

Scandinavian Medical Solutions A/S

INVESTOR BROCHURE



After just three years on the market, Scandinavian Medical Solutions expect to realize a total revenue of DKK 65-70 million in the financial year 2020/2021.

The company now goes public to strengthen scan capacity and public health on a global scale.

SMS
SCANDINAVIAN MEDICAL SOLUTIONS

Scandinavian Medical Solutions – building bridges between those who have and those who lack equipment.

” *Imagine a world where cars only had one owner never to be resold, and instead just scrapped every time a new model was released. With this allegory in mind, one easily understands the problem that we want to solve in the market of diagnostic imaging equipment.”*

CEO, Jens Krohn

There is plenty of used diagnostic imaging equipment on the world market. But for decades, there has also been a lack of responsible bridge-builders between well-funded hospitals that regularly replace well-functioning scanners and hospitals that need better scan capacity. The latter cannot afford to purchase the expensive diagnostic imaging equipment from new. However, it is not simply just a matter of moving the machines from one place to another. Scandinavian Medical Solutions quality tests, inspect the diagnostic imaging equipment, and ensure that the equipment is fully operational before shipment.

Heavy but complex equipment

MRI, CT, and PET/CT scanners are amongst the most expensive and complex diagnostic imaging equipment available in a hospital. These ton-heavy machines can only be transported, assembled, and maintained by specialized professionals with many years of experience and high technical skills. Scandinavian Medical Solutions offers complete solutions that guarantee the quality and functionality of complex equipment.

Collaborative partners worldwide

Scandinavian Medical Solutions has a worldwide network of collaborative partners in service, installation, and transportation. For example, companies specialized in shipping diagnostic imaging equipment from Europe to the United States or countries in the African continent, where local challenges such as import restrictions and language barriers are often present. We strive to ensure that quality assurance is first-class. This priority of ours sometimes involves slightly higher costs, but with the guarantee that we can always keep our promise.

An independent and impartial partner

Scandinavian Medical Solutions collaborates with the largest providers of diagnostic imaging equipment - including the four large OEMs: GE Healthcare, Siemens Healthineers, Philips Healthcare, and Canon Medical Systems. But Scandinavian Medical Solutions is a 100-percent independent company that advises impartially and neutrally. Good references and the establishment of trust are two vital factors when buying used diagnostic imaging equipment. It is no surprise that the prices of used diagnostic equipment are lower than when investing in brand new diagnostic imaging equipment. However, for potential buyers of used diagnostic imaging equipment, it is important not to end up paying dearly for the quality. With our focus on high-quality assurance, strong references, and cooperation with the four largest OEMs, customers can safely purchase used equipment from Scandinavian Medical Solutions and get full insight into costs versus savings when investing in a used system.

The Sustainable Development Goals

The global sustainable development goals are, in recent years, on the agenda in many companies.

At Scandinavian Medical Solutions, public health and recycling of resources have been the core business foundation since the beginning - it is part of our DNA.

Scandinavian Medical Solutions is a successful trading company based in Aalborg, Denmark. We work with dedication every day to increase scan capacity through specialized procurement and resale of used diagnostic imaging equipment of the highest quality worldwide. We are giving existing equipment new life and ensuring that functional equipment does not end up in the scrap yard. By giving existing equipment new life, far more people in the healthcare sector gain access to diagnostic imaging equipment, which otherwise would have been out of reach, saving human lives. The global sustainable development goals are also ours! In the years to come, we will work purposefully on ensuring that sustainability and social responsibility go hand in hand with our strategy and offered services.

Vision

Our vision is to become the leading supplier of used diagnostic imaging equipment in Europe - from the beginning to the end of our value chain.

Mission

Our mission is to help doctors and healthcare professionals in hospitals and clinics globally, by enabling better healthcare outcomes for their patients.

Used equipment is not always outdated

Used diagnostic imaging equipment is often still of high quality but is typically just slower than brand new equipment. With Scandinavian Medical Solutions, hospitals and clinics can get newer, used high-quality equipment but significantly cheaper. "For many people, it is an eye-opener that much of the used diagnostic imaging equipment can be re-installed and used for many more years to come. Our business is based on always ensuring that the healthcare sector has confidence and trust in us delivering real value and functional high-end machines - every time! Our Thoroughness and high-quality assurance are paramount, as people from all over the world are putting their lives into our hands", Says CEO and founder Jens Krohn.

A growing demand

The majority shareholders in Scandinavian Medical Solutions, CEO Jens Krohn and Jens Hvid Paulsen from Aalborg have more than 20 years of combined experience in the industry. The company has since 2018 been profitable and expects this to continue in the future. The North Jutland trading company currently employs six employees and is expected to realize a revenue of DKK 65-70 million in the financial year of 2020/2021.

However, the demand for Scandinavian Medical Solutions' services is rapidly growing. To support our global growth strategy, the company needs additional financing. Therefore, in the autumn of 2021, Scandinavian Medical Solutions is taking the next step on its growth journey with a listing on Nasdaq Growth Market Denmark. We look forward to expanding the circle of shareholders in Scandinavian Medical Solutions.

We hope you want to read more about our unique case here and on our website <https://www.scandinavian-medical.com/pages/investors>.

Happy reading.
Jens Krohn, CEO

” If we had had three times as many hours a day, we would have been three times as big.”

CEO, Jens Krohn

A look back - decades of growth

Jens Krohn
joins Agito.

November
2008

Jens Krohn resigns
from Agito.

August
2018

February
2018

Agito is sold to Philips.
Jens Krohn remains on
board for the onboarding
and implementation of
his team.

October
2019

SMS is formed.
After a successful partner-ship
with two US partners at Elite,
Jens buys out the partners and
forms SMS.

” *throughout time, we have learned to understand that many hospitals around the world would happily receive most of the equipment that hospitals in the northern part of Europe consider obsolete.”*

CEO, Jens Krohn

SMS posts FY results. Trade and pipeline for Q1 growing rapidly.

February
2020

Scandinavian Medical Solutions makes DOTmed's Top 100 for 2021.

Every year, DOTmed announces their Top 100 companies are recognized based on the overall ratings and reviews from clients in the medical industry as well as healthcare providers.

February
2021

July
2020

FDA Approved.
SMS officially listed as
a registered exporter to
US-market.

April
2021

1H Results.

The global population is growing, and so is the pressure on the global healthcare systems

As the global population is growing and the average life expectancy is rising, the demand for specialized scanning capacity is too increasing. In low – and middle-income countries, the average life expectancy of the population is expected to grow significantly - and it is especially in these countries that many patients experience a lack of access to healthcare services. Used diagnostic imaging equipment can help solve this issue.

Scandinavian Medical Solutions is not limited by land borders or oceans. With base in Denmark, Scandinavian Medical Solutions has the whole world as a market. Already two years after the company launch, Scandinavian Medical Solutions received their FDA approval, which is necessary to trade directly with customers in the United States. The American market is a significantly developed market for used medical devices and can thus support the high expectation for future growth

The extended life cycle for used diagnostic imaging equipment supports the UN sustainable goals

As the UN sustainable goals secure a stronger foothold globally, sustainability has gradually become an important competitive parameter for companies worldwide. In the years to come, Scandinavian Medical Solutions will work dedicated to ensuring that sustainability and social responsibility go hand in hand with our ambitious growth strategy focusing on establishing unique healthcare services. The Board of Directors has committed themselves to be guiding the company and making sure that the ESG strategy is incorporated within the whole organization. In the future, the company intends to join Nasdaq's ESG program.

The company management works dedicated to three of the 17 global goals for sustainable development, contributing to a more balanced and healthy organizational growth.

” *We invite both small and large investors to join our mission to increase scanning capacity cost-effectively and sustainably, hereby making quality solutions in the healthcare sector more available and supporting better public health throughout the world.”*

CEO, Jens Krohn



**3 GOOD HEALTH
AND WELL-BEING**

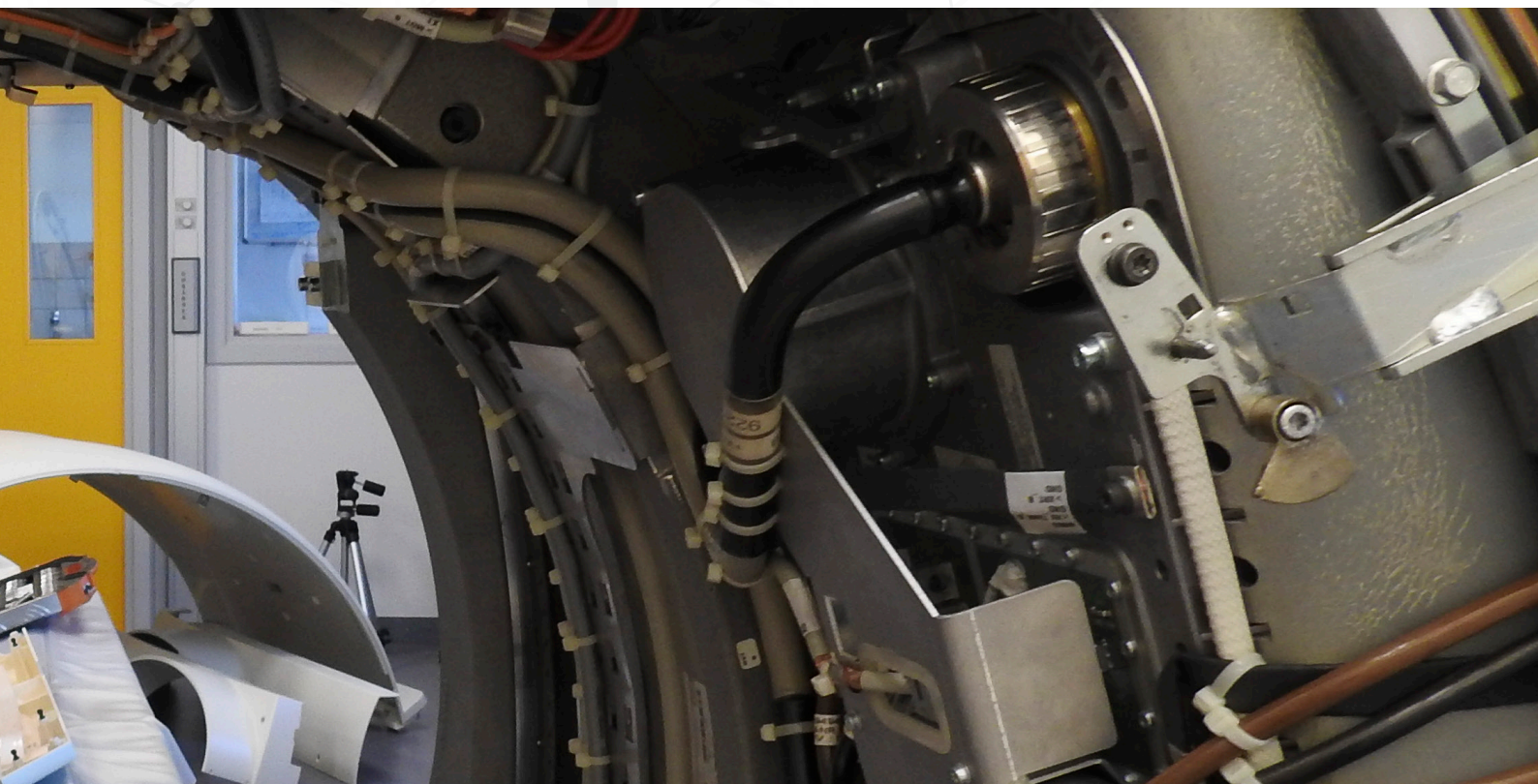
Goal 3: Scandinavian Medical Solutions facilitates access to less expensive, used high-quality diagnostic imaging equipment for those hospitals and clinics whose budgets and abilities to replace existing equipment/ first-time purchase with a new scanner. We are contributing to making imaging equipment available for more patients worldwide, who will experience the benefit of a more effective and faster diagnosis and treatment, improving public health in developing countries particularly.

**10 REDUCED
INEQUALITIES**

Goal 10: The business model of Scandinavian Medical Solutions contributes to extending the lifespan of the diagnostic imaging equipment. Reusing such equipment contributes to reducing the consumption and production of new material, which ultimately reduces the impact on the environment and the consumption of natural resources.

**12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION**

Goal 12: As Scandinavian Medical Solutions facilitates better access to high-quality imaging equipment from industrialized countries, the company provides better opportunities to improve access to treatment in developing countries.



GROWTH STRATEGY

In just a few years, Scandinavian Medical Solutions has gone from being a one-man army to a small but fast-growing organization of six people with plans to hire additional employees to strengthen the company's growth further.

Since the founding of the company, Jens Krohn and his team have increased the revenue significantly, and the company expects to realize a revenue of DKK 65-70 million in the financial year of 2020/2021. Management expects to increase revenue to DKK 120-130 million in the financial year of 2023/2024.

Over the last three years, Scandinavian Medical Solutions has proven that its solutions and business model help save resources and increase global diagnostic capacity. But the organization needs more capital to release the ever-increasing international demand for quality equipment.

The capital is to entrench the Aalborg-based company as a crucial player in the market by:

- Increasing inventory to deliver systems for faster delivery and urgent needs, increasing top – and bottom-line.
- Supporting future rental solutions that can reduce costs on medical devices while ensuring a stable source of revenue.
- Expand market areas and the organization while
- Contributing to key goals for sustainable development worldwide.

Scandinavian Medical Solutions is listed on Nasdaq Growth Market Denmark to secure DKK 27 – 30 million that will be used to support the mission to increase scanning capacity and hence improve global public health.



“Our organization is extremely streamlined and specialized. We are effective, but an overwhelming global demand for our unique solutions requires that we scale up our capacity significantly”.

CEO, Jens Krohn

Boards of directors

Mille Tram Lux (Chairwoman of the Board of Directors)



Mille Tram Lux has a degree in economics. Since 2018, Mille has worked for Seluxit A/S as CFO. Mille helped bring Seluxit A/S on Nasdaq First North Growth Market Denmark in November of 2018. In the autumn of 2020, Mille joined the Board of Directors for Dataproces Group A/S as Deputy Chairman. The company was admitted to trading on Nasdaq First North Growth Market Denmark in November 2020.

Mille has for several years also worked for Aalborg Portland in various positions including financial management, governance, and business development, as well as Finance Director with responsibility for the Nordic region.

Mille holds an Honors Bachelor of Finance & Accounting (IBS, Holland), HD (R) from Aarhus Business School. She has completed Board education from INSEAD and the Scandinavian Institute.

Anne Kaptain (Deputy Chairwoman)



Anne Kaptain holds a law degree. She has worked at Bladt Industries A/S as CCO since 2014 while also being part of the company's Executive Board. While working for Bladt Industries, Anne had the responsibility to organize and develop the legal department (contracting and compliance), the HR department, administration, and communication as well as the development of international markets. Anne resigned from her position at Bladt Industries on the 1st of May 2021. On the 16th of August 2021, she entered the position of Chief Legal and HR Officer at BMS Heavy Cranes A/S. Anne has previously worked as a lawyer at BDO ScanRevision for several years, and as a lawyer with the right to appear before the High Court on behalf of the HjulmandKaptain law firm. Anne has a Master of Laws (LL.M) from Aarhus University. She became a lawyer in 2012 and has completed Board education from the financial sector.

Morten Rasmussen



Morten Rasmussen is CEO and Co-owner of Ping IT A/S, which he founded with his business partner in 2012. Ping IT A/S is an independent service and trading company of primarily used IT equipment and the deletion of data and handling of phased-out IT equipment. Before founding Ping IT A/S, Morten has worked as a product manager within the same industry for eight years. Morten has a degree as Master of Business Administration (MBA), and general Management (Harrison College of Business, Southeast Missouri State University, USA)

Morten's experience as an entrepreneur and business manager and his in-depth knowledge of trading platforms and market dynamics is expected to be a valuable contribution to our further business development.

Company Management

Jens Krohn, CEO- and Founder



Jens Krohn has more than 13 years of experience with international sales in the industry of pre-owned diagnostic imaging equipment. Jens Krohn was up until 2021, the sole owner (indirect) of Scandinavian Medical Solutions. In 2021, the company's current CPO, Jens Hvid Paulsen, joined the owner group.

Jens is a visionary leader with strong interpersonal abilities and knowledge. He is passionate about this unique industry, and he has a great understanding of the development of companies. Jens has the overall responsibility for sales, marketing, and business development. Jens is former CEO and partner in Elite Medical Europe ApS, and he has previously also worked as Global Manager for Purchasing and Sales in Agito Medical from 2008 to 2018. During his ten years in Agito Medical, he held several senior positions, including Head of International Sales.

Jens Hvid Paulsen, partner and CPO



Jens Hvid Paulsen, partner - and CPO in Scandinavian Medical Solutions. Jens has more than 12 years of experience in the industry of pre-owned diagnostic imaging equipment, and he has since his first job in the industry, developed his competencies within the procurement of these unique products. Jens has extensive strategic insight, and he continuously masters to ensure a real-time market overview that keeps the company at the forefront of trends and price development. Jens is responsible for purchasing as well as several administrative tasks and financial processes. He is pragmatic and has a structured approach to business processes, risk management, and process optimization.

Jens worked as Purchase manager for Agito Medical from 2009 to 2019. During this time, he had the responsibility for several different procurement markets, including the Nordic countries as well as Germany, Austria, and Switzerland.

Become a co-owner of Scandinavian Medical Solutions – A smart investment in a growing market

- After only three years in the market, Scandinavian Medical Solutions expects to realize a revenue of DKK 65 – 70 million in the financial year of 2020/2021.
- The demand and need for used diagnostic imaging equipment is on a rise globally as the pressure on the global health system is growing due to the growth in population as well as an increase in the global median age.
- The company's business taps directly into the global goals for sustainable development i.e., better public health and the reuse of resources.
- The company from Aalborg, Denmark, already has the whole globe as a market.
- The company is geared to deliver high quality from start to finish in the entire value chain.
- To two partners, Jens Krohn and Jens Hvid Paulsen, have more than 20 years of combined experience in the industry of used diagnostic imaging equipment.
- The company has a good reputation based on strong credibility and security.
- The global demand for used quality equipment is steadily increasing, and the company's revenue potential is only slightly affected by cyclical fluctuations.



Estimate in DKK	2018/2019R	2019/2020R	2020/2021B	2021/2022B	2022/2023B	2023/2024B
Revenue	31.195.457	41.948.684	65-70 mio.	80-85 mio.	95-105 mio.	120-130 mio.
EBITDA	3.897.703	5.964.869	10-12 mio. ¹	12-14 mio. ¹	14-16 mio.	18-22 mio.

1) Excluding pre-IPO costs and direct IPO costs.
 Expected costs 2020/2021: 4.2 million
 Expected costs 2021/2022: 4.2 - 4.4 million

Background for admission to trading on Nasdaq First North Growth Market Denmark

In order to be able to execute the company's growth strategy, Scandinavian Medical Solutions is planning its admission to trading on Nasdaq First North Growth Market Denmark by issuing new shares for DKK 27 – 30 million.

Scandinavian Medical Solutions will later issue a company announcement and publish a full company description, cf. the rules for Nasdaq First North Growth Market.

In the process leading up to admission to trading on the Nasdaq First North Growth Market Denmark, the company is advised by:

■ **Nielsen Nørager Advokatpartnerselskab**

■ **Certified Adviser, Norden CEF A/S**

Information about the offer and admission to trading on Nasdaq First North Growth Market Denmark is planned to be published in October 2021.



The stock offering

- The public stock offering runs from 13 October 2021 at 09.00 until 26 October 2021 at 23.59.
- The minimum subscription is 760 shares at DKK 5.00 – a total of DKK 3,800.
- The minimum offering amount is DKK 27 million. And the maximum offering amount is DKK 30 million.
- Pre-money valuation: DKK 106,25 mio.
- 28 investors have given prior commitment for DKK 15.524.995 divided into a total of 3.104.999 shares.
- The issuing bank is Nordea Denmark, a branch of Nordea Bank Plc, Finland.
- The subscription form and company description can be downloaded at <https://www.scandinavian-medical.com/pages/investors>.

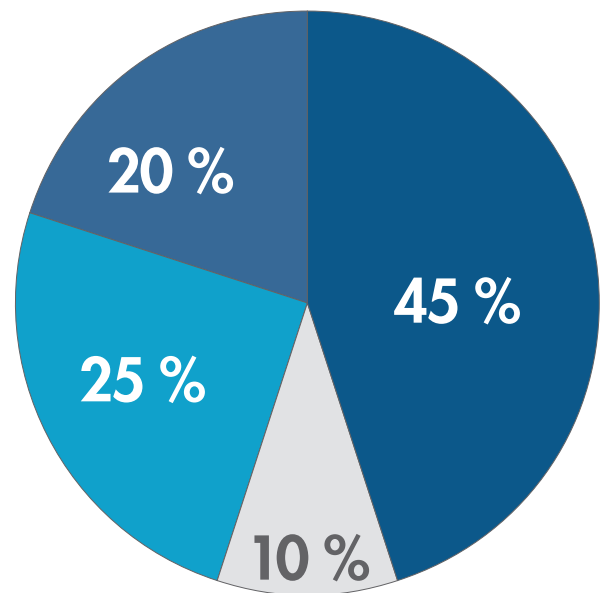
Timeline for the stock offering

The course of event	Date	Time (DK)
Subscription period opens	13. oktober 2021	09.00
Subscription period closes	26. oktober 2021	23.59
Publication of the results of the stock offering and the number of shares	28. oktober 2021	10.00
Settlement day: the public stock offering is completed, and the shares are settled in the temporary ISIN code DK0061675196	1. november 2021	-
Registration of the increase in the capital due to issued stock offering to the Danish Business Authority	2. november 2021	-
First trading day for the offered shares in the permanent ISIN code DK0061675006	3. november 2021	09.00
Merging of the temporary ISIN code with the permanent ISIN code DK0061675006. The temporary ISIN code will solely be registered in VP Securities A/S for the purpose of subscription and has therefore not been sought for admission.	4. november 2021	-

Use of the proceeds

Use of the net proceeds from respectively the minimum subscription and the maximum subscription is divided as follows:

- To increase the company's inventory.
- For further development of technology used for price analysis, customer communication, and selection of customers' digital access to inventory, purchasing, and sales.
- For market expansion and development of the sales organization.
- For use in rental solutions



Responsible actors during the IPO process



The company:

Scandinavian Medical Solutions A/S
Gasværksvej 46, 1.
DK - 9000 Aalborg
CVR-nummer 39901749

Liquidation company and share issuing institution:

Nordea Danmark, filial af Nordea Bank Abp, Finland
Grønlandsvej 10
DK - 2300 København S
CVR-nummer 25992180

State-authorized public accountant:

Deloitte Statsautoriseret Revisionspartnerselskab
Østre Havnepromenade 26, 4.
DK - 9000 Aalborg
CVR-nummer 33963556



Certified Adviser:

Norden CEF A/S
Gammel Strand 40, 2.
DK - 1202 København K
CVR-nummer 31933048

Legal Advisor:

Nielsen Nørager Advokatpartnerselskab
Frederiksberggade 16
DK - 1459 København K
CVR-nummer 32303374

Distribution:

Nordnet Bank, filial af Nordnet Bank AB, Sverige
Havneholmen 6, 5.
DK - 2450 København SV
CVR-nummer 32301908

Important Information

This investor brochure does not constitute a prospectus, and nothing in the announcement contains an offer of securities covered by the requirement to prepare a prospectus per the Prospectus regulation ((EU) 2017/1129 of 14 June 2017, with subsequent amendments.) No person should buy or subscribe for securities in Scandinavian Medical Solutions A/S unless this is done based on information in the company description published by the company. The company description is available on the company's website with certain limitations.

This notice does not constitute an offer to sell or an invitation to buy securities issued by the company in any jurisdiction where such offer or sale would be illegal, and the notice and the information therein may not be directly or indirectly distributed or published nor to such jurisdictions. The securities referred to herein are not and will not be registered under U.S. Pat. Securities Act of 1933 with subsequent amendments ("Securities Act") and may not be offered or sold in the United States except under a registration under or exemption from, or in a transaction that is not subject to the registration requirements and the Securities Act.

Forward-looking Information

Matters addressed in this brochure may constitute forward-looking statements. Such statements do not constitute historical facts, and these are, furthermore, characterized by words such as 'assess', 'expect', 'anticipate', 'intend', 'estimate', 'will', 'may want', 'continue with', 'should', and similar expressions. The forward-looking statements in the communicated material are based on several assumptions, many of which are based on pre-requisites.

Although the Company considers these assumptions as reasonable when made, they are all their nature associated with both known and unknown risks, uncertainties, unforeseen events, and other significant conditions that are difficult or impossible to predict or beyond the control of the company. Such risks, uncertainties, unforeseen events, and other significant events may cause actual events to differ from the expectations expressed or implied in the forward-looking statements in the communicated material. The information and statements in this brochure are only valid per the date of publication of this notice and are subject to change without notice.



Scandinavian Medical Solutions A/S

Gasvaerksvej 46, 1st Floor, 9000 Aalborg
Denmark
+45 60 55 60 90
scandinavian-medical.com
CVR-nr. 39901749