

Distributor meeting 2023

Dilucup Market in 2023

LabRobot

– A PART OF AddLife

What happened since the previous meeting?

- **Changes in our distribution network:**
  - **Austria and Eastern Europe:**
    - Collaboration with **Noack** terminated in summer 2021
    - New collaboration with **Biomedica**
  - **France:**
    - Collaboration with **3M France** terminated in December 2022
    - **Grosseron** sole distributor in France

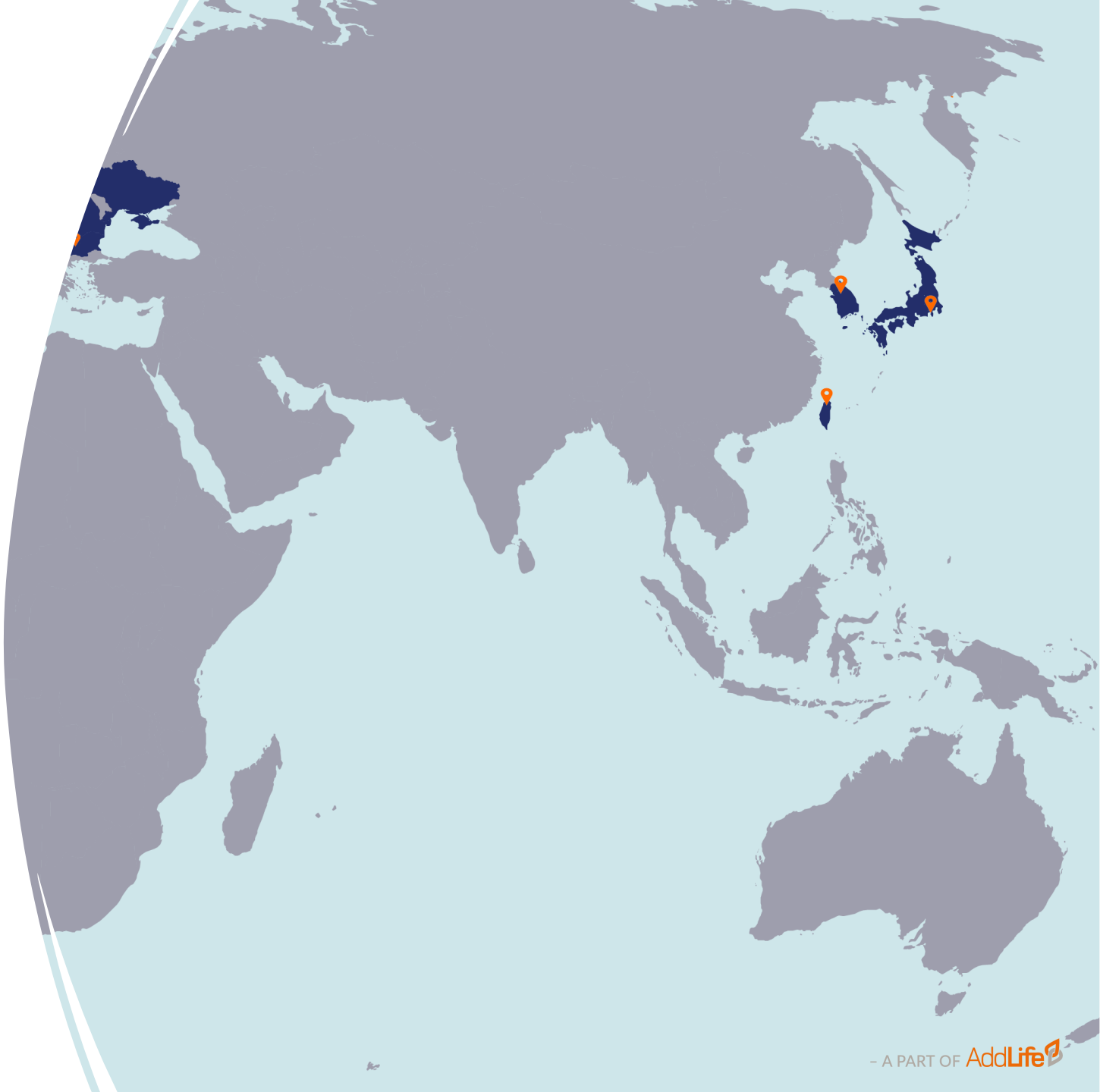


LabRobot

– A PART OF AddLife

What happened since the previous meeting?

- **Changes in our distribution network:**
  - **Taiwan:**
    - Collaboration started with **Abundant Life** in January 2023
  - **Middle East:**
    - Collaboration currently starting with **Olivez** (UAE)
  - **Expected to start before the end of this year:**
    - Additional distributor in the USA
    - New distributor in Australia



LabRobot

– A PART OF AddLife

Dilugent Shaker

Available since March 2020

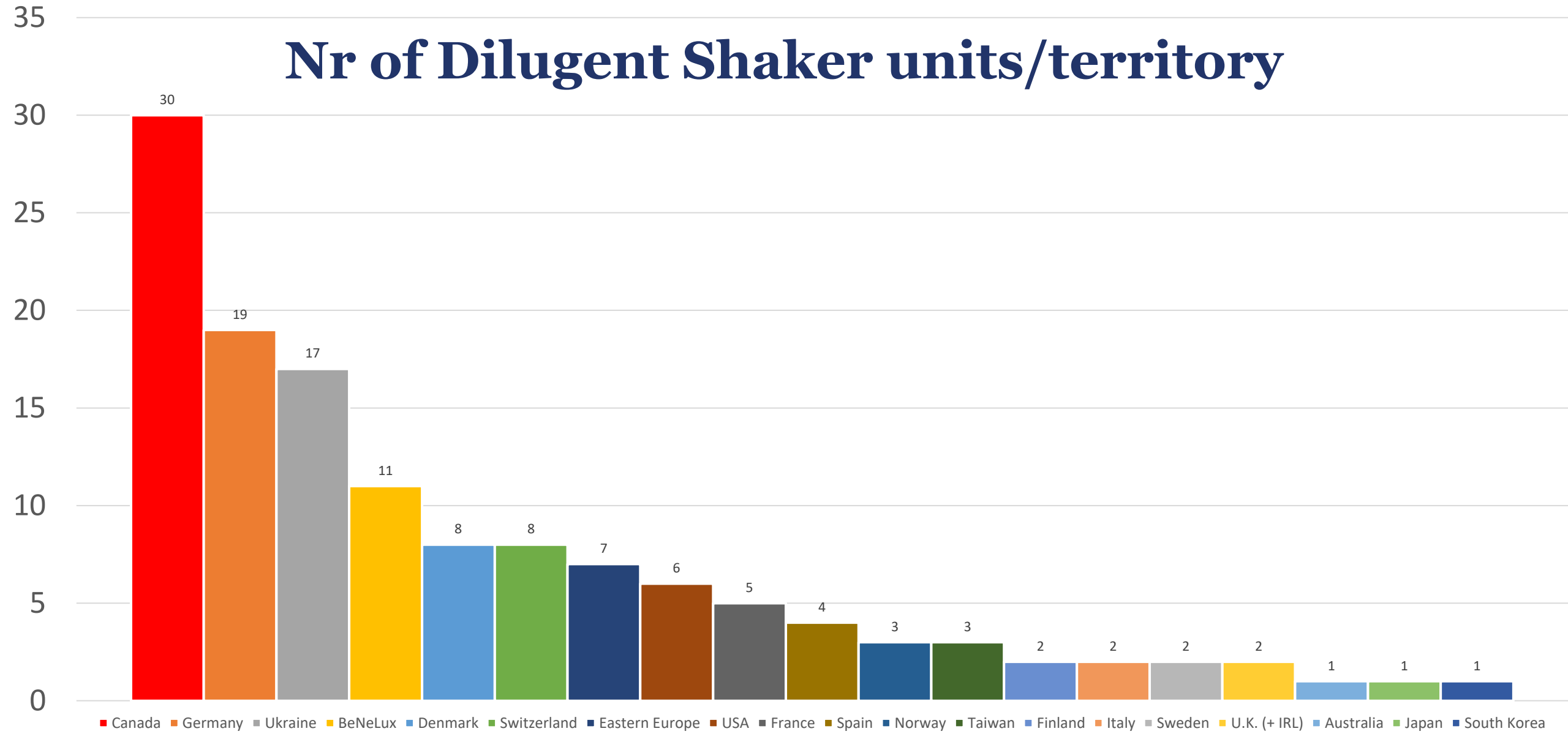
(exactly when all borders closed because of Covid-19):

- Rather slow sales development in 2020-2022
- 132 devices sold before August 31, 2023

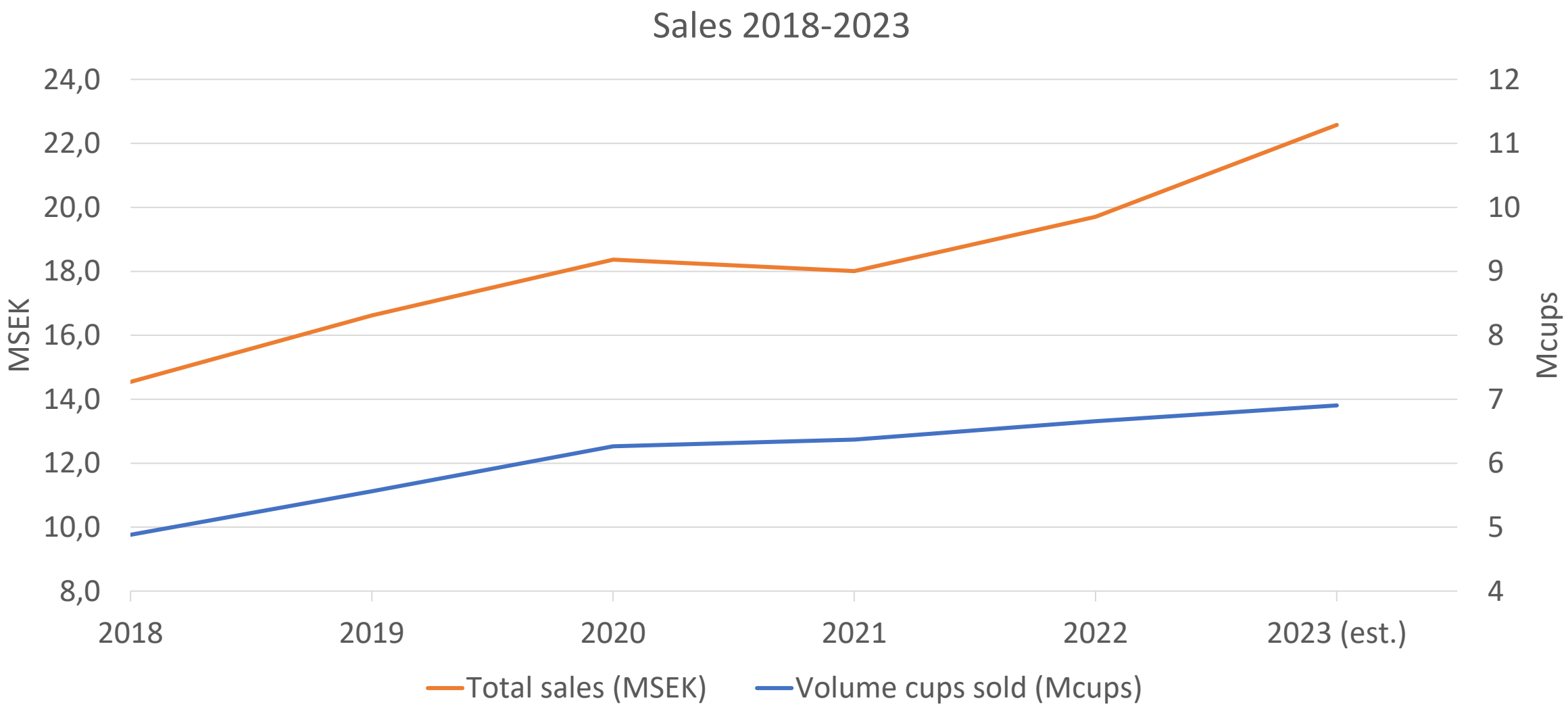


LabRobot

Nr of Dilugent Shaker units/territory



A nice increase of Dilucup Sales





Wider presence in the Probiotic market

- BioGaia (Sweden)
- CHR Hansen (Australia, Denmark, France)
- Danisco (Denmark, Germany)
- Danone / ProViva (Sweden)
- Deerland Probiotic & Enzymes, ADM group (USA)
- Lallemand (Canada)
- Nestlé (Switzerland)
- Probi (Sweden)

These customers appreciate: Volume precision, Standardization/Repeatability



Confirmed good match with the dairy industry

- Agropur (Canada)
- Arla Foods (Denmark, Germany, Sweden)
- Campina (Benelux)
- Danone / ProViva (Sweden)
- Lactalis (Italy, Spain, Sweden)
- Müller
- Schreiber Foods (France)

Slow sales development to International contract labs

Consolidated positions at

- Eurofins (Austria, Denmark, Finland, France, Germany, Italy, Norway, Sweden)
- Current spreading to Eurofins Environmental labs (Germany, Norway)
- SGS (Canada, Finland, Norway, Sweden)

No or almost no presence at

- ALS
- Bureau Veritas
- Mérieux NutriSciences (Germany)
- Intertek
- Tentamus



LabRobot

A PART OF AddLife

Competition with Inlabtec has increased

Inlabtec replaced 50 % of the glass tubes consumption at Eurofins Nantes (France)

- This solution became popular in Eurofins Group because of its low price for consumables
- Took some of our market shares at Eurofins France (1 lab) and Eurofins Germany (2 labs)
- Some laboratories on the way to come back to Dilucup



VS



Sustainability has become a crucial parameter and influences purchases

Negative point: Dilucup is made of **plastics** (approx. 30 % of recycled material)

Positive points:

- Dilucup System has a positive effect on **work environment** (ergonomics)
- Dilucup System is **stored at room temperature**
- **Storage volume** is minimized
- **No energy consumption**
- Dilucup System is **effective** (more samples handled by same personal)



Price discussions are still actual, but you have other arguments to work with:

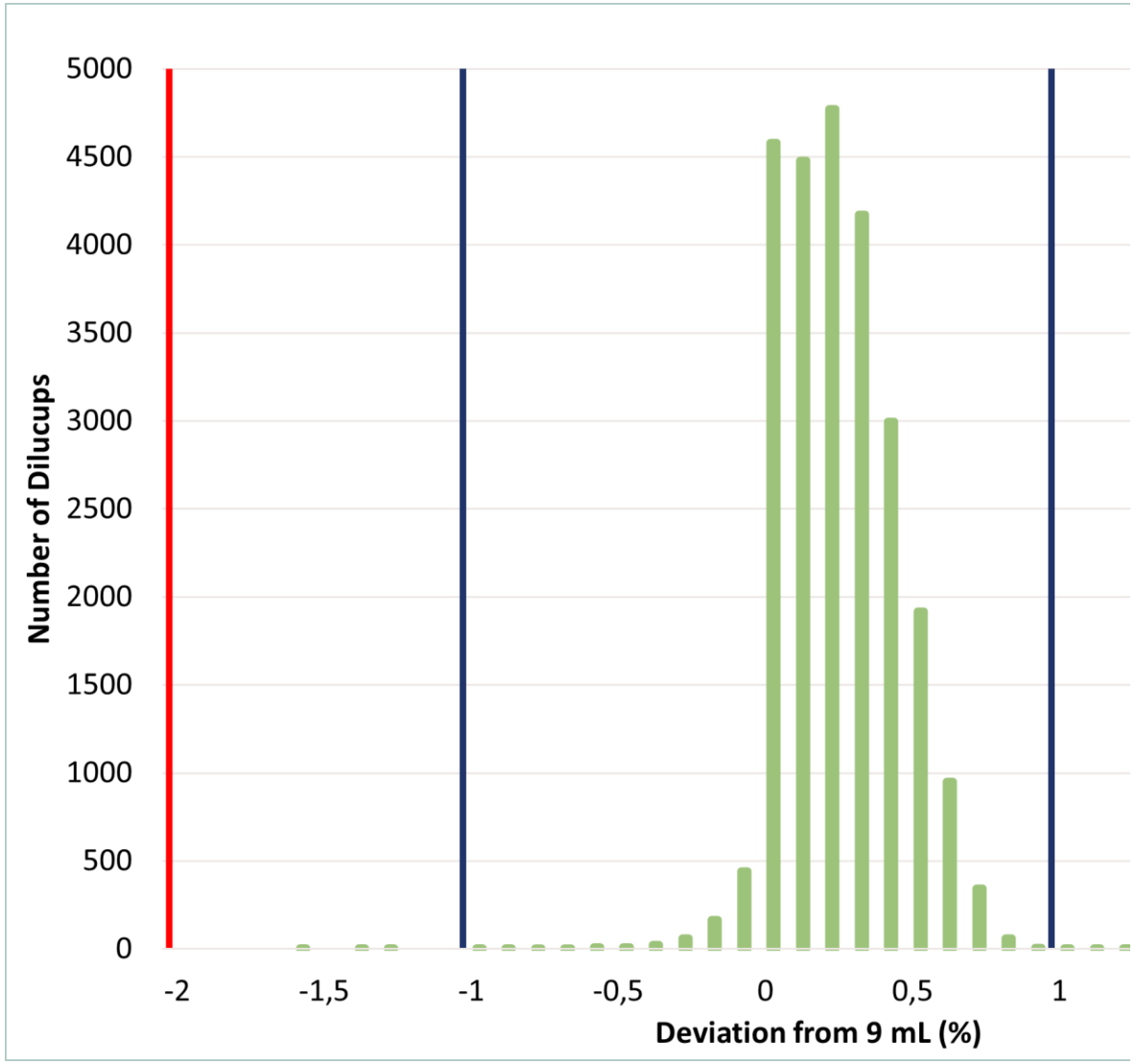
- **Accuracy, Volume precision:**

ISO Standards requirements = 9 mL **+/- 2 %**

LabRobot internal guidelines = 9 mL **+/- 1 %**

Practical results = 9 mL **+/- 0,5 %** in more than 93 % of our tests

We saw how important was for the Industry of Probiotics



LabRobot

- A PART OF AddLife

Price discussions are still actual, but you have other arguments to work with:

- **Standardization / Repeatability / Traceability**

These words are speaking to Quality Managers

Serial dilutions are usually not traced in food quality labs → we must create the need

- **Work environment /Ergonomics**

More and more company realize the importance of the well-being of employees

This is an important component of sustainability

Can quickly become a priority when employees suffer from RSI (Repetitive Strain Injury)

Ergonomic solution for serial dilutions!



Dilucup® System

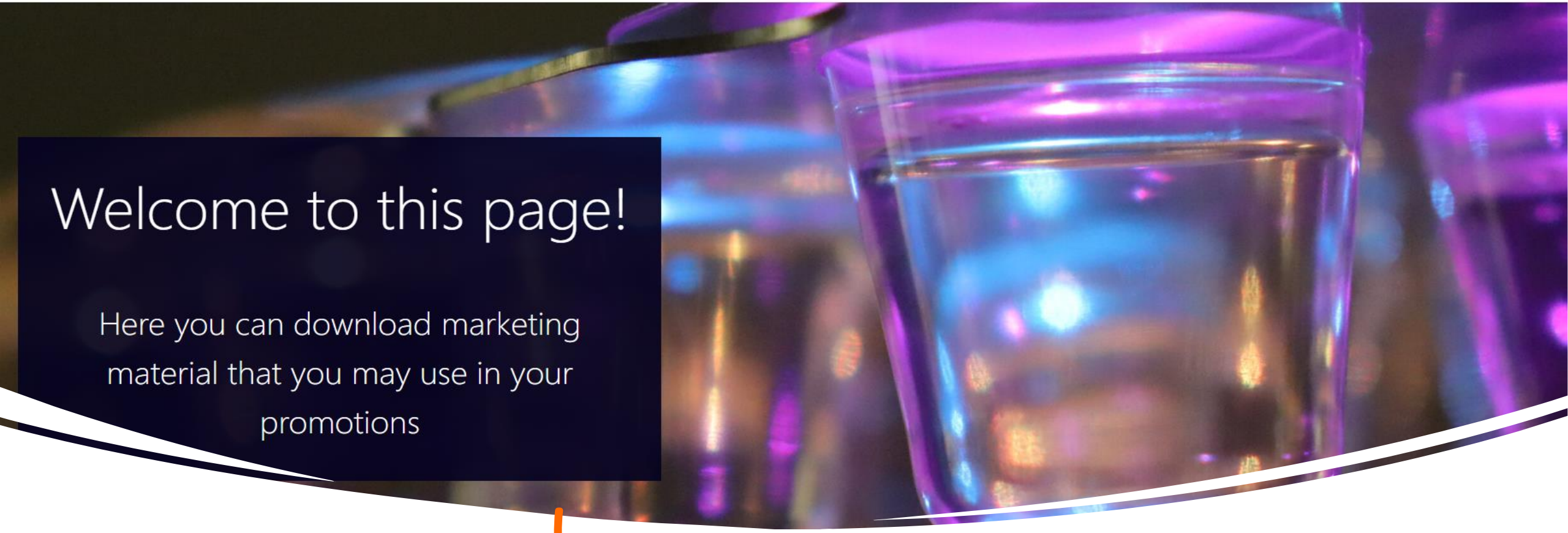


Dilution tubes

Price discussions are still actual, but you have other arguments to work with:

- **Long shelf life / Flexibility**
  - Customers can adjust the frequency of deliveries and reduce costs by ordering higher quantities
  - No risk to waste products when the consumption varies
  - Dilucup is always ready and can be used immediately (no preparation time)



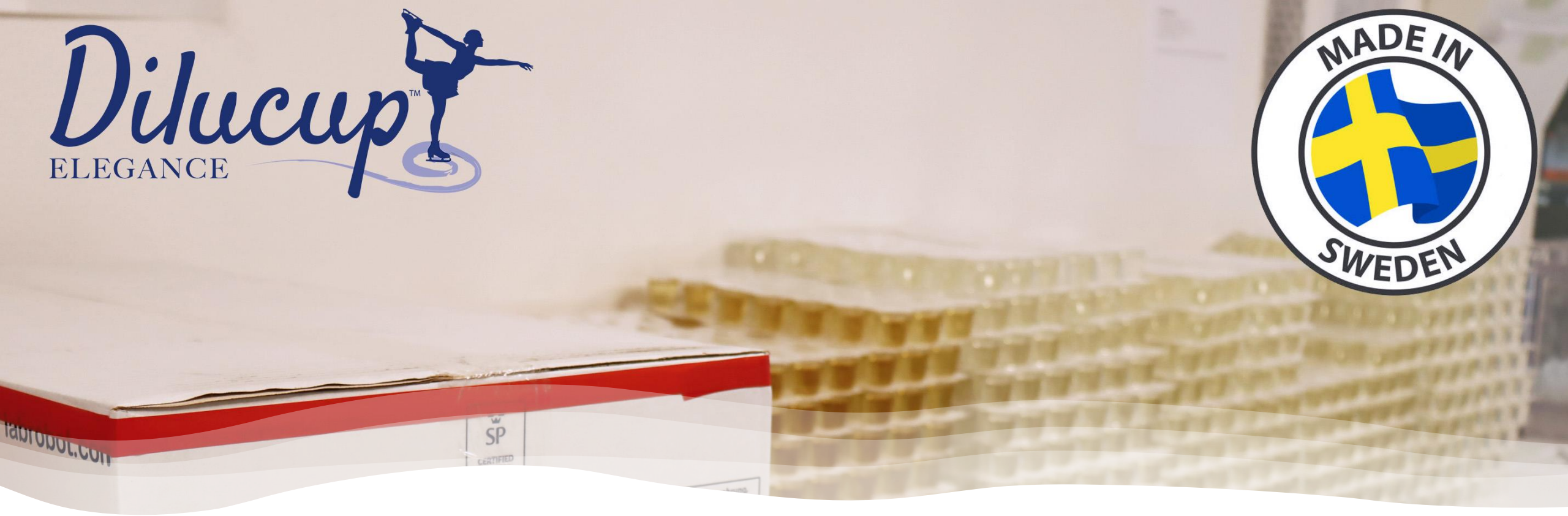


Welcome to this page!

Here you can download marketing material that you may use in your promotions

Our bank of marketing material is much bigger than before

- Pictures
- Infographics
- Videos
- *A dedicated resource (Elisabet Núñez)*



Dilucup Market in Sweden

- **Sweden is LabRobot's historic market**

  46 active customers (24 already customer in 2009)

  More than 150 shakers sold in the country (incl. 87 DSIII)

  > 900 000 cups consumed every year

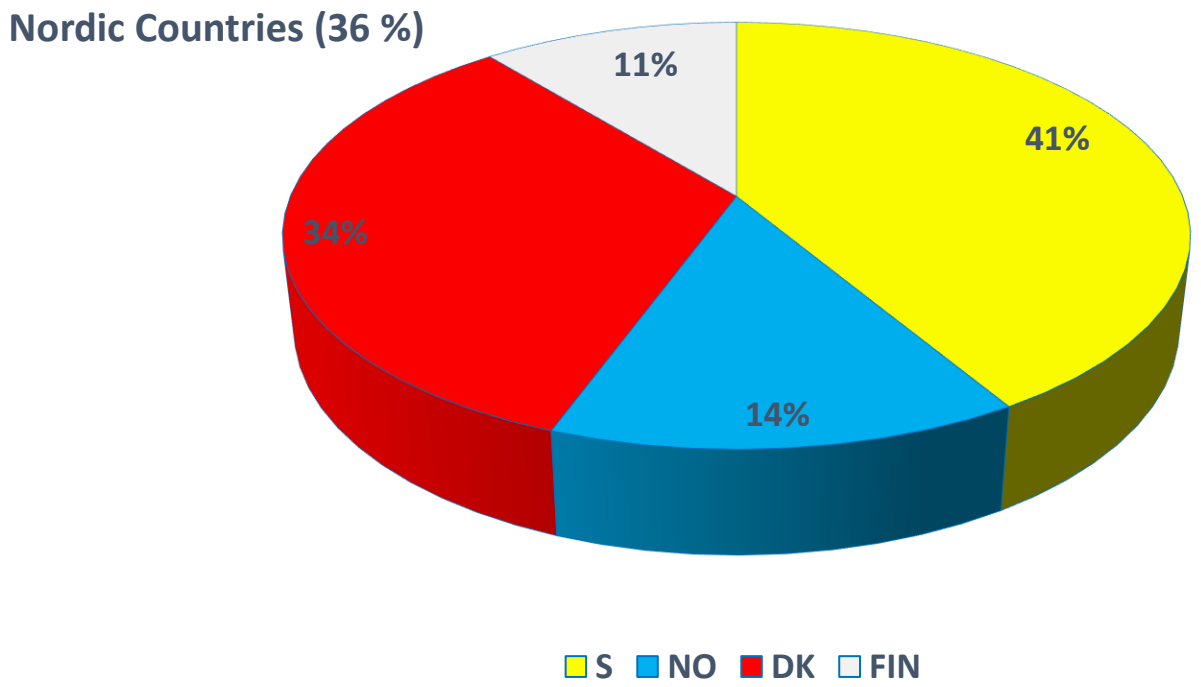
Dilucup Market in Sweden

- **Sales per industry**

	Contract Labs	Dairy	BioIndustries Probiotics	Desserts & Ready meals	Eggs/Ingredients	Others	Total
Number of customers	4	19	4	4	5	10	46
Boxes/year	818	385	82	70	48	55	1458
Average boxes/year	205	20	21	18	10	6	32
Average Price/cup (SEK)	2,83	4,60	5,49	3,33	5,69	5,33	3,74

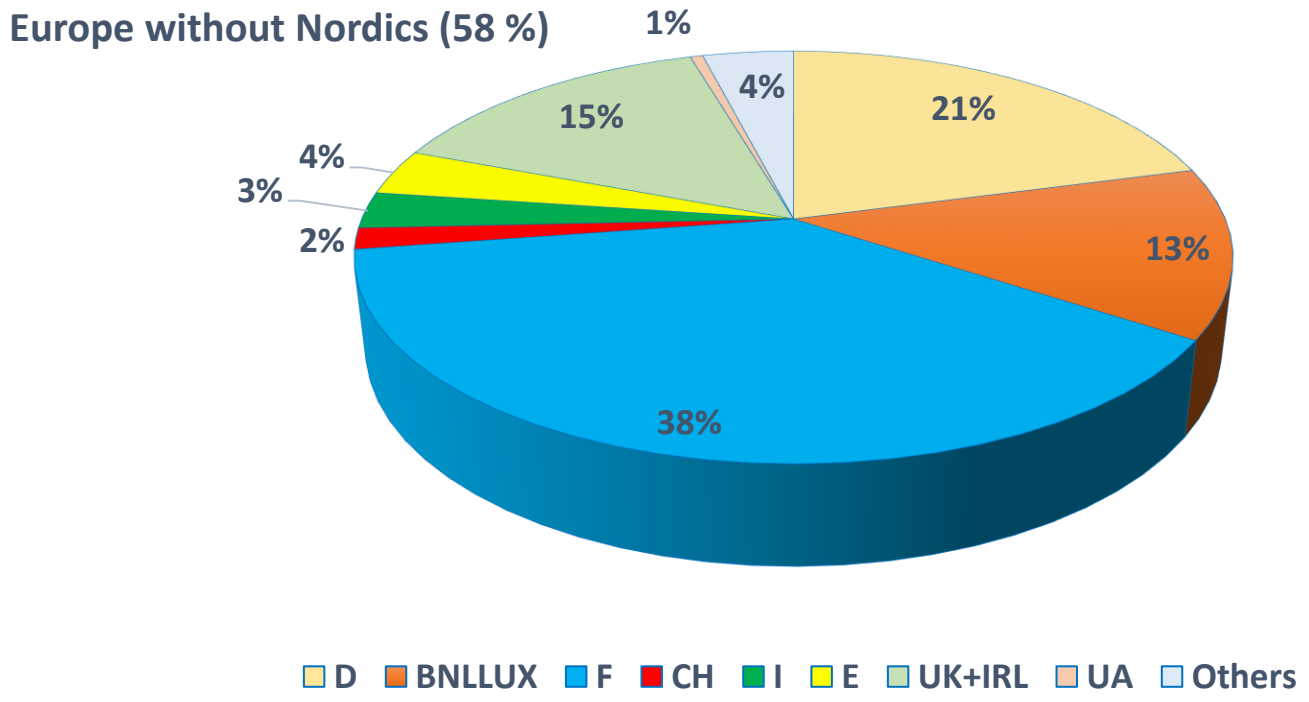
Dilucup in the world

- Distribution of the Dilucup sales (volume) between July 2022 and June 2023



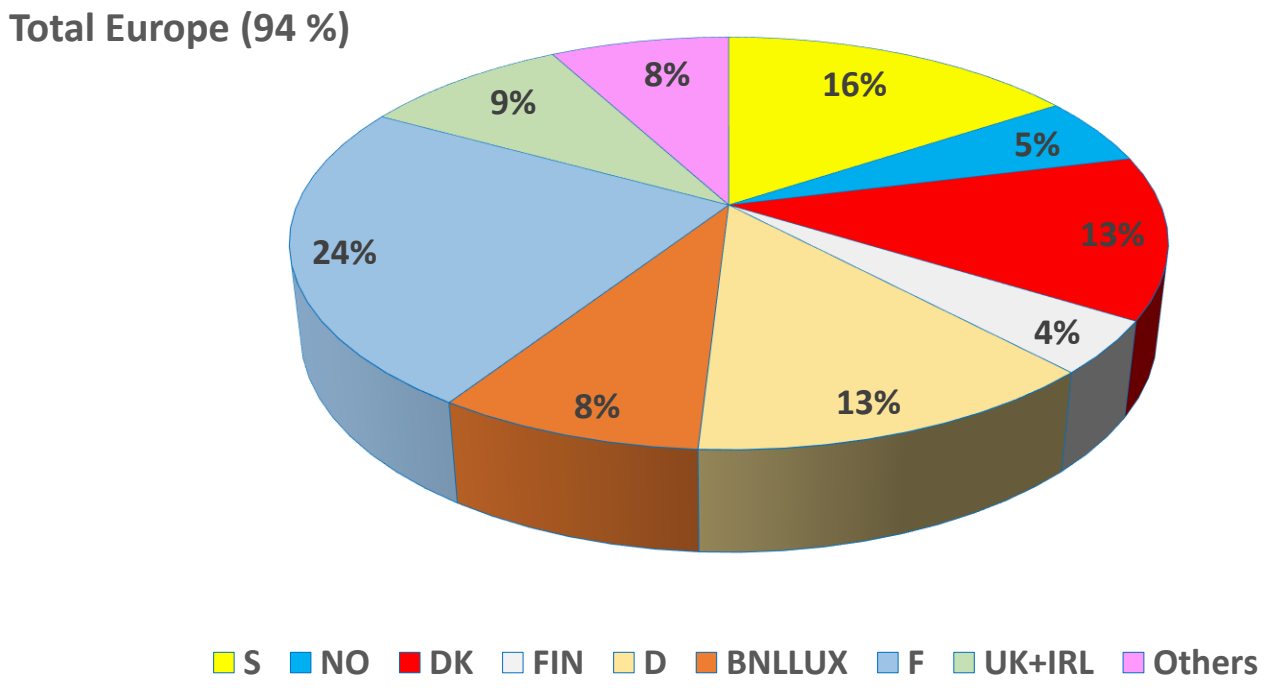
Dilucup in the world

- Distribution of the Dilucup sales (volume) between July 2022 and June 2023



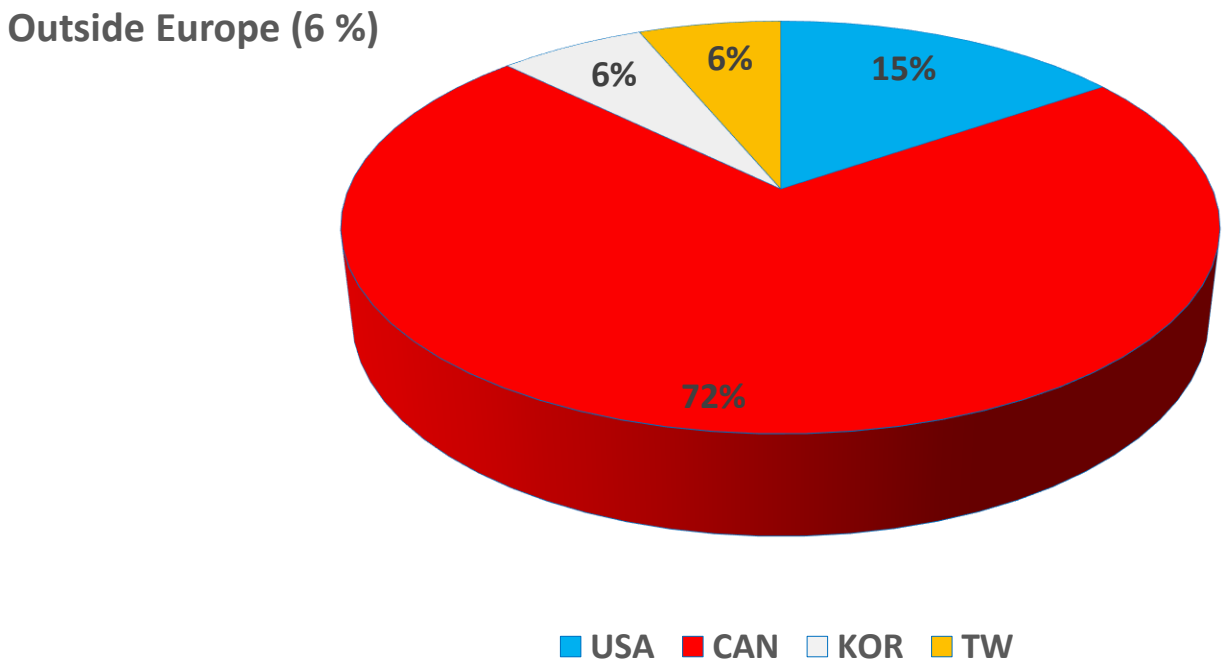
Dilucup in the world

- Distribution of the Dilucup sales (volume) between July 2022 and June 2023



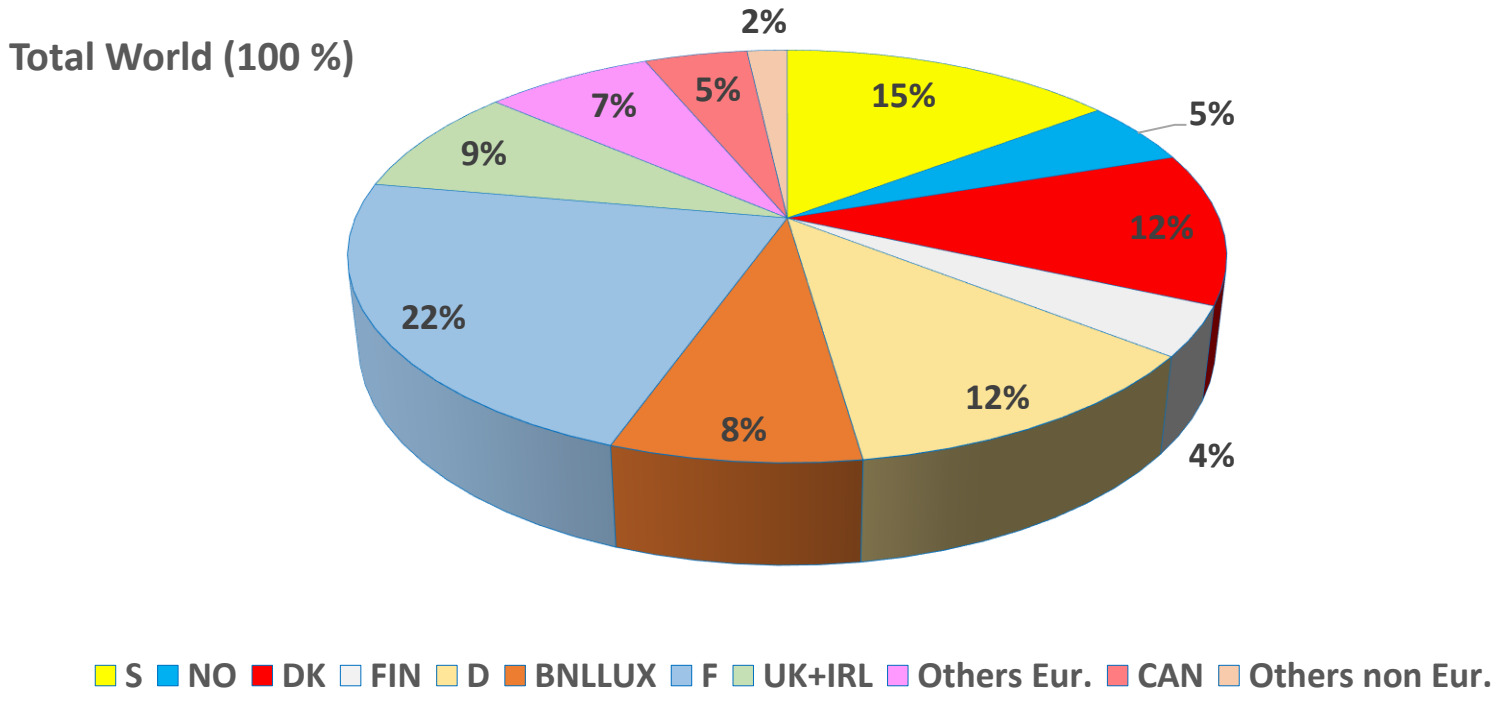
Dilucup in the world

- Distribution of the Dilucup sales (volume) between July 2022 and June 2023



Dilucup in the world

- Distribution of the Dilucup sales (volume) between July 2022 and June 2023





Dilucup in numbers

Dilucup has been commercialized for **22 years**

Current sales volume: approx. **7 Mcups/year** (≈ **19 000 cups/day**)

Total sales since the start: **69,6 Mcups**

Number of Dilushaker units sold: **>750** (including **650 Dilushaker III** units)

Total number of shakers sold: approx. **900 units**

KIITOS

ДЯКУЮ

DZIĘKI

DANKE

GRACIAS

TACK

DANKJEWEL

THANK YOU

MERCI

TAK

GRAZIE