

# Mobility Aids

Business unit presentation, Human Care Group

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*We improve freedom of  
movement and quality of care  
for people with special needs.*

# About us

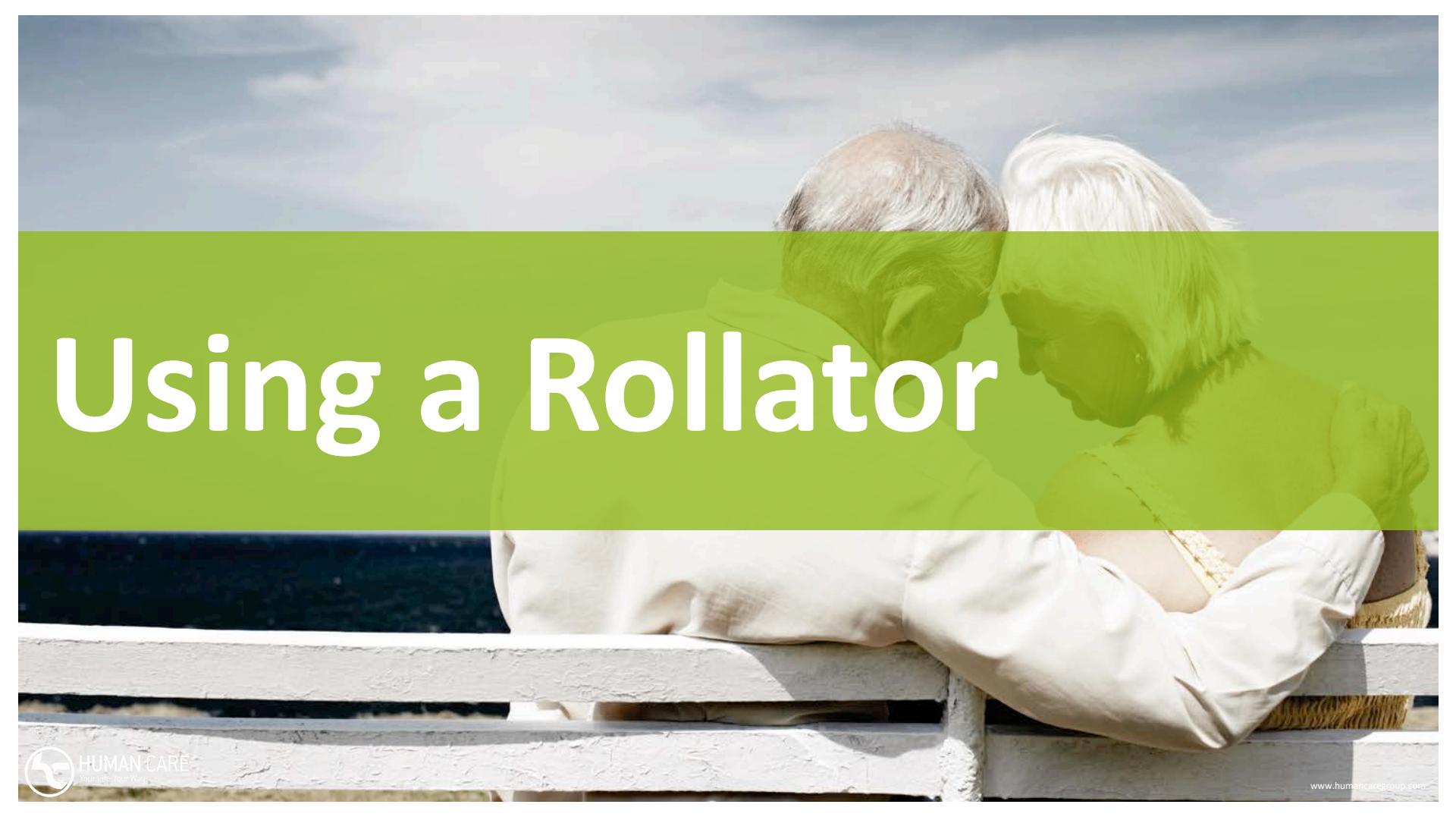
Human Care has a proud history of more than 25 years in patient care. We are global market leaders and pioneers in developing, selling and supporting rollators.

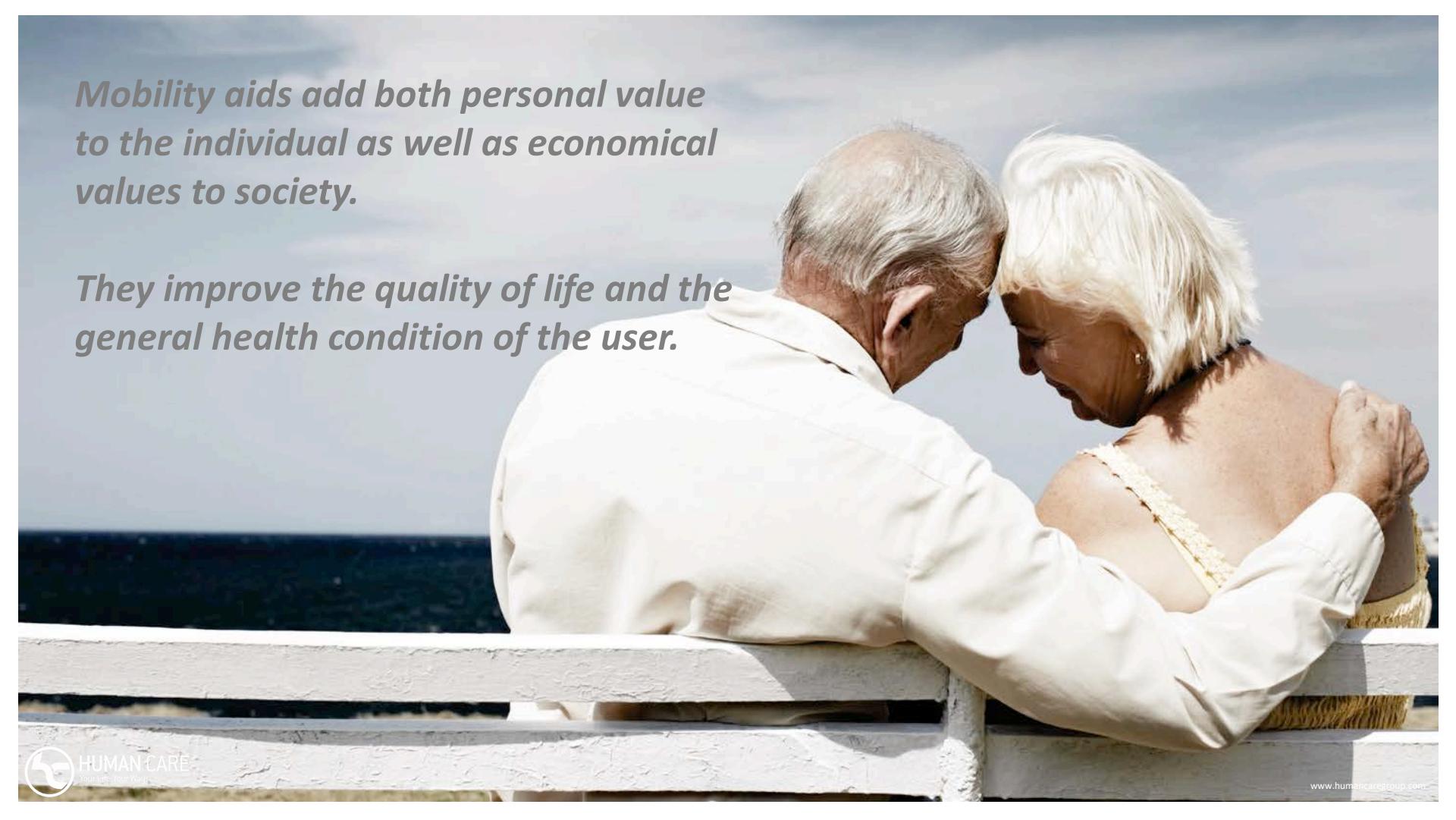
Our product range includes over 30 different models of rollators meeting all customer demands.

We offer products and solutions made to let You live Your life Your own way.



# Using a Rollator

A photograph of an elderly couple sitting on a white wooden bench. The man, on the left, has his arm around the woman. They are both looking towards the horizon over a body of water under a blue sky with scattered clouds.

A photograph of an elderly couple sitting on a white beach chair. The man, on the left, has grey hair and is wearing a light-colored button-down shirt. The woman, on the right, has blonde hair and is wearing a yellow top. They are both looking towards the horizon over the ocean. The sky is clear and blue.

*Mobility aids add both personal value  
to the individual as well as economical  
values to society.*

*They improve the quality of life and the  
general health condition of the user.*

# Safety Independence Wellness

# Safety

- *A reliable and trustworthy mobility aid*
- *Safer movement for the individual*
- *Less injuries due to falls*

# Safety Independence

- *Less need for external aid*
- *Increased mobility in all environments*
- *Creates opportunities for a social life*

# Safety Independence Wellness

- *Improved quality of life*
- *Improved general health condition*
- *Boosted individual confidence*

# Health and economy

## Prescribing rollators is a sound investment

- Less injuries due to falls
- Reduced costs for society
- Profitable from a national economy perspective

A rollator is used for an average of one year per user and the calculated lifespan of the product is four years.



***If only half a percent of all rollator users avoid falling injuries during a year, the total cost of prescribing rollators is saved to society***

[Swedish Institute of Assistive Technology – SIAT]

# Market overview

# Market aspects

Differences in the policy on reimbursing mobility aid products.

Differing cultural acceptance towards mobility aids:

- Status
- Shame
- Independence

Maturity of the retail market differs between regions.



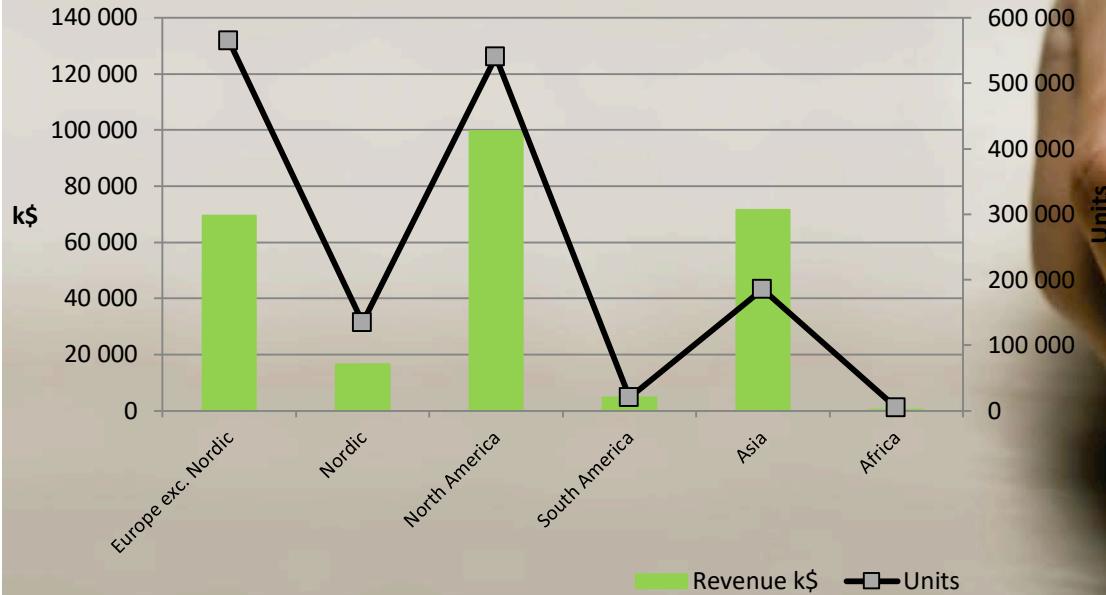
# Market drivers

- *Shorter times spent in hospital care  
Faster rehabilitation*
- *Large part of population lives longer  
Increasing needs for everyday support*
- *A growing category of active “young elders”  
Higher demands on quality, functionality  
and design*



# Global market size

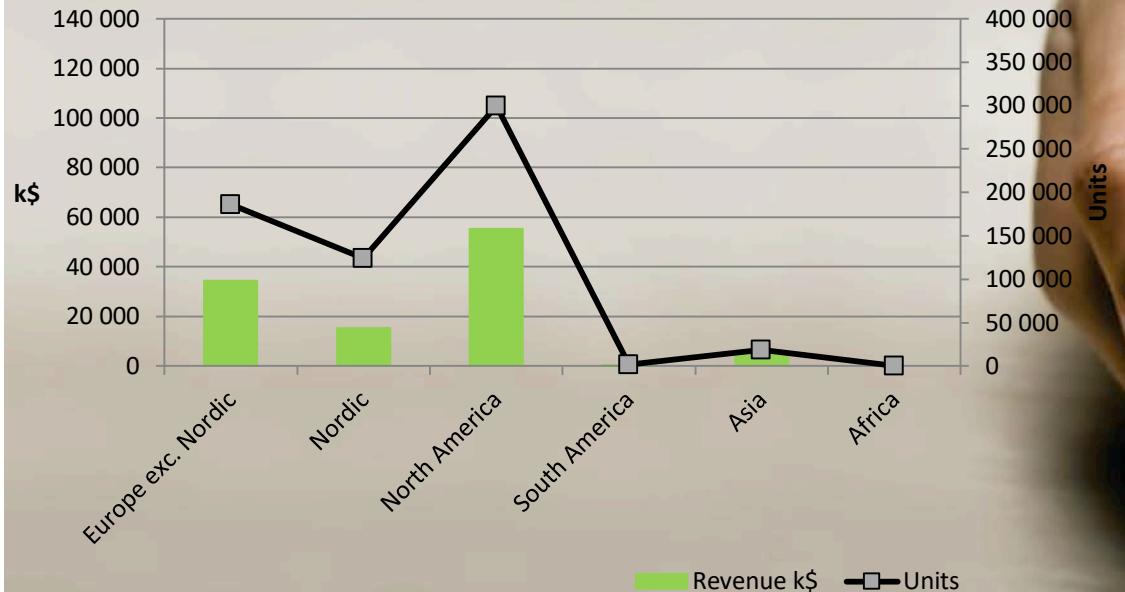
The annual market size is estimated to 350M\$, corresponding to over 2 Million Rollators sold every year



[All figures based on internal estimates]



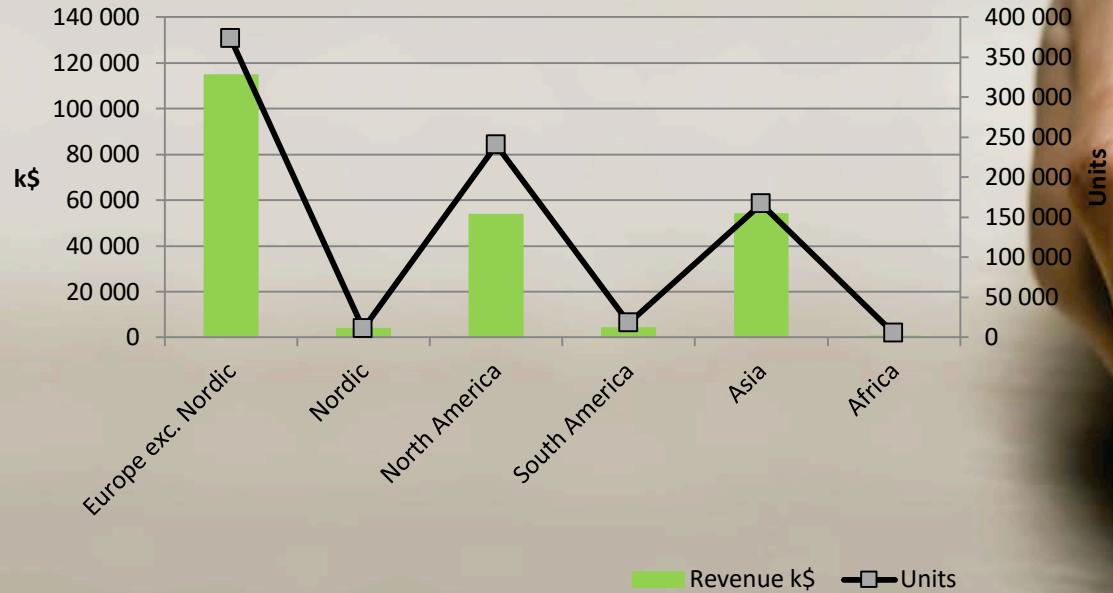
# Reimbursement market



[All figures based on internal estimates]



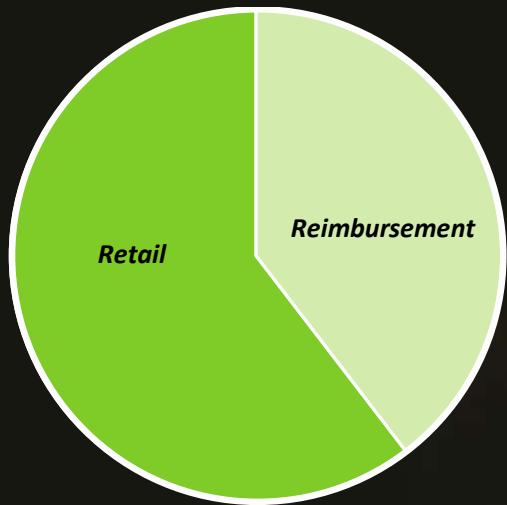
# Retail market



[All figures based on internal estimates]

# Market trends

Today

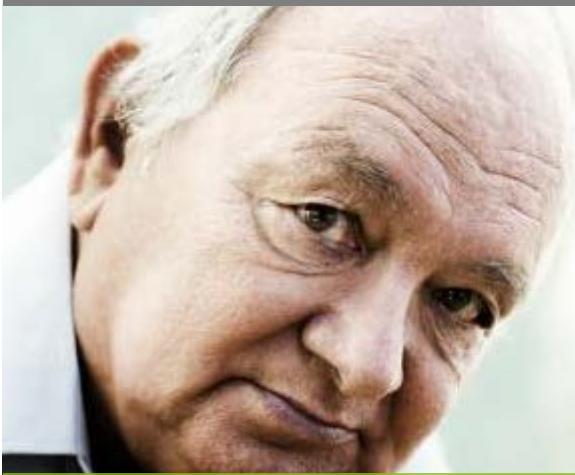


Tomorrow



# Buying behavior and features appeal

*Users*



*Retail customers*



*Physiotherapist (reimbursement)*



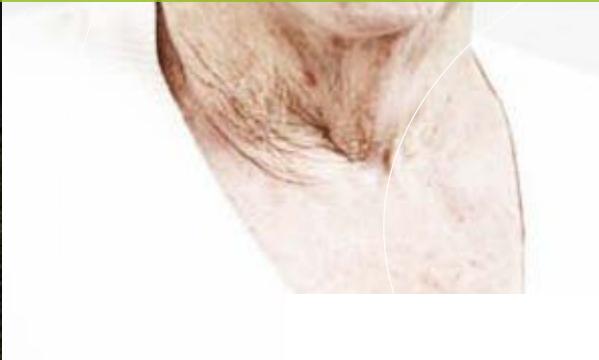
## *Important buying aspects*

Accessories  
Weight  
Folding  
Price

Packaging  
Pricing  
Storage  
Add-on sales

Ergonomics  
Quality  
Safety  
Education  
Maintenance

# Users



# User groups

Anyone can use the assistance of mobility aids at some part of their life, and most of us probably will. The majority of our users carry health problems connected to some of our most common diseases.

- Rehabilitation
- Parkinson's
- Age related
- Rheumatic diseases
- Stroke patients



# Our offering

# Value proposition

*Human Care's extensive, high quality product portfolio and market-leading expertise provide solutions for people to improve their freedom of movement and contribute to greater independence and well-being to the individual that financially will benefit society long-term.*

# Product offering

Human Care is the global market leader in selling and supporting rollators.

The product range includes over 30 different models of rollators meeting all customer demands.

## Human Care Product Offering:

- Indoor rollators
- Outdoor rollators
- Trolley walkers
- RA-walking tables
- Accessories

## In- and outdoor rollators



## RA-rollators



## Trolley walkers



# **Adding value to the augmented product**

All Human Care products rely on our philosophy of offering a comprehensive solutions to the mobility challenges of our customers and clients.

**1. Supporting our customers**

**2. Branding and visibility**

**3. Innovation, design & quality**

**4. User focus & partnership**

# 1. Supporting our customers

*Adding real value to the physical product.*

# Support

## *Keeping the promise!*

Our products are trusted partners to their users. This trust is the base of our customer promise.

We offer dedicated support for all our products throughout our global organization and partners in order to always satisfy the needs of our customers.



# Service

## *Extending the product life cycle!*

For more than 25 years, we have been trusted by caregivers and technicians for our quality products.

Our extended global service organization meets that trust to guarantee minimal down time and an extended lifespan for all our products.



# Education

*Turning knowledge into value!*

We advise purchasing organizations on how to optimize buying requisitions and teach ergonomics and function to prescribers and users.

We educate service organizations in maintenance and teach both physical therapist as well as individual users on product knowledge and optimal usage.



## 2. Branding and visibility

*Cooperating and communicating to the benefit of all.*

# The Brand

## *Brand philosophy*

Covering every aspect of our work, we always start by assuming the stand-point of our customers and users.

The name of our brand is a promise to anyone in need of the benefits that our products have to offer.



# Visibility

## *Telling your story!*

The story of Human Care is the story of our users, their struggle is ours.

Using true stories, we communicate our products the way they are conceived – from the user perspective, your perspective.

The achievements of our users as individuals define our achievements as a brand.

SOCIAL  
BUSINESS  
NETWORK  
MEDIA  
SEARCH  
INNOVATION  
WEBSITE  
MARKETING

### 3. Innovation, Quality & Design

*Creating state-of-the-art products sharing one ultimate goal:  
The benefit and enjoyment of their users.*

# Innovation

*Looking into the future!*

Human Care products are developed for its users, for those who need the products, work with or assist in the care of people who do.



# R&D

## *Staying in front!*

The state-of-the-art functions and usability of our products is guaranteed by our commitment to continuous development.

Constant product development is built into our standards and brought to our customers through designs based on the latest findings in research.



# Quality

*The proof of our commitment!*

Our quality and regulatory systems meet all current standards of the markets where our products are being sold.

Our benchmark is to make every delivery from Human Care a recommendation for a new order.



## 4. User Focus & Partnership

*Keeping a close dialogue with our users and end users.*

# User focus

## *Studying, listening and observing*

Our vision starts and ends with our users, to let them live their lives their own way.

Knowing our end-users lets us relate and constantly improve ourselves.

Proven by a wide product range tuned to meet the most diverse customer demands.



# Partner Strategy

## *Growing together!*

We support our partner's efforts through mutual competency enhancement.

We share information in an open and transparent way to encourage communication and engagement.

We culture innovation to predict and answer to future market needs.





*Thank you for your time.*



**HUMAN CARE**  
Your Life. Your Way.