

INTRODUCTORY CATALOG OF THE FIRM



"offers only high technologies"



C O N T E N T

03 Our Companies and History

12 Our Team

16 Today and Targets

09 Company Structure and Main Actors

14 Market and Target Audience

20 Vision

OUR COMPANIES AND HISTORY



It was established in Ankara in year 2004 by the cofounders who were still present in the corporate management.

As the Turkey distributor of the German Asclepion Technologies products it started its services in the fields dermatology, medical aesthetics and Plastic surgery.

Medlaser was the Turkey Distributor of Storz Medical in the Aesthetic field in 2007. It out the AWT trademark into the Turkish market and was shown as an example as the most selling distributor in the world.

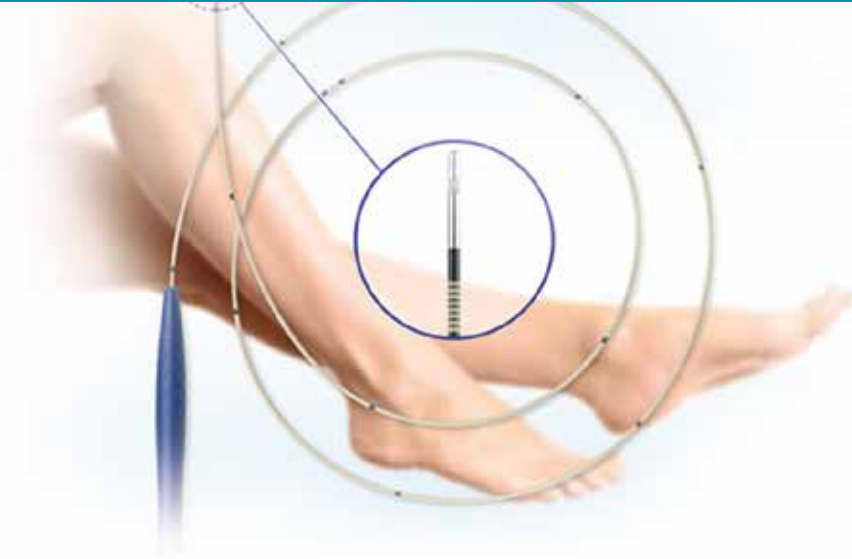




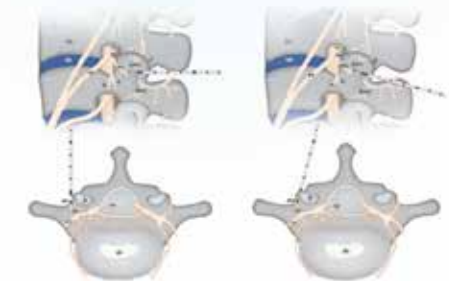
The company which contributed beauty salons and SPA Wellness to the customer portfolio has opened its Office in Istanbul in 2008.

Besides operations in the fields of beauty and aesthetics it also continued its activities in the fields such as Orthopedics, Physiotherapy and Sports Medicine.





Our company which was also the Turkey distributor of the Olympus Celon Endovascular varix and Tumor ablation devices in 2012 is still reaching its customers through mostly personal selling and also by its sub-distributors.



OLYMPUS

Your Vision, Our Future



After sale Technical service, treatment and spare part services are being conducted by our company successfully for 10 years. It is the only company which guarantees to solve a technical problem inside 24 hours. The customer satisfaction is the concrete proof of our focused work.





The Newaera Company is our new firm which was established in 2014 aiming to reach thousands of customers present in the fields of Cosmetology and Dermocosmetology by this experienced team.







COMPANY STRUCTURE AND
MAIN ACTORS



KENAN YIĞİT

He was born in 1972.

1978-1982 Marl-Hüills Katholische Grundschule-Germany
1982-1984 Hochfeld-Globus Gesamtschule-Germany
1984-1987 Faruk Tugayoğlu Elementary School, Antalya
1987-1990 Antalya Highschool, Antalya
1990-1995 Marmara University,İ.İ.B.F.International Relations English-Istanbul

June '87-'96: Worked in various jobs mostly in summer holidays Asuta-Tourism-Antalya
December'96-March'98: Protocol Officer Vk. Air Logistics Command-Ankara
April' 98-August'99: Purchasing chief, Wagner Wires A.Ş.-Antalya,
September'99-October'2001: Project Manager Carl-Zeiss Electro-Optronic-Ankara
October'01-March'03: Project Manager – S & A Ltd Co, Simferopol-Ukraine
March'03-March'12, Overseas Project Manager, Sercan Ltd-Ankara
February'06-September'11: Medlaser Ltd Şti, Company Partner, Ankara
March'12-: Distributor Country & Business Development Consultant – Storz Medical AG -Switzerland
November'2013: Chain Media GmbH International Consultancy and Business Development- Germany-Solingen

He has participated in many training programs and seminars at home and abroad and received certificates.

Kenan Yiğit who knows English and German at a good level is continuing his activities in consultancy and international business development.



DR. AZİZ MUTLU BARLAS

He was born in 1973, he studied in the Gazi University Faculty of Medicine (1997) and continued his education in General Surgery in the Ankara Training and Research Hospital (1999-2004).

He started his commercial activities in 1999. He took part in domestic and foreign trade in various sectors in the family Corporation.

He is still continuing the foreign trade activities which they started with Kenan Yiğit in 2001 in the companies
Medlaser Medical Health Defense Construction Foreign Trade Co. Ltd,
Sercan Health Machine Foreign Trade Co. Ltd,
Mayaform Medical Health and Aesthetics Foreign Trade Co.Ltd and
Newaera Health Medical Cosmetic Foreign Trade Ltd.

He has participated in many training programs and seminars at home and abroad and received certificates.

Besides giving the specialist training activities, courses, seminars and presentations for all personnel and users especially in the aesthetics and cosmetic field, it is also providing support for sales coordination and medical scientific support.

OUR TEAM



The Sales Marketing Team with its 10 experienced professional mobile salesperson in the skeleton crew is active in whole Turkey, North Iraq, Azerbaijan, Iran and Georgia from three areas on: Istanbul, Ankara and İzmir. This team consists mostly of personnel working for 7-8 years with us. The number of the workers outside the skeleton crew is increasing in fairs, congresses and peak season periods.

The 7 person technical team consist of engineers and technicians and they are dealing with periodical in-service problems.

While a team is doing the financial transaction in the Office and pre-accountancy, another team is both being a logistic support for the sale and providing for the communication inside the team.



MARKET

Turkey is a country located between Asia and Europe and having surface area of 783, 562 km².

Her GDP is 794.468 billion dollar. Turkey is the world's 17th largest economy and the income per capita is about 15.000 dollar.

North Iraq, Azerbaijan, Georgia, Balkans and Iran is opening its commercial market through Turkey to the world and purchasing products such as health and cosmetic products from Turkey even though origin is different.



TARGET AUDIENCE



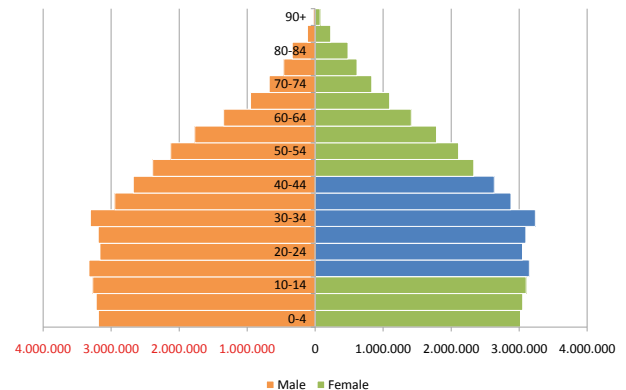
Turkey's population is about 76.7 million and it is the 18th most populous country in the world. 38.2 million of Turkey's population are women (%49,81) and 38.5 million are men (%50,18).

The proportion of young population (aged 0-14) is 24,6 percent (18.9 million).

The population of our target audience (people aged 15-45) is 36.7 million and it is about half of Turkey's total population (% 48) and there are 18.3 million women in this age group.

Population Pyramid

The age pyramid is based on the results of "2013 Address Based Population Registration System" by TURKSTAT.





We have established a great trust by working customer focused for more than 10 years in our companies we are representing, mainly Medlaser.

We have gained the success as "the securest and the best serving company" in a voting which was like a survey online Among the Dermatologist in Turkey whose total number is 1350.

We are providing the training for the cosmetologist, beautician and dermatologists both in our clinics and in their centers in Turkey.

We are organizing periodical meetings mainly in Istanbul and Ankara and bringing together our customers with potential customers and so providing for new customers to the sector and new members to the Medlaser family.



TODAY AND TARGETS

We are participating and opening stands in fairs relating to beauty and aesthetic and presentations. We are participating in national and international congresses which are related to our area in the dermatology and aesthetic surgery branches, we are opening stands and organizing courses.







V I S I O N

Our aim is to incorporate other leading trademarks in the beauty and aesthetics fields besides the present strong and reputable trademarks and increase our share in the market with our trust, stability and satisfaction oriented disciplined work.

As a company having the power and trust of placing new and maybe even unknown products and trademarks into the Turkish market, we will continue to act sensitive and selective in order to provide them good products and products with high qualities so as not to shake the confidence of our costumers.

“We will reach everyone whose work or interest is beauty or aesthetic one day”





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