

# AUMET'S MONTHLY PULSE

May

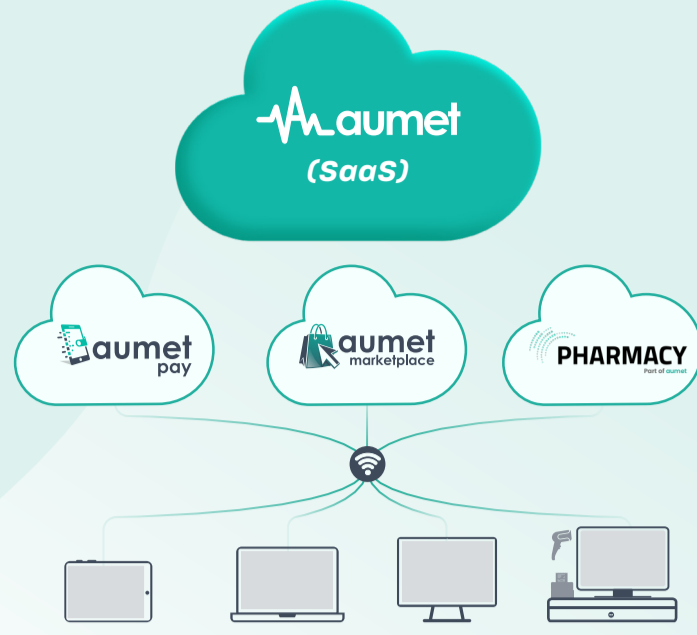


## HEALTHCARE SUPPLY CHAIN UPDATES

From MENA's largest B2B healthcare marketplace connecting suppliers with pharmacies in the region

### Aumet Launched a Software-As-A-Service (SaaS) - Subscription Model

We are excited to announce our transformation to cloud-based subscription HealthTech solution. Aumet's vision of becoming the World's Largest B2B Healthcare Marketplace drove our exponential growth in product offerings while providing access to new features with countless benefits and maintaining a reasonable pricing structure.



## LATEST FEATURES

### Aumet Advanced Dashboards

#### Suppliers Dashboard



**The Wait is Finally Over – Dashboards are Live!** The Advanced Dashboard is designed to provide suppliers with a powerful tool to analyze essential metrics and trends. The dashboard enables suppliers to gain valuable insights into their business, performance, and market share.

Aumet is committed to GDPR compliance for data privacy for all stakeholders\*

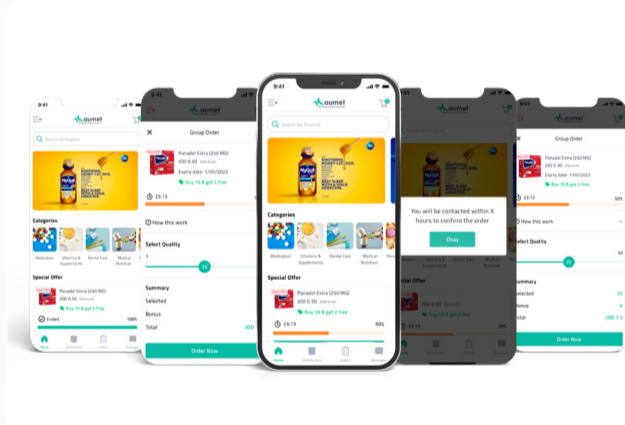
The Dashboard constitutes of 7 main modules:

- Sales**  
 Distributor's sales data including all elements and statistical tools, pharmacies ranking, purchasing behaviors, sales and ordering data over different periods of time.
- Advanced Analytics**  
 Comparing products overview including; active ingredient, areas, seasonality, bonus, and promotions in the marketplace.
- Pharmacies**  
 • Number of orders and of pharmacies by region, category, active ingredient and status.
- Salesman View**  
 • Area (regions, governorate, city, district)  
 • Value of orders  
 • Number of orders  
 • Pharmacies status (lost, new and loyal pharmacies)  
 • Upselling and cross selling orders per pharmacy
- Orders**  
 • Number of Orders/Period  
 • Average Fulfillment Rate  
 • Order status count (pending, on-hold, processing, received, paid, completed, canceled by dist., canceled by pharmacy).
- Area**  
 Area Analysis: orders, product categories, delivery times, area (region, governorate, city, district)
- Pharmacies Behavior**  
 • Daily Active Users  
 • Ordering Users  
 • Users viewed promotional Messages  
 • Number of pharmacies added product to wish list  
 • Number of pharmacies added product to cart  
 • Top viewed products

### GPO

The **Group Purchase Order (GPO)** feature is the first of its kind in the region. Through this feature, pharmacies will have access to a flash sale offer for a limited period of time (**48 hours**) appearing on the homepage of Aumet Marketplace. This offer is available to the pharmacies should the distributors sales reach a specified number.

Aumet will also generate a marketing campaign along side the GPO in order to build awareness and entice the pharmacists.



### Marketing Tools

- Push Notifications**  
 A targeted push notification, that is sent through Aumet app, to increase awareness on specific product/offer of intent.
- Clickable Banners**  
 This is the most important advertisement space and the biggest on the homepage. It is checked on daily basis from the pharmacists and can redirect the user to the distributor page.
- Featured Products**  
 A space for unique products that are part of the homepage advertisement with one click away for ordering, making your products standout.
- Promoted Items**  
 Having your products appear at the top of search results, so when the pharmacists search for that product your item will be on the top.
- Flash Sale**  
 A space for unique products that are part of the homepage advertisement with one click away for ordering, but with a scarcity effect by giving it a time limited offer that is available for **48 hours**.

### Subscription Packages

All Features	Entry	Essentials	Most Popular PlusPlus	Enterprise
Online presence 24/7	✓	✓	✓	✓
Orders management	✓	✓	✓	✓
Products catalogue management	✓	✓	✓	✓
Customized payment method	1 Users	Unlimited	Unlimited	Unlimited
Users	✗	✓	✓	✓
Deals customization	✗	✓	✓	✓
Key analytics	✗	✓	✓	✓
Delivery timeline	✗	✓	✓	✓
API Integration	✗	✓	✓	✓
Online Chat with pharmacies	✗	✗	✓	✓
Orders rating sentiment analysis	✗	✗	✗	✓
Enterprise Analytics	✗	✗	✗	✓

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Stay tuned for more exciting news coming straight to your inbox. Until next month,

Lina Hourani  
l.hourani@aumet.com

