



Everyday Medical (EDM)

BUSINESS PRESENTATION

- May 2020 -



Everyday Medical - Overview



SELLING ON AMAZON SINCE 2018

Everyday Medical products are offered on multiple Amazon marketplaces, including US, CA, UK and FR.



REGISTERED PRIVATE LABELS BUSINESS

Everyday Medical is registered trademark in the US.



VARIETY OF PRODUCTS

Everyday Medical has 2 main categories that offer orthopedic and topical products.



DIVERSIFIED SALE CHANNELS

In addition to selling on Amazon, Everyday Medical products are sold on other online marketplaces such as Shopify



LEADING BRAND IN THE MEDICAL MARKET

Everyday Medical is one of the top sellers and Amazon Choice in the “[hernia guard](#)” niche on Amazon.com

Amazon Accounts Overview*

PRODUCT REVIEWS

- US: Over 1,691 product reviews in total. ≈97% are 4 or 5-stars
- UK: Over 438 product reviews in total ≈97% are 4 or 5-stars
- CA: Over 458 product reviews in total ≈97% are 4 or 5-stars.

SELLER FEEDBACKS

- US: ≈1691 lifetime seller feedbacks. 97% are positive
- UK: ≈438 lifetime seller feedbacks. 98% are positive
- CA: ≈458 lifetime seller feedbacks. 98% are positive.

SALE PRICE VS. COGS

- Avg. sale price (COGS): US \$23.02 (\$4.08), UK: \$25.96 (\$4.96)
- Avg. Gross profit (gross margin): US: \$18.94 (82.3%), UK: \$21(81%)

PROFIT & ROI

- Net income LTM: USA: \$ 639,748.69 UK: \$134,835.30 CA\$93,898.71
- ROI (Net income/COGS): US: 211.59% UK 249.23% CA 214.35%

** Data is in USD*

TOP AMAZON SELLER

Everyday Medical is a long-time top Amazon.com seller having many products as amazon choice.

GREAT DIVERSITY

With several products and dozens of SKUs Everyday Medical offers a variety of products that allows significant future growth.

LOW REFUND RATE

Good quality products, customized packaging and proactive customer service lead to a low $\approx 10\%$ refund rate

SATISFIED CUSTOMERS

Approx. 1000 seller feedbacks and 99% positive lifetime feedback rate since the foundation of the business in 2018.

EDM Top 3 Product Categories

- Amazon US

1



Hernia Guard

Category: [Hip & Waist Supports](#)

No. of reviews: US ≈170,

Ave. review rating: US ≈4.5

2



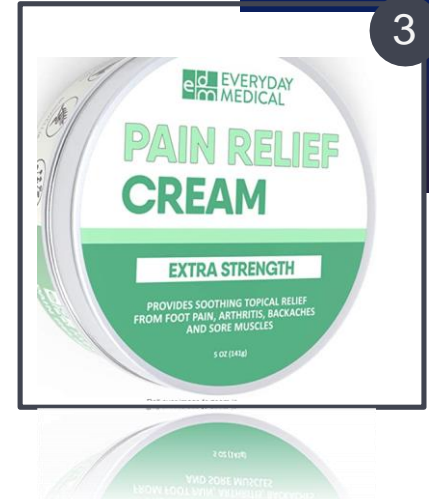
Umbilical Hernia Support Belt

Category: [Hip & Waist Supports](#)

No. of reviews: US ≈96,

Ave. review rating: US ≈4.3

3



Arthritis Pain Relief Cream

Category: [Arthritis Pain Relief Medications](#)

No. of reviews: US ≈56,

Ave. review rating: US ≈4.2

Main Assets

AMAZON STORES

Amazon US storefront: <https://tinyurl.com/y8t256ud>

Strong OFFICIAL WEBSITE & SOCIAL MEDIA

Website:

<https://shopeverydaymedical.com/>

Instagram page:

<https://www.instagram.com/everydaymedical/?hl=en>

Pinterest page:

<https://www.pinterest.co.uk/everydaymedical/>



Website and Social Media



Pinterest

- Link: <https://www.pinterest.co.uk/everydaymedical/>
- Monthly Viewers: 4k



OFFICIAL SITES

- Website 1: <https://shopeverydaymedical.com/>
- Platform: Shopify



INSTAGRAM

- Link: <https://www.instagram.com/everydaymedical/?hl=en>
- Over 650 posts
- Over 43.7k followers

Planned Steps to Grow Asset

1. Growing sales and profit on Amazon by PPC optimization , additional variation and improved inventory management
2. Increase in Shopify sales with our AI driven PPC tools
3. Penetration to US off-Amazon marketplaces – eBay, Walmart, Sears, Rakuten
4. Increase sales in Amazon Global (AU)
5. Shopify SEO optimization
6. Identification and introduction of new products through our AI/ML product discovery system

Risks Analysis and Solutions

As part of the risk analysis and mitigation TCM makes a rigorous Due Diligence process on the asset in question both on the asset itself and on the market it operates in evaluating over 150 different performance indicators

The deal is only green lighted after this exhaustive analysis is completed

Potential Risks

- Saturated Market - limited growth
- New competitors entering

Solution / Response

- Growth into other geographies and other channels
- High barrier of entrance in the medical field
- EDM has substantial double digit market share

