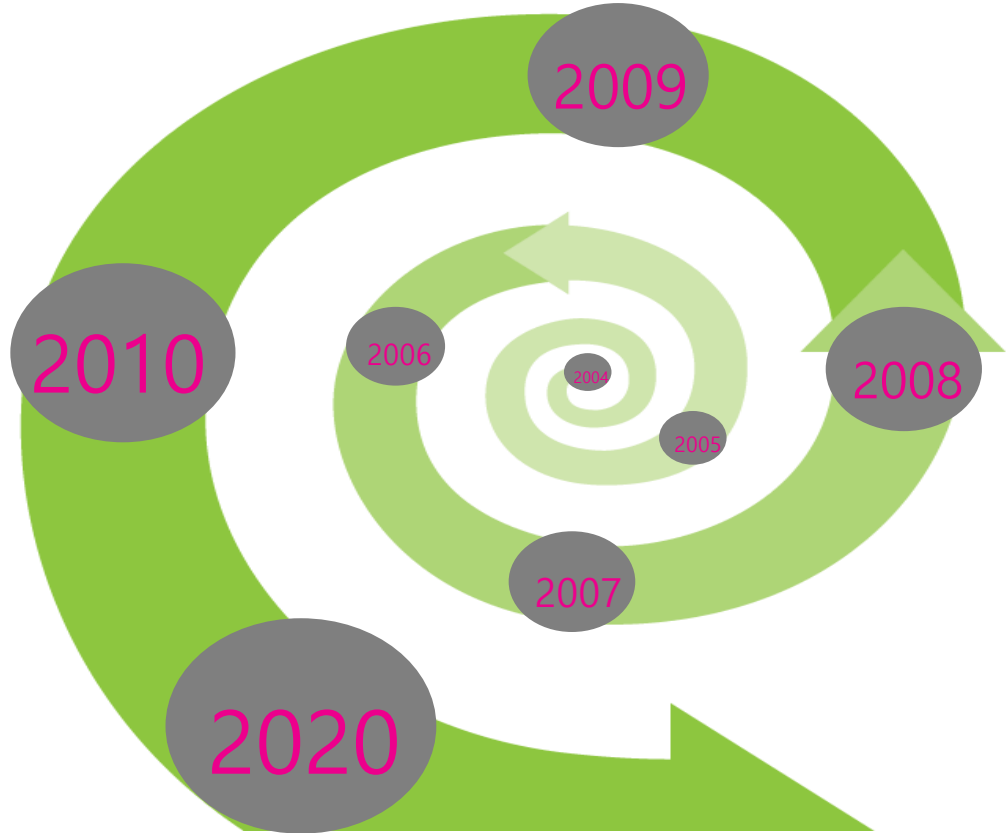




UMT

*Integrated Power
in Medical and Healthcare Industry*

- UMT is...
- Milestone
- Business Areas
- Portfolio
- Why UMT?



UMT is...

UMT means Unique Marketing & Training originated from a Korean word "Umta" which has meaning of "to spring up".

We promises differentiated services for your needs in medical and healthcare industry in Korea with extensive hands-on experiences including **Contract Business Organization(CBO division _ Cosmetic distribution & Marketing, Professional Training, Medical Magazine Production, Design Development, etc.)** and **Contract Research Organization (CRO division _ PV/PMS, Phase I,II,III,IV, etc.)**.

Our strength lies with the strong relationship with many key doctors and healthcare professionals in Korea that ensures your businesses more efficient and give you more satisfied result. Our partners expand our capability to facilitate larger range of business especially the regulatory affairs and IT solution.

- Mission
 - A company that lives well for 200 years(200년 잘 사는 기업)
 - UMT, Customer & Consumer share the highest fair profit, which is the outcome of Unique & Differentiated activity.
 - "Keep the NEW thinking ever-evolving, in ever-changing circumstance."
- Vision
 - The company that want to work together, the company that wants to work again
(함께 일하고 싶은 회사, 다시 일하고 싶은 회사)

- Core Value



- Culture

變化	CHANGE
挑戰	CHALLENGE
統攝	CONSILIENCE
因緣	CONNECTION
稱讚	COMPLEMENT

Milestone

YEAR	ACHIEVEMENT
2004	✓ UMT Established(Dec) / 음트설립
2005	✓ Developed the UMT Marketing & Management Academy (Sep) / 제약&의료 교육프로그램 개발
2006	✓ Developed the UMT Cosmetic Knowledge Training Manual (Mar) / 화장품교육프로그램 개발
2007	✓ Launched the UMT CRO service (Sep) / CRO사업진출 ✓ Published the first issue of 'Eyefit' for Ophthalmologists(Oct)
2008	✓ Launched the UMT Marketing & Meeting Management Service for pharmaceutical companies (Apr)
2009	✓ National acknowledgment as 'Venture Company' / 벤처기업인증 ✓ Patent registration for 'LAS Technology'(Mar) & Government approval on Corporate Research Institute/ 연구소설립 인가
2010	✓ Government approval on P&C Design Lab and Moved to the new office building in Guro-dong, Seoul (Apr) / 사옥이전
2011	✓ Published the first issue of 'Eye World' Korean version for Ophthalmologists with KSCRS & APCRS(Sep)
2012	✓ Received government fund from KHIDI for the medical device clinical trial(May) / 정부임상과제 첫 주관
2013	✓ Published the first issue of 'Liver Update' for Internal Medicine (Jan)
2014	✓ Participated in the government project for the new drug development (Feb)
2015	✓ Published the first issue of 'JoinOS' for Orthopedics (Sep) ✓ BIUMTEC Co., Ltd. established as a related company (Oct) / 주식회사 비움텍 설립
2016	✓ Separated management of CRO and CBO division (Jan) / CRO & CBO사업부 분리경영 ✓ Development of CRO division SOP4.0
2017	✓ Published the first issue of 'Womb Story' for ob/gyn (Mar) ✓ Published the first issue of 'Bonejour' for Ob/gyn & Family & Orthopedics & Endocrinology (Mar)
2018	✓ Published 8 magazines including 'eyefit', 'Liver Update', 'JoinOS', 'Womb story', 'Bonejour', 'Heartbit', 'UROworld', 'MindUp'(Feb)
2019	✓ Launched SearchMed Solution as Unique Market Research platform for Healthcare (Jan) / 국내 유일 제약의료 정례조사플랫폼 출시
2020	✓ Started development of untact medical network platform-MEDILUTION™ / 비대면 의료네트워크 '메딜루션™' 개발착수

CBO (Contract Business Organization)

UMT CBO Division provides services to suit your needs for marketing and business development in medical and healthcare industry.

- Business Planning / - Medical Magazines / - Design development

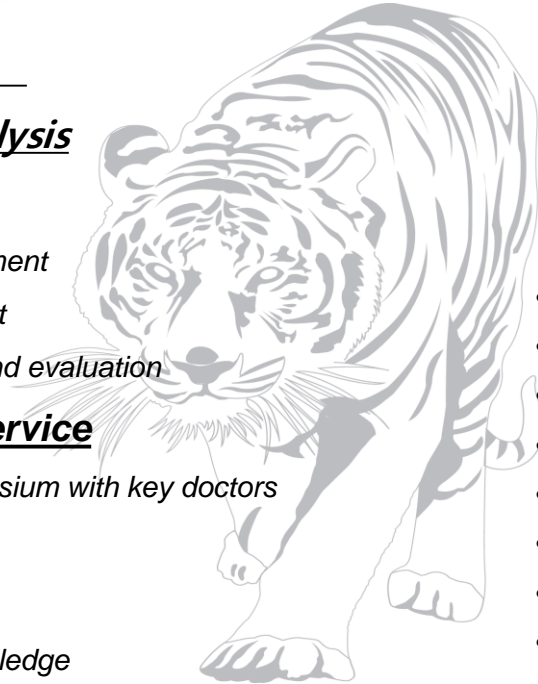
CRO (Contract Research Organization)

UMT CRO Division leads the way to the quality management of your clinical trails for drugs and devices.

- Protocol Design / - IRB and MFDS regulatory affairs / - Liaison with investigators
- Quality Management & Compliance / - Statistics / - PV/PMS, Phase I, II, III, IV etc.

Business Planning & Marketing

- **Patent & License in-out**
- **Market Research & Analysis**
- **New Product Marketing**
 - Product search & development
 - Business idea development
 - Strategy implementation and evaluation
- **Meeting Management Service**
 - Organize Seminars/Symposium with key doctors
- **Professional Training**
 - On The Job training
 - Marketing / Medical Knowledge



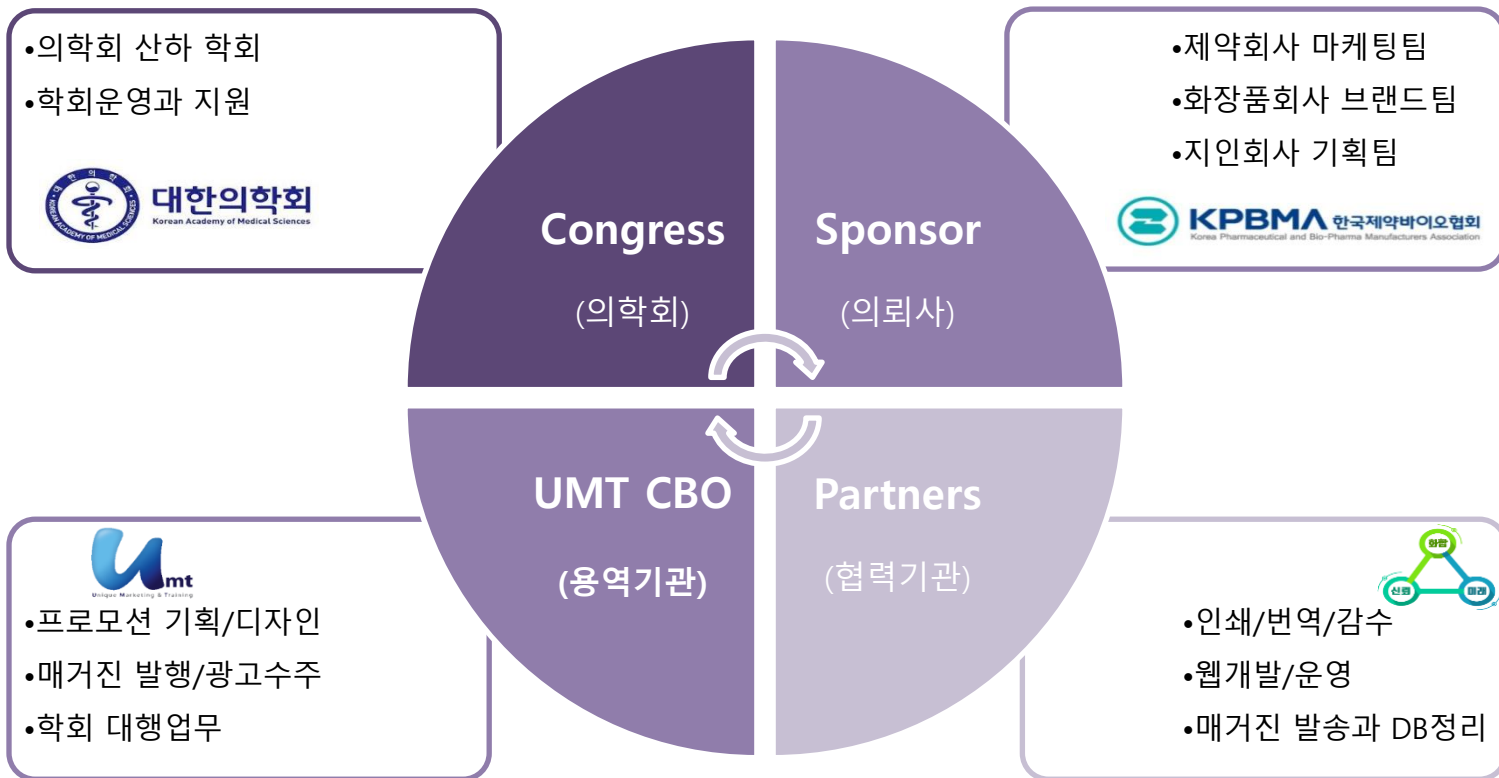
Medical Magazines

- *Medical Magazine Production*
 - ✓ Ophthalmology
 - ✓ Special Magazine on Liver
 - ✓ Skin & Beauty
 - ✓ News Letter Service

Design Development

- *CI, BI*
- **Printed Materials**
 - Advertising
- **Promotion materials**
 - Point of purchase(POP)
 - Package Design
- **e-Contents / e-Marketing**
 - Web Design

CBO Business flow



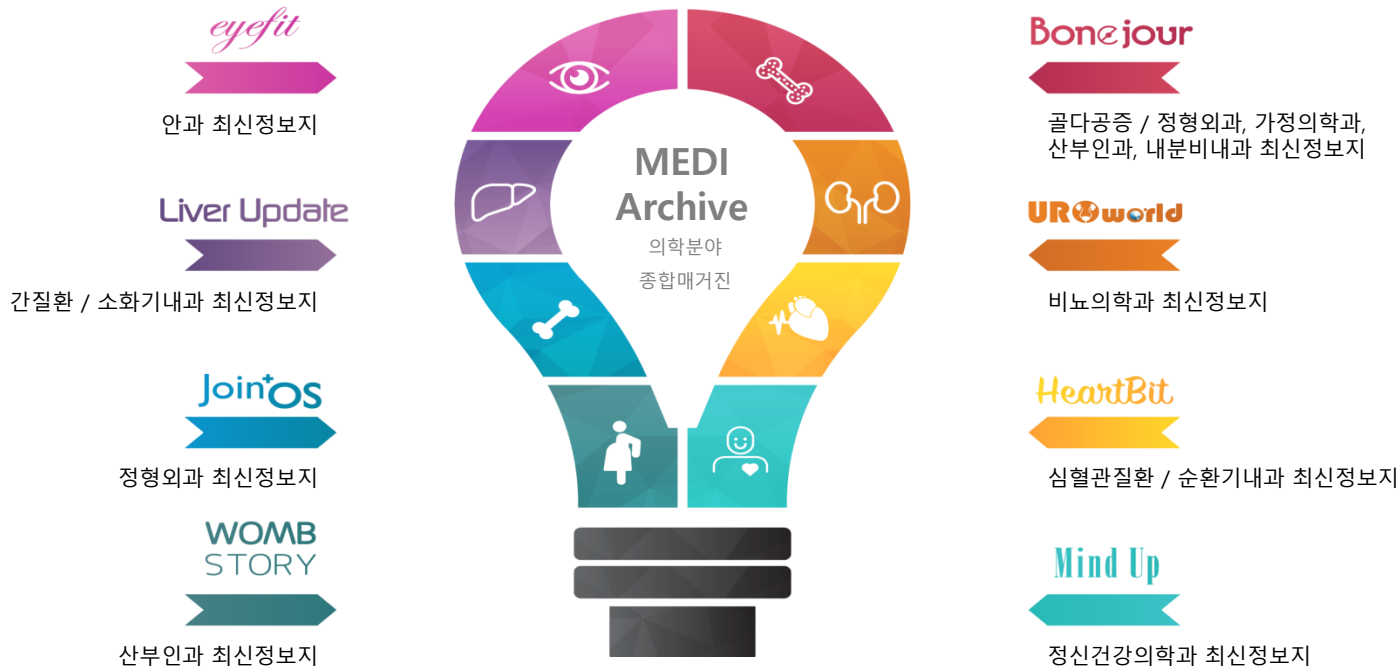
CBO Business flow diagram

Plan / Do / See 로 실천하는 Working Process

계획하고, 실천하고, 점검하라! 목표가 행동을 촉진시키고 성과가 행동을 지속시킨다

Contents		Details				Note
P L A N	Concept meeting	Client needs	Project review	Product review	UMT capacity	40%
	Idea meeting	Project leader	Team organization	Brainstorming	Idea note	
	Proposal	Proposal outline	PT-Power point	Client confirmation	Staff confirmation	
	Estimate	Time line	Payment term	PO Estimate	ROI review	
D O	Work sheet development	Time line	Project assignment	Progress detail	Flow chart	50%
	Creative meeting	Market analysis	Resource review	Brainstorming	Idea note	
	Promotion	Proposal review	Activities check	Result forecast		
	Design development	Concept drawing	Confirmation	Creation	Production	
	Product delivery	QC	Delivery process	Time line check	Client check	
	Tax invoice	"Client checkFinance check"	ROI check	Invoice delivery	Collection	
S E E	Customer feedback	Satisfaction	Improvement	Communication	Feedback note	10%
	Staff feedback	Efficiency	Improvement	Discussion	Feedback note	
	ROI check	Input check	Time line check	Output check	Turnover rate	
	Project report	Feedback note	Idea note	Concept drawing	ROI check	
	Staff management	Supplies check	Recycle	Feedback note		

대한민국 의사라면 누구나 움트(UMT)의 매거진을 본다!



CBO Major Clients

L'ORÉAL
PARIS

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

VICHY
LABORATOIRES

SKINCEUTICALS
ADVANCED SKINCARE BACKED BY SCIENCE

BAYER
Bayer CropScience

HUONS
HEALTH & BEAUTY

Jabushie

MISSHA

Johnson & Johnson

WEYERGANs
future health

테마피부과

CJ

erdic
original

GALDERMA
KOREA

ALLERGAN

한국 BMS 제약

Pfizer
Life is our life's work

MSD

Santen

Janssen
PHARMACEUTICAL COMPANY OF Johnson & Johnson

Bausch & Lomb

sanofi aventis

Alcon®

Wyeth 한국와이어스

Hanmi 한미약품

JW 중외제약

녹십자
GREEN CROSS

현대약품(주)
HYUNDAI PHARM

일양약품

gsk
GlaxoSmithKline

동아제약

대웅제약

BAYER

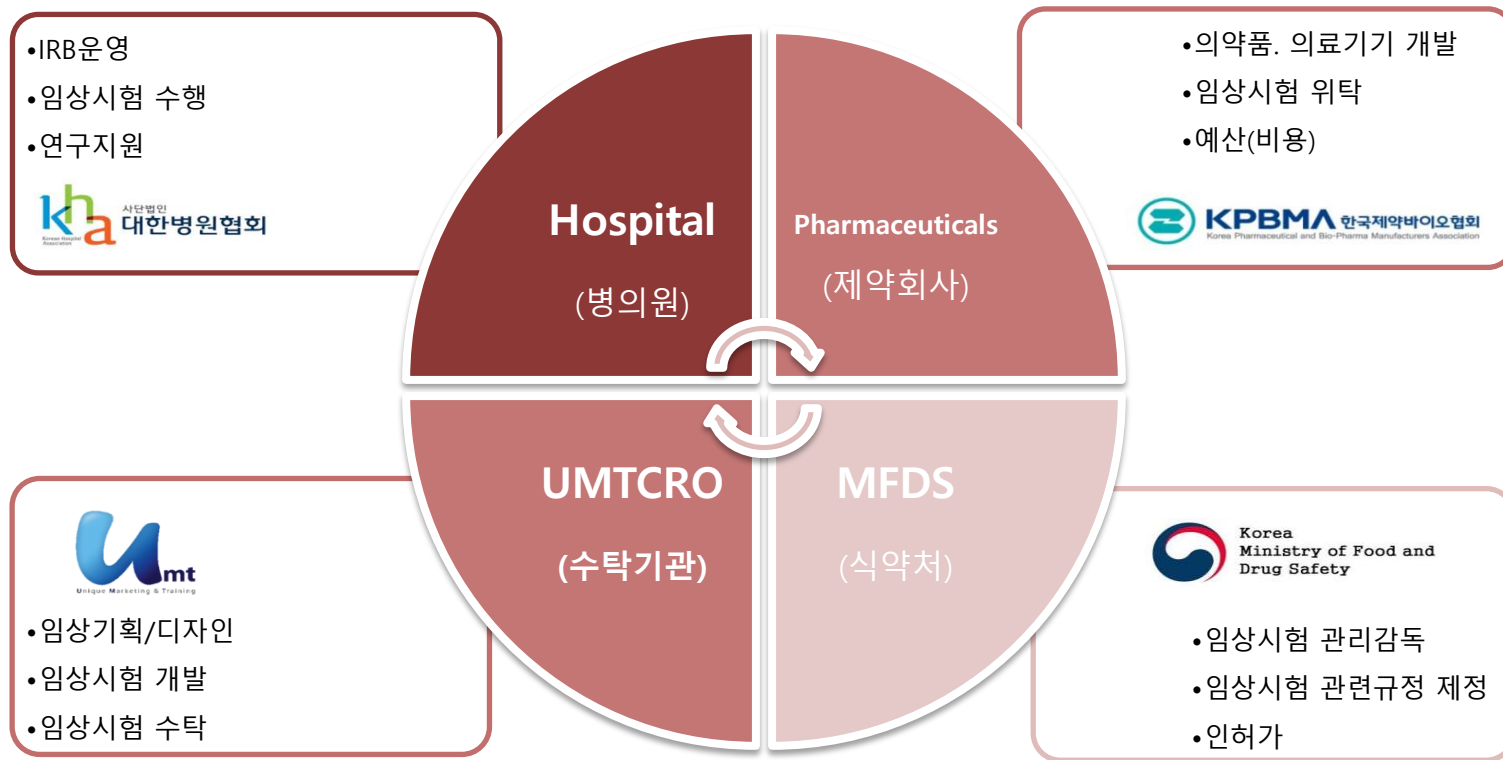
보령제약

CRO Works: START to FINISH

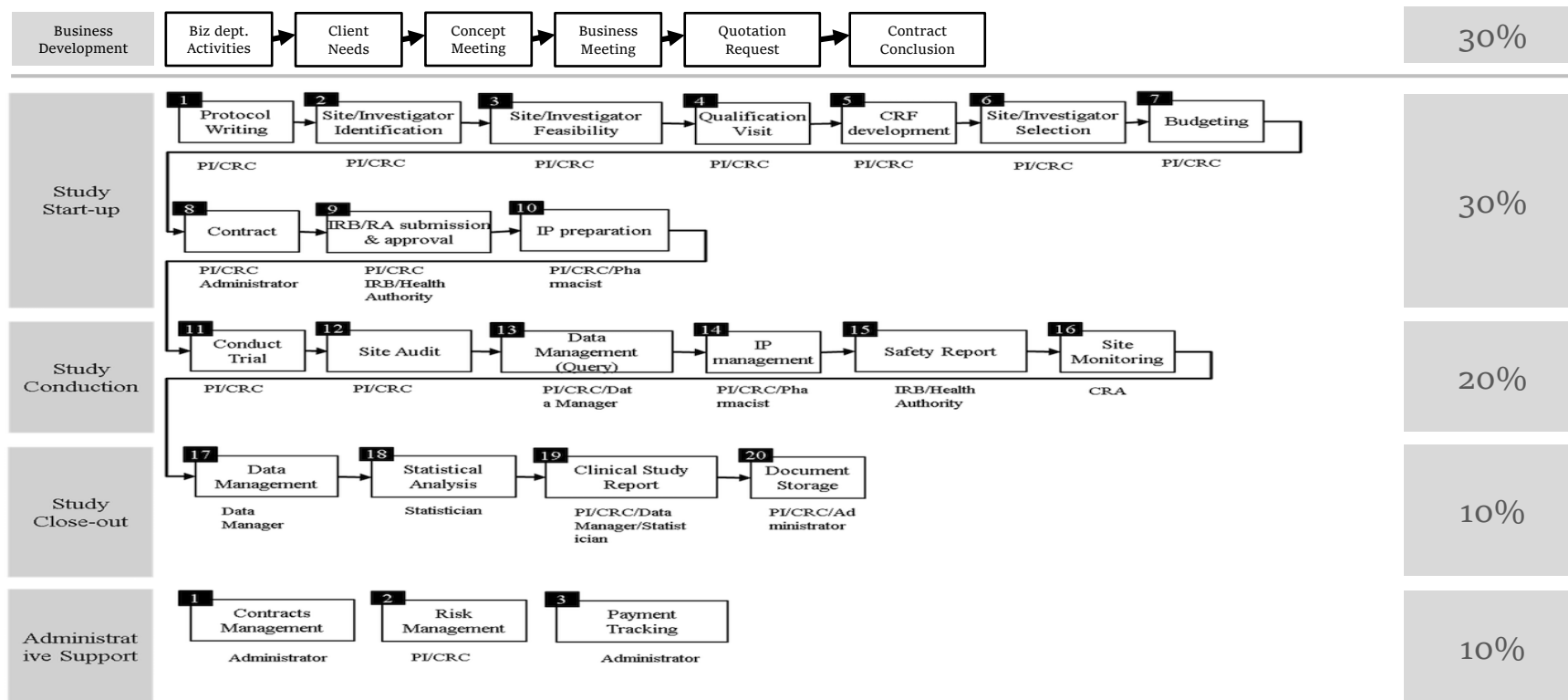
- Protocol, CRF and ICF Development
- Site Feasibility Assessment
- IRB and MFDS IND Process
- Site Initiation
- On-site & In-house monitoring
- Study Close-out
- Data Management
- Statistics
- CSR(Clinical Study Report)
- Audit Response
- Phase 1 to Phase 4, Observational Study and Medical Device
- Patient Chart Review



CRO Business flow

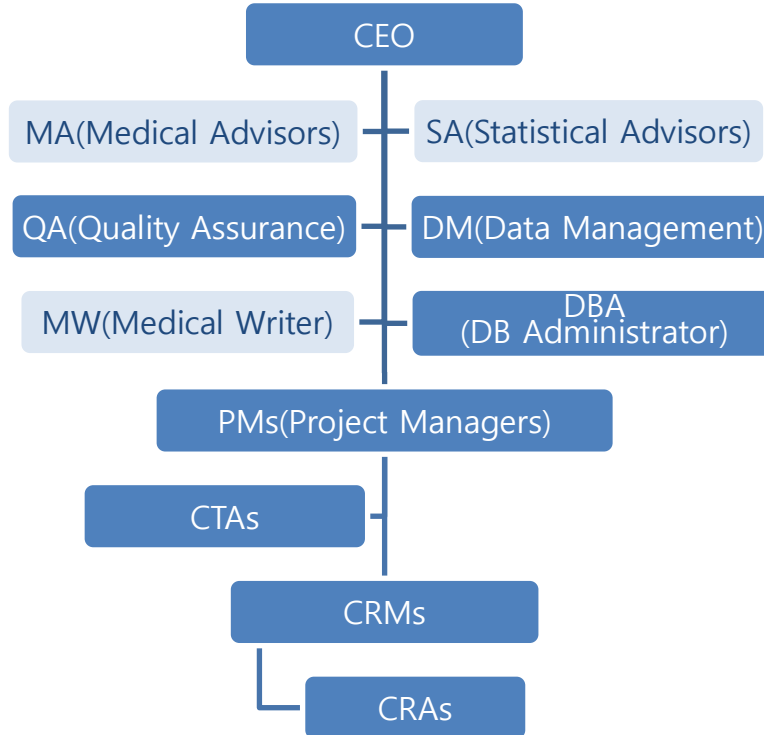


CRO Business flow diagram

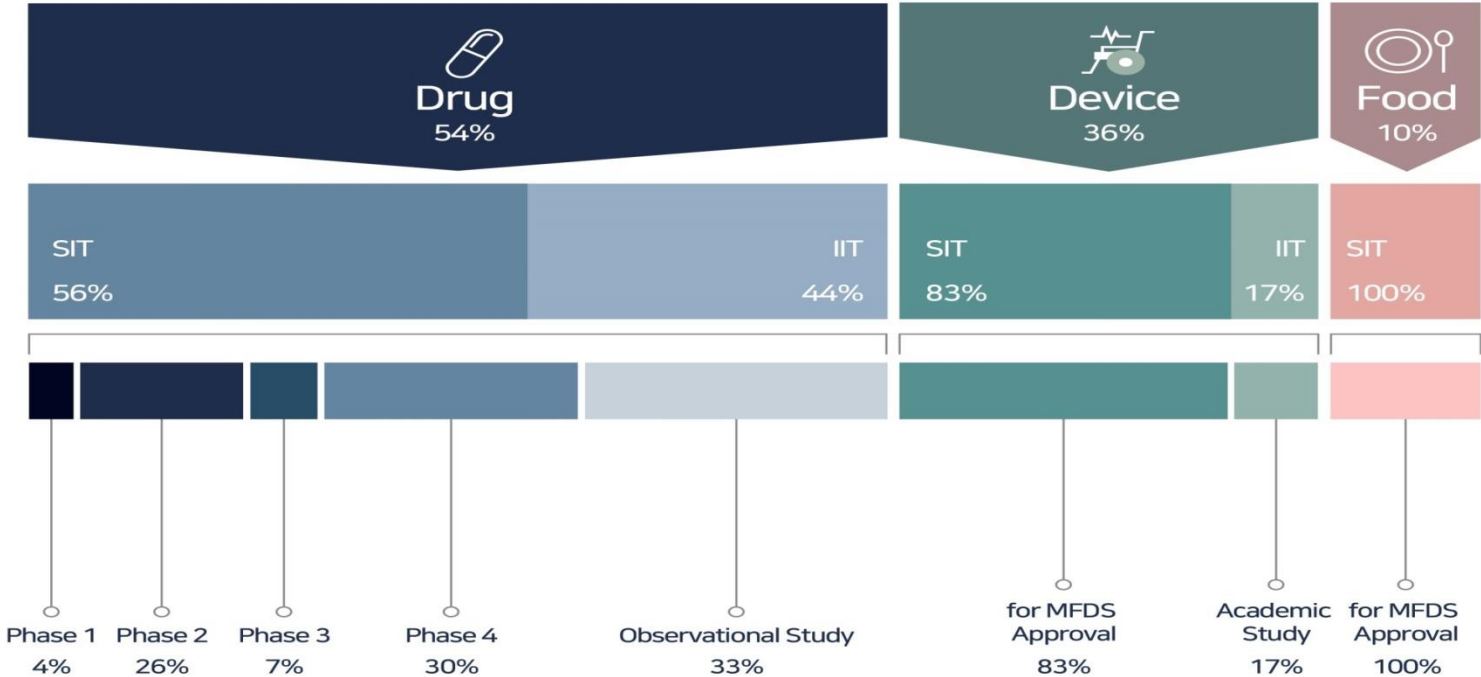


CRO Organization

UMT is – Organizational Chart



UMT clinical Trials in brief



CRO Therapeutic Areas



Ophthalmology



Cardiology



Gastroenterology



Dermatology



Endocrinology &
Metabolism



Nephrology



Neurosurgery



Neurology



Obstetrics and
Gynecology



Oncology



Breast Surgery



Orthopedics



Pancreatobiliary
Surgery



Psychiatry



Rehabilitation
Medicine



Urology

Why UMT?

Strong Relationship with the key doctors in Korea

- Good communication skills “Listen” “Understand” and “Make it run”
- Reliable management with experiences and expertise.
- Integrated networks with our business areas between and CBO and CRO



Why UMT?

Comprehensive understanding on the environment

- ***Compliances of the company***
- *Objectives of Meeting Arrangement*
- *Doctors' Requirements*

Ideal organization for best service for market promotion

- *Abundant actual experience of key staffs at pharmaceutical & cosmetic companies*
- ***One-stop service for market research, clinical trial, marketing promotion, scientific artwork***





감사합니다.
Thank You.