


OMRON

No.1
brand in Europe,
Middle East and Africa

360°
ACCURACY




OMRON connect

Heart Pressure  Pulse 

Wed 09/16, 08:32 Wed 09/16, 08:32

SYS **134** mmHg 70 bpm

DIA **85** mmHg +

Weight 

Thu 09/17, 04:12

53.05

CHOOSE THE **M7 Intelli IT**

All for Healthcare



PH3151001/02/016

OMRON

PURPOSE OF THE TOOLKIT

All for Healthcare



THIS TOOLKIT GIVES YOU THE TOOLS YOU NEED TO BRING OMRON ACCURACY STORY TO THE NEXT LEVEL.



Q1/2 FY15 INTELLI WRAP CUFF ISSUE AWARENESS CAMPAIGN

Raise awareness of wrong cuff placement as a cause of inaccuracy



Q3 FY15 MAXIMISING INTELLI WRAP CUFF ACCURACY BENEFIT

Provide proof that Intelli Wrap Cuff reduces inaccuracy



Q2 FY16 INTRODUCE SMARTPHONE CONNECTIVITY APP WHILE BUILDING UP THE INTELLI WRAP CUFF STORY

Build on the accuracy story by answering a new consumers' need

OMRON

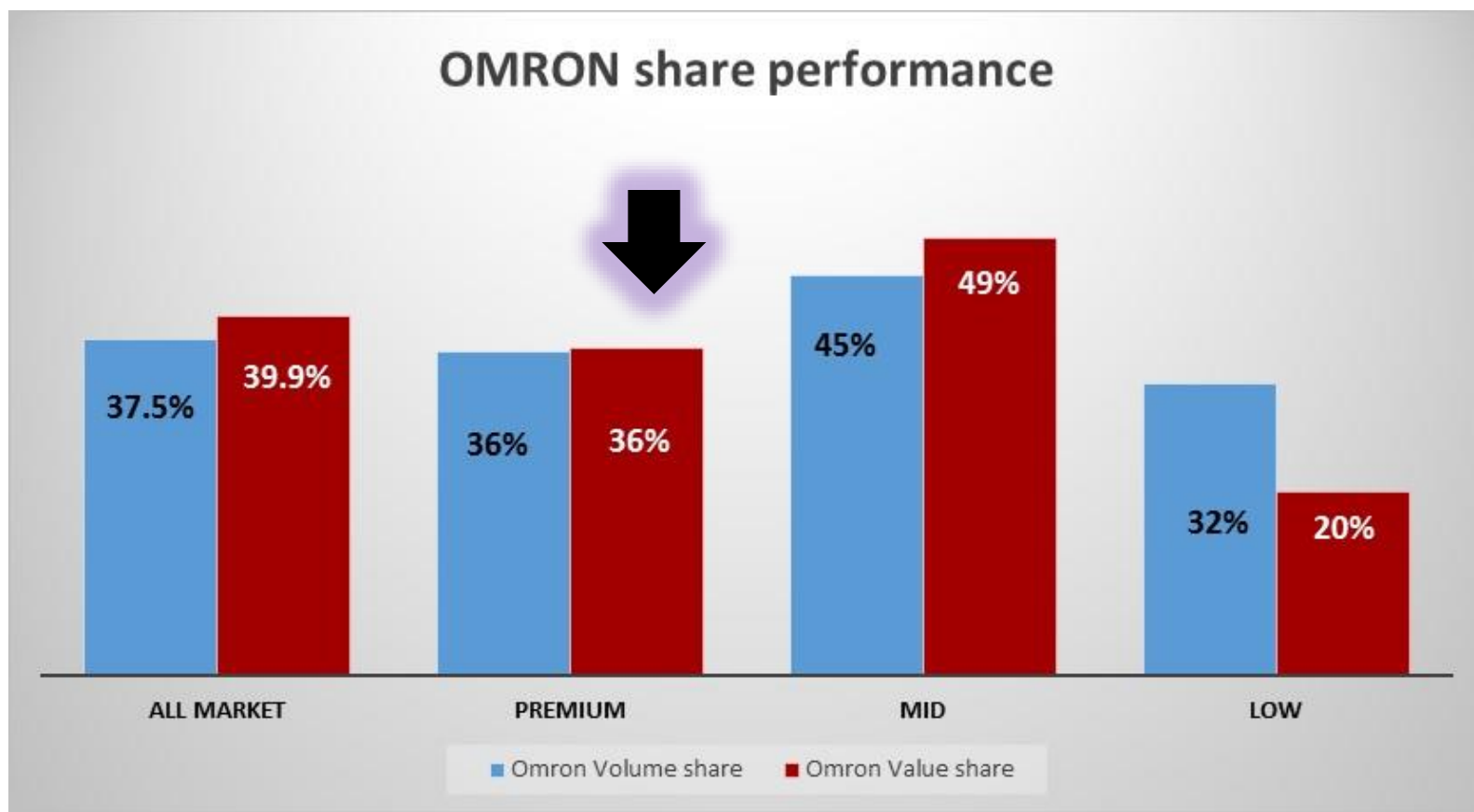
1. BACKGROUND

All for Healthcare



OMRON'S SHARE PERFORMANCE BY SEGMENTS

We are market leaders, dominating the mid segment.
2016 focus: growth in premium.



All for Healthcare

Data source: IMS MS Report, March 2016

OMRON

COMPETITIVE LANDSCAPE IN PREMIUM TIER

We have the strongest presence & brand in EMEA, with differentiated innovation in the cuff proposition.

VALUE GENERATOR		OMRON	COMPETITION
Meaningful Innovation	Cuff	√	X
	Device	√	√
Brand Power		√	X
Distribution	Strong Presence		Fragmented
	> 70 countries		Max 20 countries

Innovation in cuffs is answering a big consumer issue:

1 out of 3 people measure their blood pressure incorrectly*

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CONSUMER: KEY TRIGGERS FOR PURCHASE

Accuracy is a category need. App connectivity is emerging.

Accuracy

Ease of use, simplicity

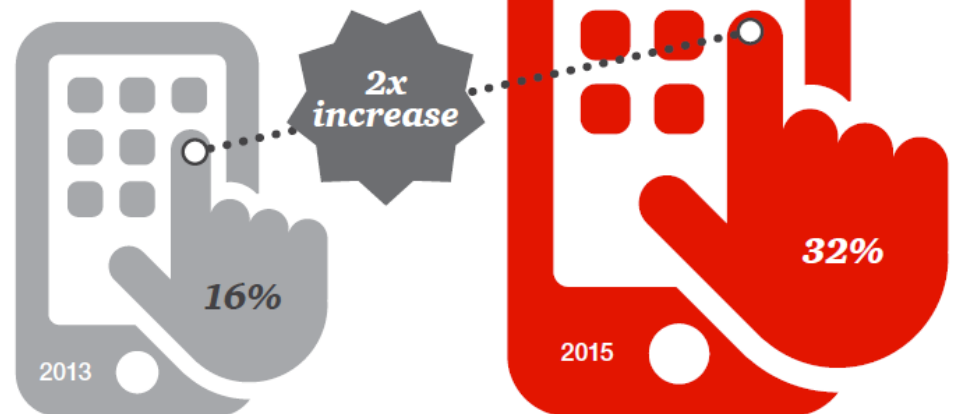
Doctor's endorsement

Known brand

NEW

Smartphone app connectivity

Percentage of consumers with at least one medical, health or fitness app on their mobile devices



Source: HRI Consumer Survey, PwC, 2013, 2015

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2. M7 INTELLI IT PROPOSITION

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INTRODUCING M7 INTELLI IT

Our first smartphone connected device, key tool to strengthen premium in 2016.



Product Availability	August 2016
In-market execution	September 2016
Replacing	M6 Comfort IT
Role	Up-tier the mid segment
Focus	360 accuracy with Intelli Wrap Cuff OMRON connect

CP is communicated in the price list.

M7 INTELLI IT FEATURES

M7 INTELLI IT



INCORPORATES

Intelli Wrap Cuff

OMRON connect



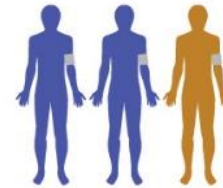
iPhone & Android™

OTHER FEATURES

- Easy Blood Pressure Color Indicator
- Morning Hypertension Tracker
- Advanced average functioning
- Irregular Heartbeat detection
- Cuff Wrap Guide
- 2 users x 100 memories
- Body Movement detection

1st DIFFERENTIATOR: Intelli Wrap Cuff

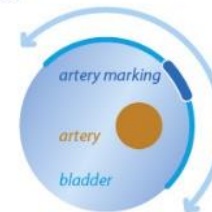
ISSUE



- 1 out of 3 people measure incorrectly*

This comes from the fact that the standard cuff has to be positioned in a very specific area above the artery, on the upper arm.

- Standard Cuff



* Perleberg Research UK & IT, 2014

SOLUTION

OMRON Intelli Wrap Cuff technology assures consistent accuracy from any position around the upper arm:

- ↑ Standard positioning
- ← 90° positioning
- 180° positioning

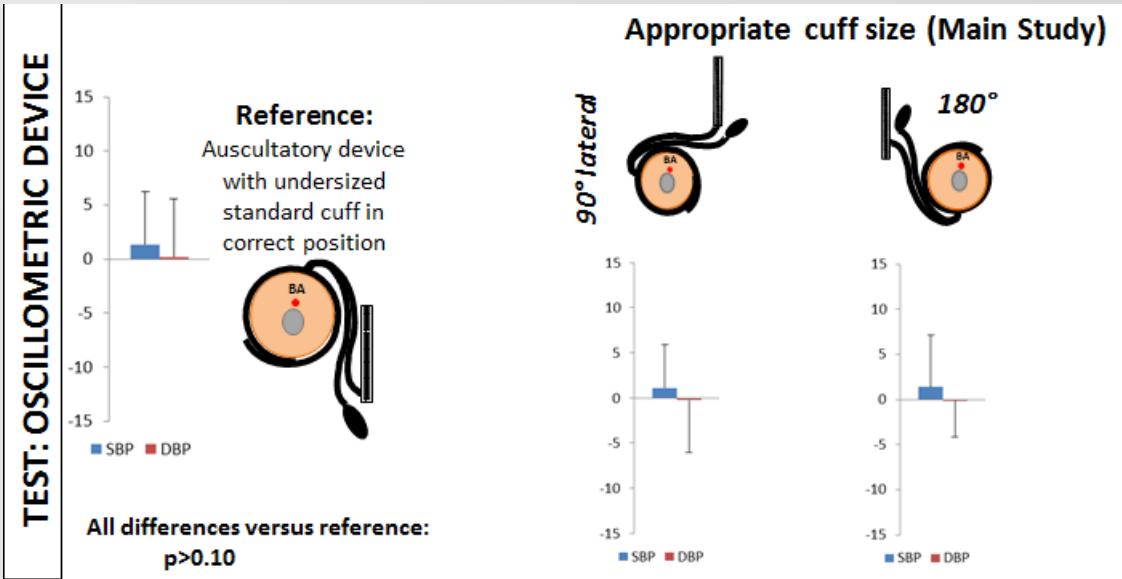
Intelli Wrap Cuff consistent accuracy is:

- confirmed by golden standard
- even for arms with size 22-42 cm

NEW CLINICAL STUDY AVAILABLE

Consistent accuracy in any position:

- Confirmed by golden standard
- Even for arms with size 22-42 cm



Data source: Poster of the study 'IMPACT OF CUFF POSITIONING ON BLOOD PRESSURE MEASUREMENT ACCURACY. MAY A SPECIALLY DESIGNED CUFF MAKE A DIFFERENCE?', Dr Bilo. ESH Congress, 2016.

2nd DIFFERENTIATOR: OMRON connect

Integrate with the World!

Empowering you to be in control and make better health choices

1. Integrated
2. Wireless
3. Portable
4. Simple
5. Personal



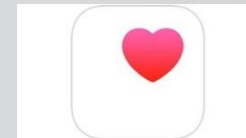
iPhone & Android™



iOS



Android



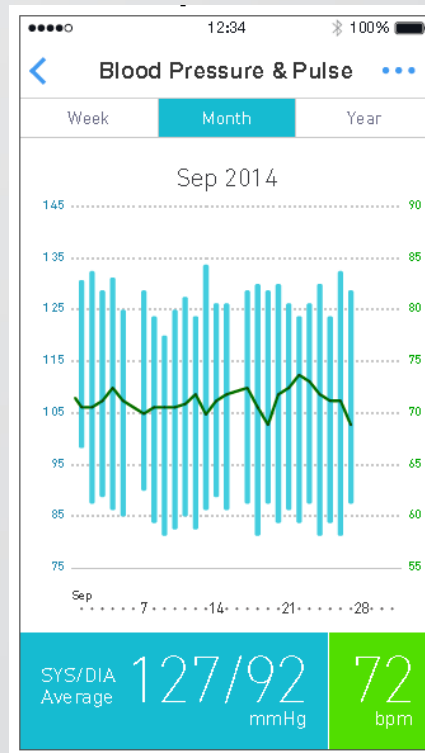
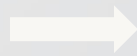
Apple Health

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CONSUMER BENEFITS

Gain better understanding of progress by turning the device data into meaningful graphs.



1. Automatic Sync
2. Easy Dashboard
3. Follow progress
4. Discover patterns

LAUNCH AND DEPLOYMENT

OMRON connect available in 45 countries and 5 languages

Languages with app translation:

- English
- French
- German
- Italian
- Spanish



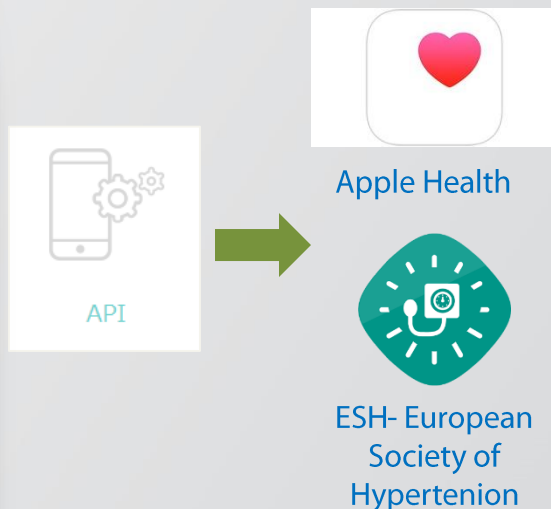
M7 Intelli IT will be released in Omron connect app in July 2016.

Languages with Terms of Use translation:

- English
- French
- German
- Italian
- Spanish
- Dutch
- Turkish
- Hungarian
- Danish
- Finish
- Polish
- Romanian
- Slovakian
- Slovenian
- Arabic
- Bulgarian
- Czech
- Greek
- Estonian
- Croatian
- Lithuanian
- Latvian
- Serbian
- Swedish
- Ukrainian
- Portuguese

IN-MARKET EXPECTATIONS

Taking advantage of “OMRON connect” by integrating with services of strategic importance in your region



Potential for App Categories:

- Popular Health
- Guidance & Coaching
- Clinical Research
- NGO's
- TeleHealth

API and Support available at OMRON Developer Center

<http://www.telehealth.omron.com>

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3. M7 INTELLI IT COMMUNICATION

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Get the same consistent accuracy*
as in your doctor's office!**

No.1
brand in Europe,
Middle East and Africa***



Choose the
M7 Intelli IT

- ✓ Intelli Wrap Cuff technology
- ✓ OMRON connect app



All for Healthcare

* Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).

** IP Protocol, ESH, 2010
*** IMS Market Share Report, March 2016.

M7 INTELLI IT SOURCE OF BUSINESS

USERS

Competition

OMRON

NON-USERS

Diagnosed

Healthy

M7 INTELLI IT TARGET



Mrs Smith, London,
Nurse, 45y.o.

USAGE

- Never used a BPM before
- Doesn't know how to choose or use one
- Experience in the doctor's office is the benchmark
- Device medical look& feel very important

ATTITUDE

- Depressed about hypertension impact
- Would do anything to regain control on life
- Would pay much more for the health safety

DEMOGRAPHICS

- 40-55 y.o.
- Medium to high income, busy life
- Smartphone user

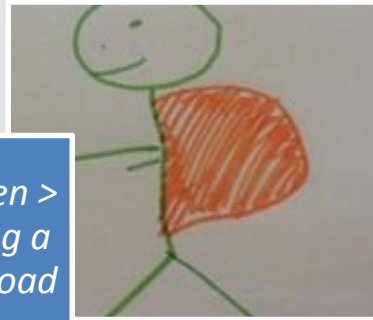
ATTITUDE ON HYPERTENSION

Perceiving hypertension as prohibitive in their lives.

Heart weeping



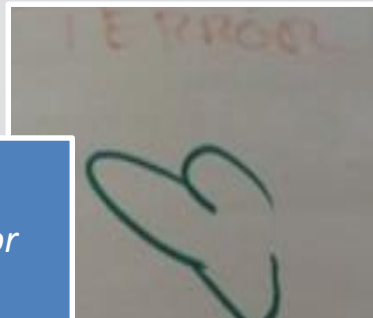
A burden > carrying a heavy load



Prohibition



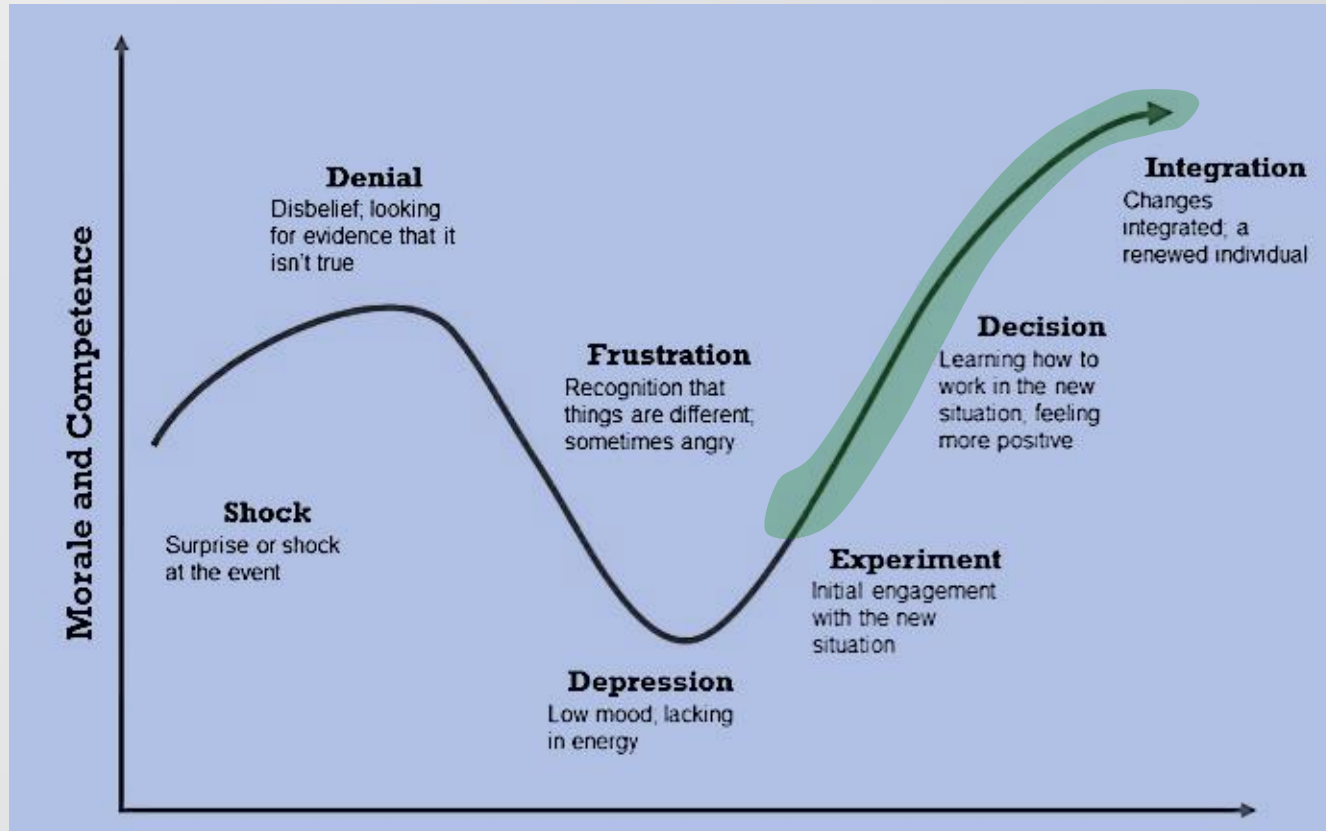
Terror



Consumer research, Spain, March 2016

CONSIDERATION OF A HBPM

Consideration comes after people overpass the 'drama' of being diagnosed.



Consumer research, Spain, March 2016

M7 INTELLI IT INSIGHT

I want a BPM that I completely trust and that is bringing me the confidence that I made the best possible choice for my health.



M7 INTELLI IT COMMUNICATION

Addresses KEY PURCHASE TRIGGERS

Accuracy

Doctor's endorsement

#1 brand

Connectivity

All for Healthcare



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Get the same consistent accuracy*
as in your doctor's office! **

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Middle East and Africa ***

360°
ACCURACY

Choose the
M7 Intelli IT

- ✓ Intelli Wrap Cuff technology
- ✓ OMRON connect app

connect
omron
iPhone & Android™

All for Healthcare

*Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilò et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).

** IP Protocol, ESH, 2010

*** IMS Market Share Report, March 2016.

RM-1509-01-06/2016

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M7 INTELLI IT COMMUNICATION MATERIALS

All for Healthcare



POSM POSTER

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Get the same consistent accuracy*
as in your doctor's office!**



Choose the
M7 Intelli IT

- ✓ Intelli Wrap Cuff technology
- ✓ OMRON connect app



PM-1509-01-06/2016

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* Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).

** IP Protocol, ESH, 2010
*** IMS Market Share Report, March 2016.

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M7 Intelli IT

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POSM
POSTER
SIMULATION



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POSM CONSUMER LEAFLET FRONT & BACK

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**Get the same consistent accuracy*
as in your doctor's office!****

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brand in Europe,
Middle East and Africa ***

**360°
ACCURACY**

Choose the
M7 Intelli IT

- ✓ Intelli Wrap Cuff technology
- ✓ OMRON connect app

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iPhone & Android™

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*Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).

**IP Protocol, GSH, 2010

***IMS Market Share Report, March 2016.

PMS1511-001/2016

connect
OMRON
iPhone & Android™

**INTEGRATE WITH
THE WORLD!**

Smartphone application that connects to OMRON Bluetooth devices and provides easy display of device measurements, history graphs and averages.

Makes it easy to view, save, and share your health data with other apps, like Apple Health.

Works with

IOS ANDROID

Connects to

APPLE HEALTH

All for Healthcare

Not-scrolling

Scrolling

Release

M7 Intelli IT | OMRON

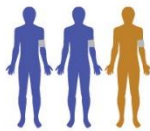
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M7 Intelli IT

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POSM CONSUMER LEAFLET INSIDE PAGES

ISSUE



- 1 out of 3 people measure incorrectly*

This comes from the fact that the standard cuff has to be positioned in a very specific area above the artery, on the upper arm.

- Standard Cuff



*Parleberg Research UK & IT, 2014

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SOLUTION

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- ↑ Standard positioning
- ← 90° positioning
- 180° positioning

Intelli Wrap Cuff consistent accuracy is:

- confirmed by golden standard
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M7 Intelli IT | OMRON

CONSISTENT ACCURACY AS IN YOUR DOCTOR'S OFFICE



Intelli Wrap Cuff



iPhone & Android™

OMRON connect

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M7 INTELLI IT OTHER FEATURES

- Easy Blood Pressure Color Indicator
- Morning Hypertension Tracker
- Advanced average functioning
- Irregular Heartbeat detection
- Wrap Cuff Guide
- 2 users x 100 memories
- Body Movement detection

M7 Intelli IT | OMRON

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M7 Intelli IT

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POSM CONSUMER LEAFLET SIMULATION



POSM DOCTORS LEAFLET SIMULATION

OMRON

Help your patients get the same consistent accuracy as in your office**

No.1
brand in Europe,
Middle East and Africa***

360°
ACCURACY

OMRON connect
134 mmHg
70 bpm
85 bpm
53.05 mmHg

Choose the
M7 Intelli IT
✓ Intelli Wrap Cuff technology
✓ OMRON connect app

All for Healthcare

connect
OMRON
iPhone & Android

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**Real Wrap Cuff Clinical Study with 100% 24/7 24/7 Blood Pressure 24/7. Data on file. The study was done with the M7 Intelli IT and the M7 Intelli IT Intelli Wrap Cuff technology.

***IF Product, 2014, p.115
***AC Market Share Report, March 2016.

This material will be available at a later stage.

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M7 Intelli IT

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POSM
LEAFLET STAND
SIMULATION



POSM SHELF TALKER



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as in your doctor's office!****



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PM-1516-01-06/2016

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* Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).
** IP Protocol, ESH, 2010
*** IMS Market Share Report, March 2016.

POSM WOBBLER

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as in your doctor's office!™

M7 Intelli IT

connect
OMRON

iPhone & Android™

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* Intelli Wrap cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. July 2015. Data on file. The study was done with the M3 Comfort with Intelli Wrap cuff. M7 Intelli IT is technically equivalent.
** IP Protocol, ESH, 2010
*** IMS Market Share Report, March 2016.

POSM
WOBBLER
SIMULATION

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as in your doctor's office!™

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*Wang W, et al. Clinical Study with HEM7021-E. DiG. Wu et al. 2013. Data on file. This study was done with the M7 Intelli IT and Omron Colson. All trademarks are the property of their respective owners.
© Omron Corp. 2015.
*** IMS Market Share Report, March 2015.

POSM PRICE TAGS



POSM PRODUCTS DISPLAY



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M7 Intelli IT

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POSM
COUNTER DISPLAY
Version 1



POSM BUSINESS FOLDER



POSM SALES PITCH

OMRON

Help your patients get the same consistent accuracy* as in your office**

No.1
Brand in Europe, Middle East and Africa***

360°
ACCURACY

Choose the
M7 Intelli IT

- ✓ Intelli Wrap Cuff technology
- ✓ Omron connect app

connect
iPhone & Android™

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*Intelli Wrap Cuff Clinical Study with JHEM-7321-L, D.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M7 Intelli IT is technically equivalent).

** IP Photoclin, CDH, 2016

*** IBC Market Share Report, March 2016.

PM 151840-02/2016

M7 INTELLI IT

1 out of 3 people are measuring their blood pressure incorrectly* at home, due to wrong cuff positioning on the upper arm.

*Fleming Research UK & F, 2014

- OMRON's unique Intelli Wrap Cuff technology has a new clinical study available now, showing consistent accuracy, no matter how the cuff is placed on the upper arm. The results have been shown during the ESH Congress in Paris this year.

artery marking
artery
bladder

The technology is embedded in the OMRON's newest Bluetooth device: M7 Intelli IT, available for sales now.

- The product also brings a new connected solution: OMRON connect. It provides easy display of device measurements, history graphs and averages, makes it easy to view, save, and share personal health data with other apps, like Apple Health.

All for Healthcare M7 Intelli IT | OMRON

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M7 Intelli IT

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POSM MAGAZINE AD

MEDICAL HEALTH CARE

Medical Insurance

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**Get the same consistent accuracy
as in your doctor's office!**

No.1
Best in Class
Smart Blood Pressure Monitor








**Choose the
M7 Intelli IT**
4 smart Wrist-Cuff technology
4 Omron-certified apps

All for Healthcare

Smart Wrist-Cuff Class of Blood Pressure Monitor (BP) and Smart Wrist-Cuff Class of Wrist-Cuff BP Monitor. ©2015 Omron Healthcare Co., Ltd. All rights reserved. Omron is a registered trademark of Omron Healthcare Co., Ltd. in the U.S. and other countries.

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M7 Intelli IT

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POSM
TESTING STAND



M7 INTELLI IT ROLE IN THE PORTFOLIO & DISTRIBUTION

M7 Intelli IT should help with up-tiering the M3 range, with distribution in A and A+ class pharmacies.

A + pharmacies

M7 Intelli IT
M6 Comfort

A pharmacies

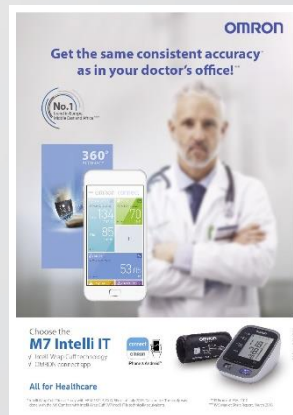
M7 Intelli IT
M6 Comfort
M3 Comfort

B pharmacies

M3 Comfort
M3
M2

C pharmacies

M2/Basic



#1 brand in EMEA



CAMPAIGN DEPLOYMENT ACROSS THE IWC RANGE

The new Intelli Wrap claims can be used across the whole Intelli Wrap Cuff portfolio-
equivalence papers will be available.

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Get the same consistent accuracy*
as in your doctor's office!**

No.1
brand in Europe,
Middle East and Africa ***

360°
ACCURACY

Intelli
Wrap Cuff

The advertisement features a blurred background image of a doctor in a white coat with arms crossed. In the foreground, there is a smaller image of the Intelli Wrap Cuff being used on a person's arm, with blue circular lines indicating 360-degree accuracy.

Choose the
M3 Comfort
with Intelli Wrap Cuff technology



PH: 01509 662626

All for Healthcare

*Intelli Wrap Cuff Clinical Study with HEM-7321-E, DVG, B or IS at Italy 2015. Data on file. The study was done with the M3 Comfort with Intelli Wrap Cuff (M3 Comfort is technically equivalent).

** JF Protocol, 25/11/2010
*** M3 Market Share Report, March 2016.

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POSM POSTER



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Get the same consistent accuracy*
as in your doctor's office!**



Choose the
M3 Comfort
with Intelli Wrap Cuff technology

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* Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M3 Comfort is technically equivalent).

** IP Protocol, ES-4, 2010

*** IMS Market Share Report, March 2016.



PM-1515-01-1662016

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M7 Intelli IT

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POSM WOBBLER

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M3 Comfort



* Intelli Wrap Cuff Clinical Study with HEM 7321-E, Dr.C. Bilo et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (3 Comfort is technically equivalent).
** IP Protocol ESH, 2010.
*** IMS Market Share Report, March 2016.

POSM SHELF TALKER

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Get the same consistent accuracy*
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Middle East and Africa***

M3 Comfort

All for Healthcare

* Intelli Wrap Cuff Clinical Study with HEM-7321-E, Dr.G. Bilò et al. Italy 2015. Data on file. The study was done with the M6 Comfort with Intelli Wrap Cuff (M3 Comfort is technically equivalent).
** IP Protocol, ESH, 2010
*** IMS Market Share Report, March 2016.

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PRICE TAGS

Get the same consistent accuracy*
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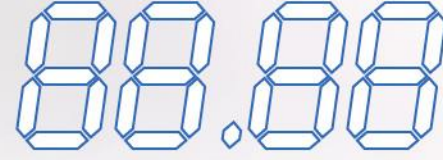
All for Healthcare

* Intelli Wispz CutOff Clinical Study with HEM-7321-E, DiGS 8kko et al Italy 2015. Data on file. The study was done with the MIO-Combit with Intelli Wispz CutOff MIO-Combit is technically equivalent.
** P Protocol ES4 2010
*** IMS Market Share Report, March 2016.

Get the same consistent accuracy*
as in your doctor's office!**

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No.1
brand in Europe,
Middle East and Africa***



All for Healthcare

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** P Protocol ES4 2010
*** IMS Market Share Report, March 2016.

POSM COUNTER DISPLAYS



NEW CLAIM AND MATERIALS AVAILABLE FOR THE NON-IWC PRODUCTS

New generic claim available for the overall BPM category: #1 brand in EMEA, to be used across the whole portfolio and pharmacies chain



OMRON

NEW GENERIC MATERIALS

All for Healthcare



POSM

SHELF TALKER

No.1
brand in Europe,
Middle East and Africa*

OMRON

All for Healthcare

*IMS Market Share Report, March 2016.

All for Healthcare

Generic Claim

OMRON

POSM
SHELF TALKER
SIMULATION



POSM
WOBBLER
SIMULATION

OMRON

No.1
brand in Europe,
Middle East and Africa*

* IMS Market Share Report, March 2016.

All for Healthcare

POSM
WOBBLER
SIMULATION



POSM
PRICE TAGS
SIMULATION



POSM
PRICE TAGS
SIMULATION



POSM
PRODUCTS DISPLAYS



M7 INTELLI IT WRAP-UP

STRONG TOOL for premium

VERY RELEVANT for non-users

***BUILDS ACCURACY with a new
clinical study***

***FIRST OMRON APP DEVICE
available across EMEA***

***COVERS ALL TRIGGERS that
influence purchase***

OMRON

THANK YOU!

All for Healthcare