



MontexSwiss AG Tramstrasse 16, CH-9442 Berneck
Switzerland



Innovative Devices for Newborn Babies

CONFIDENTIAL
FOR INTERNAL USE ONLY

Structure



1. Main Idea
2. Advantages of the product line
3. Target audience
4. Price segment
5. Channels of sales
6. Advantages of each product
7. Geography
8. Launch

The Main Idea

To create a line of unique electronic devices intended to open new opportunities for parents and maximize newborns' comfort.



The Main Advantages



- **Uniqueness** – each device distinguishes from a similar one by expanded and unique set of simple and understandable functions.
- **Practical usefulness** – each device has vivid practical usefulness and helps newborn babies' parents to solve arising questions easily on a daily or periodical basis.
- **User- friendly, laconic package and simple for perception device design.**
- **Ergonomy** – each device is easy and comfortable to use; its features are understandable for each user, including senior citizens, who may feel unconscious fear towards technical devices, and who deny complicated devices and don't see any use in them.
- **Aesthetics** – while using AGU devices, everyone receives aesthetic pleasure from their design both when in package or without it, from tactile feelings and sounds produced by the devices.

Target Audience

The main target audience

Progressive and active young parents 25-40 years old with average and average+ income:

- work very actively
- open for progress achievements
- actively use all new devices

The secondary target audience

Progressive and active friends of young parents 25-40 years old with average and average+ income:

- work very actively
- open for progress achievements
- actively use all new devices



Average

Average
+

• Main motives

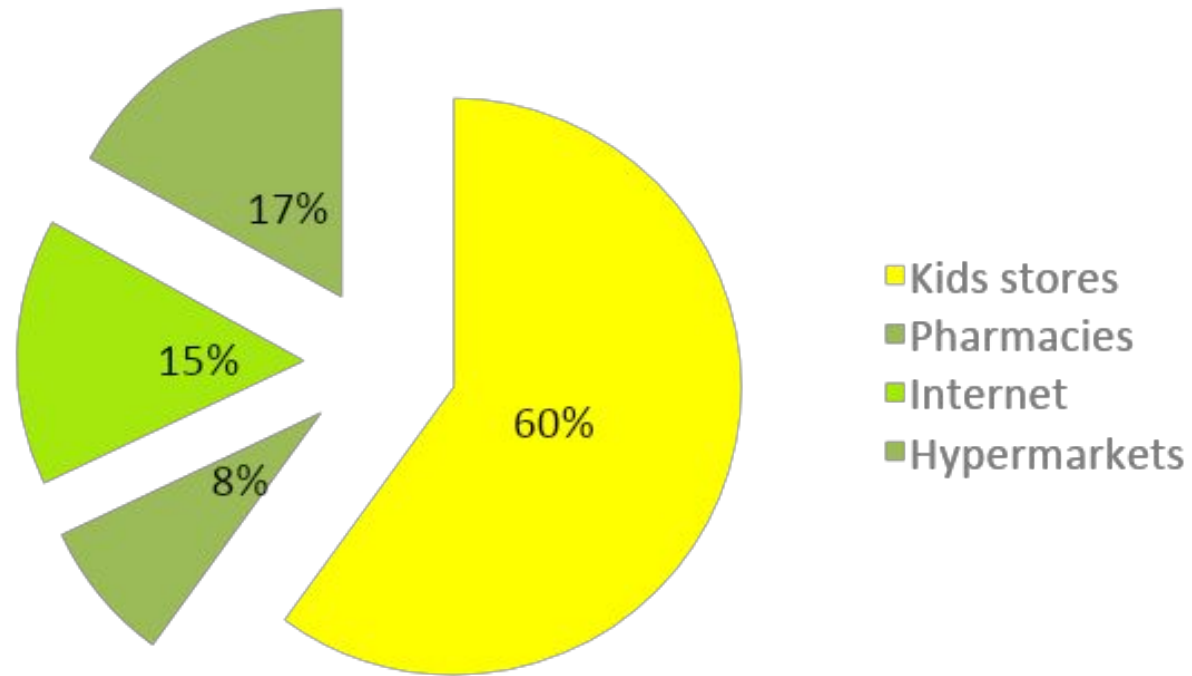
Rational:

- getting more comfort in everyday routine with baby
- economy of time in everyday routine
- expanding the geography of living with baby

Emotional:

- possibility to pay more time to the personality and baby development
- possibility of paying more attention to themselves and each other (for parents)
- getting fun and joy of new role of parents and process of care about baby
- feeling of general comfort and new level of life

Channels of Sales



Channels of Sales



Kids stores

- 1) Electric aspirator
- 2) Compact compressor nebulizer
- 3) Infrared thermometer
- 4) Mesh-nebulizer
- 5) Flexible tip thermometer
- 6) Thermometer compatible with smartphone**
- 7) Bath thermometer
- 8) Baby scale and stadiometer
- 9) Nightlight+clock(alarm clock)+thermometer+hydrometer+player
- 10) Night light with handle
- 11) Baby Monitor**
- 12) Multifunctional device
- 13) Baby food warmer
- 14) Stadiometer**
- 15) Lamp with full spectrum of sunlight**

Pharmacies

- 1) Electric aspirator**
- 2) Compact compressor nebulizer
- 3) Mesh-nebulizer**
- 4) Infrared thermometer**
- 5) Flexible tip thermometer

Channels of Sales

Internet – in 5-6 months after launch

- 1) Electric aspirator
- 2) Compact compressor nebulizer
- 3) Infrared thermometer
- 4) Mesh-nebulizer
- 5) Flexible tip thermometer
- 6) Thermometer compatible with smartphone**
- 7) Bath thermometer
- 8) Baby scale and stadiometer
- 9) Nightlight+clock(alarm clock)+thermometer+hydrometer+player
- 10) Night light with handle
- 11) Baby Monitor**
- 12) Multifunctional device
- 13) Baby food warmer
- 14) Stadiometer**
- 15) Lamp with full spectrum of sunlight**

Channels of Sales

Hypermarkets – in 1-1,5 years after launch




- 1) Electric aspirator
- 2) Infrared thermometer
- 3) Flexible tip thermometer
- 4) Bath thermometer
- 5) Baby scale and stadiometer
- 6) Nightlight+clock(alarm clock)+thermometer+
+hydrometer+player
- 7) Night light with handle
- 8) Baby Monitor**
- 9) Multifunctional device
- 10) Baby food warmer
- 11) Stadiometer
- 12) Lamp with full spectrum of sunlight**

Baby Monitor



- compatibility with smart phone /iphone
android/ios/windows/wi-fi)
 - radio functions: signal transmission from the transmitter to the receiver (control device / phone / computer) and from the receiver to the transmitter
 - video features: signal transmission from the transmitter to the receiver
 - camera's automatic turning following baby's movements
 - play music/songs/poems, selected by parents in the Internet
 - switches the toy into soothing and entertaining mode (dancing, funny movements, light signals)
- Software features for the control device:**
- the ability to record photos and videos on the receiver
 - fast uploading of photos and videos into social networks
 - storing of the history of audio and video recordings

Baby Monitor, ++

	Brands	AGU	Miniland	Ramili WiFi Baby Monitor RV800 HD	Avent Philips Wi-Fi HD-camera Philips B120E
NoNo	Features				
1	compatible with smartphone/iphone (android/ios/windows/wi-fi)	+	+	+	+
2	radio function	+	+/+	+/+	+/+
3	video function	+	+	+	+
4	switches the toy into soothing and entertaining mode (dancing, funny movements, light signals)	+	-	-	-
5	play music/songs/poems, selected by parents in the Internet	+	+	+	-
6	working without socket, with the battery	+	-	-	-
7	looks like a toy and entertains the baby	+	-	-	-






Electric Aspirator

AGU ADVANCED
GROWING
UP[®]



- low noise
- soft tips of 2 different shape
- light, easy to hold and handle with one hand
- plays children's melodies/songs for soothing babies
- operates on batteries

Electric Aspirator, ++

	Brands	AGU 1	Miniland Nasal Care	B-Well	Graco	Arcticlight* - certified in Russia as a medical device
NeNe	Features					
1	Very quiet	+	+	+	+	-
2	Soft tips of various shape	+	+	+	+	+
3	Sucking power controller	-	-	-	-	-
4	Light, easy to hold and handle with one hand	+	+	+	+	+
5	Plays children's melodies /poems/songs for soothing babies	+	-	+	+	-
6	Possibility to switch off music	+	-	-	-	-
7	Can be placed on a horizontal surface	-	-	-	-	+
8	Comfortable storage bag	+	-	+	+	-

AGU[®] ADVANCED GROWING UP

NASAL ASPIRATOR

Daisy



helps to cleanse nose effectively and quickly



ideal for infants and children



low noise operation



MOS

agu-baby.com

AGU[®] is the registered trademark by Mottex Swiss AG, Tramstrasse 16, CH-1642, Bernex, Switzerland

AGU[®] ADVANCED GROWING UP



helps to cleanse nose effectively and quickly



ideal for infants and children



low noise operation



NASAL ASPIRATOR Daisy

agu-baby.com

swissdesign

AGU[®] ADVANCED GROWING UP



helps to cleanse nose effectively and quickly



ideal for infants and children



low noise operation



12 popular fun tunes

12 детских мелодий



safe soft tips of various shapes

безопасные мягкие насадки разной формы



powered by two batteries

AA 1.5V

работает от батареек типа AA 1.5V (2 шт.)



easy to use

простой в использовании



easy to disassemble and clean

легко разобрать и промыть



transparent collection cup

прозрачный резервуар



ergonomic design

эргономичный дизайн



compact & light weight

компактный и легкий, удобно брать с собой



storage bag

сумочка для хранения



AGU[®] ADVANCED GROWING UP



способствует эффективному и быстрому очищению носа



идеально подходит для младенцев и детей



низкий уровень шума



НАЗАЛЬНЫЙ АСПИРАТОР Daisy

agu-baby.com

swissdesign

Наименование: Аспиратор назальный AGU NS12
Dimension, mm (L x W x H): 98.5 x 45.3 x 143
Размер, мм (Д x Ш x В): 98.5 x 45.3 x 143
Weight 146 g (without batteries)
Вес: 146 г (без батареек)



Manufacturer: Avita Corporation (factory Avita Wujiang Co., Ltd. in China), TAIWAN
Изготовитель: Avita Corporation (завод Avita Wujiang Co., Ltd. в Китае), ТАЙВАНЬ



6 194 38 09 10 07 07 1

Compact Compressor Nebulizer

AGU ADVANCED
GROWING
UP[®]



- low noise: 55dB
- size of particles: 3-5 microns
- rate of nebulization: 0,08-0,2 ml/min
- compact: suitable for travels
- each set has: mouth piece, adult and child facemasks, nose piece

Compact Compressor Nebulizer, ++



	Brands	AGU/ROSSMAX NB60Q	Omron NE-C20 (NE-C802-RU)	Omron CompAIR C24 Kids	B-Well
NoNo	Features				
1	Noise,dB	55	45	46	60
2	Participle size, mkm	< 3 (MMAD)	Approx. 3 (MMAD)	3 (MMAD)	0,5-5
3	Speed of nebulization ml/min	0,08-0,2	0,25	0,3	0,33
4	Size, mm	134,7x88,3x54	85x43x115	142x72x98	237x120x162
5	Power supply	12	100-240	12	220

AGU[®] ADVANCED GROWING UP

AGU[®] ADVANCED GROWING UP



COMPRESSOR **Balloon**
NEBULIZER

agu-baby.com

- effective help in diseases of respiratory tracks
- low noise operation
- particle size $\leq 3 \mu\text{m}$



swissdesign

AGU[®] ADVANCED GROWING UP

- effective help in diseases of respiratory tracks
- low noise operation
- particle size $\leq 3 \mu\text{m}$
- easy to use
- child mask, angled mouthpiece
- adapter (220V)
- storage bag
- compact & lightweight
- 2 years warranty

agu-baby.com

AGU[®] ADVANCED GROWING UP



НЕБУЛАЙЗЕР
ИНГАЛЯТОР КОМПРЕССОРНЫЙ **Balloon**

agu-baby.com

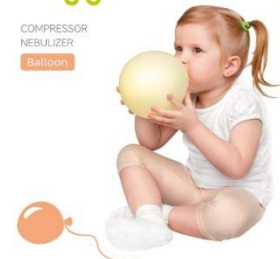
- эффективная помощь при заболеваниях дыхательных путей
- низкий уровень шума
- размер частиц $\leq 3 \mu\text{m}$



swissdesign

AGU[®] ADVANCED GROWING UP

COMPRESSOR
NEBULIZER
Balloon



agu-baby.com

- effective help in diseases of respiratory tracks
- low noise operation
- particle size $\leq 3 \mu\text{m}$



AGU[®] is the registered trademark by Moritz Swiss AG, Tramstrasse 16, CH-9402, Bernegg, Switzerland.

Наименование: Ингалятор компрессорный AGU N3 Neo
Dimensions: mm L x W x H: 136,2 x 88,3 x 54
Размер: мм D1 x D2 x B1: 134,7 x 88,3 x 54
Weight: 284,5 g (without accessories)
Вес: 284,5 г (без аксессуаров)

Storage and Transportation Condition
-20°C to +47°C (-4°F to 117°F)
+90% RH, 280-1060 hPa



Manufacturer: Rossmax Swiss GmbH (Factory Rossmax (Shanghai) Incorporation Ltd. in China), SWITZERLAND
Импортер: Rossmax Swiss GmbH (Склад Rossmax (Shanghai) Incorporation Ltd. в Китае), ШАНХАЙ, КИТАЙ









Mesh-Nebulizer



- very quiet
- metal net for nebulization of medical preparation
- compact: suitable for travels
- each set has: mouth piece, adult and child facemasks, nose piece
- powered by a rechargeable battery

Mesh-Nebulizer, ++

	Brends	AGU N7	LAICA NE1003	B.WELL WN-114	Omron U22 (NE-U22-E)	AND UN-233 with adapter and masks	Little Doctor LD-207U
NeNe	Features						
1	Noiseless,dB	+	+	+	+	50	50
2	Participle size, mkm	6-8	4,8	4,8	4,9	5	5,8
3	Speed of nebulization ml/min	0,5-0,6	0,25	0,25	0,25	0,2	0,1-0,28
4	Size, mm	76,5x41x73	75 x 75 x 144	75 x 75 x 144	38x104x51	55,6x42x109,3	65x45x120
5	Compact: easy to take anywhere	+	+	+	+	+	+

AGU[®] ADVANCED GROWING UP



MESH **Minimill** NEBULIZER

agu-baby.com



effective help in diseases of respiratory tracks



quiet operation



particle size 4-5 µm



swissdesign

AGU[®] ADVANCED GROWING UP

effective help in diseases of respiratory tracks
эффективная помощь при заболеваниях дыхательных путей

quiet operation
бесшумный

particle size 4-5 µm
размер частиц 4-5 мкм

compact and lightweight
компактный и легкий, удобен брать с собой

easy to use
легко пользоваться

child mask, mouthpiece
детская маска, мундштук

powered by two batteries 1.5V AA
работает от батареек 1.5V AA (2 шт.)

storage bag
сумочка для хранения

2 years warranty
гарантия 2 года



agu-baby.com

AGU[®] ADVANCED GROWING UP

AGU[®] ADVANCED GROWING UP



НЕБУЛАЙЗЕР **Minimill** ЭЛЕКТРОННО-СЕТЧАТЫЙ

agu-baby.com



эффективная помощь при заболеваниях дыхательных путей



бесшумный



размер частиц 4-5 мкм



swissdesign

AGU[®] ADVANCED GROWING UP

MESH NEBULIZER **Minimill**



agu-baby.com

effective help in diseases of respiratory tracks

quiet operation

particle size 4-5 µm



AGU[®] is the registered trademark by Moser Swiss AG
Framenstrasse 16, CH-7642, Berneck, Switzerland

Наименование: Ингалятор ультразвуковой
электронно-сетчатый (мембранный) AGU N7
Dimension, mm (L x W x H): 76,5 x 41 x 73
Размер: мм (Д x Ш x В): 76,5 x 41 x 73
Weight: 74 g (without battery)
Вес: 74 г (без батареек)



Manufacturer: MicroBase Technology Corporation, No.756, Jiadong Rd., Bade Dist., Taoyuan City 33466, TAIWAN, China
Изготовитель: MicroBase Technology Corporation, No.756, Jiadong Rd., Bade Dist., Taoyuan City 33466, TAIWAN, КИТАЙ



Infrared Thermometer Dual Mode



- color display: green - red
- minimal time of measurement: 3 seconds
- type of measurement: dual mode - forehead, ear
- accuracy of measurement : +/- 0,2
- division value: 0.1 °C
- measures in Celsius
- memory: 12 measurements
- additional readings: surface, liquid temperature
- display lighting
- signal of the measurement end: beep, visual
- fiver alarm

AGU® ADVANCED GROWING UP

AGU® ADVANCED GROWING UP

CHILDREN'S INFRARED THERMOMETER **Dino**



2 in 1: forehead (3 sec.), ear (1 sec.), accurate and quick measurement of body temperature



ideal for infants and children



gentle and safe



MOS

agu-baby.com

AGU® is the registered trademark by Montex Swiss AG, Tramstrasse 16, CH-9442, Berneck, Switzerland

AGU® ADVANCED GROWING UP

36.8°C

37.6°C



agu-baby.com



2 in 1: forehead (3 sec.), ear (1 sec.), accurate and quick measurement of body temperature



ideal for infants and children



gentle and safe



Dino

CHILDREN'S INFRARED THERMOMETER

swissdesign

AGU® ADVANCED GROWING UP



2 in 1: forehead (3 sec.), ear (1 sec.), accurate and quick measurement of body temperature: 2 в 1: точно и быстро измеряет температуру тела на лбу (3 сек.) и в ушной раковине (1 сек.)



ideal for infants and children идеально подходит для младенцев и детей



gentle and safe безопасный



color and sound fever alarm цветовая и звуковая индикация повышенной температуры



switchable beeper and backlight возможность отключить звуковой сигнал и подсветку



surface temperature measurements: milk, in baby's bottles, baby's bath, ambient temperature позволяет измерить температуру поверхности (молоко в бутылочке, вода для купания) и температуру окружающей среды



12 data memory память на 12 измерений



powered by one battery CR2032 работает от батареек типа CR2032 (1 шт.), входит в комплект



agu-baby.com

AGU® ADVANCED GROWING UP

36.8°C

37.6°C



agu-baby.com



2 в 1: точно и быстро измеряет температуру тела на лбу (3 сек.) и в ушной раковине (1 сек.)



идеально подходит для младенцев и детей



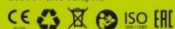
безопасный



ДЕТСКИЙ **Dino** ИНФРАКРАСНЫЙ ТЕРМОМЕТР

swissdesign

Наименование: Детский инфракрасный термометр AGU (HE)
Dimension, mm 107 x 50 x 34
Размер, мм 107 x 50 x 34
Weight 50 g (without battery)
Вес: 50 г (без батареек)



Manufacturer: MicroLife AG (factory Onbo Electronic (Shenzhen) Co. Ltd., China), SWITZERLAND
Изготовитель: MicroLife AG (завод Onbo Electronic (Shenzhen) Co. Ltd. в Китае), ШВЕЙЦАРИЯ



4 719 003 402716

Flexible Tip Thermometer



- large round color display: green – red
- flexible tip
- waterproof
- beeping sound for measurement start and finish
- storage of the last measurement
- automatic shut off
- minimal time of measurement – 10 seconds
- display lighting
- golden tip
- accuracy of measurement : +/- 0,1
- division value: 0.1 °C

Thermometer Compatible with Smartphone



- 24h continuous monitoring
- high precision
- high temperature alarm
- waterproof
- data storage
- 7 days trend review
- low power consumption
- cloud management
- long distance monitor

Bath Thermometer



- large round color display: blue - green -red
- looks like water flower
- waterproof
- fast temperature measurement
- accuracy of measurement : +/- 0,2
- division value: 0.1 °C

Baby Food Warmer



- ideal for use at home and in a car: design and construction of the device allows to fold it compactly when travelling
- the principle of the device is based on the heating intensity depending on the type of heated food
- timer, shuts off automatically
- keeps the temperature unchanged after warming is finished
- voice beep after the completion of a selected function
- fits all sizes, shapes and brands of bottles

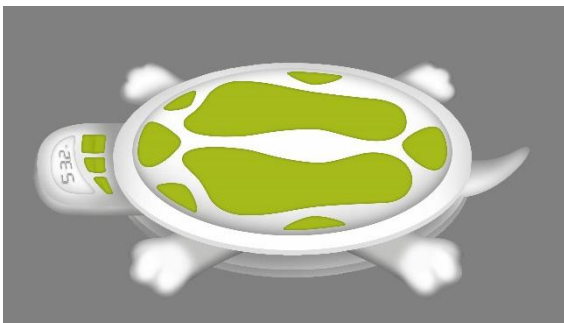
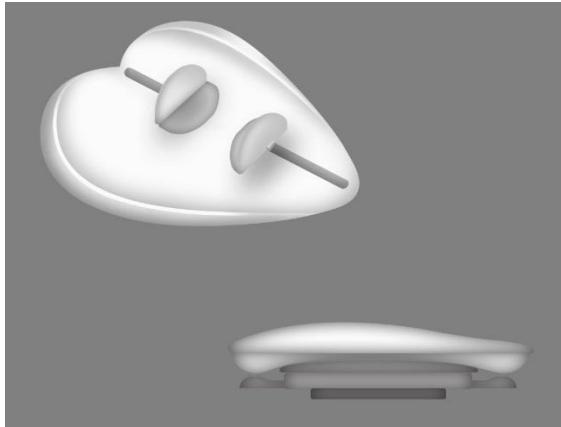
Sterilizer+steamer+blender+defroster+warmer+vacuum sealer

AGU ADVANCED
GROWING
UP[®]



- simple intuitional menu
- compact device
- ability to create a vacuum in baby bottles, bottle caps included
- defrosting function
- possibility for preparation of several portions simultaneously
- timer, automatic shut off
- keeping food temperature at warm level after the end of preparation /warming
- beeping sound after the end of selected operation

Baby Scales and Stadiometer



- high accuracy for weight and height measurements, even when baby is moving
- large platform with convenient height measurer
- deducts the weight of a diaper
- stores/transmits the data of weight history /height readings to smart phones/iphones (android/ios)
- shows the differences between previous weight/height readings
- LC display
- plays children's music for soothing babies
- operates from power system, batteries

Night light + Clock (Alarm Clock) + Thermometer, Hydrometer +player



- the device has only the information display panel, but does not have control buttons
- surface radiation of nightlight should be uniformly illuminated
- light-emitting diode display
- compatible with smart phone /iphone (android/ios)
- selects tone and glow intensity
- 2 operational modes: continuous and short glow
- thermometer and hydrometer function
- plays children's melodies /poems/songs for soothing babies
- controls sound volume
- the ability to turn off the alarm by touching with hand
- powered by a rechargeable battery, which is charged in a contactless manner

Night light with Handle



- can be easily fixed on baby's cot
- designed especially for children's arms
- smooth light
- funny characters
- changes light colors
- one light color can be fixed
- recharging cradle
- waterproof

Stadiometer



- compatible with smart phone /iphone (android/ios)
- LCD display
- speaks to a child what to do and gives the result of measurement
- stores measurement history and compares a new measurement with a previous one
- makes funny comments and gives interesting facts, for example: «You've grown taller, good job!», «You should eat better, then you will grow faster», «But the height of giraffe is ... » and so on.
- function of deduction of height shoe sole
- operates from power system and batteries

Lamp with Full Spectrum of Sunlight



- light must be diffused
- lamp power should be twice more than Nikken lamps
- light-emitting diodes produce a constant stream of steady, soothing illumination, without flickering
- the lamp is controlled by smartphone/iphone (android/ios), there is one button ON/OFF on the lamp
- the ability to set the on / off time
- the ability to adjust the intensity of the light
- the design of stylized sun
- mains powered: 220V, 50Hz

Geography. Priority countries



Countries for searching a Distributor in Classic Sales Channels



- | | |
|------------------------|------------------|
| 1. Republic of Belarus | 10. Estonia |
| 2. Russia | 11. Georgia |
| 3. Bulgaria | 12. Armenia |
| 4. Ukraine | 13. Azerbaijan |
| 5. Kazakhstan | 14. Kyrgyzstan |
| 6. Romania | 15. Tajikistan |
| 7. Moldavia | 16. Uzbekistan |
| 8. Lithuania | 17. Turkmenistan |
| 9. Latvia | |

Internet Sales



Countries of Western Europe

Launch



1 step: Nasal Aspirator, Compressor Nebulizer, Mesh Nebulizer, Infrared Thermometer

2 step: Baby Food Warmer, Multifunctional device

3 step: Lamp–Sun, Nightlight with Handle, Nightlight+Player

4 step: Thermometer with Flexible Tip, Thermometer Compatible with Smartphone

5 step: Baby Scale and Stadiometer, Bath Thermometer, Stadiometer

6 step: Baby Monitor, IP–camera

