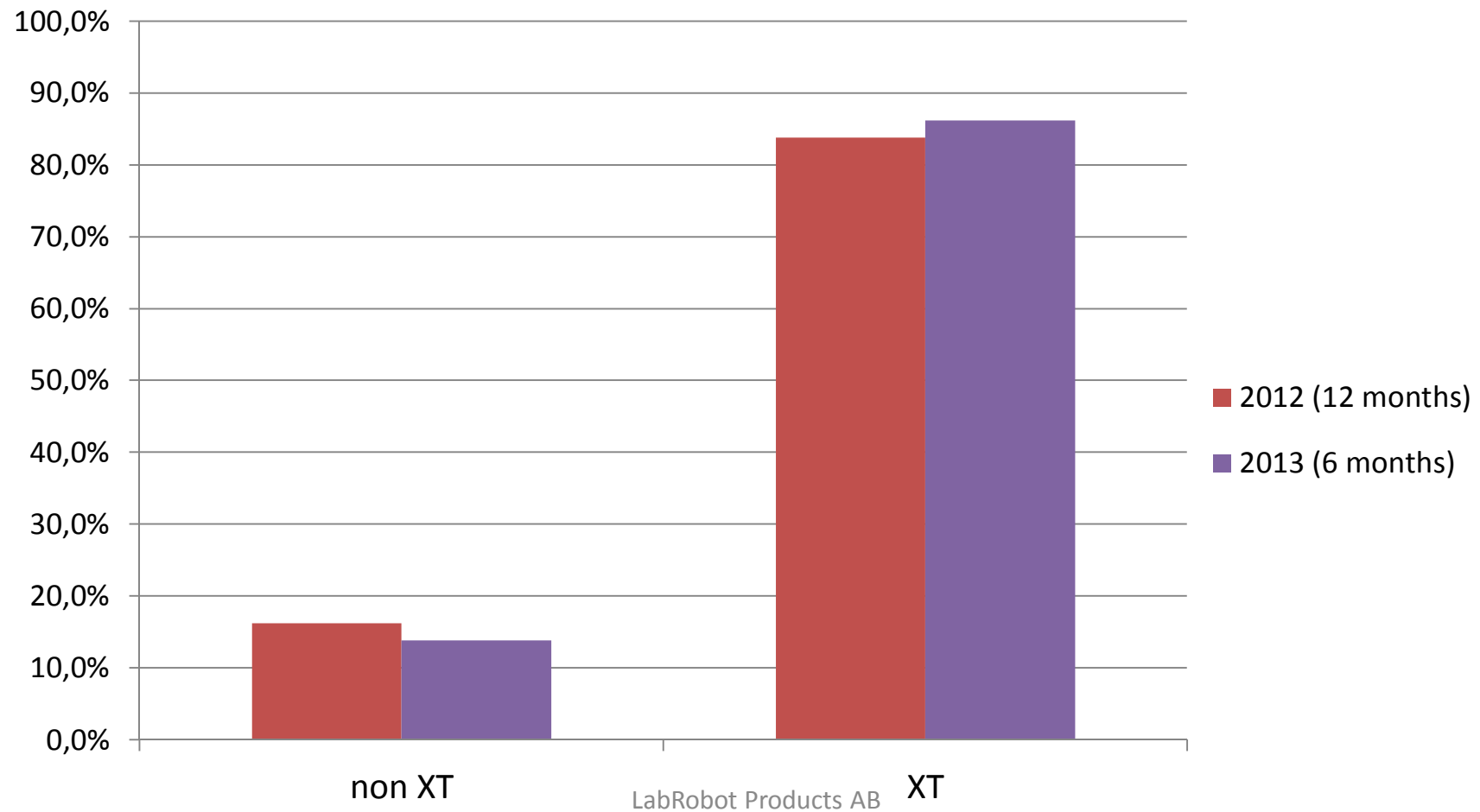
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Dilushaker with or without ramp?



Current situation of the Dilucup market

Extractible tray or not?



Current situation of the Dilucup market

Strong advantages of Dilucup for **YOU** distributors

- Unique method.** The Japanese competitor has improved its offer (MRD) but is still not fulfilling the ISO standards requirements
- Patented method.** The patent is still valid for 7-8 years
- Dilucup is almost always seen as **an interesting product** when presented to a potential user → enthusiastic customers
- Dilucup is rather **easy to demonstrate** but must be demonstrated
- Dilushaker is still seen as a **cheap machine** compared with other lab equipments
→ low investment is always a positive feature during economic crisis

Thank you very much for your attention!

