Certificate

The certification body of TÜV Informationstechnik GmbH
hereby awards this certificate to the company

GEHE Pharma Handel GmbH
Neckartalstraße 131
70376 Stuttgart, Germany

to confirm that its process

eVisiting

fulfils all requirements of the criteria

Trusted Process, Version 1.0

of TÜV Informationstechnik GmbH. The requirements are summarized in the appendix to this certificate.

The appendix is part of the certificate and consists of 4 pages.

The certificate is valid only in conjunction with the corresponding evaluation report until 2015-05-31.

TPCS TPCS5116.13 TÜVIT® 2013 Trusted Process

Voluntary Validation

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Certificate-Registration-No.:
TUVIT-TPCS5116.13

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Essen, 2013-05-16

Dr. Christoph Sutter
Head of Certification Body

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Member of
TÜV NORD GROUP

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Certification System

The certification body of TÜV Informationstechnik GmbH performs its certification on the basis of the following product certification system:

- German document: "Zertifizierungsschema für TÜViT Trusted-Zertifikate der Zertifizierungsstelle TÜV Informationstechnik GmbH", version 1.0 as of 2010-05-18, TÜV Informationstechnik GmbH

Audit Report

- German document: "Auditbericht – Prozess eVisiting der GEHE Pharma Handel GmbH", Version 1.1 as of 2013-05-13, TÜV Informationstechnik GmbH

Audit Requirements

- German document: "TÜViT Trusted Process (TPCS)", version 1.0 as from 2005-05-31, TÜViT GmbH

Audit Target

Audit target is the process "eVisiting" of company GEHE Pharma Handel GmbH for the acquisition, analysis and documentation of product placements as well as implementation check of advertising campaigns in pharmacies, consisting of the following sub-processes:

1. **Fixing the acquisition type**

   Depending on the customer order a full acquisition of the entire product line or a partial acquisition of a sample of the product line is performed. The acquisition of the product placement in the participating pharmacies is standardized. The required placement of each product is defined in a planogram.

In addition, an implementation verification of advertising campaigns can be carried out. The correct placement of the advertising efforts such as window dressing or putting up displays with promotional videos for campaigns is checked.

Acquisitions to be carried out are transmitted as tasks to the mobile devices of the co-operation managers.

2. Performing the acquisition in pharmacies

In the participating pharmacies co-operation managers record via mobile devices which products are placed correctly according to planogram and which advertising efforts are placed correctly or not. The placement is documented by photo.

The result of the acquisition is verified together with the pharmacy owner.

3. Calculation of implementation rate

From the validated acquisition results the mobile device calculates the implementation rate as percentage of correctly placed products. Afterwards, the result is transmitted together with the photos as non-modifiable report to GEHE.

4. Customized analysis of the results

The analysis of the acquisition results is customized on product brand level and anonymously across all visited pharmacies. The following standard reports are available: product-related and regional implementation rates and number of pharmacies visited.

This process is described in the German document:

- Prozessbeschreibung “eVisiting“ der GEHE Pharma Handel GmbH, version 1.0 as of 2013-05-13

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Audit Result

The process fulfills the requirements of the criteria of TÜViT Trusted Process (TPCS), Version 1.0.

Summary of TÜViT Trusted Process criteria

1 Process Documentation

The process documentation is the basis for the process and its defined procedures. It appropriately documents the process requirements and serves as a basis for assessment and improvement. The documentation is sufficiently detailed to allow process reproducibility within certain limits.

2 Process Development and Implementation

The process has been developed and implemented based on interested parties' required objectives. The current process is consistent with its documentation.

3 Process Performance and Effectiveness

The process is developed to provide long term effectiveness. For this purpose, it is subject to continual performance measurements that may result in process or documentation improvements and the implementation of any change.

4 Consideration of Interested Parties

The objectives of the process are aligned with the parties interested in performance and success of the process, its measures and its results.

5 Quality Assurance

The process has been designed to repeatedly show both quality and success in its results. The process involves intermediate quality checks to ensure that it consistently achieves its intended goal. Quality criteria for the checks

and related checklists are described in the process documentation.

6 Resources

The process consists of a series of measures and corresponding resources to achieve intended results.

7 Risks and Dangers

A procedure exists to control risks and dangers associated with the process and this is detailed in the process documentation.