
Business Model

We are a fully integrated medical technology company covering everything from new product development, manufacturing, sales and marketing along with post-sales support. We invest in our product portfolio to develop new products and technologies and, along with regulatory approvals and investment in sales and marketing activities, we develop new markets. The products move from development and over time help to grow our business organically as they become established products in existing markets.

Our business model has always been to be cash generative from operations as we sell existing products into existing markets. During the product life cycle they generate profits and cash for the Group which in turn we use to re-invest in our business through R&D or by acquisitions for future growth. As we have matured we can afford to pay a dividend to our shareholders.

