



Company profile

Company MEDATA, spol. s r.o. is a leading distributor of medical equipment in the Czech Republic. Medata has more than 40 years' experience at the health care market, supplies hi-tech medical equipment and performs service and customer support, application trainings and consulting.

Company mission: "Medata – "Your partner in health care"

Medata's goal is to be the leading company in the health care market in Czech Republic, to guarantee the highest quality of its products and services and to be a team of people charged with a corporate directive to achieve and maintain total customer satisfaction.

Medata is a private company owned today by it's Managing Director, Mr. Radomir Kubak, M.Sc., Ph.D. Medata has also cooperating sister companies in Slovakia, Russia and United States. The strategic planning, financial depth, large resources and long range consistency is the fuel for Medata in its ongoing efforts to develop innovative and affordable solutions for today's healthcare needs.

Medata team

The core of Medata is based on 4 full-time employees who manage company operations from two offices, headquarter in Brno and branch office in Prague. The top management is located in Brno. Medata has at its disposal 2 salesmen and 2 service engineers in both offices. All these specialists regularly take part in the trainings organized by the manufacturers of distributed products.

Product line

Medata is an exclusive distributor of the below mentioned manufacturers in the Czech Republic:

- **Ultrasonix Medical Corp. (Canada)** www.ultrasonix.com

Ultrasonix is a new innovative young company located in Vancouver, B.C., based on team of engineers, scientists and other ultrasound professionals with extensive experience in all areas of medical imaging, most modern digital technologies and informatics.

Ultrasonix imaging systems provide excellent image quality in all imaging modes including 2D, M-mode, Pulsed Doppler, Color Doppler, Color Angio, Color M-mode, Compound imaging and Harmonic imaging.

Proprietary Ultrasonix digital beamforming technology and wideband frequency transducers take full advantage of the signal information, thereby generating optimum image quality.

The core technology is a patented, software based, open-architecture ultrasound platform. The typical high-end ultrasound imaging system architecture provides a set of circuits for each imaging mode and relies on custom componentry. Ultrasonix patented architecture provides software which runs on a familiar Intel platform connected to one powerful programmable circuit. The software configures the circuit in real-time to operate in the desired imaging mode.

Along with achieving reduction of size, cost, noise and heat output compared to comparable systems, this architecture also provides an unprecedented amount of processing power for improvement of current and future advanced ultrasound applications.

The Ultrasonix 500 is fully software configurable and all versions are based on the same hardware platform. As a result, the software can be upgraded to boost its capabilities.

Flexible configuration and competitive pricing of Ultrasonix systems make them ideal for clinics and small hospitals.

- **Terason (USA)** www.terason.com

Terason develops, manufactures, markets and sells a new class of hand-carried, all-digital ultrasound systems designed to have image quality of larger, more expensive systems but small enough to be hand-carried from bedside to bedside and room to room in many clinical settings.

- **Mennen Medical (Israel)** www.mennenmedical.com

Since January 1997 Medata represents Mennen Medical which supplies patient monitors and products for cath lab hemodynamics. Products are well known for its reliability and technological innovation and for combining uncompromising performance, state-of-the-art features and world-class service with the right clinical information tools. As for patient monitoring, Medata offers hospital-wide solution - brand new intelligent monitor Envoy which sets new standards. Envoy is a system-oriented, incorporates the latest in off-the-shelf PC based medical technology. Second new product is the central monitoring station Ensemble. It provides easy access to all patient information acquired from any information source on Mennen Medical's system wide ethernet network, such as Envoy.

Concerning hemodynamic monitoring systems, Medata supplies cath lab Horizon 9000WS. The Horizon 9000WS starts with the design of a system capable of handling all the information customer need, and then connects it to all possible sources of that information, starting with state-of-the-art physiological acquisition hardware and analysis software. Medata offer includes also CliniBase - a clinical database management system with hospital wide applications and TCS - telecardiology and network archival system. The CliniBase serves as a repository of all procedural data. TCS is a PC based fully featured archiving system compatible with industry standards that can acquire signals directly from all major X-ray equipment modules.

- **Sunlight Medical (Israel)** www.sunlightmedical.com

Company Sunlight produces new portable, unique type of osteoporosis ultrasound multi-site measuring system for primary care with measuring precision better than 0.5%. The system meets WHO (World Healthcare Organization) criteria for osteoporosis.

- **Perimed (Sweden)** www.perimed-instruments.com

Medata offers the PeriFlux 5000, PeriFlux 6000 and PeriScan PSI - multi-functional laser doppler systems for microvascular perfusion measurements and mapping.

- **DWL (Germany)** www.dwl.de, **MTB (Germany)** www.hidop.com

Pencil probe doppler peripheral vascular and advanced transcranial devices with extensive software signal (emboli detection) processing and archiving.

- **ATYS Medical (France)** www.atysmedical.com

ATYS Medical provides a complete range of peripheral Doppler and pletysmography systems from compact devices at entry level price to premium class systems for most demanding angiology users.

Due to the situation at the health care market in the Czech Republic, one of the new company strategies is to add high technology level but low price - "economy solution", preventive medicine equipment and other related products and services in portfolio. This will enable to offer complex integrated solutions.

Financial overview

Financial results of Medata s.r.o. were stable until 1996. Company net sales rose every year, net sales in 1996 amount 100 Million CZK (approx. 4 Million USD). Ongoing crisis in health-care sector hit the economic situation of Medata in 1997 when the turnover decreased about 65%.

The year 1998 brought a better outlook. Company net sales in the first 9 months were 122% in comparison with the same period of the year 1997. Trade receivables increased as well compared to 31 December 1997, main debtors are state-owned hospitals. Good results in 2001-2005 period reflect present improving economy situation. Medata believes that this growth will also continue in coming years.

Company financial results are regularly reviewed by auditors from KPMG.