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ASIA EDITION

Uni-Bio Science, Medlink to expand pharma e-commerce value chain

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Uni-Bio Science Group's subsidiary Watsin's and Medlink in partnership to further develop digital marketing channels for the Group's products, and to expand the industry value chain downstream to pharmaceutical E-commerce



A fully integrated biopharmaceutical company Uni-Bio Science Group Limited announced on 15 May 2020 that its wholly-owned subsidiary Shenzhen Watsin Genetech Limited (Watsin) reached a partnership with Chengdu Medlinker Technology Company Limited (Medlink), to further develop digital marketing channels for the Group's products, and to expand industry value chain downstream to pharmaceutical E-commerce. According to the agreement, both companies will start working on Genetime®, expanding its marketing channel to dermatology related clinical experts, and will collaborate across several verticals, including smart healthcare, disease management, patient and clinical practitioner education, academic marketing, healthcare big data, and drug tracing system, to create an integrated healthcare offering.

The win-win collaboration between the Group and Medlink will allow both companies to leverage their advantages in drug development and pharmaceutical e-commerce sector, respectively; the Group has a deep product pipeline, breadth of experience in working with clinical practitioners, and rich clinical resources across many therapeutic areas, while Medlink has a powerful online healthcare management system, online healthcare consultation service, e-prescription, system allowing medical insurance payment, integrated service of online prescription and drug delivery, and highly efficient disease management system.

By connecting clinical practitioners and patient with information technology, we can effectively integrate online and offline academic marketing, educate clinical practitioners and patients more easily, and satisfy patient's demand via drug delivery to their doorstep; the collaboration also allows real-time therapy progress tracking, enhancing both treatment and compliance rate, and timely adjustment of the treatment plan, increasing drug effectiveness. As a result, the collaboration enhances product reachability, take better care of more patients, ultimately driving up clinical and market value of the product.

GeneTime®, a prescription drug for wound and ulcer healing, is the star product of the Group and has been chosen to be the first product for the collaboration. GeneTime® has clear and broad indications, promising a potentially massive market. In recent years, the Group placed heavy importance on further developing the market of GeneTime®; in 2019 GeneTime® reached 125 million HKD of sales, a 72.8% growth YoY. In order to further develop GeneTime®'s competitiveness, the Group also started two new R&D projects for the product in November 2019, which is expected to expand GeneTime®'s applications.

The collaboration with Medlink is also another important enhancement initiative for GeneTime®. Especially within the period of COVID-19, patients have changed their perception towards pharmaceutical e-commerce, over 10% increase is seen in PRC pharmaceutical e-commerce sales in 1Q2020. In addition, the collaboration is very well-timed as it takes advantage of the upcoming dermatological disease "high season" during the summer. In addition to GeneTime®, the Company plans to place other products, including nearly launched chronic disease products Uni-PTH and Uni-E4, into the collaboration scope; the collaboration develops a solid base for fast future product launches.

Referring to the collaboration, Mr Kingsley Leung, the Chairman of Uni-Bio Science Group said, "The collaboration with Medlink is an important milestone of the Group's commercial development. During the period of COVID-19, there has been an increased demand for online hospitals and pharmacies. In the long term, the collaboration adheres to the national policy of encouraging "healthcare + internet". In the backdrop of both changing patient behaviours and drug distribution trends, the Group has to take proactive steps to pioneer new business models to take advantage of these changes. Our expansion into online healthcare will deliver much better service for the patient and clinical practitioner, expand our available marketing channels, and enhance brand awareness. We expect the collaboration will become a strong future driver of GeneTime® sales and learning from this exercise can easily be replicated to other products, to develop greater sales growth for all products in the future."