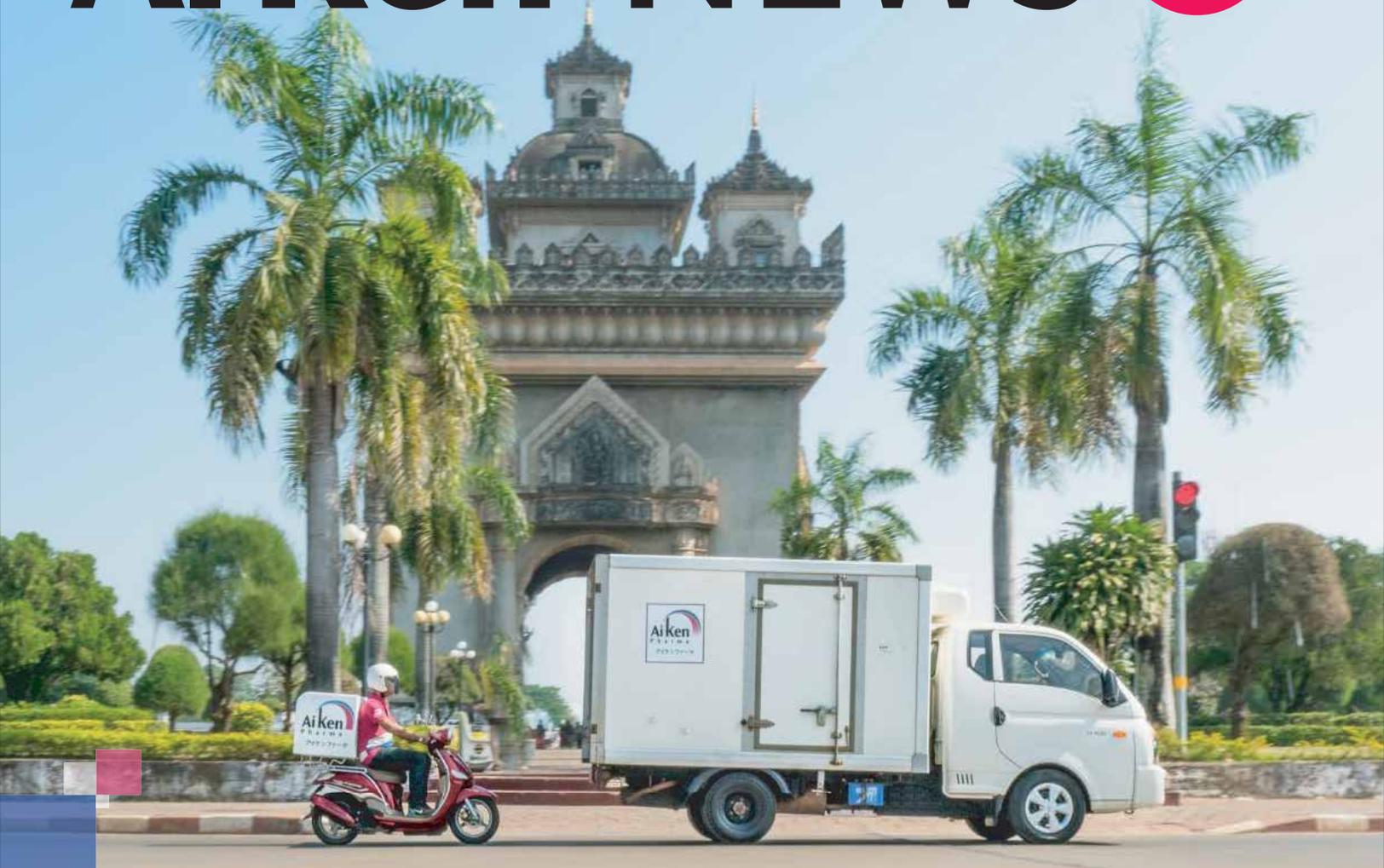


Ai Ken NEWS

Q3
2018



Second AI KEN NEWS Issue

Top Runner in Asia

Mr.Toshiaki Fukuda, CEO and Chairperson, Sunrise Japan Hospital, Cambodia

Laos VIP customer visit to Unison Factory

Bain Syrup event

Uniren Spray football event

Ai Ken Cambodia Product Launch

Management Message



Founder & Managing Director, AI KEN PHARAMA Group

Kentaro Imamoto

Welcome to our 2nd Ai Ken News. I am pleased to communicate with all our important customers in Cambodia and Laos and our global friends.

First of all, I would like to pray for victims of Attaphu disaster in Laos, and wishing all the best and appreciation those who dedicated their effort for supporting people there.

From May to Aug, Ai Ken Pharma and Unison Laboratories invited over 70 VIP customers to Thailand to observe factory of Unison Laboratories and Round Table Discussion on the following day. We had great feedback about the best qualified factory of Unison. Our customers are so confidence about quality of Ai Ken Pharma products afterall. Also we had a great feedback from Round Table Discussion. We have learned and promised our operational improvement which we have already started some of idea such as pre-delivery phone call (Special Thanks to Dr. Khamsai in Mahosod Hospital). Thank you so much for all attendees from Laos.

In June, our Cambodia team started introducing in Unison product and were welcomed by many new customers. We appreciate warm welcome and kind communication. As the first and only one Japanese pharmaceutical distribution company in Cambodia, we would like to promise our high quality service to Cambodia customers as well.

In the interview of Top runner in ASIA, I interviewed Mr.Fukuda, Chairman and CEO of Sunrise Japan hospital in Cambodia. He is the first CEO of real Japanese hospital in Asia, and has very interesting management style that I would like to share with our customers as well.



General Manager, A member of the Board Director, AI KEN PHARAMA LAOS

Kaisone Souvannasan

Sabaidee. Welcome to our 2nd newsletter of Ai Ken Pharma. First, we would like to pray for Attapeu disaster victim and their family, also for the ones supporting them.

We would like to appreciate Unison laboratories for their donation of more than 52-Million-kip value medicine for Attapeu.

In May to August, Ai Ken Pharma has invited VIP customers to Unison Factory. Thank you very much for your attendance and your great feedback from our customers from not only Vientiane, but also many different provinces. We had also launching 4 new dietary supplements in June for providing better health and life. I personally take those supplements every day and would like to recommend to many Lao ladies as well.

Our team is now nearly 20 people including Sales, Marketing, Supply chain, Regulatory, Quality Assurance, and Pharmacovigilance. Our team always seek better service quality for better customer satisfaction. Please give us any advice for our future.

Thank you very much



From left side to right side

Mr Kentaro Imamoto

Founder & Managing Director, AI KEN PHARAMA Group

Ms Kaisone Souvannasan

General Manager, A member of the Board Director, AI KEN PHARAMA LAOS

Mr Anol Thanesvorakul

Chief Operation Officer, a member of director board, Unison Laboratories

Laos VIP Customer visit to Unison Factory



Unison Laboratories and Ai Ken Pharma invited VIP customers to Unison laboratory factory in Bangkok to observe their high quality production facility. Customers visit production facility, R&D facility, Laboratory and warehouse which has certified with PIC/S GMP, ISO 9001, ISO 14001, ISO 5001 and Green Industry Award. They have also joined Unison Ai Ken joint roundtable meeting and provided highly valuable and priceless advice to the future of Ai Ken Pharma for their high-expected better service to Laos healthcare professionals and patients. Ai Ken Pharma take those advice with promise and appreciation.



VIP Customer tour on 15th-16 May 2018



VIP Customer tour on 20th-21st July 2018



VIP Customer tour on 15th-16 May 2018

Top Runner in Asia



Mr. Toshiaki Fukuda

CEO and Chairperson, Sunrise Japan Hospital, Phnom Penh, Cambodia

Mr Ken: Mr. Fukuda, thank you very much for your time today. First of all, could you please introduce Sunrise Japan hospital?

Mr Fukuda: Yes, Sunrise Japan hospital was established 2016 October with 3 Japanese shareholders, JGC corporation, The Innovation Network Corporation of Japan, and Kitahara Medical Strategies Institute (Kitahara hospital). Now we have 140 team members including 20 Japanese, 1 Philippine, and around 120 Cambodian. We have around 50 beds more than 140 out patients in a day.

Why Medical Service from Japan?

Before hospital launch we conducted business research since 2009. Through the process, we found high demand from Cambodia patients who travel to Thailand, Vietnam or Singapore would like to take Japanese medical service in Cambodia. If we take a look at Thailand, medical treatment is already a big business which is very different from Japan due to public insurance system. Initially we had a look and consider a whole Asian country and decided to come Cambodia. One of the important factors was also Japanese medical doctor license can be applied to local medical treatment

What did you do before coming to Cambodia?

My career in JGC started from Human Resource section. Spending a few years there, I move to finance section that controls big plant project of JGC from finance side. After that, I started to lead System implementation project as project leader, system engineer.

Before coming to Cambodia, did you have any image how you would like to manage hospital business in Cambodia?

Well, I didn't have "ambitious" image of my management style at all (laugh). However, I was thinking how I could make "comfortable" working environment for Japanese medical team from Kitahara hospital and Cambodia staff from the other hospitals. It was the first management initiative from me, and also in terms of marketing, I did not want to target only highly wealthy layers initially. It would be easier as business management, but it was not our fundamental business philosophy that we have to provide service only to Cambodia patients who used to go Thailand, Vietnam and Singapore for medical treatment. Therefore, we decided to provide service with more affordable fee.

When you started Sunrise hospital CEO responsibility, what was the first and most difficult issue?

During preparation I found difference from business culture in Japan. Japanese are puncture, keeping schedule, trying not to give any inconvenient about the task they manage which we initially expected but found difference.

How about organizational management?

In hospital, there are different functional responsibility or roles, such as medical doctor, nurse, pharmacist and administrative staff, even though we tried to have good communication. It was not easy to have smooth communication at the first time. Furthermore, we have several nationalities as Japanese, Cambodian and Filipino. It would be disaster if communication misleads bad medical practice. Therefore, we had to come up with many ideas and actions to prevent it such as recording, frequent meeting and checking which finally established a strong team binding as well.

From opening to now, what do you find the most "Improved" point as organization?

I am pleased to say it is our service providing with hard effort of our staff. We already had ability of certain quality, but if we could not provide it well, it had no meaning. We have now many ideas from Cambodia and Pilipino staff. We also have "My Sunrise" activity that we ask team members to provide idea for better future. I would appreciate such idea from our team that they take leadership initiative for better future.

Mr. Fukuda, you have a great leadership to empower people. How did you learn that leadership attitude, mind or action? From Japan?

I don't know if I have such strong leadership... (Laugh)... but I trust in people and take their opinion and advice with respect. Maybe it came from my experience as System Engineer that I had to drive a big project with many team members. I cannot do everything by myself of course and had to make them conformable and perform well so that a whole project moves on time without quality issue. Here the basic attitude is the same.

Top Runner in Asia



When do you feel happy as CEO?

One time out of hospital, I coincidentally met one patient who didn't know that I am CEO of Sunrise hospital, but he was telling that he was very happy and satisfied with service of Sunrise hospital that made me very happy. Also I feel very happy if I see our team is motivated to learn something new or improved their

What is your future vision as CEO?

Someday in the future, I want Cambodian senior manager takes CEO position. Also clinical team takes more responsibility for medical treatment as well. I will be very happy to see it someday and that's one of my long-term mission. Sunrise hospital focuses on medical education and has a lot of public lectures. We will continue these activities to contribute on healthcare of people in Cambodia.

Thank you very much Mr.Fukuda for very interesting leadership vision. Now I would like to ask you about your Cambodia life. First, how long you live in Cambodia?

I have lived in Cambodia for 4 years by now. First place was near Independence monument. And now, my place is close to Royal palace. I like atmosphere there very much.

What do you like Cambodia?

Fish Amok or Snail Amok.... And of course, Anchor beer is the best taste!!

What do you like to do on your holiday?

I like to take a walk or ride bicycle on the street and take a look around Phnom Penh. I can see many interesting things every time, cute cafe, nice restaurant, this and that. One time, I found foldable bed that I had never seen in Cambodia. A month later, Hospital needed foldable bed for their family, so we bought from there! Sometimes it works for business as well!!

Finally, what do you expect to Ai Ken Pharma?

Safety product, Stable supply, and Smooth Communication. Some company they just inform us out of stock all in sudden which upset us a lot. We have many patients who come from far country side or very busy and hard to find time for treatment. It is our duty to supply good medicine to them as well. We expect Ai Ken Pharma keeps a great service for us and keeps long term trust relationship.



Editor's Note:

My very first visit to Sunrise hospital to meet Mr.Fukuda was Dec 20th, 2016. The hospital has still limited number of out patients, and Mr.Fukuda also had a many concerns about the hospital management. Since then, I have visited him and Sunrise hospital several times and seen changes and improvement every time. This time, I see him with confidence of Sunrise hospital's business success and clear vision for future as well. I would like to congratulate him and his team such a great growth and improvement in 1.5 years. I believe his big smile and warm personality is a part of the culture of Sunrise hospital which makes patient smile as well. Thank you very much for your interview, Mr.Fukuda san.



Event

Bain Syrup Children's day at Vientiane Center



Ai Ken Pharma Laos opened Bain Syrup booth on June 1st- 3rd 2018 for celebration of International Children's day at Vientiane Center in Vientiane Laos. More than 100 mothers, fathers and the children visited our booth and enjoyed dance event, Sushi practice, lucky draw, and more games. We had a great fun in the event and thank you very much for your participant and uploading your cute photos on your facebook!!

We had a great fun in the event and thank you very much for your participant and uploading your cute photos on your facebook!!
Visit us at Facebook: Bain Syrup Laos - ເບນ ໄຊຊັບ

Uniren Spray football event



Ai Ken Pharma Laos organized Uniren Football event at 5 football events in Vientiane. Uniren girls provide free Uniren spray to football player for testing, and initiated Uniren facebook photo shooting event with Uniren T-shirts gift. Many football players were impressed for the quick pain relief of Uniren spray with diclofenac sodium. We are going to continue to do this activity at 16 football fields in Vientiane. Please follow us with updates on our activities at Facebook: Uniren Spray Laos



Donation for Attapeu



Unison Laboratories donated more than 6,000 USD equivalent medicine to Attaphu flood disaster. On Aug 20th, Ms. Kaisone, General Manager and Member of Board, visited Ministry of Health to meet Dr. Bounleuan Phalatsayotha, Deputy Director of Cabinet, Ministry of Health and donated medicine for the sake of Unison Laboratories on the donation ceremony placed in Food and Drug Department in MOH attended 10 officers from MOH and FDD.

Donated medicine was included EZON-T, Gaster, Lasflam, Mesin, Pormus and RE-B Forte all of which Ministry of Health required to Ai Ken Pharma and confirmed with Unison Laboratories for the donation. Unison Laboratories and Ai Ken Pharma pray for Attapeu victims, and wishing to recover from heavy damage as soon as possible.



New Product Introduction



Bain Tablet



E-zymite



Boncal collagen type II



Nitetime Maxs



In June, Ai Ken Pharma introduced 4 new dietary supplements: "**Bain Tablet**", Tuna fish oil DHA 70%, "**Boncal type II**", collagen type II for healthy joint, "**Nitetime Maxs**", dietary supplement for weight loss and slimming, and "**E-zymite**", bright white skin from nature. All the supplements we import are made from natural substances that are safe for health. Demand from top pharmacy was extremely high and great consumer feedback.

For detail, <https://www.facebook.com/NutrimasterLaos/>

AI KEN Cambodia Product Launch

Ai Ken Pharma Cambodia which started its own operation since Feb 2018, launched Unison product in July and has started to introduce the product into Cambodia. With the leadership of Mr. Sokha, sales manager, Ai Ken Cambodia has sold Unison products to a number of pharmacies, clinics and cabinet in Phnom Penh.



Ai Ken Pharma Cambodia will continue working closely with customer to introduce more high quality medicine into the market.

AI KEN Crew Snapshot



Profile:

Real name: Udavanh Keokot (Da)
Born in Xiengkhouang Province, Laos, grown up in Vientiane
Education: University of Laos, Business Management

Today we would like to introduce Ms Da, our sale in Ai Ken Pharma Laos

What is your career experience?

After graduate from University of Laos, I started working as Medical Sales Rep of GSK Medical for 6 months, then move to GSK OTC for 2 years. After that, move to Ai Ken Pharma 2017 June. First 6 month, I was taking care of VTE pharmacy and now, South Clinic and Pharmacy.

What motivate you to work with Ai Ken Pharma?

First of all, a lot of Training and learning. In this company we have many professional regulations and system. I also can use my experience from my former job. Happy to visit provinces to meet people out there. Also happy for leadership policy of this company that the management team always think about my future development.

When do you feel happy to do this job?

I feel happy when I got assigned new assignment ... Such as new target (Laugh). Then, I have to think my new strategy how to achieve there. Also lately, I was assigned as preceptor responsibility in the company who take care of new crew members for growing their capability and experience. I am happy to do it as well.

What is your most difficult challenge on your job?

To make our customer in good relationship with trust on me, our company and our product quality. That is the challenge but the most important thing for my job as well.



How is your family?

I have a husband married in May 2017, and living with my parents younger sister and brother in Vientiane.

What do you like to do on holiday?

We have a family farm, and I like to visit there on my holiday. I like to spend time in nature and do activity like fishing!!

Any message to our customers?

I am happy to visit you with confident of our product quality and service quality. Please feel free to ask me any concern, so that we can have more trust relationship for a long time future. Thank you very much!

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