The company Walmark has been established on the global market for already more than 20 years. In spite of the fact that Walmark began as a company with a wide range of business activities, over the long term we have become convinced of the correctness of our strategic orientation towards the field of pharmacy and healthy lifestyles. Consequently, the company gradually abandoned the other unrelated branches of business and at present it is focusing fully on the development of nutritional supplements and pharmaceuticals.

Thanks to extensive investments into technology, management systems and the knowledge of our employees we have built up one of the most modern pharmaceutical plants in the Czech Republic, complying with GMP (Good Manufacturing Practice) standards for the manufacture and distribution of nutritional supplements and pharmaceuticals.

Aside from nutritional supplements, which represent still the focal point of our turnover, we have also been established as a manufacturer of pharmaceutical product range since autumn 2004.

In addition to our leading market position in Czech Republic, we cover the region of Central and Eastern Europe by our quickly developing and expanding subsidiaries in another seven European countries (Slovakia, Poland, Hungary, Romania, Bulgaria, Lithuania and Latvia). Moreover, we export to other more than 30 countries in the world.

Thanks to conceptual market-oriented focus and growing shares not only on Czech but also on other markets Walmark has become the leading manufacturer of nutritional supplements in the region of Central and Eastern Europe with millions of satisfied customers.

The history of Walmark up to now is proof of the fact that under coequal conditions a company can be established „green-field” without foreign know-how and with minimum capital, and be successful in expanding in a demanding branch of business such as pharmaceutical production and to compete with the significant players on the entire Central European region as well as on global market.

The success of Walmark is a result of the joint efforts of all our employees. We are aware that success does not usually happen by itself, but it is founded on self-discipline, hard work and of course the necessary amount of luck. Moreover, we have to emphasize that significant and integral part of this success are our business partners and satisfied customers around the world. It’s good to know that even in today’s globalised world, it’s possible to achieve this success and this knowledge inspires us and is a challenge for further work.

At the end of 2012 Walmark entered into agreement to partner with Mid Europa Partners, the largest private equity firm in the region of Central Europe. In this new joint venture partnership the new strategic partner Mid Europa Partners acquired 50% stake in the company and the current shareholders of Walmark kept the other 50% stake with keeping significant influence over the company and remaining actively involved in the management of the business going forward.
Walmark has been regularly monitoring its business performance on markets of Central and Eastern Europe with the aim to keep its current market share and develop further its market positions. According to 2012 renowned agencies IMS Health and Cegedim, Walmark is maintaining emphatic leading position in the region of Central and East Europe in the segment of food supplements. After 20 years in this business it keeps expanding successfully in such a difficult branch as pharmaceutical production even in the present global world.

In the past 10 years, Walmark significantly increased its pharmaceutical production and almost doubled the number of its branches to 7. Consolidated results in the last business year showed the share of foreign revenues in the total revenues of the Walmark holding at 65.7%, and the company expects further growth and expansion on foreign markets. This confirms the Walmark’s position as an international player and one of the European leading manufacturers of food supplements.

Walmark is relatively young but dynamic pharmaceutical company based in Czech Republic but operating in entire region of Europe with worldwide perspective. The main target is developing unique, effective, complex and high quality formulas that are different from competitive products. More than 5 new products are developed and launched each year to satisfy the needs of worldwide customers. Therefore Walmark invests millions EUR to research, development, production and logistics each year. The year 2012 was characterized by the full consolidation and continuation of the recovery from turnover drop in 2009 caused by global recession. The turnover reached the level in 2007. There is a confidence that the yearly turnover will reach and exceed again the level of 100 mil. EUR within the years 2013-2014.
The company Walmark, originally a family company, was established in 1990. After the initial activities in the field of foreign trade with various commercial goods, in the first half of 1991, the company re-oriented its business activities to dealing with agricultural products, especially to export of special seeds for food production purposes.

Since the second half of 1991 the company started to develop business activities in the segment of non-alcoholic beverages, and one year later also in the field of pharmaceutical and parapharmaceutical preparations, mainly nutritional supplements and cosmetics products. The three major scopes of mentioned business fields – trading with agricultural products, production and distribution of non-alcoholic beverages and production, import and distribution of pharmaceutical preparations represented the fundamental organizational structure of the company till September 2001.

At that time the management of the company took the decision to change the strategic orientation of the company towards the pharmaceutical business as a field with a high global perspective not only on Czech market but generally on the global market. In connection with this decision the Agricultural Products Division was sold as of the 1st October 2001 and the Food Division was sold as of the 1st January 2005.

The acquired resources were significantly invested by the company in the development of its Pharmaceutical Division. A brand new pharmaceutical plant complying with the GMP and belonging to the most modern in the Czech Republic has been built. Walmark was continuously gaining leading positions on the nutritional supplements market on the domestic as well as foreign markets where it performs its business activities through its own branch offices or local distributors.

In addition to nutritional supplements that are the primary source of the company’s turnover, WALMARK has also started the production of medicines since 2004. The original portfolio of nutritional supplements, that counts now some 90 products and is continually improved and enlarged, remains the core of the company’s sales was thus enriched by human medicines. The first medicine released on the market was the licensed over-the-counter preparation Septofort. The portfolio of medicines has been continuously enlarged and it counts already 7 products in the year 2012.

Besides the above mentioned investments, the company Walmark has been focusing also on strategic acquisitions in order to gradually increase its business performance on the market. The first acquisition was the successful purchase of the Proenzi trademark of joint nutrition in 2004. Thanks to the joint venture with Mid Europa Partners experienced in mergers and acquisitions, the Walmark strategy for new strategic acquisitions in the wider region of Central and Eastern Europe will take place.
Milestones in the company history

Agricultural Products Division

1990 Commencement of trading in agricultural products
2001 Sale of the Agricultural Products Division

Food Division

1992 Commencement of the production of carbonated soft drinks under the Walmark brand
2004 Sale of the Food Division

Pharmaceutical Division

1993 Nature’s Bounty vitamin products – commencement of import and distribution
  Slovakia – establishment of the branch office
1994 Nutritional supplements under the Walmark brand – commencement of production and distribution
1996 Czech Republic – acquisition of the leading position on the nutritional supplement segment
  Export department – establishment of and commencement of business activities and progressive expansion on foreign markets
  Lithuania – entry on the market

1997 Romania – establishment of branch office
  Bulgaria and Macedonia – entry on the market
1998 Latvia – entry on the market
1999 Poland – establishment of branch office
  Estonia – entry on the market
2000 Cyprus – entry on the market
2001 Production plant – expansion and modernization
  Company transformation – transformation from the liability limited company to Joint Stock Company
2002 Kazakhstan – entry on the market
2003 Hungary – establishment of branch office
  GMP standards - certification of the Pharmaceutical Division production
2004 Proenzi – acquisition of trademark of joint nutrition products
  Armenia – entry on the market
2005 Lithuania – establishment of branch office
  Serbia, France, Belarus, Azerbaijan and Kuwait – entry on the market
2006 Bulgaria – establishment of branch office
  Bosnia and Herzegovina, Slovenia, Croatia and Greece – entry on the market
2007 Latvia – establishment of branch office
  Achieving strategic target – leading manufacturer of nutritional supplements in the region of Central and Eastern Europe
  Defining new strategic target – becoming one of the three biggest producers of nutritional supplements in Europe by the year 2012 and market leader by the year 2017

2008 Portugal, Albania, UAE – entry on the market
2009 Vietnam, Iran, Jordan – entry on the market
2010 Businessman of the Year – Ernst & Young Award for Czech Republic for 2010
  Hong Kong, Ukraine, USA, Sri Lanka – entry on the market
2011 Spain, Italy, Iraq, Myanmar – entry on the market
2012 Mid Europa Partners – new joint venture partnership
  Qatar, Georgia, Ivory Coast, the Netherlands, Belgium – entry on the market
Basic Economic indicators

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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated turnover of Walmark holding</td>
<td>88,3</td>
<td>96,3</td>
<td>72,7</td>
<td>88,4</td>
<td>96,4</td>
<td>107,2</td>
<td>82,7</td>
<td>92,1</td>
<td>97,4</td>
<td>98,0</td>
</tr>
<tr>
<td>Turnover of Walmark, a.s. [CZE]</td>
<td>61,6</td>
<td>64,3</td>
<td>31,6</td>
<td>35,8</td>
<td>24,6</td>
<td>40,7</td>
<td>35,6</td>
<td>38,4</td>
<td>39,6</td>
<td>38,6</td>
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<tr>
<td>Number of employees of Walmark holding</td>
<td>905</td>
<td>979</td>
<td>866</td>
<td>902</td>
<td>1016</td>
<td>1018</td>
<td>895</td>
<td>882</td>
<td>823</td>
<td>695</td>
</tr>
<tr>
<td>Number of employees of Walmark, a.s. [CZE]</td>
<td>535</td>
<td>566</td>
<td>416</td>
<td>416</td>
<td>447</td>
<td>447</td>
<td>386</td>
<td>372</td>
<td>379</td>
<td>386</td>
</tr>
</tbody>
</table>

Note: The financial data were converted from CZK to EUR by average yearly exchange rate between those two currencies in respective years. The Agricultural Products Division was sold as of the 1st October 2001. The Food Division was sold as of the 1st January 2005. The data for 2012 are preliminary without approval of final accounts.

Turnover of Walmark, a.s. (CZE) and consolidated turnover of Walmark holding

On the basis of the last rating assessment performed in August 2006 the company Walmark received from the world rating agency the grade A3.cz with the stable prospect according to the new Moody’s National rating.

Since 2003, Walmark has held a GMP (Good Manufacturing Practice) certificate and has complied with the requirements of the Drug Act and the GMP regulation for the production and distribution of medicines in the Czech Republic.

In 2007, Walmark was awarded Superbrand status in Czech Republic. The foremost marketing, advertising and professional media experts ranked Walmark among 100 most prominent brands of the Czech Republic.

In 2010, the founders, owners and members of Board of Directors of the company Walmark, namely Mariusz Walach, Waldemar Walach and Adam Walach, were awarded the prestigious prize The Ernst & Young Businessman of The Year 2010 in Czech Republic.
Thanks to extensive investments into technologies, control systems and employee knowledge, the company Walmark has one of the most modern pharmaceutical plants in the Czech Republic complying with the GMP (Good Manufacturing Practice) standards and it holds a permit for the production and distribution of pharmaceuticals. In addition to nutritional supplements, which represents still the focal point of the company turnover and counts some 100 products today, since autumn 2004 WALMARK has been also producing medicines. The first medicine released on the market was Septofort. This over-the-counter registered medicine has become the bestselling product for sore throats in the Czech Republic. In 2012 the portfolio of medicines has been enlarged and already counts 7 products.

The company is thoroughly monitoring all business, marketing and legislative trends in the pharmaceutical field. Following the continuous harmonization with the EU legislation, the Research & Development and Registration Department has been successfully participating in the approval process of new sources of vitamins and minerals for nutritional supplements. This process is another step towards increasing the quality and safety of nutritional supplements.

Recently new development laboratory has come into operation in Walmark. The new development laboratory complies with the standards of GMP and its equipment corresponds to the technological equipment of a self-contained production plant, naturally with a lower capacity corresponding to the size of the development and pilot batches, which makes the transfer of new products from the development into the routine manufacturing process considerably easier. The new laboratory will help to shorten and make the development process of new products more efficient and it will also serve during the testing of alternative raw materials suppliers for the existing products as the continuous assortment innovation and introducing new products on the market is one of the key factors for maintaining the leading position on the market.

Within the business strategy, the company has been continuously building prospective brands in different segments of nutritional supplements in order to meet the needs of its customers. It relies on creative and effective media campaigns using TV commercials, professional and regular press, PR activities and other alternative communication tools in order to assure the awareness of both general and professional public. The effectiveness of these campaigns had a positive effect on achieving the planned market shares, the reinforcing the brand position on the market and the support of brands awareness.

For better interaction with the customers with the purpose of creating a group of loyal customers of Walmark products there is operating Walmark Health Club (WHC), whose mission is to inform its members of new trends in the field of health, a healthy lifestyle and provide them with top-quality product and health counselling. The Walmark Health Club is active in Czech Republic, Slovakia, Poland, Romania, Hungary and Estonia. The total number of its members continuously grows and has recently reached 425,000 people. WHC operates a call centre for its members, regular direct mailing and the website with the option of the online purchase.
Turnover development

Worldwide business and marketing activities

Turnover of the Pharmaceutical Division of Walmark holding

<table>
<thead>
<tr>
<th>Year</th>
<th>Walmark, a.s. (mil. EUR)</th>
<th>Walmark Foreign markets (mil. EUR)</th>
<th>Walmark holding (mil. EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>86.2</td>
<td>60.2</td>
<td>96.9</td>
</tr>
<tr>
<td>2008</td>
<td>94.9</td>
<td>64.8</td>
<td>100.7</td>
</tr>
<tr>
<td>2009</td>
<td>72.6</td>
<td>48.3</td>
<td>95.8</td>
</tr>
<tr>
<td>2010</td>
<td>83.9</td>
<td>55.8</td>
<td>91.2</td>
</tr>
<tr>
<td>2011</td>
<td>95.2</td>
<td>61.2</td>
<td>98.6</td>
</tr>
<tr>
<td>2012</td>
<td>98.6</td>
<td>64.8</td>
<td>98.6</td>
</tr>
</tbody>
</table>

* Foreign markets represent subsidiary as well as other export markets.

Parent & Subsidiary companies
- Czech Republic
- Bulgaria
- Hungary
- Latvia
- Lithuania
- Poland
- Romania
- Slovakia
- Portugal
- Russia
- Austria
- Belgium
- Bosnia and Herzegovina
- Croatia
- Cyprus
- Estonia
- France
- FYROM (Macedonia)
- Greece
- Italy
- Montenegro
- Netherlands

Export Markets
- Asia: Armenia, Azerbaijan, Georgia, Hong Kong, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Lebanon, Mongolia, Myanmar, Pakistan, Qatar, Sri Lanka, Syria, Turkey, United Arab Emirates, Vietnam
- Africa: Ivory Coast, Morocco
- Europe: Albania, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Estonia, France, FYROM (Macedonia), Greece, Italy, Montenegro, Netherlands, Portugal, Russia, Serbia, Slovenia, Spain, Sweden, Ukraine
In addition to a strong market position on domestic Czech market and quickly expanding subsidiary companies in another seven European countries (Slovakia, Poland, Hungary, Romania, Bulgaria, Lithuania and Latvia), Walmark has been successfully exporting to another more than 30 countries worldwide. At present Walmark is the market leader in the segment of nutritional supplements in Czech Republic, Slovakia, Romania and Bulgaria. In other subsidiary countries – Poland, Hungary and Lithuania it ranks among the top 3 nutritional supplements producers on the market. However the company is successfully challenging the competition in other markets as well and building its strong position there.

Thanks to large investments into marketing communication, Walmark is successful in establishing brands that have leading position in individual segments. The most popular brands on foreign markets include ArthroStop, Prostenal, GinkoPrim, Martians, Urinal, Benosen, Dialevel and others.

The main goal of the Walmark Export Department is searching for business opportunities worldwide for successful launching of Walmark products and realizing business activities in countries where Walmark subsidiaries are not presented. There are systematically developed business activities in the countries of Central and Eastern Europe – namely in the former Soviet Union countries (Estonia, Russia, Belarus, Kazakhstan, Armenia, Azerbaijan, Georgia) and in former Yugoslav countries (Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Macedonia). After Cyprus, where Walmark has been selling its products for 10 years already, in 2005 France became another country outside the group of former post-socialist countries where the company has been building a strong selling team. In the second half of 00’, the company has been intensifying its business activities in another EU countries and has been building its position namely in Portugal and Greece. The efforts invested into the preparation of the markets and strategic agreements with business partners in these countries are promising prerequisites for successful activity within the EU territory.

With regards to destinations outside Europe, Walmark has entered successfully markets of Kuwait, Jordan, United Arab Emirates, Qatar, Iran, Iraq, Vietnam, Hong Kong and Myanmar with the purpose of building up long-term business activities on those markets and gradually to enter also other markets in the region of Middle East, Asia, etc. However, Central and Eastern Europe remain the priority for Walmark. The international character of Walmark holding is confirmed by the fact that the ratio of sales realized in foreign markets in the total consolidated sales of the holding first exceeded the level of 50 % in 2005. In 2012 the turnover of Walmark holding on foreign markets reached 65,7 % of the total turnover.

The Walmark product portfolio counts more than hundred preparations and consists of a wide range of products, from single-component to specially designed and developed combination preparations and multicomponent preparations. The aim of such a wide portfolio is the maximum effort to satisfy the customers needs at various target groups.

In all phases of the development of new products and innovations, the latest scientific knowledge and the experience of top experts from the Czech Republic and from abroad are used. Another source of information of no less importance is the regular marketing researches carried out among customers.

Continual renewing of product portfolio and launching new preparations on the market contributes to improvement of the customers and to help them to solve their problems. The use of top-quality raw materials in connection with the high level of the production process is a guarantee of the high quality of all final products.

For further information about the particular product please see the product catalogue.
Production quality

The company Walmark has fulfilled the requirements of the Drug Act and the GMP Decree for the Manufacture and Distribution of Pharmaceuticals in the Czech Republic and has proven the functionality of the established GMP (Good Manufacturing Practice) system. Good Manufacturing Practice is a set of rules which are binding for pharmaceutical companies. A pharmaceutical company must ensure that the course of manufacture and all connected processes take place according to these rules which guarantee the manufacture of top quality, effective and safe pharmaceuticals. Walmark has been the holder of a permit for the manufacture of pharmaceuticals since 2003. Walmark has been regularly investing a significant amount of money to new production and development technologies, control system and extension of the existing quality control mechanisms. Recently, the manufacturing plant has been extended by a fluid granulation mechanism. It is a new technology for the manufacturing of tablets that contributes to the possibility of manufacturing tablets which are technologically more exacting, raw materials savings and the increase of the quality of the existing tablets on the basis of a better homogeneity of the mixture.

Hazard Analysis Critical Control Points (HACCP)

In the area of the manufacture of nutritional supplements the company applies a quality management system in compliance with the system of critical points required for the manufacture of food. This system analyses risks, critical steps and processes during the manufacturing process that could influence the quality of the product and determines the corrective measures so that the products are not a health risk.

Good Manufacturing Practice (GMP)

This concerns a wide range of requirements that are stricter than the legislative requirements for the manufacture of food. Good Manufacturing Practice is required by legislation during the manufacture of pharmaceuticals; the recommended GMP procedures are also applied at the Pharmaceutical Division during the manufacture of nutritional supplements.

Quality control

Quality control affects all levels of material flow (processing) – receiving inspections of raw materials, continuous and inter-operational inspections of semi-finished products, continuous manufacturing and receiving inspections of products all take place. If the material does not meet the quality requirements it is not released for processing or distribution. Regular inspections of production and storage conditions also take place.

Quality assurance

Quality guarantee is a set of system activities for ensuring the manufacture of top quality products. It includes the establishment of quality requirements for all raw materials, semi-finished products and products, requirements placed on equipment, manufacturing and storage areas, establishment of manufacturing and inspection procedures, ensure employee training and perform investigations within the scope of customer claims and discovered inconsistencies. The system of internal inspections verifies both the individual processes and the functionality of the entire quality management system. The internal inspections are focused on conformation with all procedures, instructions, record-keeping and other activities, which are connected with purchase, inspection, manufacturing and storage. The Walmark company also makes use of regular quality audits by an independent party, this being a renowned company concerned with establishing and improving GMP systems, consulting and quality audits specialising in GMP requirements.

Document management system (DMS)

The implementation of the new control systems in Walmark has secured the flawless quality of all processes and eliminate human errors. It is the system for the electronic document management (DMS = Document management system) and the computer system for the inventory control on the basis of EAN codes. The first system is designed especially for the maintenance and updating of registration and regulation documentation. The other system contributes to the elimination of the error rate and to a better use of the warehouse capacities.
The market segment of nutritional supplements and OTC medicines is globally competitive; however, the company Walmark has reached a significant position in this segment during its presence on the market thanks to its comprehensive and focused orientation on the market trends. Besides of assuring the top quality of products that is essential condition for building up the credibility in this market sphere, the company Walmark has built up an imaginary interconnectedness with its global customers in order to understand better their needs and problems. This approach has certainly helped to achieve the leading positions in the segment as the satisfied customers are one of the best indications of company success.

The company Walmark has two levels of marketing in order to cover all aspects. There is department of International Marketing that is responsible for the general brand communication strategies for all particular brands and for implementing the corporate communication strategy. Moreover it takes a significant part in development of new products taking into account the global trends and customers’ feedback. The second level of marketing is represented by National Marketing Departments that are established in all subsidiaries and that are responsible for successful implementation and adjustment of the brand communication strategies on particular markets.

One of the significant tasks with high level of investments regarding the marketing approach to global customers is the proper communication strategy Walmark has been using. Leading brands as well as brands with leading potential are subjects of strong and comprehensive marketing support. In order to build up globally strong brand there is used complex communication mix including TV, print, radio and outdoor advertisement as well as different kinds of POS materials and PR materials. The purpose of these marketing activities is to inform customers about the particular products on one hand and of course to inform and educate them about beneficial effects of particular products to different health disorders.

Recently the company Walmark has signed strategic regional partnership contract with OMD media agency. This mutually beneficial contract for both sides helped Walmark in better and stronger implementation of general brand strategies for particular brands on different markets.

The company Walmark is today the leading producer in the segment of nutritional supplements in the region of Central and Eastern Europe. Therefore there has been worked out and implemented a unified corporate marketing strategy that helps to easily identify Walmark brands globally.
The logistics matters in the company Walmark belong as well to important in-house procedures and they are in accordance with the philosophy of bringing high quality and faultless products to the consumer in time. The whole logistics system is divided to several consecutive procedures using latest technologies that meet the strict criteria for pharmaceutical products. The goal of functional logistic system is assuring the continuance of all related processes and elimination of any human errors to the minimum during the whole logistic procedure from receiving raw materials to delivery of finished product to consumer.

Due to the importance and complexity of the logistics the company Walmark is using Document Management System (DMS) that increase the effectiveness of the system and eliminate the error rate.

One part of the logistics system in the company Walmark is in-house logistic procedures that could be further divided to production procedures followed by warehousing procedures. Thanks to the global continuous growth of production and sales, the company Walmark has extended manufacturing plant capacity and has built new modern logistics centre with an area of 4,100 m² in order to cover all market needs. This modern storage facility for finished goods with a capacity of 7,000 pallet spaces and the possibility of additional modular extension of the capacity is equipped with the latest computer management system technology in order to make customer services more flexible.

The second part of the logistics system is out-house logistic procedures that are provided in co-operation with contractual forwarders in order to assure the delivery of finished Walmark products to global pharmaceutical wholesalers and next to different kinds of retail outlets (pharmacies, health shops, drugstores, etc.) where the products are offered to consumers. The logistics system of the company Walmark is established and customized so that to avoid or to minimize possible lack of products in order the consumers can get the products of their interest.

The part of logistics system is also considered merchandising that joints together logistics with marketing. The company Walmark has built up and implemented an effective merchandising system for the best possible display of Walmark products in different retail outlets. That is one of the prerequisites for excellent products presence and for building up exceptional brand awareness among consumers.

The company Walmark has introduced initially on the Czech market cash-on-delivery system linked with call center (free hotline) to serve better its consumers. The consumers make use of this service in order to buy Walmark products as well as to get further information about them. Furthermore there has been launched as well Walmark e-shop for the members of Health Club Walmark. These are additional services in the whole logistics system that are growing rapidly as they are convenient way of buying for consumers and would be definitely extended to other markets in near future.
Become our distributor

Compact Product Portfolio & Strong Brands

Over the past years, Walmark products have gained the trust of satisfied customers in more than 40 countries worldwide. The Walmark product portfolio counts more than 100 preparations and consists of a wide range of products, from single-component to specially developed combination preparation and multi-component preparations. The aim of such wide portfolio is the maximum effort to satisfy the needs of all customers.

In all phases of the development of new products and innovations, the latest scientific knowledge and the experience of top experts worldwide are used. Another source of information of no less importance is the regular marketing researches carried out among customers.

The Walmark product portfolio is a matter of continuous improvement and renewal in order to meet the different needs of the customers, to improve their lives and to promote the healthy lifestyle.

During the past years there have been developed several brands that represent today leading brands in their segments. These brands include Martians, ArthroStop®, GinkoPrim®, Prostenal®, Urinal®, Viaderm, Vanxina®, Dialieve®, etc.

You can offer to your customer product solutions they are looking for and need!

High Quality & Effective Products

Assuring high quality for every single finished product that leaves the Walmark production plant is the key factor for having millions of satisfied customers worldwide today. Thanks to extensive investments into technology, management systems and the know-how Walmark owns one of the most modern pharmaceutical plants in the Czech Republic complying with the GMP standards for the production of pharmaceuticals as well as dietary supplements. The GMP certificate that Walmark has been holding since 2003 is a guarantee for the customers that the dietary supplement has been produced in professional and carefully inspected production conditions. It gives to customer the certainty that the product has been made under the same strict conditions as regular medicines are made.

There are also other aspects to assure the high quality of products that Walmark is taking into account and applying. The Walmark products contain only proved active substances that come from high-quality raw materials that are tested before processing. It is also important that active substances must be in an appropriate amount and naturally absorbed by the human body in order to be effective and to be helpful for the consumers. Applying those aspects and the fact that Walmark is carrying strict controls during the whole manufacturing process it guarantees that product effectiveness lasts for its whole shelf life and that tablets are safe and stable.

You can guarantee high quality, effective and safe products to your customers for their satisfaction!

Marketing Support

The market segment of dietary supplements is globally competitive however Walmark has reached a significant position in this segment during its presence on the market thanks to its comprehensive and focused orientation on the market trends. That has been achieved thanks to proper marketing and communication strategy that is aiming globally at long-term individual brands building, reinforcing their position on the market, supporting brands awareness and increasing their global market share.

Leading brands as well as brands with leading potential are subjects of strong and comprehensive marketing support. In order to build up globally strong brand there is used proper communication mix including TV, print, radio and outdoor advertisement as well as wide range of POS materials and PR materials with the purpose to make the brands familiar to all potential consumers and to inform and educate them about beneficial effects of particular products.

All the brand marketing communication strategies are precisely prepared for the global use however they are flexible enough to be locally modified if necessary.

You can take advantage of global communication strategy and applying it locally on your market with the participation and support of Walmark!

Know-How Sharing

Walmark has been carrying business activities in the segment of dietary for almost 20 years now. During this time period it has become experienced not only on domestic Czech market but mainly on foreign markets. Through years and through the experiences there has been developed and significantly developed corporate know-how that is today one of the important Walmark asset. There has been developed and launched various marketing, sales, merchandising, distribution, research & development strategies that lead in to comprehensive and functional know-how. Thanks to the experiences from numerous foreign markets in different regions (Europe, Middle East, Asia, etc.) the Walmark know-how is easily adaptable and applicable to any market what is definitely its significant advantage.

You can freely take use of Walmark know-how in order to be maximally efficient and profitable on the market with Walmark products.

Long-Term Partnership

The creation and development of a long-term partnership is one of the presumptions of the mutually efficient and profitable business relation. Walmark has been developed such long-term partnerships on many foreign markets. By adopting the principles of long-term partnership the co-operation is mutually beneficial for both sides and it is a guarantee of stability that is important factor in the global business.

Long-term partnership is also positively perceived by consumers as they consider then the product as much reliable with the result to develop loyal consumers of Walmark products.

You can take advantage of long-term partnership with Walmark in order to assure sustainable growth and profit and background of a big international company.
Socially responsible company

The support of the company Walmark to non-profit organizations and charity projects has been focused mainly in the location of company’s headquarters, i.e. in the North Moravian and Silesian Region. However the company Walmark also supports projects and non-profit organizations whose activities span all over the Czech Republic. In the region where the company Walmark is active, it supports hundreds of organizations and projects with one common denominator – the aid to people in need.

The current Czech society as well as European society in general is quickly aging. The demographic developments indicate that the percentage of elderly people will increase significantly within the next 20 years. Seniors will make up one third of the Czech population. According to signals from sociological surveys, old age is associated with a number of wrong opinion stereotypes and false ideas. Direct and indirect discrimination based on age, what is known as ageism, is today’s reality. Therefore the company Walmark will continue to focus its philanthropic activities on neglected seniors.

Since 2005, the company Walmark has been a partner of the Society Friendly To All Generation project, on which it co-operates with the Diaconia of the Evangelical Church of Czech Brethren. The project actively strives to change the negative image of old age and promotes activities that enhance all substantial components of full-value life in a higher age. This primarily includes active preparation for old age and efforts to address the most obvious problems of the traditionally complicated dialogue between generations. Since January 2007, the company Walmark has become the main partner of the “Veselý Senior” (Joyful Senior) Foundation fund, which strives to change the existing stereotype view of old age and to overcome prejudices against the life, status and importance of seniors in society.

Walmark is aware of the obligation towards society, connected with insisting upon the principles of responsibility for health and a healthy lifestyle. The company’s mission is to provide innovative top quality products and services in the area of health care, to promote healthy lifestyle in an active way and to lead the clients to responsible approach to their own health which is the basic prerequisite of a full-valued and active life.

The mission has to be fulfilled in all countries that Walmark is active in, as a socially responsible company by observing particularly the following principles:

1. Reaching prosperity in a fair and ethical way
2. Aiming in particular at the clients because without them the efforts would be pointless as it is necessary to understand their needs as much as possible and to satisfy them by the best quality modern products
3. Continuous innovation and development of products according to latest findings of science and research and looking for new ideas and directions
4. Maintaining fair and transparent relationships with all business partners
5. Bringing investments, technological innovations and jobs to the society that company is active in and in which it pay taxes, by which it participate in achieving of sustained general prosperity
6. Being an attractive employer for all employees striving for their self fulfilment and meeting company’s mission
7. Voluntary engagement in non-profit charity projects with the objective to foster the general welfare within the society.

The company’s target and vision to the future is to establish a strong Central European company with the ambition of further expanding on world markets in the segment of nutritional supplements and pharmaceutical products by increasing the market value and maintaining stable grow and moreover to continue to seek, analyse and subsequently invest into new areas, which promise an appropriate profit and growth potential.

Thanks to the strategic decision of establishing joint venture with Mid Europa Partners, the company Walmark will meet the defined medium-term objectives of expansion and a massive increase in turnover over the next five years. As Mid Europa Partners is experienced particularly in mergers & acquisitions and has got a network of respected experts from the pharmaceutical industry, it would help in development of further OTC products and would help as well in further strengthening of Walmark’s positions on the market and its development.